

THE BREWING INDUSTRY OF TORONTO

THE O'KEEFE BREWERY.

One of the Oldest and One of the Most Modern Establishments in Toronto.

THE O'Keefe Brewery Company was established in 1846, and is one of the oldest brewing enterprises in Toronto. It was incorporated in 1891, with \$500,000 capital paid up, with Mr. Eugene O'Keefe as President and Manager, Mr. Widmer Hawke as Vice-President and Assistant Manager, and Mr. W. T. Kernahan, now Secretary-Treasurer. Mr. O'Keefe knows the brewing business most thoroughly, and ably assisted by Mr. Hawke, looks after the smallest details of this immense concern. As has been aptly put, Widmer Hawke is an able assistant to an able man.

The brewery is situated at Victoria and Gould streets, and has a capacity for 165,000 barrels a year. It was reconstructed in 1893 at a very large cost, but even now the capacity is too small, and a new modern malt house is now being erected, consisting of six floors, 50 x 120 feet each. In the entire structure, steel beams and iron columns, with expanded iron floors, laid in cement, are used. The plant is one of the most up-to-date, not only in Canada, but in all America, and embraces one of the finest ice machines, known as the De la Vergne. The product is sold from the Atlantic to the Pacific.

A walk through the O'Keefe Brewery Company's premises showed that the O'Keefe Company have everything the best that money can purchase. An immense quantity of ale and lager is stored in huge vats. Seven of these immense receptacles contain 10,000 gallons each; 33 contain 3,700, and 24 contain 2,700, while in the lower flat hundreds of smaller vessels are filled and piled up. In addition, their storehouse on Dalhousie street contains nearly 500 puncheons. Figure 1; the result is startling.

Taken in charge by Mr. I. T. Deo, the bottling department was reached, where, by the aid of machinery, driven by an electric motor, every process from the washing of bottles to the filling, corking, labeling, etc., is performed with lightning rapidity, and must be seen to be appreciated.

All the water used in brewing, it may be added, is absolutely pure, being subjected to a thorough process of filtration.

And coming back we met Chief Engineer John Fox, the great genius, the dynamo for producing 450 lights, besides running of motors, pronounced the finest in the Dominion; and the well-polished, quiet-running, machinery, also the three-Jones underfeed stokers for consuming the smoke, and resulting in a saving of 15 per cent, in the coal bill, led us to believe that what was claimed for the O'Keefe Company was true—it was one of the best conducted establishments in America.

REINHARDT'S BREWERY.

Great Capacity of the Toronto Establishment—Another in Montreal.

Through the courtesy of the firm, a Star representative recently had the privilege of being conducted over the brewery of Reinhardt and Company, approaching from Monk street the imposing front of Credit Valley stone and pressed brick is particularly noticeable. The proximity of the Canadian Pacific main line and a Grand trunk siding, which pass immediately in front, give unsurpassed shipping facilities. Entering the building we proceeded through the well-equipped public and general offices into the private sanctum of Mr. Lothar Reinhardt. Mr. Reinhardt's personality permeated the entire business, and he is ably assisted by the manager, his son, Mr. A. A. Reinhardt, a graduate of the Brewers' College at Milwaukee, and master of all the intricacies of the brewer's art. Alphonse Reinhardt is the brewmaster, and the youngest man in all Canada to hold this important office. He will shortly leave for the Brewer's College in Chicago to perfect his knowledge as a brewer, practically and theoretically, when his brother, Ernest M., a graduate of Upper Canada College, assumes his duties.

Passing upstairs we visited the Board-Room, fitted up with all possible conveniences, and adjoining it the chemical laboratory, which is provided with the most approved appliances. Descending again to the brewery proper we were delighted with the rich fragrance of the hop-room, where were stored rows on rows of bales of Eastern Townships, British Columbian, Californians, and Oregon, with Bavarians from the German Empire. In the carpenter shops, bottling, wash, racking, and shipping rooms all was bustle and activity, and in all the processes are facilitated by machinery of the latest type. Special mention may be made of the corking machine. The corks are put into a chute, the machine sorting and fitting them to the bottles. A noticeable feature all over the brewery—and a matter of the utmost importance to the lover of good beer—was the absolute cleanliness maintained everywhere. In the storerooms the floors were as white as a good housewife's deal. In the racking-room the product passed through an "observer" which reveals the slightest disturbance; and if any such is noticed, the flow is immediately stopped and the cause of trouble removed. The daily production is 8,000 gallons, and the storage is available for 750,000. To keep this extensive plant running, sixty hands are employed; for delivery alone there are needed the services of 24 horses and the requisite number of drays.

An account of this well-known brew-

ery would not be complete without some mention of the special brands produced here, many of which have a continental reputation. There is the "Salvador," world-renowned; Bavarian, Lock in its season, and Hofbrau, the choicest of malt extracts. This last is prepared in a manner similar to the world-famed Hoff's malt extract made in Cologne, Germany, where Mr. Reinhardt graduated, and has the endorsement of many eminent medical men as being one of the finest of malt beverages.

The company has for many years been doing a very large trade, in the eastern section of the Dominion, and some two years ago Mr. Reinhardt, with his usual prescience, saw the immense advantage that would accrue to the business by having a brewery established in that part of the country. Accordingly he went to Montreal, chose a site, and began construction at 617 St. Paul street. The brewery is now known as the "Salvador Brewery," the first products from which were put on the market the fourth of the month, consisting of ale, porter, and lager beer. The establishment is fitted with the most up-to-date plant, including the most recent system of refrigeration, while provision is made for the filtration of both water and beer, with a view to having every part of the process of manufacture entirely sanitary. The offices are also furnished with every convenience, and an artisan well provides an abundant supply of pure water. The capacity of the storage vats is 1,000,000 gallons, and the daily product 10,000, with staff and delivery system proportionately large. Mr. Reinhardt has been fortunate in securing the services of his former agent, Mr. M. St. Jean, as a local representative, and has taken over his equipment of horses, wagons, and staff. The management of this well-equipped brewery, with its extensive trade connections, rests in the capable hands of Mr. Lothar Reinhardt, Jr., a graduate of the Brewers' College, New York, and an expert in every branch of the brewer's art.

TORONTO B. & M. COMPANY.

Simcoe Street Brewery Turning Out Its Goods on Modern Principles.

The Toronto Brewing and Malt Co., Limited, is one of the largest and most important of Toronto's famous breweries, and the ales and porters which bear its trademark are familiar and constantly-increasing demand from one end of Canada to the other. In 1874 the company was incorporated with a paid up capital of \$100,000. The brewery itself is one of the oldest in the country, having been originally built by Mr. John Adwell in 1846. The old premises have been almost entirely rebuilt since the present company assumed control. The company has also made many improvements and has equipped the brewery with the latest, most improved machinery and appliances.

The premises have a frontage on Simcoe street of 350 feet, on Anderson street of 120 feet, and on William street of 180 feet, the main building being a six-story brick structure, used as the malt-house, with a capacity of 150,000 bushels of malt per annum. The brewery is a large four-story brick building, fully equipped in every respect and having cellars with a storage capacity of over 200,000 gallons, in which a very large stock of ales and porters, both in wood and bottles, is constantly kept. Upwards of seventy hands are regularly employed in the various departments.

Only the choicest picked hops and the finest grade of malt are used, which under the watchful supervision of Mr. J. S. G. Connell, the head brewer, are submitted to the latest and most scientific processes, with the result that the products of this brewery are among the most popular in the Dominion.

The officers of the company are: Alex. Manning, President; Hume Blake, Vice-President; H. E. Reed, Secretary-Treasurer; and W. I. Thompson, Manager.

KORMAN'S BREWERY.

Popular Place for Lager Beer, Brewed On Up-to-Date Principles.

In the production of lager and bock beer in the city of Toronto special reference should be made to the popular and reliable Kormann Brewery, located at 37 to 105 Duchess street. This brewery was originally opened in 1860 by Mr. John Waltz on a small scale. In 1882 it was succeeded by Reinhardt and Co., who conducted it until 1888, when Mr. Ignatius Kormann purchased the property, and became sole proprietor. He made extensive improvements in the brewery, and died in 1891, after an honorable career. He was succeeded by his widow, Mrs. M. E. Kormann, who has appointed her son, Mr. Joseph Kormann, manager.

The brewery is a substantial four-story brick building, 60 x 100 feet in dimensions, fully equipped with modern appliances and machinery, operated by a thirty-horse power steam engine. The capacity of the brewery is 25,000 barrels of lager beer yearly. The Kormann Brewery contains all the latest improvements—the tanks, vats, boilers, pumps, kettles, etc., all bespeak the large capital invested, and the perfection of the arrangements. Only the choicest malt and hops are utilized, and these are handled in such a careful and scientific manner as to produce a lager beer which is unsurpassed for purity, quality, flavor, and uniform excellence.

The beer of the Kormann Brewery is prepared by hundreds to that of any other brand, and the demand for it is steadily increasing in Toronto and its vicinity. Twenty-five men are employed in the brewery, and the trade of it now extends throughout Ontario and Quebec.

Mr. Kormann has just added a large bottling department in connection with the brewery, and will now be able to supply his numerous customers with his famous table beer.

Export, put up in pints and quarts, for which there is a great demand here. Mr. Joseph Kormann is highly regarded for his energy and probity, and is considered one of the ablest and most successful brewers in Toronto. The telephone call of the office is 1102.

COSGRAVE'S BREWERY.

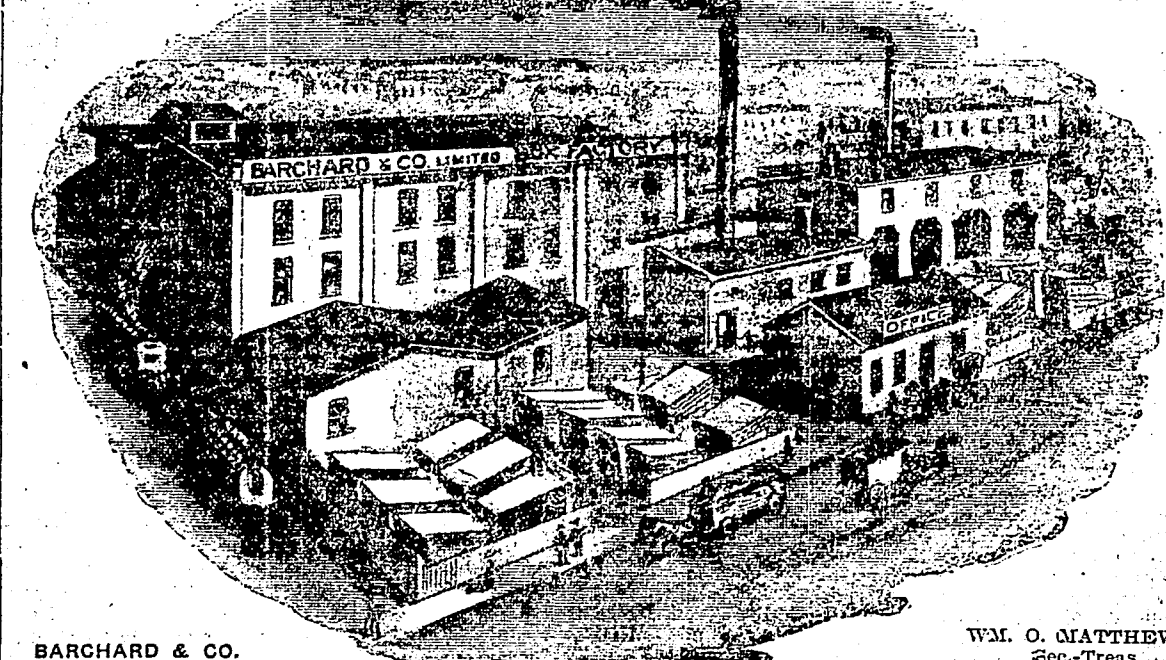
An Up-to-Date Concern, Where Modern Appliances Are the Order of the Day.

The history of the Cosgrave Brewing Company is a most interesting one. Thirty-seven years ago the late Mr. P. Cosgrave, father of the present proprietor, bought out what was then known as the West Toronto Brewery. It was in a somewhat run-down state, but energy and industry speedily brought about a revolution, and Cosgrave's ales with a bound took rank with the best. So rapidly did the business increase that from time to time the premises had to be considerably extended. In 1877 Mr. Cos-

A feature of the bottling department is that the beer is pumped 300 feet from the racking cellars by means of a pump invented and made on the premises, the contrivance at once being both ingenious and simple. Every cask is steamed before being filled, and every bottle is put through a perfect process of cleansing. Leaving the bottling department, there are nine fans, averaging 4,000 imperial gallons, all full. Two or three contain porter or stout, for the making of which the Cosgrave Company have a reputation not surpassed by any brewing firm in America, as orders on the office book from far away points on the continent, in the West Indies, South Africa, and Australia, abundantly prove. Another story up is the cooler. Here the beer, entering at 210 degrees Fahrenheit, runs down a refrigerating coil until it reaches 60 degrees. Four thousand gallons can be cooled in this way in two hours.

Next the visitor enters the stock cellar, which is 150 feet long, 18 feet high, 35 feet wide, and capable of

W. J. BARCHARD, President.



BARCHARD & CO.

Barchard & Company, Limited, succeeding Barchard & Co. and the Queen City Box Co., both of Toronto, represent a progressive business founded forty years ago. Their factory is replete with the most modern machinery for the manufacture of the

finest quality of wooden boxes. Their plant is specially adapted for the supply of canned goods and tea boxes, beer cases, and boxes for the pork export trade. They make a specialty also of every variety of dovetail and printed boxes and box-shooks. Box materials cut to size and packed in bundles in carload lots or less.

holding 150,000 gallons of ale and porter. The casks, some containing 50 and some 100 gallons, are ranged in tiers around the walls, making an imposing and orderly array. The secret of the popularity of Cosgrave's Pale Ale, XXX Porter, and Half and Half is, in a great measure, explained by a visit to the establishment where they are made.

A REBUKE FOR SWELLS.

A Denver Clergyman Resigns From a Fashionable Church and \$5,000 a Year.

Denver, March 12.—Rev. Robert F. Coyle, the new pastor of the Central Presbyterian Church, has submitted his resignation, saying he declined to be placed in a position of countenancing the iniquities of fashionable life, while he found that the laboring men and women did not come to church because many of his Church members were cold to them. He gives up a \$5,000 salary.

MODERN MINERAL WATERS.

McLaughlin's Beverages Growing in Popularity—Big Institution Kept Busy Supplying the Demand.

Ten years ago J. J. McLaughlin's soda water works occupied small quarters in Bert street. The staff consisted of two men, a driver, and Mr. McLaughlin himself. To-day the enterprise is the largest of its kind in Canada, employs 60 men, and occupies a three-story building at 153-155-157 Sherbourne street. The phenomenal success of the business is attributed to the purity and quality of the goods manufactured and to the attention given to all orders, as orders are filled and shipped at the customer's convenience, no matter what the cost to the firm. Mr. McLaughlin, removed from Bert street to Victoria street and from there to Sherbourne street a few years ago. At that time the building was barely half its present extent. A few years ago the business outgrew the building and the space was almost doubled. A second addition

J. L. BARCHARD, Vice-President.

W. M. O. MATTHEWS, Sec.-Treas.

which fruits are induced to part with their flavors. Crates of oranges and lemons are piled around now occupying space which in summer and fall is occupied by crates of berries, cherries, baskets of peaches, plums, and other fruits. Everything is scrupulously clean. On the first flat is the shipping room and the bottle cleaning and filling department. The empty bottles are thrown in long troughs full of boiling water, and thoroughly scalded. Then stiff brushes are inserted and rapidly whirled around inside until each bottle shines like a bit of polished silver.

In one corner two air pumps are working. Tubes connect these pumps with the bottle filling machine, where men with wire face masks protect them in case the bottles burst, rapidly fill and cork the bottles. Up stairs is the laboratory, where the extracts are filtered and mixed to the proper consistency, and the syrups are prepared. Another corner is occupied by big filters and still for the mineral and distilled waters. Each bottle is sterilized in a big asbestos-lined compartment before it is put up in the box for shipment. The manufacture of carbonated drinks is a department by itself. The filling is done by half a dozen machines.

FIRSTBROOK'S BOXES.

A Factory Equipped for the Speedy Production of All Classes of Box Goods.

The history of the Firstbrook box factory furnishes a clear parallel to the growth of the tiny acorn into the giant oak. Established in 1857, its first quarters were in a woodshed where one of the circular saws was driven by horse-power. The man at the head of the business in those days was Wm. Firstbrook, who also took an active part in the management until within the last few years. In 1878 his two sons, John and William A. Firstbrook, became partners, and in 1890 the firm was incorporated as a joint stock concern, under the name of the Firstbrook Box Co. The directors are: John Firstbrook, President; Wm. A. Firstbrook, Vice-President; Arthur E. Craig, Secretary-Treasurer.

The plant of the company includes their large factory on King street east, which has a lumber yard in connection with it, and an additional lumber yard on the Esplanade. Special connection is secured with the railways at the latter by a private siding. The main part of the present factory was built in 1892, the former building having been destroyed by fire. An addition was made in 1898, and this contains commodious and well-appointed offices. There is also another factory at Penetanguishene, which will shortly be in full operation.

Both factories are equipped with machinery of the latest pattern. American manufacturers in the same line here, indeed, declared the Toronto factory to be the best equipped of its kind on the continent. A number of the machines are the company's own patents. Special mention may be made of machinery for hammering together the different sections of boxes for shipment and new dovetailing machines. But the latest patent is on that unites the different parts with groove and flange, so that the whole box may be shipped with the same ease and security as a solid piece of timber. Between 175 and 200 hands are employed at the Toronto factory, and the saw mill and shock factory at Penetanguishene employ 120 more. The motive power at both points is steam; 400 horse power being used in Toronto, and 250 at Penetanguishene.

IT KILLS ALL VERMIN.

The Common Sense Powder Secures the Highest Endorsement for Its Excellence.

The Common Sense Manufacturing Co. of 331 Queen street west, Toronto, a firm of no small financial standing, was established in 1891, with literally no capital. The establishment turned out exterminators for rats, mice, roaches, and bedbugs, which now are claimed to be poisonous to man or beast. The compound not only destroys the life of the pest, but eats away both flesh and bone without any perceptible odor, so noticeable when other so-called vermin exterminators are used. Mr. Larter, the proprietor of the business, was eight years working out his justly celebrated formula. He started with absolutely no knowledge of chemicals, and by a prodigious amount of study and numberless experiments at last secured a product which satisfied himself. That his exterminators are the best in the market is amply testified to by the number of imitations of the Common Sense Manufacturing Co.'s goods now on the market. It is unnecessary to remark that all are inferior to the genuine article.

Mr. Larter's article was so well known in 1898 that the American Journal of Health, a journal published in New York and Chicago, printed an article unknown to Mr. Larter, calling the attention of their readers and the medical profession to Common Sense exterminators, speaking very highly of them, and at the same time warning the public very strongly to beware of imitations.

The manufacturers of Common Sense have just increased their manufacturing facilities. The factory has been trebled in size and machinery which will enable Mr. Larter to turn out 400 pounds of exterminators a day has been installed. The firm also manufactures in the city of Buffalo for the United States trade. The head office is No. 410 S. Morgan building Buffalo, where they employ a large staff. Mr. F. N. Trevor is in charge of the Buffalo branch. The business postage alone in Buffalo is from \$5 to \$8 daily. The firm now numbers the Governments of the United States and Mexico among their numerous customers. Among the firm's customers in Canada are the Canadian Pacific, Grand Trunk, and Kingston and Pembroke railroads, and the larger steamboat lines. All the asylums in Canada are supplied with Common Sense Exterminators.

THE EQUITY FIRE COMPANY.

Non-Tariff Insurance Firm Which Has Made a Splendid Showing Since Its Origin.

This company is one of the first of the non-tariff stock companies that are becoming prominent in the insurance field. In October, 1897, the Provisional Board of Directors in Toronto, Mr. Arch. Campbell, M.P., Mr. Thos. Crawford, M.P., Mr. C. Van Norman, His Honor Judge Morgan, Mr. David Carlyle, and Mr. H. E. Irwin, placed the responsibility of organizing the company and securing the stock in the hands of Mr. W. G. Brown, the present general manager. His connections formed when a University man and a Collegiate Master, and more particularly when an insurance inspector and adjuster, coupled with the names of the above, enabled him to secure the necessary capital, make the Government deposit, and secure a license in the short space of three and a half months. The subscribed capital of the company is \$500,000, held by upwards of two hundred and fifty Canadian shareholders, with ten per cent. paid up, after the plan of most British companies doing business in Canada. It has pursued a conservative course. In its rates and in the settlement of losses it has sought to do justly by the assured and claimants consistent with justice to all. Its risks are inspected; it operates outside of the Canadian Underwriters' Fire Insurance Association, and endeavors to charge equitable and adequate rates. It enjoys a very large share of corporation insurance throughout the Province. The third year of its insurance liability was passed over very creditably, the Ottawa fire alone preventing what would otherwise have shown as good profits. The condition of the company at the present time deserves the confidence it has inspired.

It offers in security to its policyholders the respectable sum of \$520,000 in assets. The business of the company this present year, we are informed, is nearly double of what it was for the corresponding period last year. It has not endeavored to rival other companies in volume of business. It, however, issued during the year 1900 5,000 policies for \$5,877,561 of insurance. The following are extracts from the Directors' Report for 1900: "Your Directors, in presenting this statement, desire to call attention to the steady and very gratifying increase of the premium income from \$20,367 in 1898 to \$53,603 in 1899 and \$76,818 in 1900. We think the shareholders may confidently look forward to a premium income during the current year approaching the \$100,000 mark.

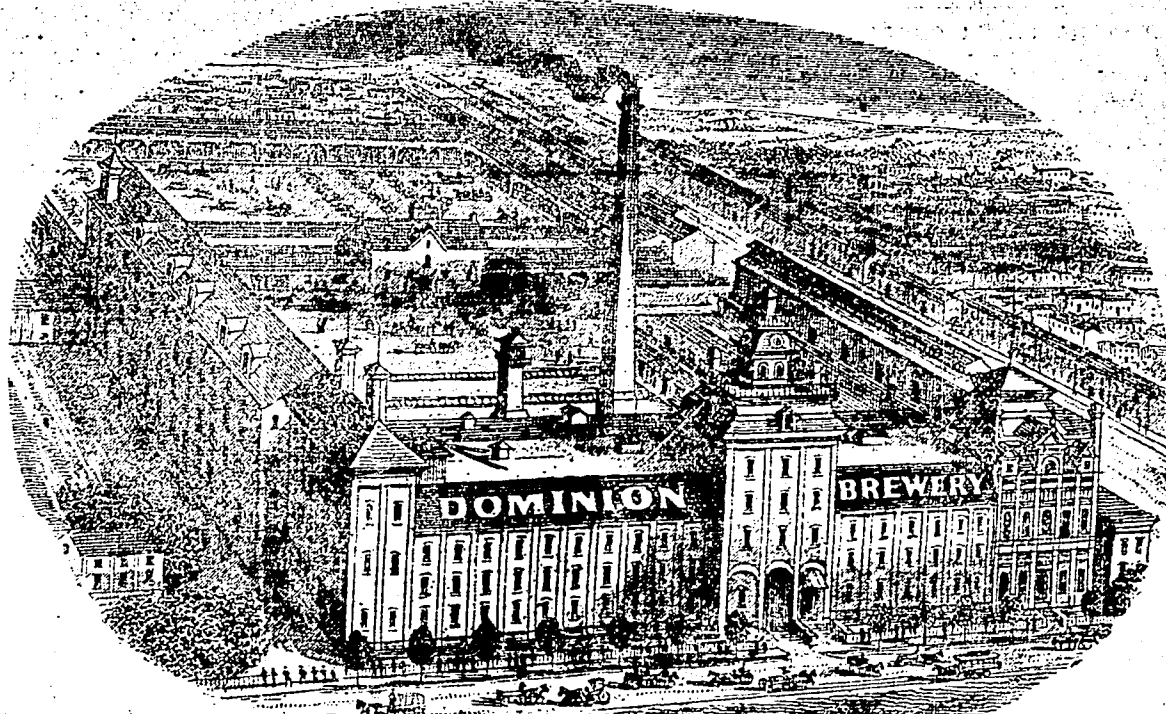
The year just closed has been an exceptional one for fire losses, and The Equity, in common with other companies, has had its share, but outside of the Ottawa-Hull conflagration, our losses were not unusually excessive. We think it is a matter for congratulation, under all the circumstances, that the company has been able to provide for all the losses and adjustment expenses of the year, amounting to \$42,000, net, leaving the shareholders at the end of the third year with the capital intact, all organization and other expenses paid, and over \$3,000 to the credit.

The Directors of the company are: Arch. Campbell, ex-M.P., President; Thomas Crawford, M.P., Vice-President; Wm. Greenwood Brown, Manager; C. C. Van Norman, Vice-President; the Harvey, Van Norman Company, Limited; Edward Morgan, Judge County Court, County of York; David Carlyle, J.P., Vice-President; The Dominion Radiator Co., Limited; H. E. Irwin, barrister, Clerk of the Peace, County of York; Wm. Hendrie, Jr., Vice-President and Manager; J. Hendrie & Co., Limited, Hamilton; W. H. Biggar, K.C., Bell & Biggar, Solicitors G.T.R.; Belleville; Stephen Noxon, ex-President, The Noxon Bros. Mfg. Co., Limited, Ingersoll; A. F. MacLaren, M.P., cheese manufacturer and exporter; Stratford; C. H. Elliott, Elliott, Marr & Co., wholesale grocers, London.

JESSOP AND SONS.

An English Company That Deals Largely in Steel Goods of Most Reliable Quality.

Probably the best known manufacturer of high grade steel, not only in the British Empire, but in all the world, is that of Wm. Jessop and Sons, The firm was many years ago established in Sheffield, England, and from comparatively small dimensions has grown to a wonderful magnitude, the various buildings and shops of the factory covering many acres of ground. The firm has now depots established in every continent in the world, every district of any size where steel is consumed being furnished with a distributing center. In the United States many of the most successful depots of the firm are situated, and notwithstanding the great strides made in recent years by American firms, the business of Jessop and Sons has a great deal more than held its own. The reason doubtless is that the reputation attained by Jessop steel is so far above that attained by competitors that its place in the hearts of its customers cannot be supplanted. In Canada Wm. Jessop and Sons have two depots, one in Montreal, and one in Toronto. Mr. Charles L. Buckley is the manager for Canada. His headquarters are in Toronto in the handsome Jessop building, which was built by the company some years ago at 80 Bay street. The front of the Jessop building is utilized for the bright, roomy offices. In the rear is the warehouse, which is specially constructed to suit the purpose of steel store rooms. Many tons of steel are there kept in stock at all seasons of the year, and the supports of the floors are consequently of an exceptionally strong variety. The product of the factory is there in every required form—in flat sheets of all sizes and weights for the making of circular saws, in bars and plates, for constructing and other purposes. One of the chief items in the output of the firm here is drills of a high class.



DOMINION BREWING COMPANY.

Among the oldest and best-known breweries in the city is that of the Dominion Brewing Company, Limited, which is located on Queen street east. It was established in 1878 by Robert Davies, Esq., who conducted it until 1888, when it was sold to an English syndicate, who are now carrying it on most successfully. The brewery, together with the storage rooms, etc., consists of a substantial four-story and basement structure, 250 by 320 feet in dimensions. It is the best equipped brewery in the Dominion, having every facility for the manufacture of the product. First among the brands pro-

duced by this brewery is White Label ale, for which the company have received diplomas, and which is recognized by connoisseurs as the best in Canada. The other brands are the India Pale, the Jubilee, and "XXX" porter, which won the gold medal in competition with Guinness at the New Orleans Exhibition of 1884-86. The ales and porters turned out by this brewery are well known from the Atlantic to the Pacific. The malt used in their production is made on the company's premises, which enables them to carry the maturing process to the fullest extent, and thus obtain the

finest extract from the malt. A staff of over 120 hands is employed, who are skilled workmen, in the various departments. The brewery has from the start done a steadily increasing trade, which still continues its healthy growth. The whole Dominion is included in the market which it serves, and the special excellencies of its ales and porters have won their way everywhere without establishing agencies. To supply this trade over 100,000 bushels of barley are annually used in the production of malt. The present manager of the company is Mr. William Ross.