

foreigner to make a listener. The following story, in explanation, is authentic, coming as it does from a native of Bavaria, the motherland of lager beer and the home of bock. During the twelfth and thirteenth centuries, in the Alpine district of Bavaria, it was customary to open the lager beer season by a holiday on the 1st of May. The brewers, who catered only to the local trade, on this day opened their saloon or schencke, where the new-stock beer could be sampled by the different parties of townsmen, who, according to an old custom, went from schencke to schencke to ascertain who brewed the best beer. The story tells that on one 1st of May,

"The evening shades were falling fast,  
As through an Alpine village passed  
A jovial sampling party,"

who, after visiting many a schencke where beer had been imbibed freely, were on their way to the last drinking place when they were met by a herd of goats in charge of herdsmen and girls, returning from the Alps. One of the sampling party, being somewhat disposed to fool with a large buck of the herd, was forced to try conclusions, in the course of which his bearded opponent, by a manipulation of the head and heels peculiar to the species, brought his tormentor to the ground, much to his chagrin and the amusement of his comrades and onlookers. Whether the force of the blow by the goat or the beer imbibed gave most impetus to the fall this deponent sayeth not. However, on arriving at the last stopping place, the episode of the goat was told amid rounds of laughter and beer, and by unanimous consent it was decided to name the beer brewed at this particular schencke "bock beer" in commemoration of the event. The story quickly spread throughout the countryside, and was for years the means of bringing many interested patrons to the schencke. The fame of bock beer spread throughout the length and breadth of Europe, and from there to the United States. Its first appearance in Canada, it is claimed, was when it was introduced by Mr. **Lothar Reinhardt** in 1878, since which time it has attained the highest point of perfection and popularity of any beer brewed in Canada. It might be said that the malt used by Reinhardt & Co. in coloring the bock is the same as used in the preparation of Dublin stout, and is procured from Messrs. Hugh Baird & Son, of Glasgow.

This popular season beer brewed by Reinhardt & Co. will be ready at the latter end of this week.