

Newspaper page

<https://collections.pacmusee.qc.ca/en/objects/newspaper-page-2021-013-010-1-9/>

Collections / Transport and communications / newspaper page



CC BY-NC-ND 4.0 license

Pages from the newspaper La Presse with advertisements related to WW2, from January to November 1945.

Accession Number 2021.13.10.1-9

Date 1945

Medium and Support ink, paper

Measurements 38,5 x 28,1 cm

Historical context

Molson Breweries is a family institution that has had a profound impact on Montreal's history since the British Conquest. It is also one of Canada's oldest companies.

Founded in 1786 by Englishman John Molson (1763-1836) at the foot of the Sainte-Marie stream along the Chemin du Roy, Molson beer quickly became popular, and the company expanded early on when its founder acquired new land adjacent to the brewery. Over the decades, profits from beer sales enabled Molson to diversify his investments and establish his family as one of Montreal's and Canada's leading financial dynasties, investing in steamboats on the St. Lawrence, railroads, banking and, in the 20th century, the Canadian Hockey Club.