

treail in a schooner.

An orphan, raised by his maternal grandfather, he had an inheritance, his father's estate in Lincolnshire called Snake Hill, which he intended to convert into investment capital. There were some immediate difficulties since he was still a minor, but he secured as much money as he could and became a partner in a small brewery with a fellow Lincolnshire man named Thomas Loid. In 1785, in full possession of his inheritance, he bought out Loid. The next year he began producing Molson's Ale.

The first Molson brewery in Montreal was on the same site as the present one. John Molson was six feet tall and, according to legend, in September of '86, dressed in the blue toque and working clothes of the time and place, he stood by the brewery door and paid five pounds to Joseph Bernard, a farmer, for forty-one bushels of grain. Two days later he began the malting of thirty of the bushels and hired his first assistant, Christopher Cook, for four dollars a month.

On December 13 he wrote home to his Lincolnshire attorney, Philip Ashley: "The speculation now is beginning to show in good ale and table beer—can acquaint my friend that my beer has the readiest sale—orders are by one-half more than can execute. There is nothing less required than enlarging the office which will only brew four hogsheads per week full employed."

A hogshead, then and now, equals fifty-four gallons. Molson would sell it for the equivalent of five cents a quart, and by 1787 he was reporting to Lincolnshire that "My beer has been universally well-liked beyond my most sanguine expectations."

Other plans were also brewing. He invested in farms and lumber and started a foundry and a cooperage, all enterprises associated with brewing, and began banking in a small way.

In 1808 he expanded into the transportation business; with the aid of two skilled artisans from England, John Jackson and John Bruce, he began the construction of Canada's first steamboat, less than a year after Robert Fulton had sent one from New York to Albany on the Hudson.

The *Accommodation* was launched broadside

into the St. Lawrence in 1809, and in November it began a regular run to Quebec City.

The *Accommodation* was followed by other vessels, and the St. Lawrence Steamboat Company, familiarly known as the Molson Line, was formed in 1822. In 1836 John was a major shareholder in Canada's first railroad, the Champlain and St. Lawrence.

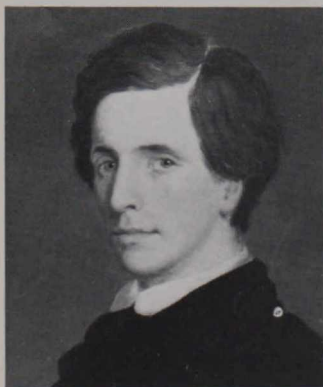
The Molsons, father and sons, kept busy through the first half of the nineteenth century, building and managing the first permanent theatre and luxury hotels and expanding the brewery. John the elder and John the younger served in the Legislative Assembly. Thomas built a church and a college. William devoted his energies to banking.

The Founder died in 1836, the year the first trains ran between St. John's and Laprairie, linking Montreal to Lake Champlain and the United States. The Molson's Bank was in full operation by 1837 and was chartered by a special act of Parliament on October 1, 1855. Things went well, and in the next century the Molson Companies Limited became a progenitor of twentieth century diversification. Molson's is now much involved in retail selling, with a chain of franchised Beaver hardware stores, and in the production of chemical specialties, office and educational products and appliances, as well as beer and ale.

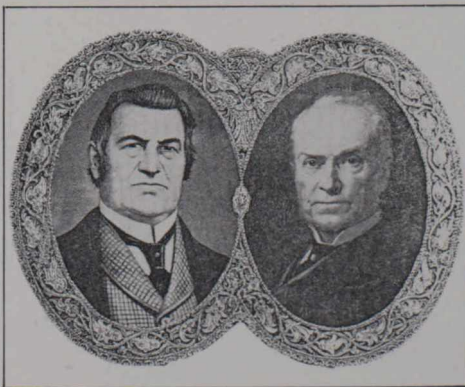
Other Great Canadian Brewing Names (in order of their appearance)

Tom Carling: Tom Carling, a resident of Upper Canada (the future Ontario) began brewing in what is now London, Ont., in 1840. After he died in 1845 his sons William and John carried on. John entered politics and became MP representing London. During the 1860s he offered the brewery workers seventy-five cents a day and all the beer they could drink.

John Labatt: John K. Labatt, age 30, arrived in London, Ont. from Ireland. In 1847 he and Samuel Eccles, an experienced brewer, bought and rebuilt



John Molson



Tom Carling and Eugene O'Keefe



George B. Oland