

A GREAT MODERN BREWERY.

A marvellous change has been wrought within the past twenty years in the drinking tastes of the Canadian people. It used to be that whiskey was the great tipple of the country, and if a traveller drove through the rural districts back from the railways scarce one hotel in a dozen kept beer on tap.

If a would be customer for England's national beverage asked the reason why it was not kept the unvariable answer was the demand for it was so light that the stock would spoil before it could be sold. There have been mighty improvements since those days in the brewing business of this country, and one of the most noteworthy events in connection with its wonderful development is the change in the taste of the people from strong ale to lager beer.

I remember the time very well when in the whole city of Toronto there were only two places where lager beer was regularly sold over the bar, and truth compels me to add that the quality was not such as to lead one to associate with it. Canadians even up to ten years ago used to draw comparisons between American and Canadian lager, to the disadvantage of the latter, but now there is an establishment in this city whose stock will bear the closest comparison with the choicest production of Milwaukee, Cincinnati and St. Louis Breweries.

I don't want to serve up any such thirst producing article as a dry detailed description of the interior of a mammoth modern brewery. The readers of the Sportsman take far more interest in the quality of the finished article than the premises for the public use, and I shall therefore merely glide along the surface in my remarks about the great Lager Beer Brewery of Messrs. L. Reinhardt & Co. of this city. The head of the big concern is Mr. Lothar Reinhardt, but he has his two sons, Lothar Reinhardt, Jr., and Arthur A. Reinhardt, associated with him in its management.

Just how much land is covered with their buildings, I won't undertake to answer, though I do know that they have a river frontage of 325 feet, and 600 feet additional on Mark street. It is a busy place from early morning until the dusk of evening, and the constant departure of stock, either by the cars of the Grand Trunk, or Canadian Pacific Railway, both of which roads run alongside the brewery, or by the firm's teams, is the most substantial evidence of the national character of the business done there.

To the sensible student of every day life it is also a powerful evidence of the enlightenment of the people, it proves that the public appetite has been greatly weaned away from strong and alcoholic spirits and that the lighter beverage containing only a slight percentage of alcohol, is fast becoming the favorite tipple of the people. It is well that it should be so, necessary to quote an old saying at an Irish

Fair. There's a hundred good fights the product of his handiwork, the end in every barrel of poteen." And I guess that all this costly machinery, all these modern ingenious appliances, these choice imported hops and finest of malt would all be of little moment unless genius was behind it to secure by its agency the very choicest result. There are brewers, and brewers, some who plod along the even tenor of their way, satisfied to brew as well as their neighbor, but there are others not content with any such result and who employ the whole creative force of their mind to surpass their competitors and produce an article that by the sheer force of its own inherent superiority shall command a leading place in the market. Such in brief tells the tale of Lothar Reinhardt's success. Close personal attention and constant study of the science of brewing has secured for

The Reinhardt Brewery has established agencies at Halifax, N.S., Truro, N.S., St. John, N.B., Moncton, Quebec City, Sherbrooke, Sudbury, Ont., North Bay, Winnipeg, etc., and these are the distributing points in their respective sections for the output of the establishment. The three Reinhardt brands that are familiar from the shores of the Atlantic to the Pacific are "Hofbrau," "Salvador," and "Hofbrau."

"Hofbrau" and "Salvador." These are standards of excellence all over the Dominion and it is within the mark to say that their sale is simply the limit of what the brewery can produce. It is scarce necessary to add that to accomplish what has been done, every modern convenience and skilled agency necessary to secure the best results have been utilized. A Case ice machine, the biggest in Canada, whose daily work is equivalent to the cooling properties of one hundred tons of ice is one of the late additions to the equipment of the Brewery, and new vats producing 200,000 gallons additional accommodation are now under construction, while every labor-saving appliance that the ingenuity of man has so far discovered is harnessed for the work and it demands three boilers each of 75 horse strength to supply the motive power

It is worth remembering, however,

MR. LOTHAR REINHARDT, JR.

The handsomest and also one of the best bred horses sold at the Seagram sale of thoroughbreds in this City last May was the cho. Romaner 3 year-old by Prince Royal son of Kingfisher Sasin the dam of Romancer, is by the great Sensat on by imp. Leamington he by Lexington, son of Boston, etc., etc. he was the sensational two-year-old of his year on the American turf. He started eight times and won all his races including the Juvenile stakes, the July Stakes, the Flash Stakes, the "Stragosa" the "August," the Centurion Stakes, the "Nursery" and the "Central" at Baltimore. He met and defeated the best youngsters of his year and only that he injured his foot

Teddington, Gladiator, Whisker, and Sir Peter, to the 20th dam the Royal Mare. Better than this cannot be had. Romancer is in color a beautiful rich chestnut, he stands close on 16 hands is a grand looker and one of the kind that will bear the closest inspection. He is a horse of great substance as well as quality and no more substantial evidence need be asked as to his gameness than to record his two notable races at the autumn meeting of the Toronto Hunt Club at Woodbine Park in September last. Ridden in masterly fashion by his owner Mr. Lothar Reinhardt he made his debut in the Hunters' Flat three quarters of a mile and with 105 lbs. in the saddle simply galloped away from his field. Red Gauntlet, Armored and Garter King. Five days later at the same meeting Mr. Reinhardt rode him in a second hunt race one mile and a quarter carrying 109 lbs. and this he also won with ridiculous ease by five lengths in 2:22 1-2, over a slow track. It is well within the mark to say that he is the champion hack of this western country and as his owner is one of the active members of the Hunt Club and hunts cross country twice a week during the season Romancer next season is likely to prove himself as accomplished performer through the field as he now is on the flat.

LORD DURHAM ON TOD SLOAN

At the Gmerrick Club's annual dinner at York, which is one of the historic gatherings of English turf magnates, Lord Durham expressed his opinion about the American Jockey, Tod Sloan, very freely, the London Sporting Life reporting him as follows:

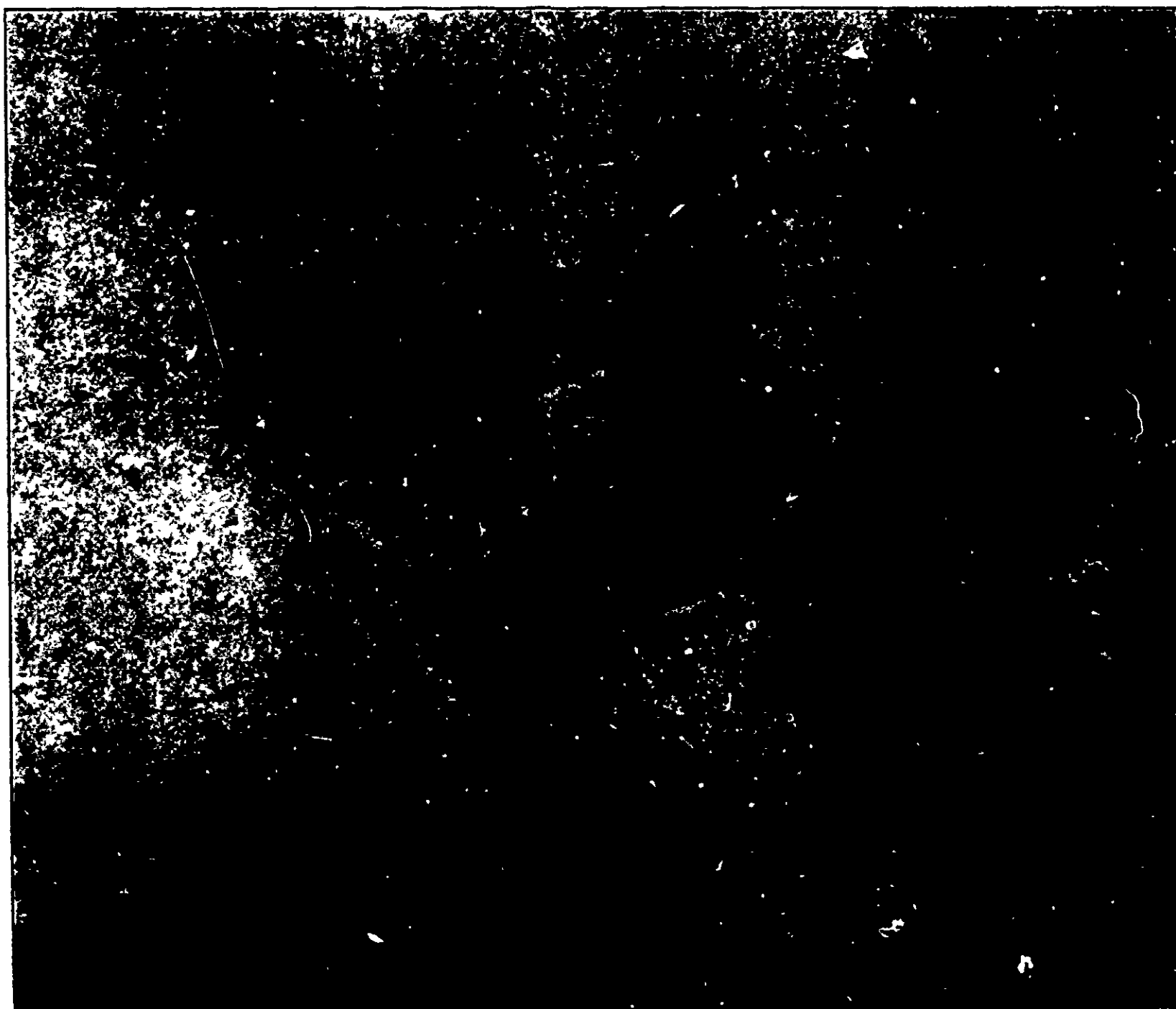
"As to moderate riding, any who were owners or trainers must know the usual formula for jockeys. Lie about third or fourth with your horse, pull him back, and wait if anything else goes along. You must do the same, but on no account overdo it. Another favorite instruction is: 'Get off well and pull your horse at the back of someone else's heels.' No doubt this style of riding caused numerous false starts in races. It was for that reason that Sloan was welcomed to this country. He taught English jockeys that they ought not to pull their horses about in races and waste their energies." Lord Durham hoped that English jockeys would pardon him for saying that he considered that exceedingly few of them had any tolerable idea of what pace meant, and they seemed to ignore the very elementary rule that the horse which could cover the allotted distance of ground in the shortest time would win the race. He considered that the reason of Sloan's success over English jockeys was that he was such a good judge of pace. He submitted that Sloan had been of immense value to English jockeys simply by teaching them that they had not been acting wisely in pulling their horses about as they had.



The Reinhardt Brewing Co's Premises, Toronto.

Mr. Reinhardt's personal appearance of the 2000 guineas and the Marquis of the St. Leger, Lord Lyon, also won the 2,000 guineas Derby and the Leger, Blain Athol, Derby and St. Leger, Blair Athol, Derby Lady Augusta, Repulse and Achievement also won the St. Leger, Regalia, Oaks, St. Albans, St. Leger, Caller Ou, St. Leger, and a number of Queen's Plates etc., etc. It is not necessary to proceed further with the pedigree of Romaner it is sufficient to say it goes on through

other column.



ROMANCER.

Winner of the two Hunter's Races at the Toronto Hunt Club meeting, in September, 1898. Ridden by his owner, Mr. Lothar Reinhardt, Jr.