

History of the TALON *Vaults*





INTENDANT *Jean Talon*

The far seeing Talon arranged the first Canadian mineral prospect and established the first Canadian brewery in 1668.



1665

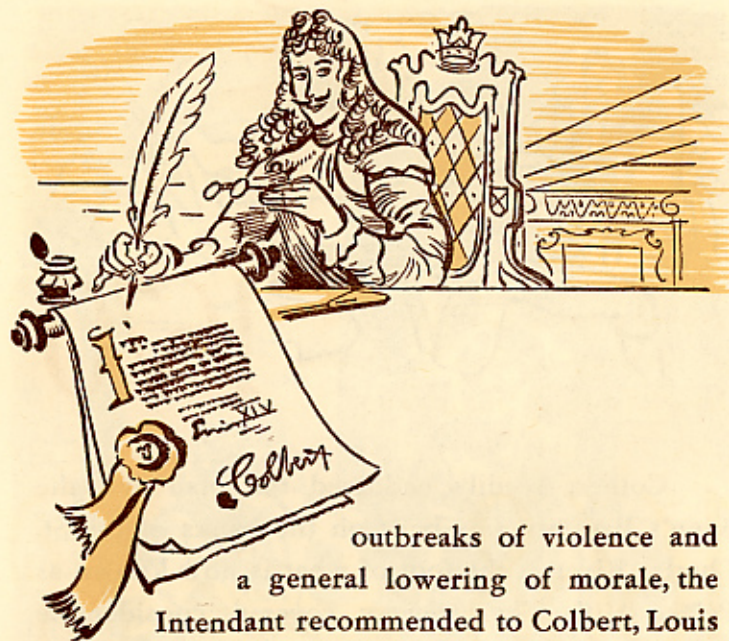
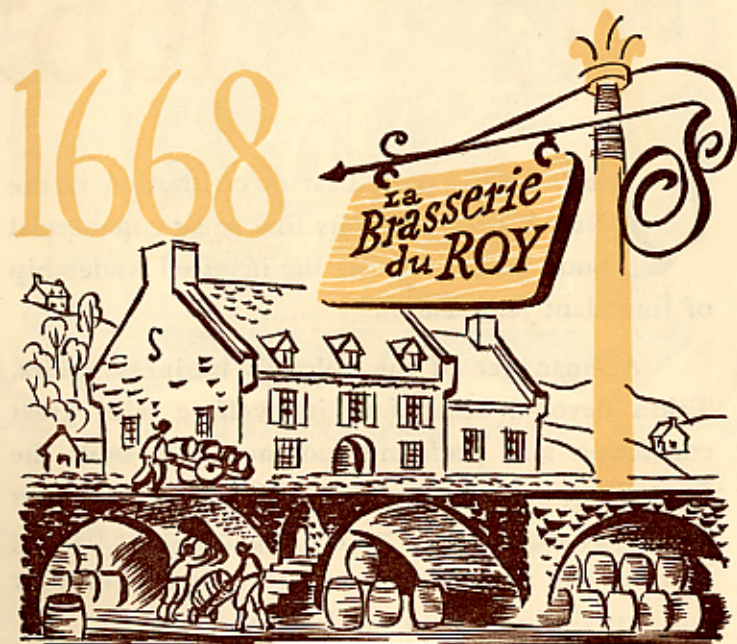
QUEBEC City, pulse-beat of civilization in the New World, knew its first great commercial boon in 1665 under the inspired leadership of Intendant Jean Talon.

As manager of the colony's business affairs, Talon devoted himself to its welfare with great conviction and profound judgment. He built the first village settlements in Canada, planned the first controlled immigration policy, organized the fishing industry and kept a wary eye on fur traders in their business dealings with the Indians.

The far seeing Talon arranged the first Canadian mineral prospect and established the first Canadian brewery in 1668.

The Dow Brewery in Quebec City stands today on the site of La Brasserie du Roy (The King's Brewery).

The early days of the new colony, fraught with growing pains, are linked closely with the history of brewing in Canada. Dismayed by the swelling ratio of brandy intoxication among the people, by



outbreaks of violence and a general lowering of morale, the Intendant recommended to Colbert, Louis XIV's General Comptroller of Finances, the establishment of a brewery to provide the people with a safe and satisfactory substitute for the fiery spirit.

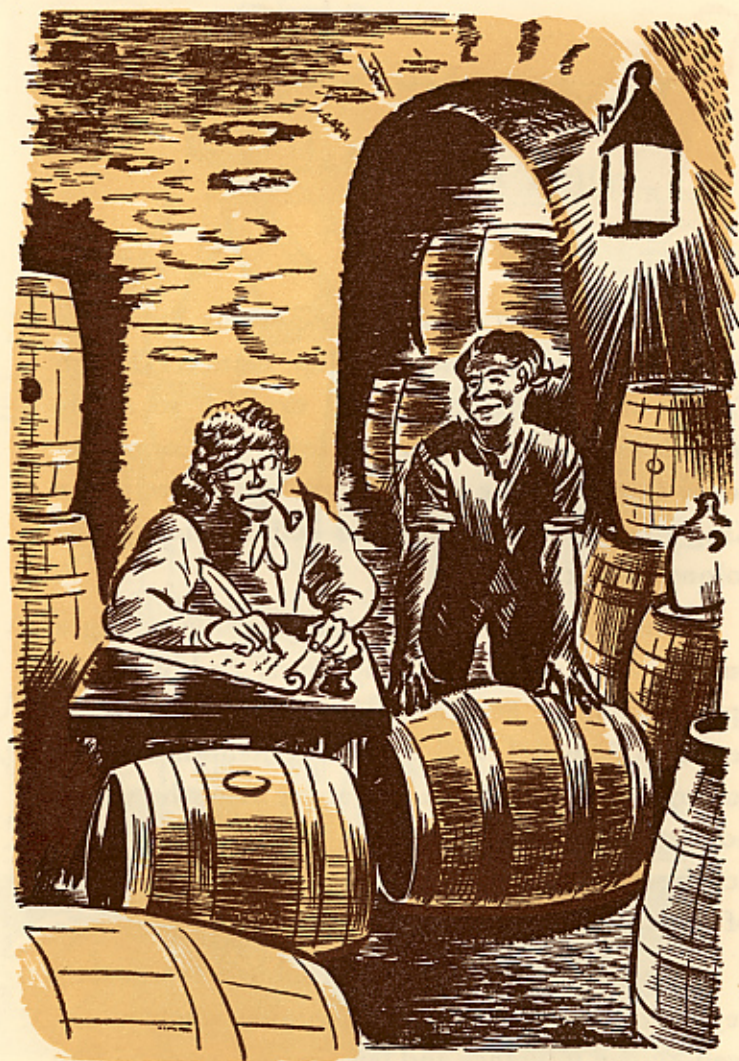
There had been some brewing in Quebec prior to this time, but only in homes and in religious communities, solely for private consumption and as an antidote for the widespread malnutritional disease of scurvy. No public beer supply existed. Crude, raw brandy was the only alcoholic drink available to the people in general.



Colbert readily endorsed the plan and the King's Brewery was built on the banks of the St. Charles River at the foot of what is now known as Palace Hill. The brewery covered considerable ground and seven vaults were constructed in the foundation. In some places the walls were eight feet thick.

To the great delight of the colonists, beer was brewed for the first time in the spring of 1670 at a price within their means.

The first Canadian brewery prospered until 1672 when the first of its many colorful changes re-shaped its face and fortune as well as its place in the history of early Quebec.

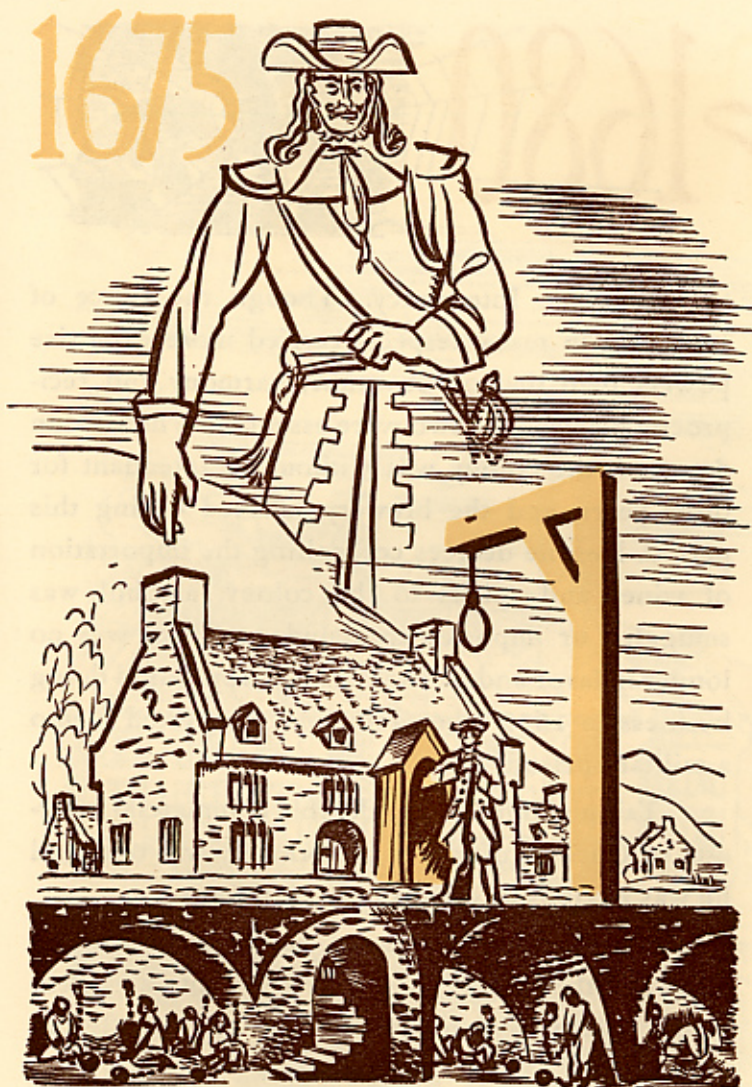


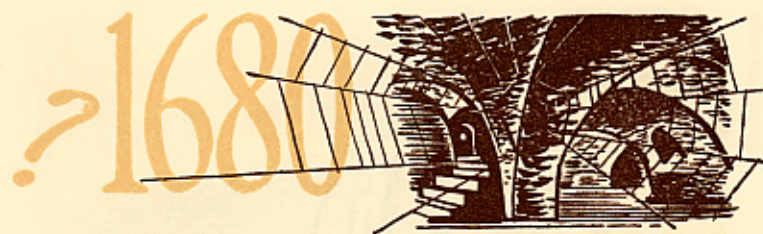
Becomes PRISON then PALACE

It was in 1672 that the imperious Frontenac was appointed Governor of New France. Though Talon's term as Intendant had expired, so sorely needed was his great driving force and organizational genius that he had returned to Quebec at the King's request late in 1669 to help administer the colony's affairs.

The strain of administration was becoming a burden to the Intendant, however, and with the appointment of Frontenac, he requested leave to return to France. It was Talon's contention that the colony was too small for two active men who would not be disposed to work in concert. The King acquiesced and Talon sailed for France in the autumn of 1672.

Though a great and valiant soldier, Frontenac's reputation as a stern and inexorable autocrat was well-known in France and few, indeed, were willing





to accept the Intendancy. Though the office of Intendant in many respects carried more extensive powers than that of Governor, harmony and reciprocity between the two were essential. When Talon departed, the colony was without an Intendant for three years, and the brewery suffered during this period. Despite decrees controlling the importation of wines and spirits to the colony, alcohol was smuggled or imported in abundance. Beer was no longer in favor and La Brasserie du Roy ceased doing business in 1675 when Frontenac converted it into a military prison.

Talon still held considerable commercial interests in Quebec, of which the brewery was one, and he was anxious to get rid of his holdings.

The abandoned brewery was purchased by the King and the structure was converted into an Intendant's palace by Intendant Jacques de Meulles in 1686.

1686





Here was a transformation, indeed! The humble brewery, changed over to a gloomy fortress, now emerged as a majestic mansion in which the powerful Intendant held his colorful court, where the council conducted its weighty deliberations, judges solemnly interpreted the law, and a small army of clerks, lawyers, archivists and guards busied themselves with a multitude of duties.

Then came a succession of events which forcibly and violently altered the history of the Palace. It was destroyed by fire in January, 1713, and



1713

claimed four lives. The Intendant, Michel Bégon, barely escaped with his wife. Two ladies-in-waiting were trapped in the flames and perished. Bégon's valet died, too. The Intendant's secretary fled barefoot in his night-clothes, but died a few days later in hospital from frostbite.

Bégon lost all his possessions in the blaze—3,000 livres in goods and furniture and 1,500 livres in money. The King, however, generously reimbursed Bégon of his losses and reconstructed the Palace on a more lavish scale at his own expense.



1726

Disaster struck in other ways. The next dignitary who would have inhabited the Palace was

Edmé-Nicolas Robert, 11th Intendant of New France. But Robert died aboard ship while the craft was making sail for the Quebec shoreline. He was a relative of Louis Robert, who was first Intendant of the colony—this in name only, as he never set foot on Canada.

A few months after the death of Edmé-Nicolas Robert, Guillaume de Chazelles, the 12th Intendant, sailed from France to take residence in the Palace. The ship smashed into a reef, however, and de

Chazelles drowned along with everyone on board.

In 1726 Claude-Thomas DuPuy was appointed Intendant. He had occupied the Palace but a few months when it was damaged by fire.

DuPuy, whom history records as having been one of the most pretentious and most unreasonable officials of the colony, was also very unfortunate during his tenure of office. He had barely restored the Palace after the fire when it was damaged by flames again in 1727. DuPuy returned to France the following year.



1748
-1760



BIGOT becomes Intendant

The office of Intendant in New France was one of tremendous power for good or evil. Talon, the second Intendant—the first to land in Canada—was the best. François Bigot, the 15th and last Intendant, was the worst. The Palace saw its

era of greatest splendor during his reign between 1748 and 1760, but his office was one of licentious and extravagant orgies. The infamous Bigot plundered both the King and the “habitants” and was ordered back to France in disgrace. In a colony otherwise known for the great integrity of its rulers, Bigot emerged as a most consummate scoundrel.

The PALACE *destroyed*

Bigot was Intendant when Wolfe's army defeated Montcalm's forces on the Plains of Abraham in 1759. In 1763, the year of the signing of the Treaty of Paris, transferring Canada from the French to the British Crown, Bigot was tried in Paris for his many crimes. He was publicly denounced and condemned to the Bastille. When he was released he was exiled from France forever, and all his goods were confiscated.

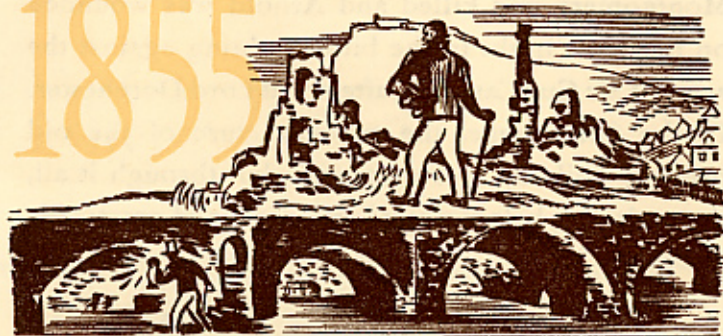
Under British rule, the brewery-turned-Palace was used in a variety of capacities suited to its location and powerful construction. Fate, however, had decreed that this historic building would play a prominent part in other great events!

War had changed the history of Canada. It was the year 1775 and the twelfth of British rule in Quebec. It was the very beginning of the American Revolutionary War and the Palace was occupied by Richard Montgomery and Benedict Arnold, who tried in vain to assault the walled upper-town.

Montgomery was killed and Arnold was wounded on the same night in the bitter fighting against the army of Sir Guy Carleton, afterward Lord Dorchester. In the futile siege, the superstructure of the old brewery building was destroyed, but through it all, the vaults, far below street level, remained practically intact.



1855



The *Vaults* re-discovered

In 1855, Joseph Knight Boswell seeking new quarters for a brewery he had been operating for a few years, acquired the site. The Talon Vaults were unearthed during excavations and were incorporated into the new brewery, which was known as the Boswell Brewery until June, 1952, when the name was changed to Dow Brewery (Quebec).

The brewery covers an extensive area and is completely self-sufficient. Its large output goes to Quebec City itself, to the fishing and lumber villages of the Gaspé peninsula, to industrial and agricultural Beauce, to booming Chicoutimi, and to the vast Lake St. John district, in the heart of the pulp and paper

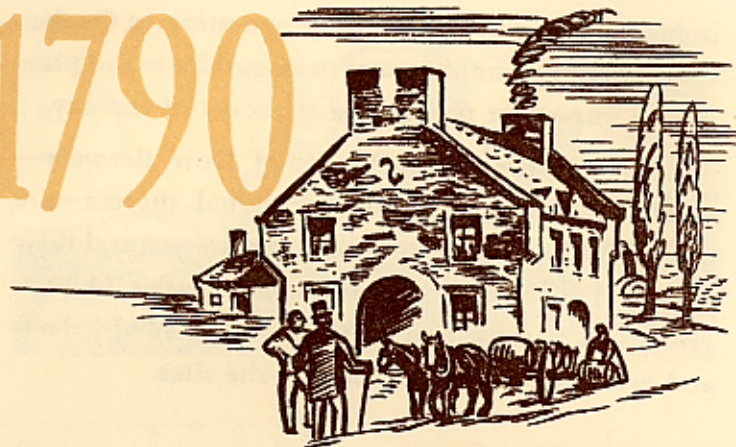
industry. It is the only brewery operating in Quebec City, providing employment to its residents and playing an important part in the economy of the city.

Today, the Talon Vaults of Dow Brewery—with the antiquarian relics exhibited therein—are one of Quebec's favorite tourist attractions, and their history has been commemorated by the Quebec Historical Society, and plaques recording the dates and events have been attached to the sites.



1952

1790



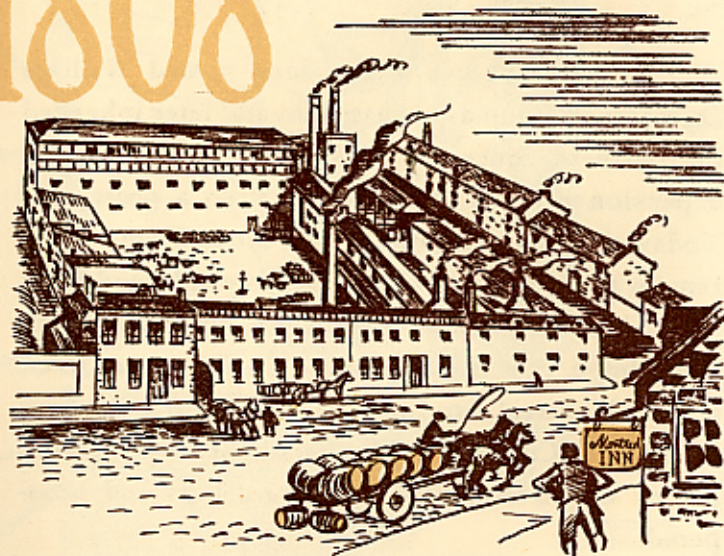
DOW *grows with Canada*

But the name Dow goes far back into the history of the young colony. Trade was flourishing along the St. Lawrence River and in 1790—fifteen years after Arnold's bootless assault—Thomas Dunn set himself up in business as a brewer of fine ales at Laprairie, Que., a few miles from Montreal.

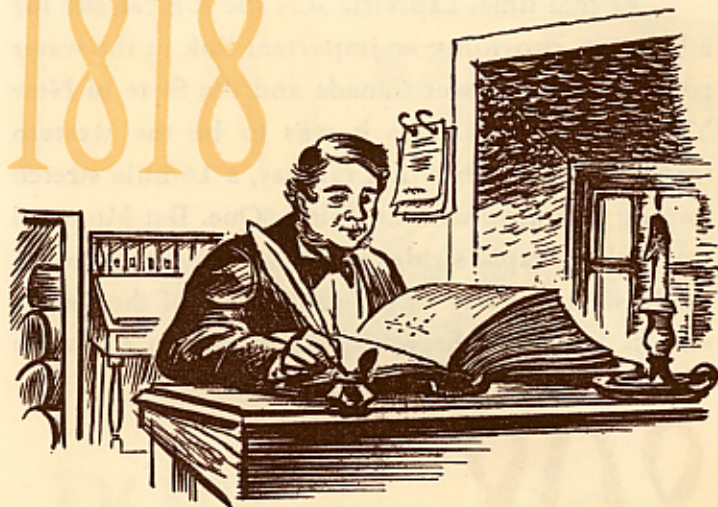
Those were momentous days. George Washington was in office as first President of the United States, and the post-war movement of Loyalists from across the border into Canada was in full swing.

At that time, Laprairie was the logical site for a brewery, providing an important link in the water route between Lower Canada and the State of New York. Sixty years later it was to be the western terminus of Canada's first railway, a 16-mile stretch joining Laprairie with St. Johns, Que. But Montreal was making rapid strides in the direction that would establish it one day as the metropolis of the future, and in 1808, the brewery was moved to a site on Notre-Dame street in Montreal.

1808



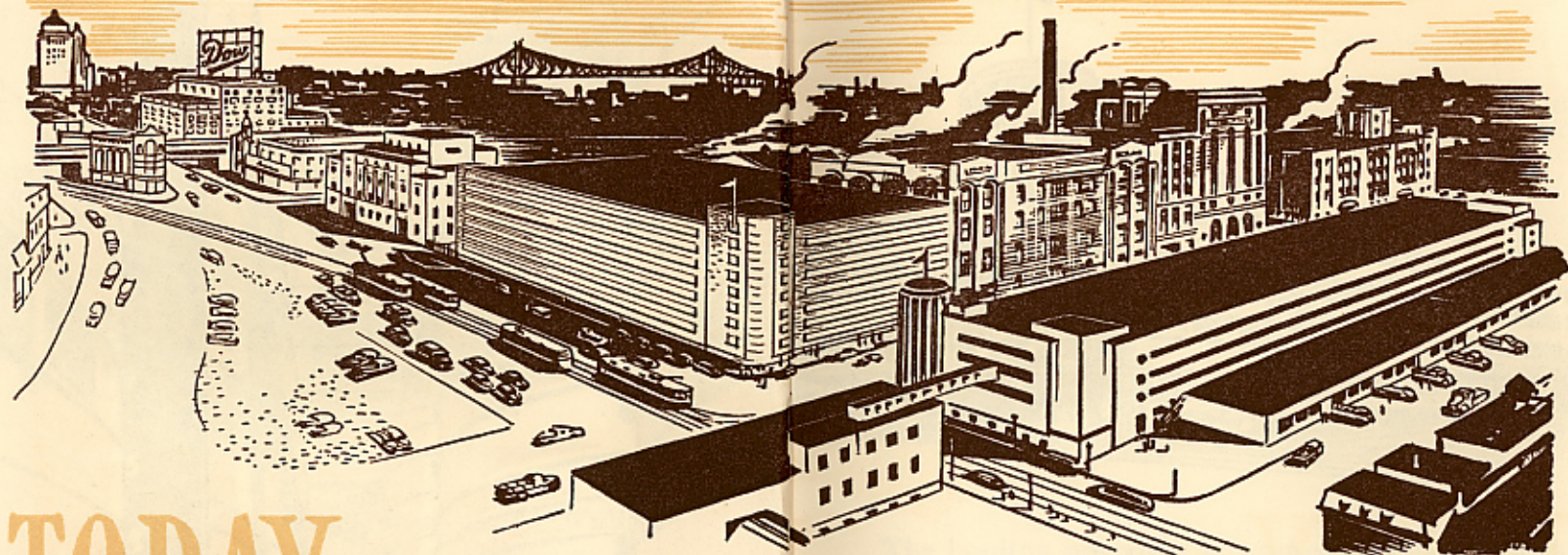
1818



Around 1818, a young man named William Dow joined Dunn as his assistant and later inherited the business. Since the days of William Dow, the expansion of Dow Brewery has been a great one. Today, the original buildings on Notre-Dame street remain part of the new tremendously-enlarged Dow plant. Another plant on St. Maurice street, Montreal, and a huge, new bottling house on Colborne street, also in Montreal, are linked with the Dow Brewery in Quebec City and with the history of a young colony which overcame many hardships and prospered.



*Through
the Years*



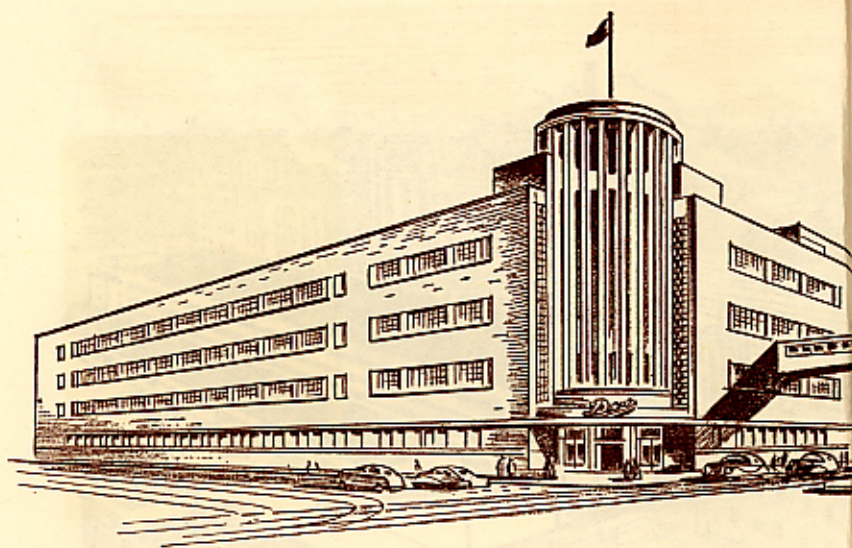
TODAY

The Dow buildings present one of the most striking aspects of the development taking place in the Chaboillez Square area of Montreal, and embody an operation which is unique in the brewing industry in Canada.

All production facilities of the company have been centralized in that area with the new bottling house as a nucleus. The three individual units of Dow Brewery — the two plants and the bottling

house—are linked by a tunnel 1,585 feet long and 40 feet underground at its lowest depth. Pipelines in the tunnel carry beer from the plants.

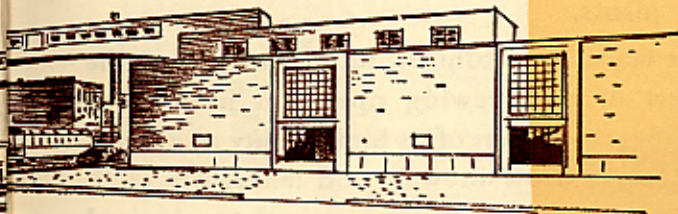
A railway shipping terminal is joined to the bottling house by an overpass spanning Notre-Dame street, and cartons are conveyed directly to railway cars a full two blocks away. A tunnel under Notre-Dame street with conveyer lines also links the two buildings. Trucks are fed from 24 docks in the bottling house yard.



BOTTLING

The bottling house is 425 feet long, 160 feet wide and rises 84 feet above the Notre Dame street level. It holds four storeys, and is equipped with the most modern washing and bottling machinery available.

The building's functional design is for the palletizing of goods. Conveyor lines extend throughout the building for a total distance of five miles.



*Constant
progress*

The bottling operation is worked downward, with the finished product, fully encased, reaching first floor after having gone through the complete washing, bottling and packing processes.

Nerve-centre of the belt-line conveyer system is located in the basement, 15 feet below street level. A control panel with flashing lights follows the entire conveyer system operation, and indicates whether the lines are running properly. Any line in the building can be stopped or started with the flick of a switch. Control centres for all electric

Dow
ALE

motors—and more than 300 are required to keep the conveyer lines alone moving—are located at strategic points on every floor.

A modern sub-station in the bottling house basement has the capacity to supply power not only to the bottling house but to the two huge Dow brewing plants.

The latest "cool control" techniques go into the very heart of the brewing operation itself. Ever jealous of its high quality standards, Dow brewers and laboratory technicians make certain through rigid control methods that the excellence of Dow products is unsurpassed at all times.

Dow products include Dow Ale and Dow Cream Porter, Kingsbeer Lager and Champlain Cream Porter, all brewed at the Montreal plants. Dow Ale and Champlain Cream Porter are also brewed in Quebec City.

CHAMPLAIN
PORTER

Dow Ale and Kingsbeer Lager, the company's principal products, are sold throughout Canada. Dow Ale is also sold in many parts of the United States and the British West Indies, and both Dow Ale and Kingsbeer are shipped to the Orient.



*Entrance to the Talon Vaults
at Dow Brewery in Quebec.*



