

Refrigeration in American Breweries 1860-1920



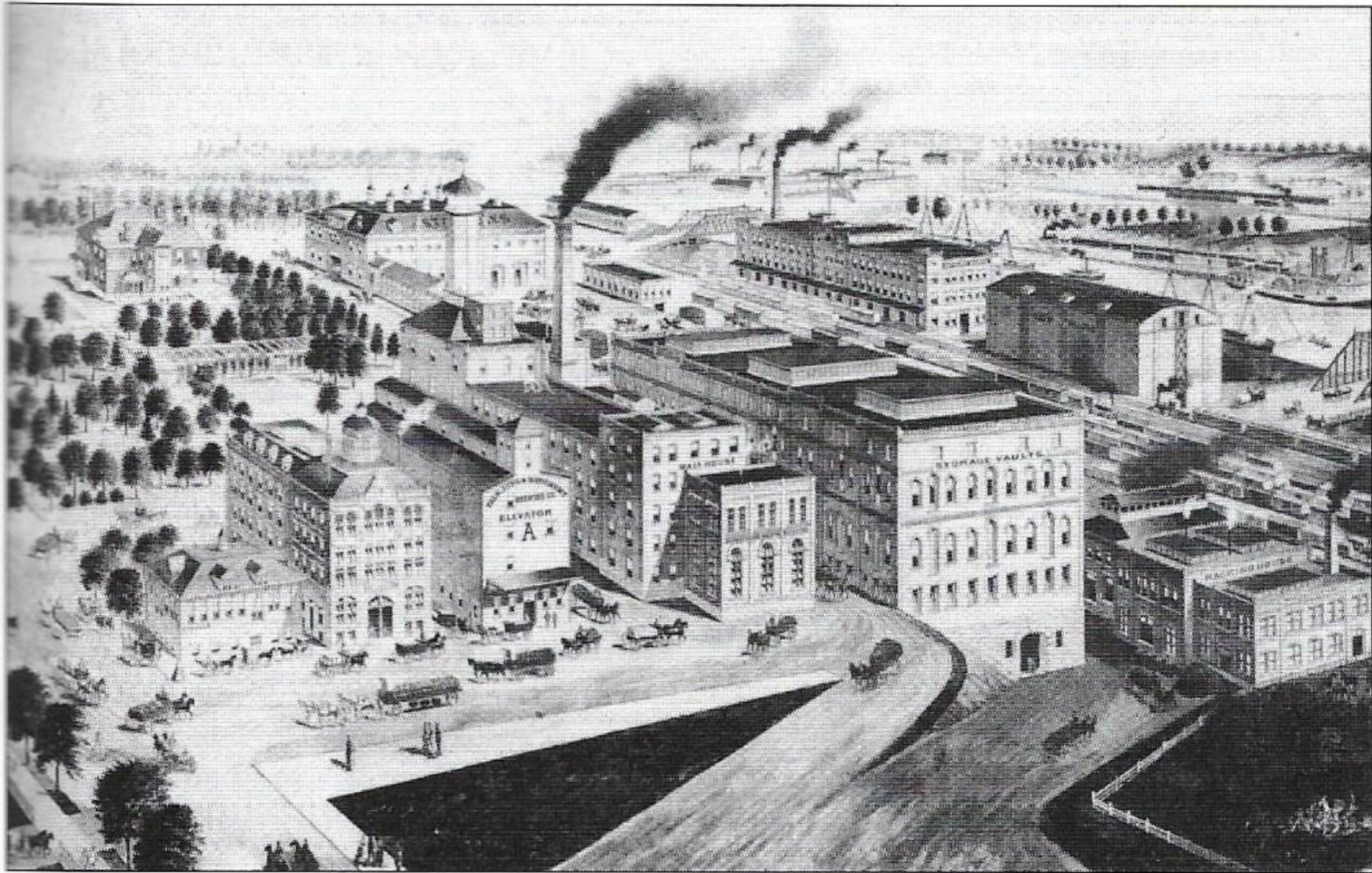
ENGINE HOUSE AND BREW HOUSE, PABST BREWING CO., MILWAUKEE.

Milwaukee Breweries

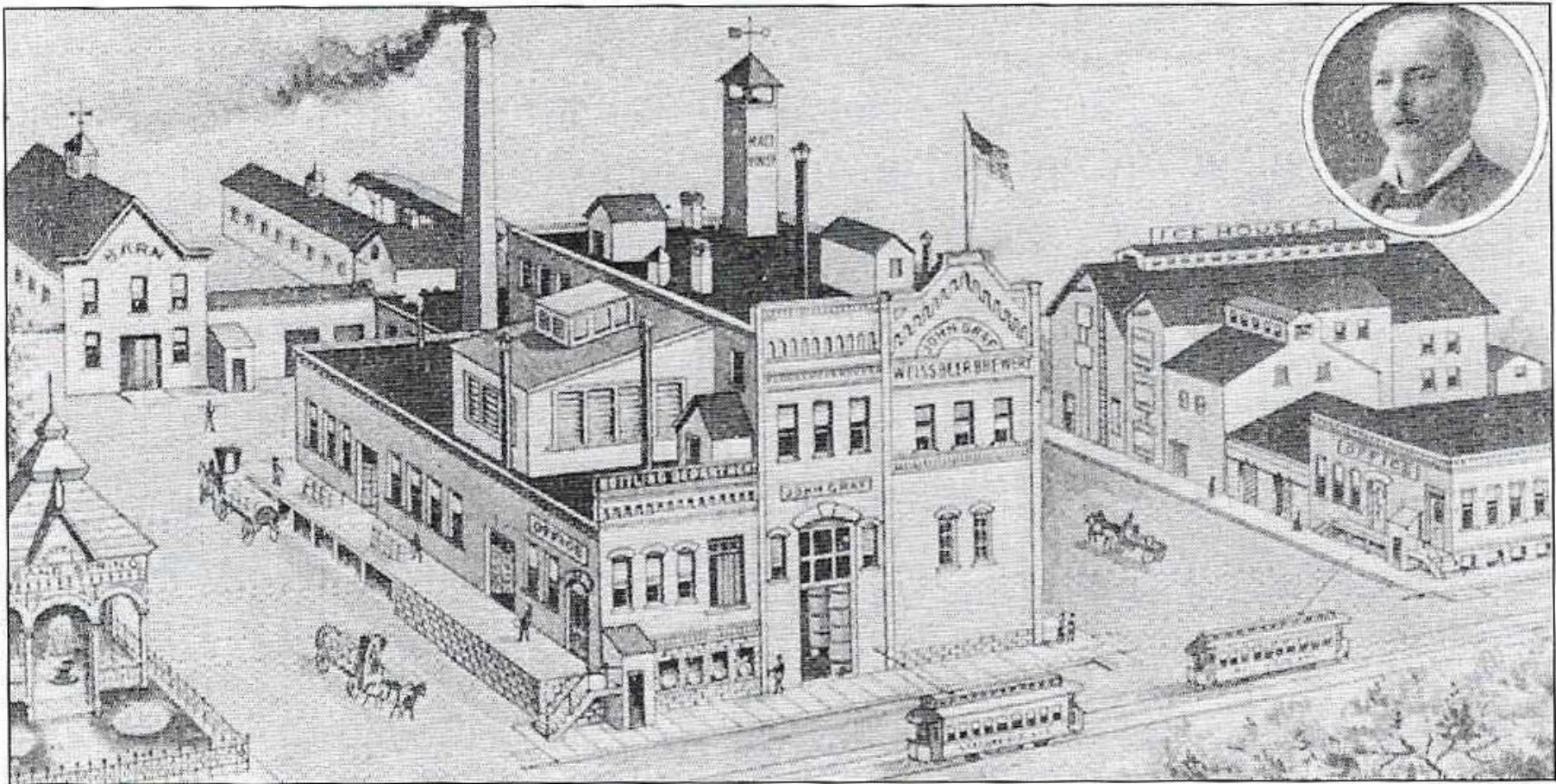
WISCONSIN



The new Bavaria Brewery, a model of efficiency, offered the latest technology of the era, but its greatest strength was its location adjacent to the rail yards. Direct access by the Chicago, Milwaukee & St. Paul line made national distribution possible. Addressing the needs of a national market validated Falk's business strategy. Falk's Export Beer had become an award-winning premium beer in 1880. (MCHS.)



The year 1888 brought a merger with the Jung and Borchert Brewery, which formed the Falk, Jung & Borchert Brewery Corporation. At first the merger seemed to be a good fit, but bad luck soon fell on the brewery. Fire, a frequent menace in breweries, caused complete destruction in 1889, but the company rebuilt. A second fire in 1892 was worse. In a valiant attempt to meet customer demand, Falk purchased raw product from Pabst to finish off and sell under their label. (MCHS.)



Established in 1874 by John Graf and Phillip Madlener, the South Side Brewery and soda water factory produced Weissbier, as well as soda water, until Prohibition. One step up on his competitors, Graf continued bottling soda to survive. Eventually, a name change to Graf Beverages supported only one product: soda. Best known for its root beer, it bears John "Grampa" Graf's image. Still produced under the Graf label, it is owned by Canfield Company. (MCHS.)

Established = = 1854.

Established = = 1854.



Telephone
321.

BREWERS
& BOTTLERS OF
**LAGER
BEER**

COR. FIFTH & CHERRY STS.

MILWAUKEE.

Unser "Extra Brew"

ist ein

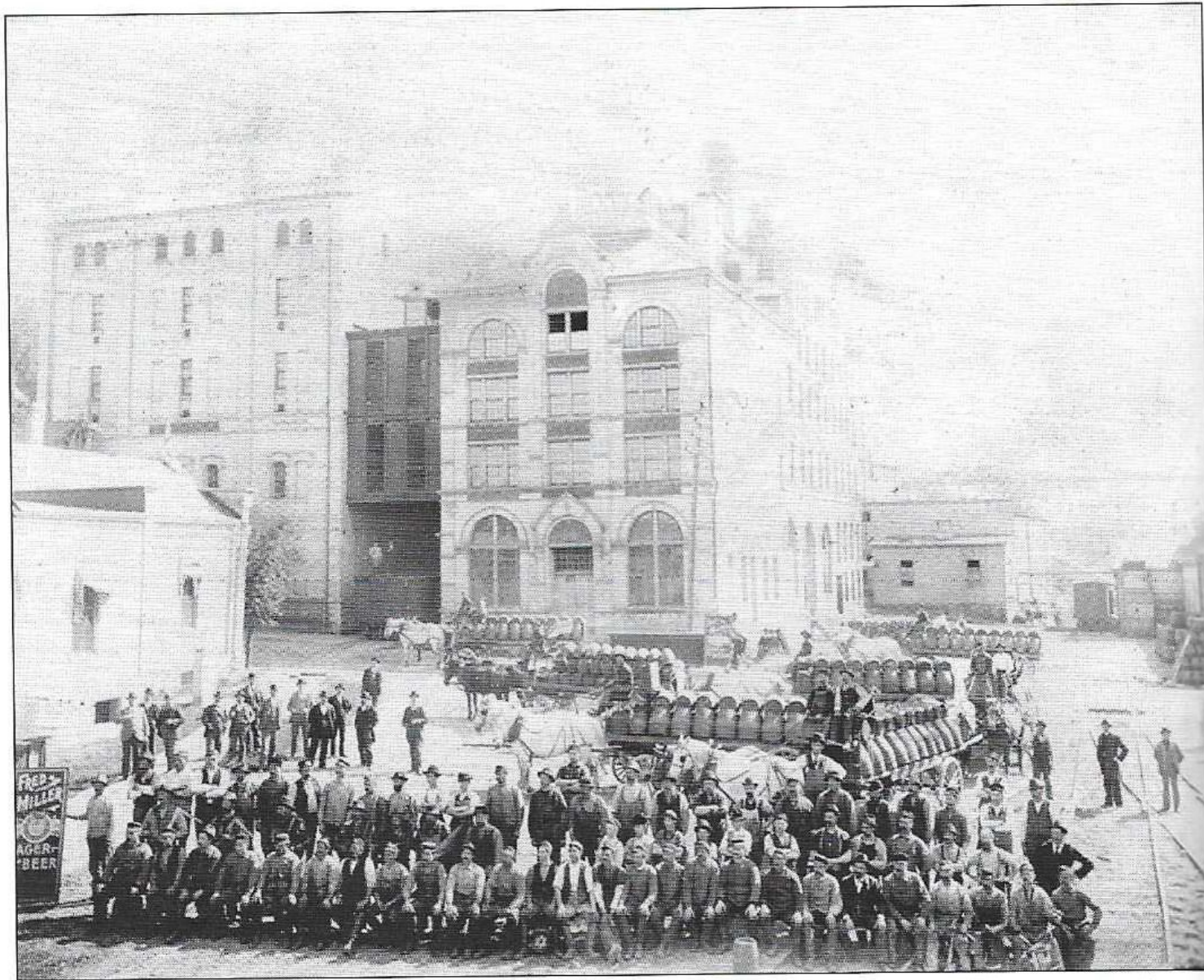
Extra Bräu.

In Flaschen verkauft.

Cobbler, shopkeeper, and brewer Jacob Oberman was quite the entrepreneur, but he was most successful as a brewer. From a two-story frame building to a brick brewery and icehouse, his business occupied the corner of Fifth and Cherry Streets for 42 years. In 1877, the brewery produced 7,000 barrels a year, necessitating the addition of a bottling plant the same year. In 1896, the brewery was sold to Phillip Jung. (FGC.)



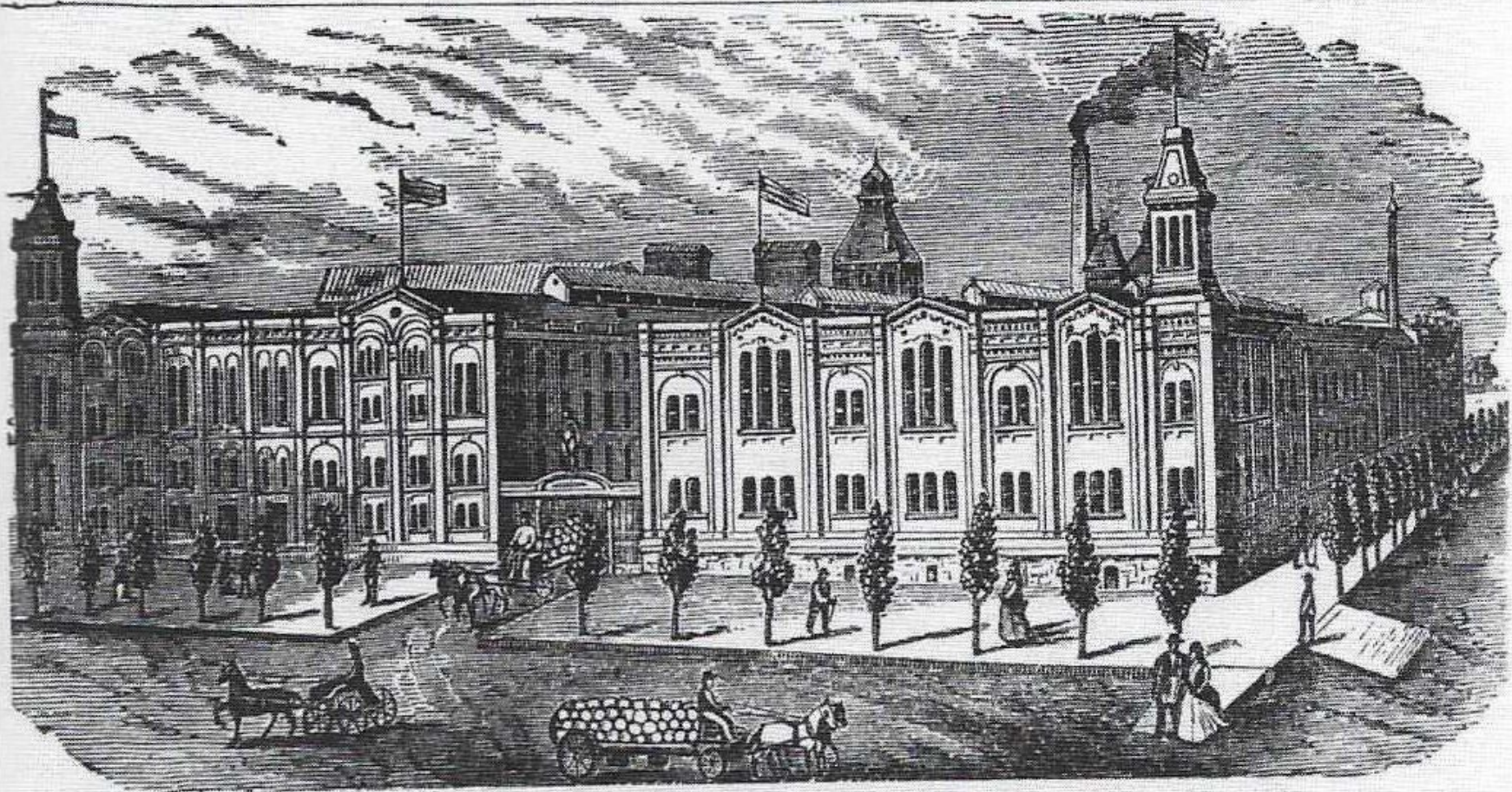
Built on the site of the Oberman Brewery, Phillip Jung established the Jung Brewing Company in 1896. After several attempts at partnerships with other brewers, his last venture, partnering with Falk, Jung & Borchert Brewing Company, gave him reason to become his own boss. The gathering of brewery employees, including a dog, seems to capture everyone in a proud moment. (MCHS.)



With wagons loaded (pulled by teams of draft horses), bottlers, coopers, office personnel, and executives gather for a photograph in front of the brew house at Fred Miller's brewery in about 1892. This picture was taken in front of the brewery complex, located on State Street in the Menomonee Valley, where it continues to brew beer today. The rail spur to the right was essential in reaching national markets. (MCMA.)

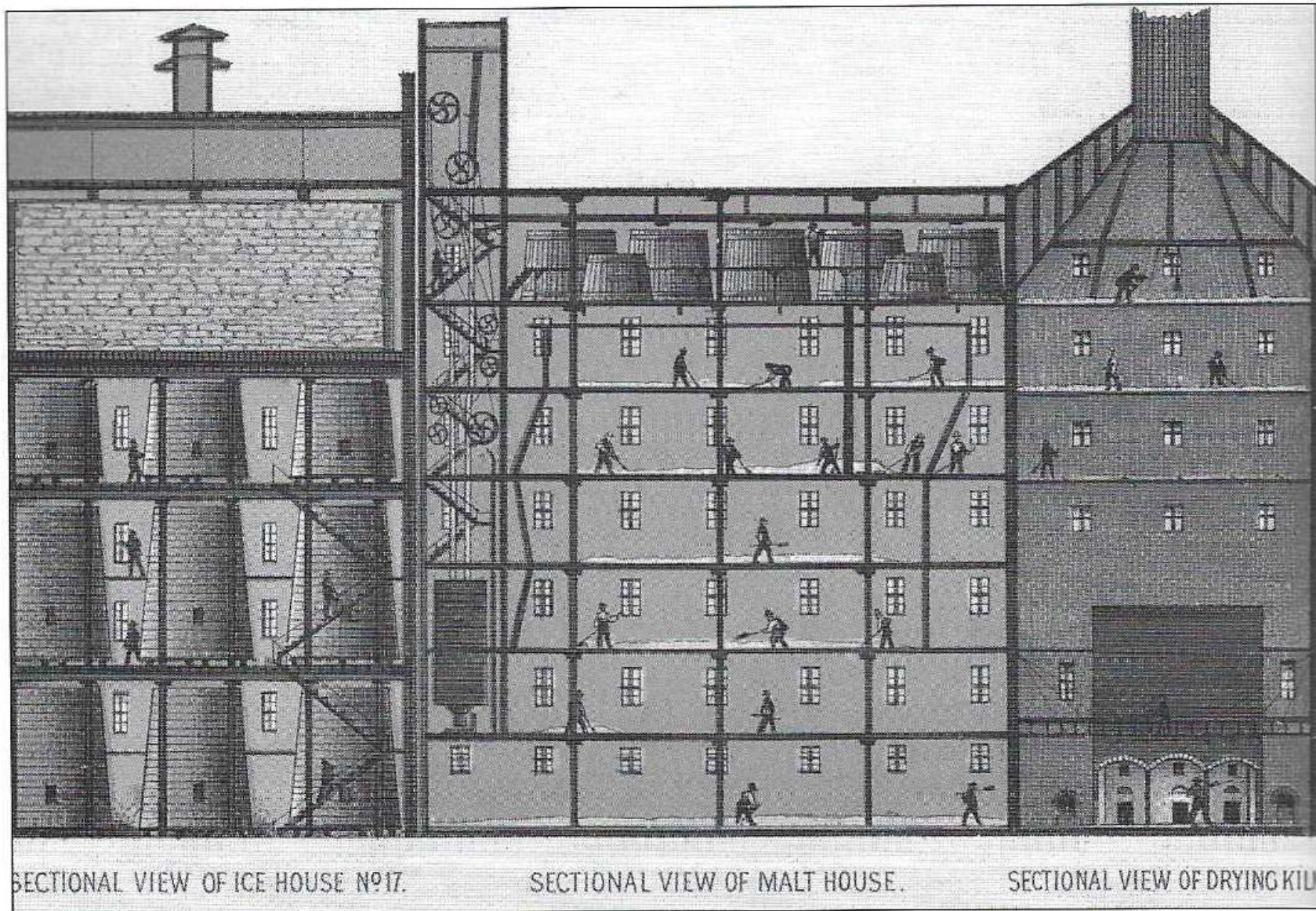
BREWERIES.

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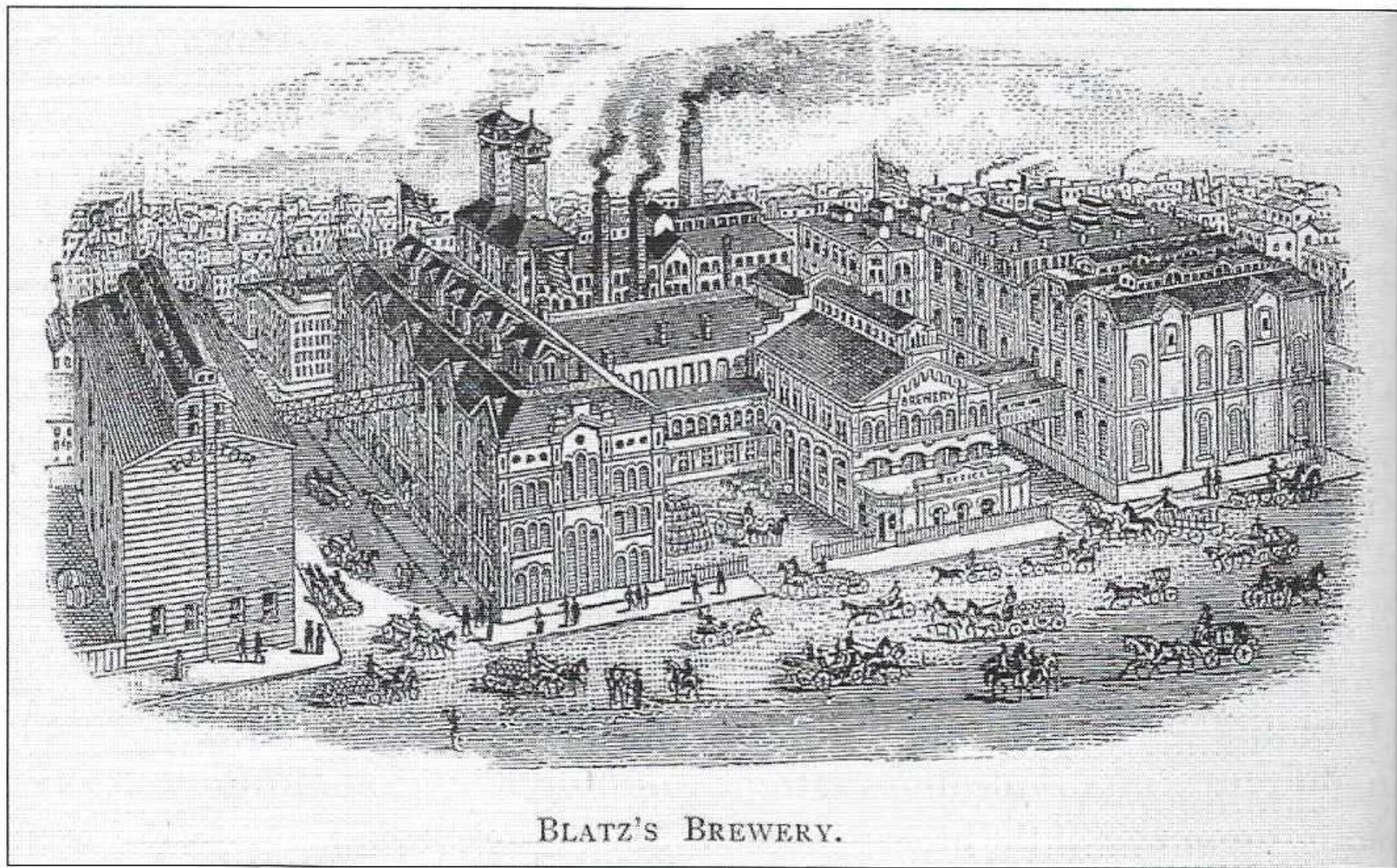


THE EMPIRE BREWERY.

Retooling the brewery to accommodate the shift to beer production brought its own challenges and rewards. Meeting the demands of national markets required enlarging and updating the facility with the latest technology and efficiency. This c. 1877 rendering depicts the plant after the name change to Phillip Best Brewing Company. The image typifies plant size and architecture of the era. (MCHS.)

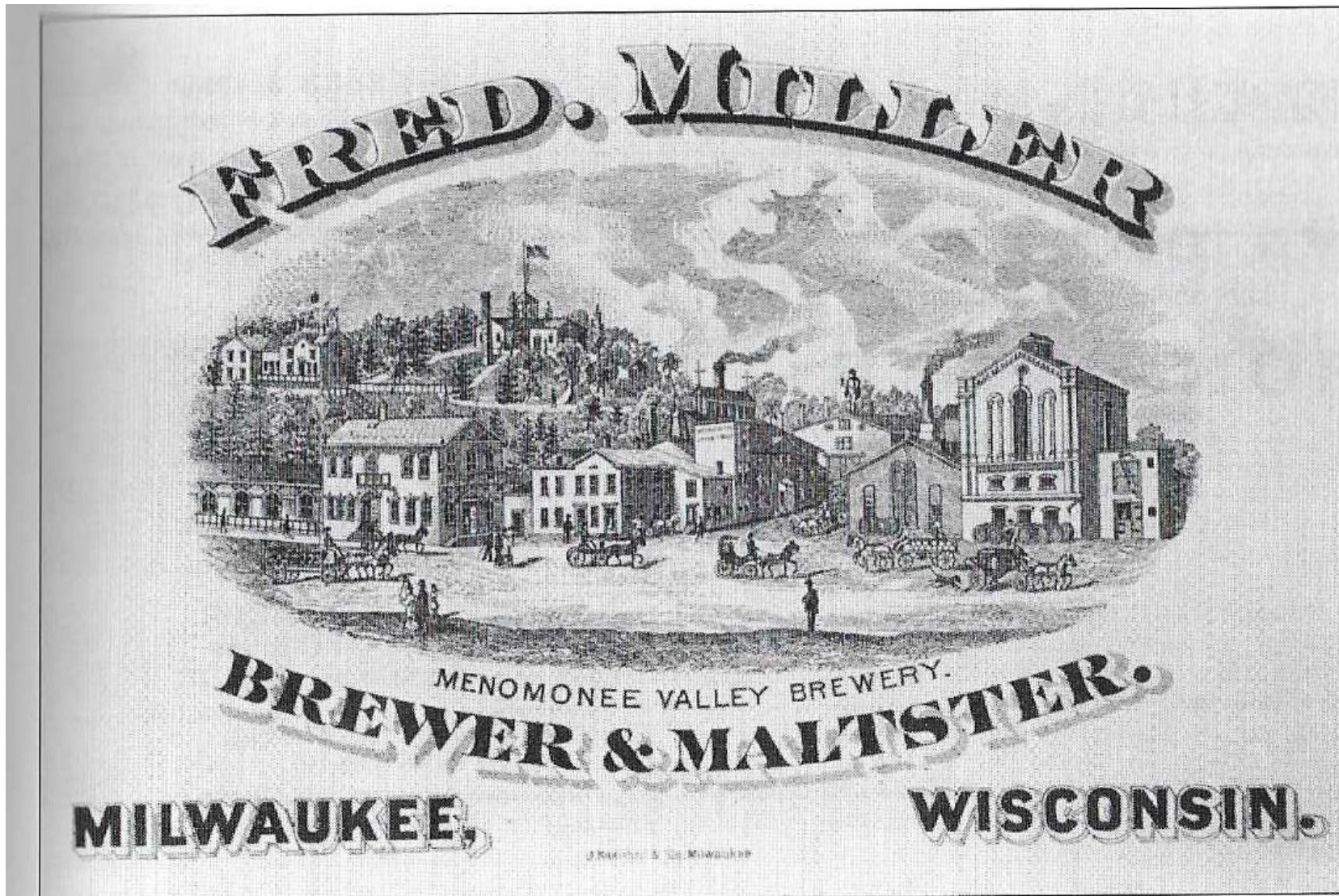


The amazing workings of a brewery involved stacks of ice to keep giant vats of beer cool while lagering. In the malt house, large cisterns soak grain until it swells; the grain is then flushed down to the couch (a frame to spread barley on) and piled 12 to 16 inches deep and stored to germinate. Maltsters then turn the germinated grain out onto the floor to vegetate for two weeks and finally send it to the kilns to dry. (MCHS.)



BLATZ'S BREWERY.

The Valentin Blatz Brewing Company was located at 609 Broadway Street and Juneau Avenue. What started as a small enterprise developed through innovation and strong marketing sense into the third largest brewery in Milwaukee by 1900. At the time of Blatz's death in 1894, he had amassed a fortune believed to have been approximately \$8 million. (MCHS.)



This c. 1875 lithograph shows the major improvements to the Menomonee Valley brewery. To the right of the original Plank Road Brewery is the new brew house, which operated on steam power. Implementing new technology was essential in keeping ahead of the competition. (MCHS.)

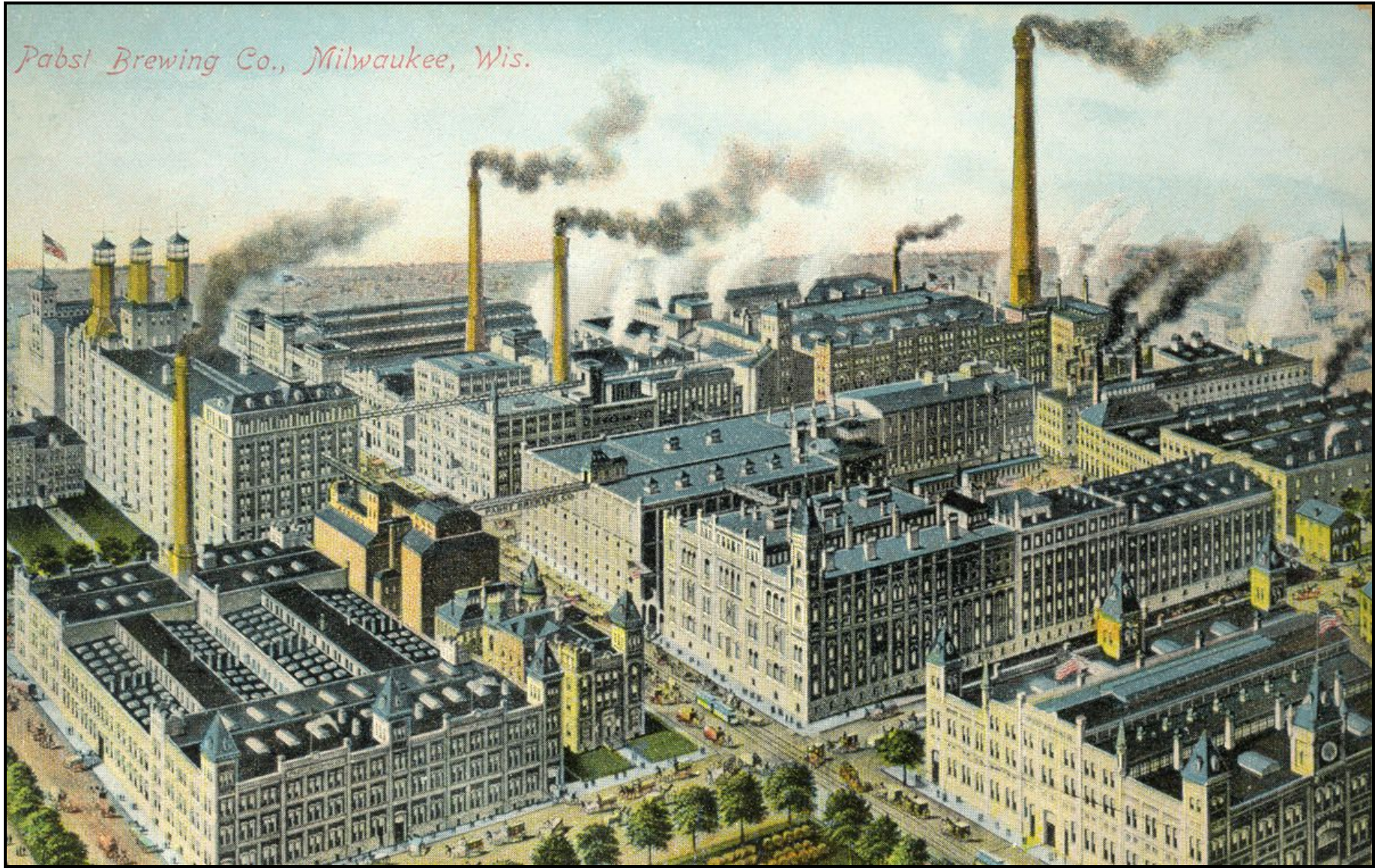


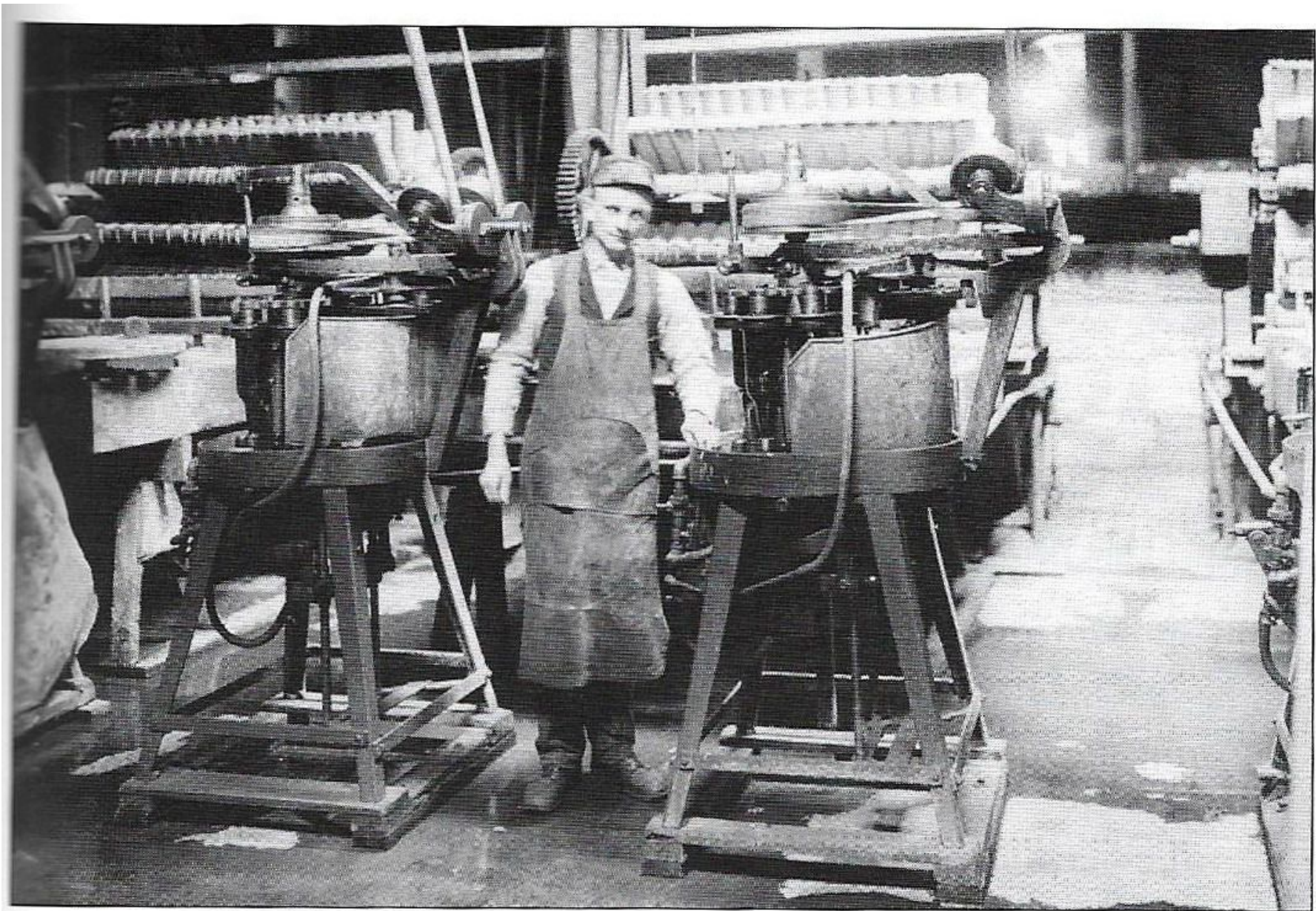
Cold cave storage for barrels of beer



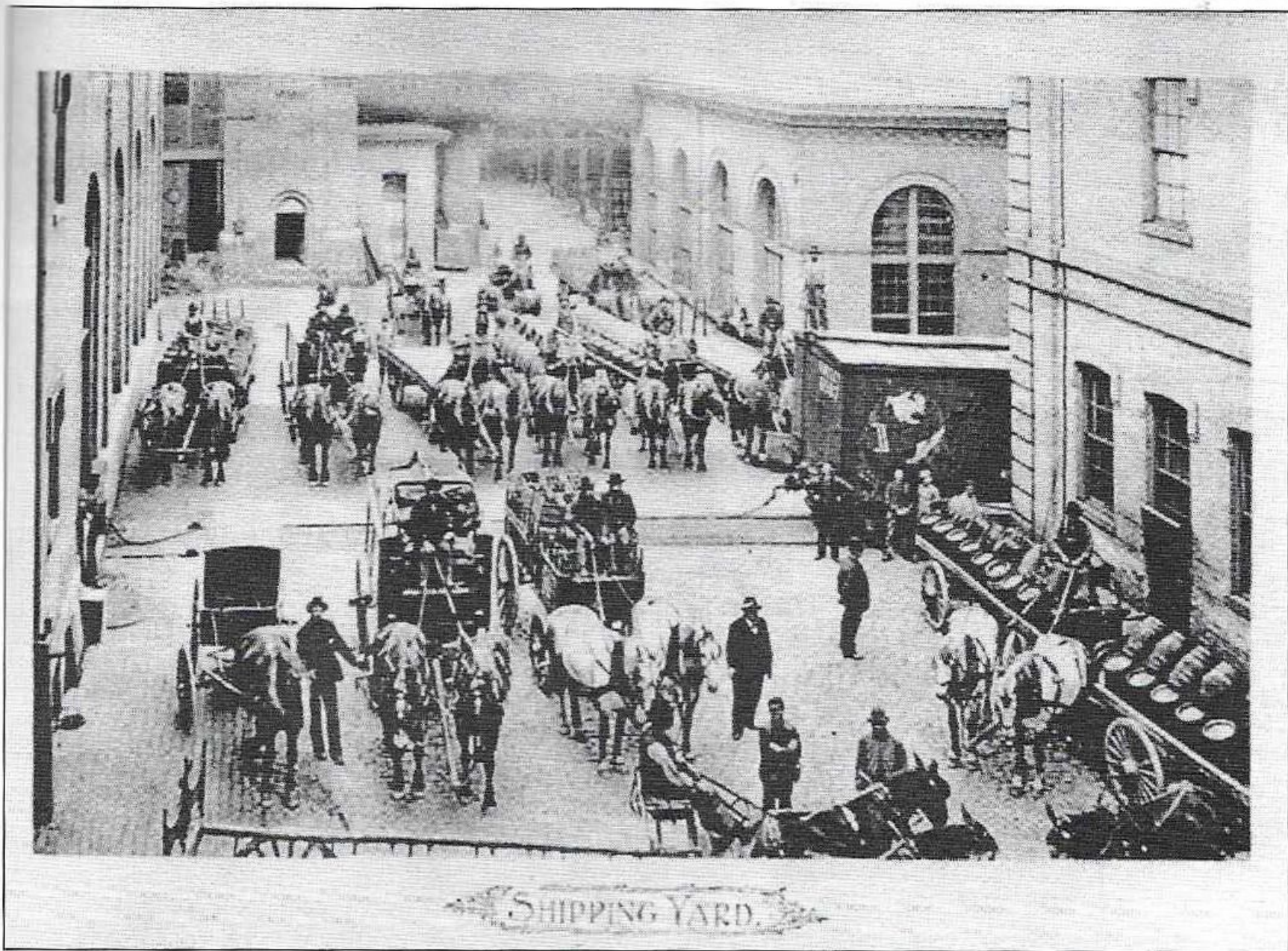
Some of the oldest features of the Miller Brewing Company complex are the original storage caves. Dug into the cliffs overlooking Miller Valley, the caves were closed after the refrigerator building was constructed. Reopened in 1953 as a museum, the caves draw thousands of visitors every year. The immense interior illustrates just how many kegs of beer could be stored here. (MCMA.)

Pabst Brewing Co., Milwaukee, Wis.

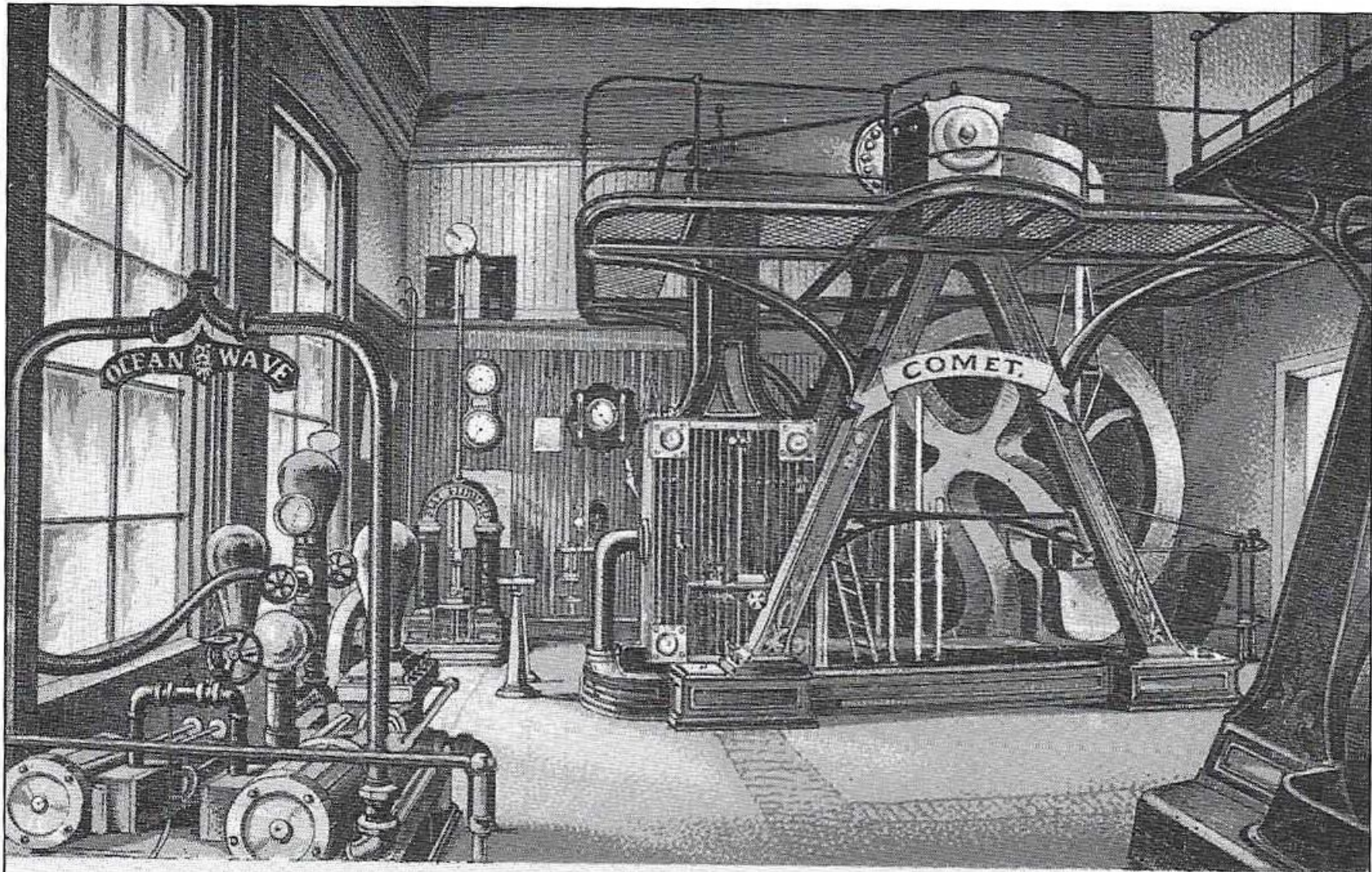




In this image captured in the Pabst bottle house in 1915, an employee takes a welcomed break. The introduction of bottled beer was a direct result of frequently damaged kegs transported via rail. (MCHS.)



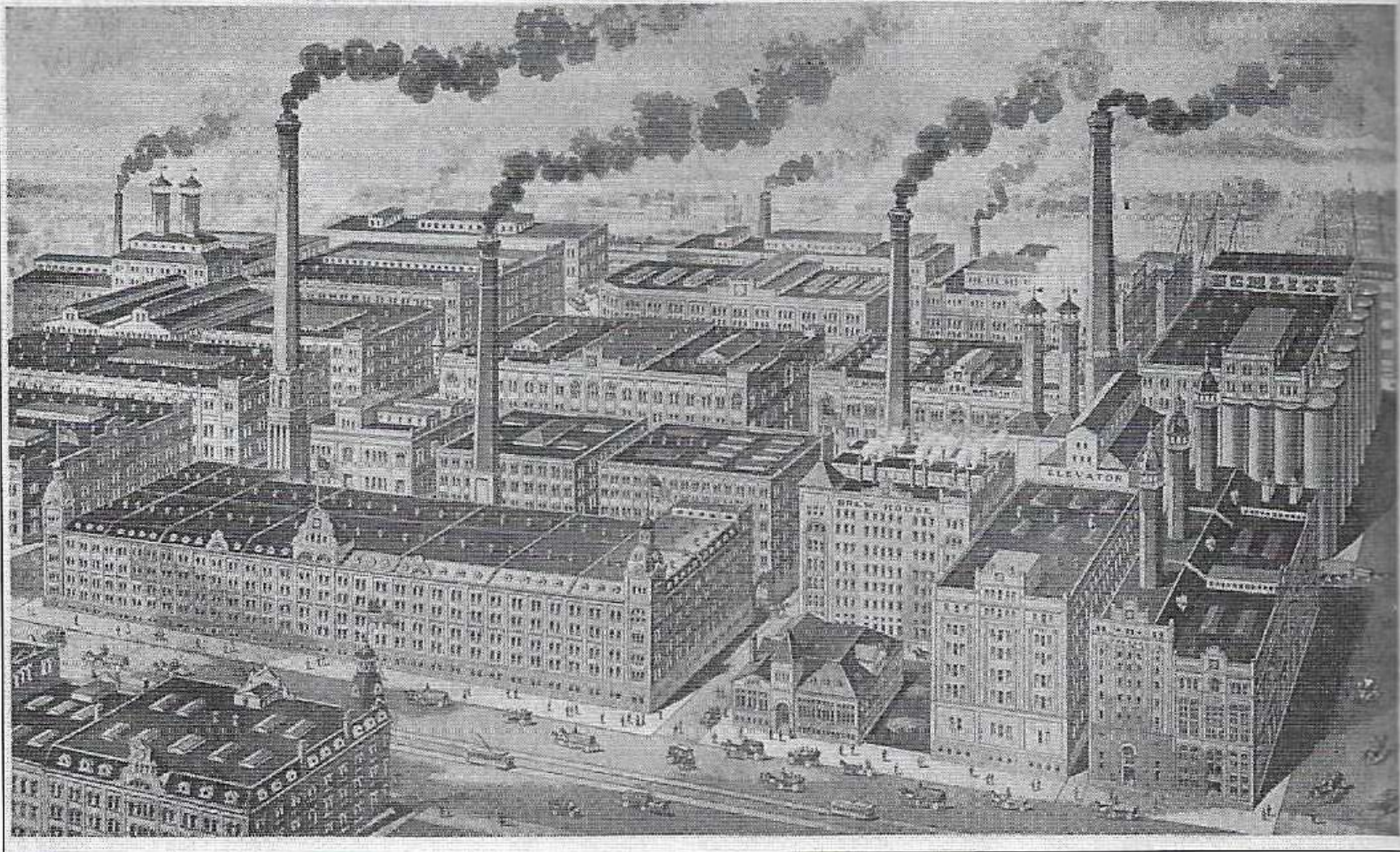
Bottlers, coopers, office personnel, and company executives gather around the wagons, loaded to the hilt with beer barrels and pulled by teams of draft horses, for a photograph in the brewery yard at Joseph Schlitz Brewing Company around 1880. (MCHS.)



ENGINE ROOM. EMPIRE BREWERY.

Pictured in this c. 1867 lithograph is the engine room, the powerhouse of the plant, which supplied steam throughout the brewery.

EIGHT CITY BLOCKS OF SCHLITZ BREWERY



Established in 1849 as a small inn and brewery by August Krug and his wife, Anna, it had grown into a world-class brewery and had once been the largest producer of beer in the world. It is amazing to think that the original brewery only produced 150 barrels its first year. Dated approximately 1890, this lithograph depicts the size of the plant. Spanning eight city blocks, it was a community unto itself. (MCHS.)

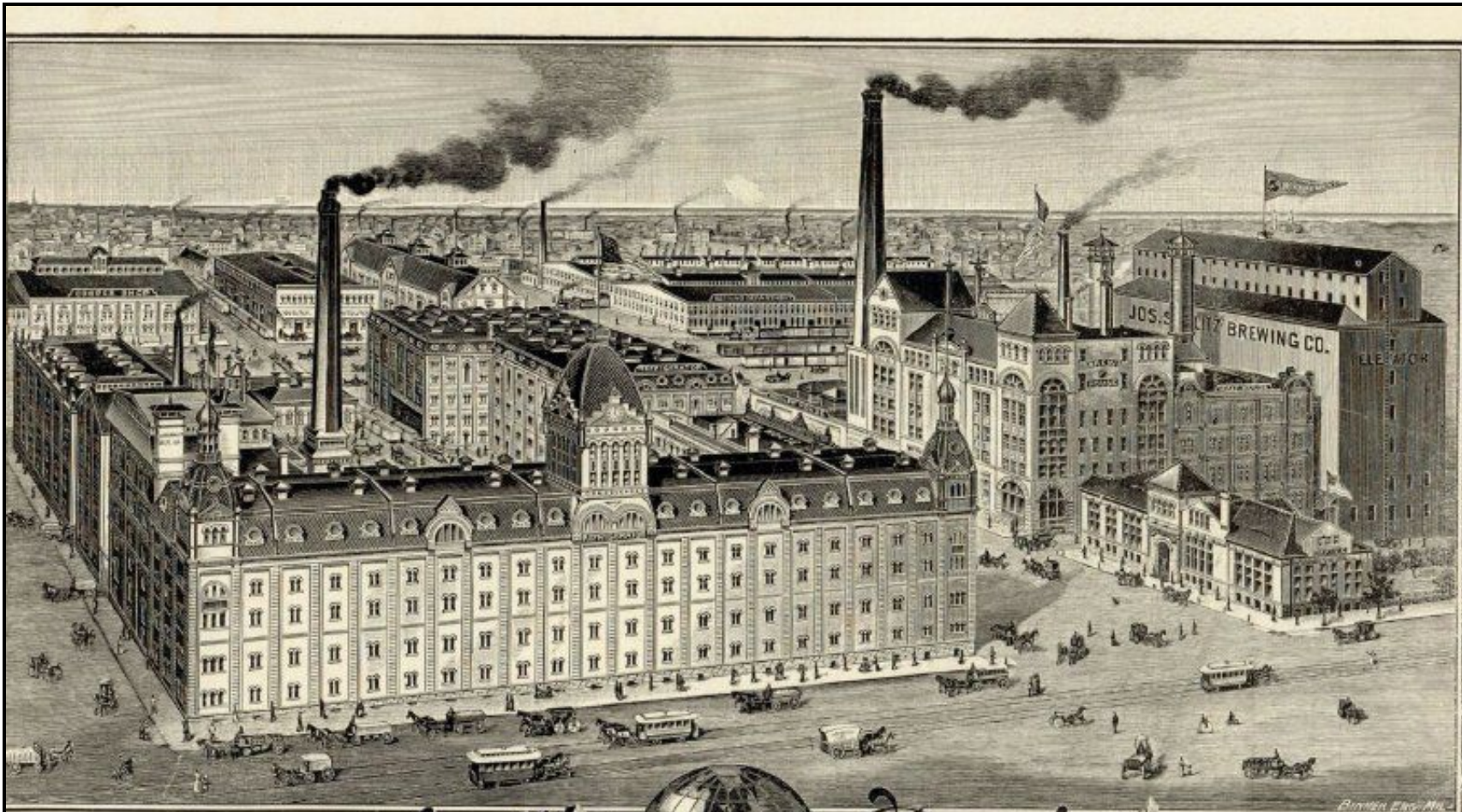
JOS. SCHLITZ BREWING CO.

PILSENER.
BUDWEISER.
WIENER.
ERLANGER.
CULMBAC.

Annual
Capacity
600,000
Barrels



MILWAUKEE, WIS.



KEG-BEER BRANDS:

*BUDWEISER,
PILSENER,
WIENER,
ERLANGER,
CULMBACHER,
"SCHLITZ-BRÄU."*

Jos. Schlitz  *Brewing Co.*
MILWAUKEE.

BOTTLED-BEER BRANDS:

*PILSENER,
EXTRA-PALE,
EXTRA-STOUT,
"SCHLITZ-PORTER."*

ANNUAL CAPACITY: ONE MILLION BARRELS OF BEER.



Cettelman  *Brewing Co.*
MILWAUKEE



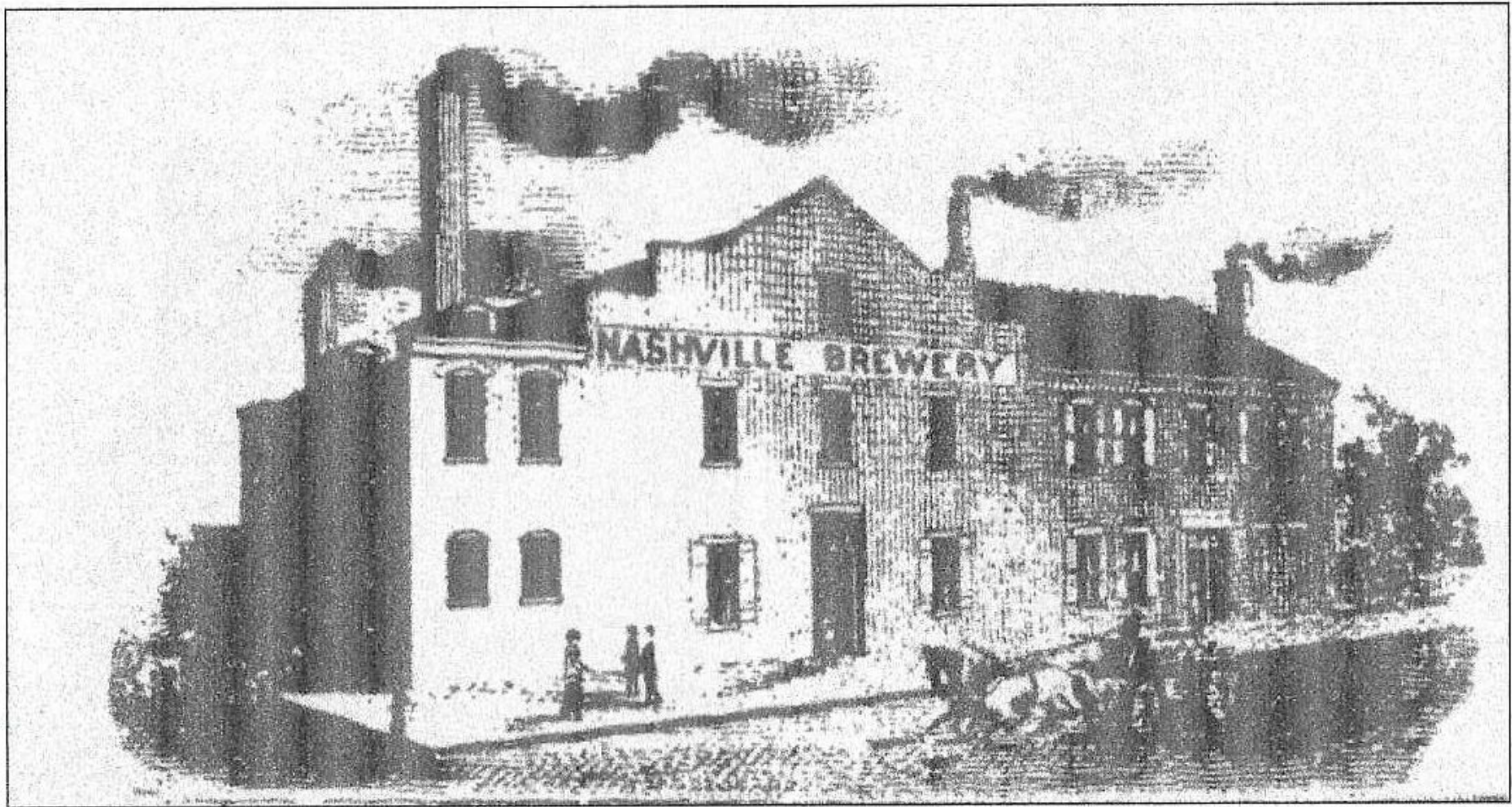
Acknowledgment: Those black and white illustrations with captions are taken from *Brewing in Milwaukee*, Brenda Magee, Arcadia Publishing, 2014 and where credited as MCHS originate from Milwaukee County Historical Society, MCMA from MillerCoors Milwaukee Archives

Refrigeration in American Breweries 1860-1920



Nashville Breweries

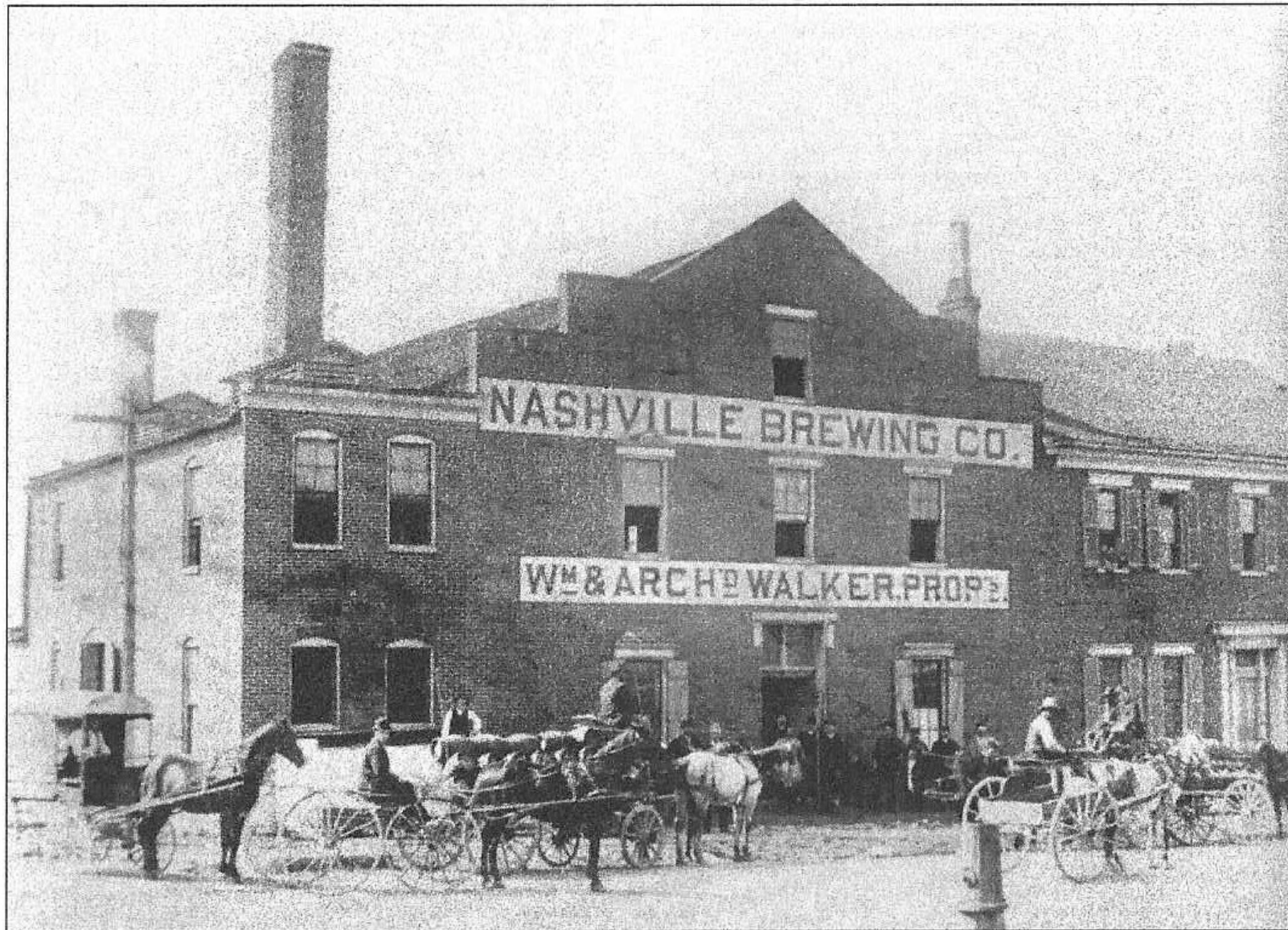
TENNESSEE



The Nashville Brewery changed hands several times since it first opened in 1859. This artist's sketch appears as the only reference to Nashville brewing in the historical brewing reference book *One Hundred Years of Brewing*. The Nashville Brewery started as a small brewery built by Jacob Stifel located on the corner of Mulberry and South High Streets. It changed hands several times over the next 30 years until finally becoming the William Gerst Brewing Company in 1893. Other early Nashville breweries included McMormack and Company, E. Ottenville, W. Beaty, Crossman and Drucker, City Brewery, and the Union Brewery. (From the collection of Scott R. Mertie.)



Adam Diehl and George Lord formed a company in 1868 to distribute kegged and bottled beer from various midwestern breweries and water from Tennessee springs. In 1884, Diehl and Lord built this modern, three-story brick building on the corner of Front and Church Streets, where the Beer Sellar bar is located today. Such brands transported from the North include Lemp's and Budweiser from St. Louis, Schlitz from Milwaukee, Lion from Cincinnati, and Cook's from Evansville. (From the collection of the Nashville Room, Tennessee Public Library.)



Burkhardt and Herschel only held the Nashville Brewing Company for two years when they sold it to brothers William and Archibald Walker in 1882. This picture from the mid-1880s shows the daily operations of the Nashville Brewing Company. Wood kegs are loaded on horse-drawn wagons to be delivered to local taverns and saloons. (From the collection of the Tennessee State Library and Archives.)

TRADE

NASHVILLE

BREWING CO.

MARK

EST. 1859

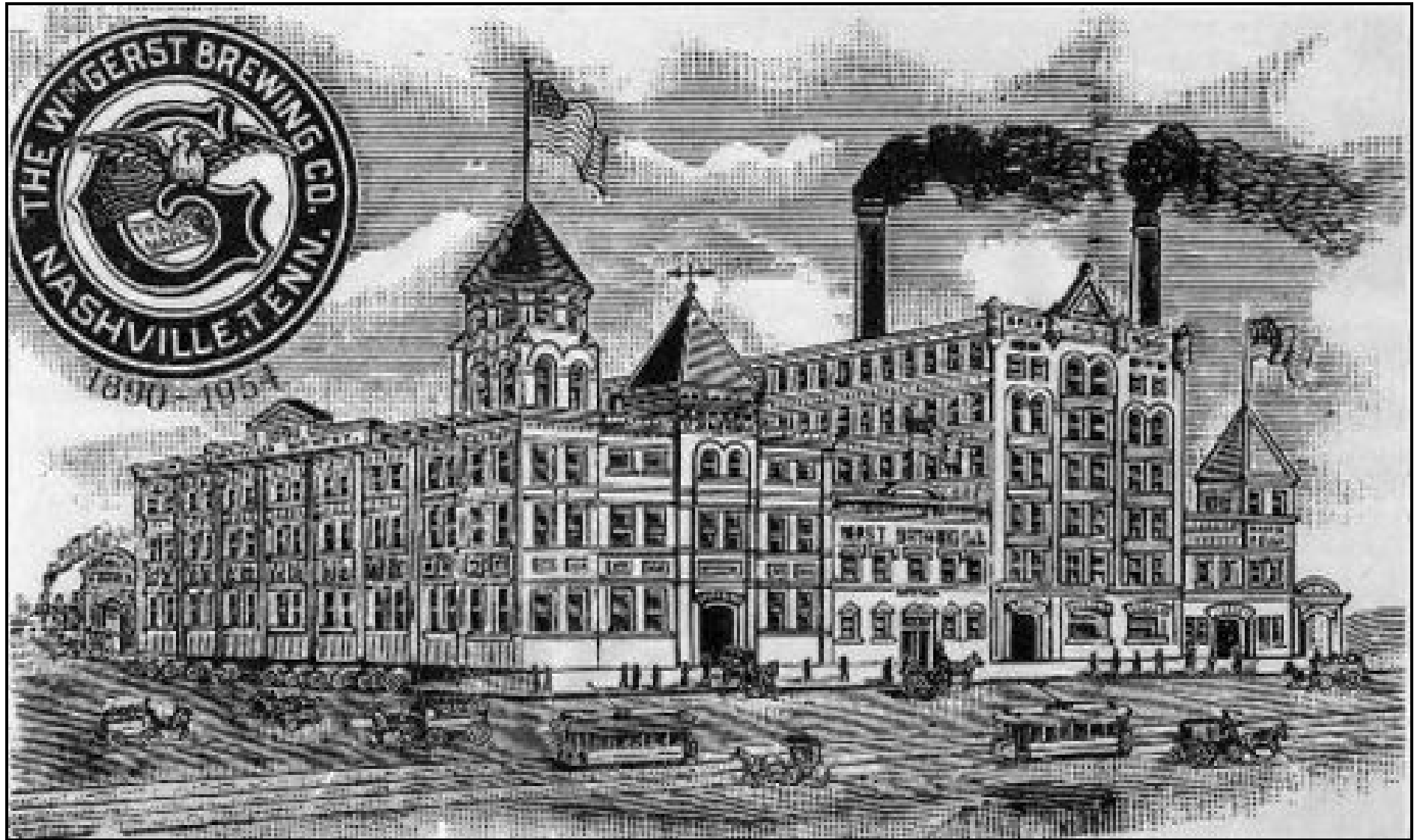


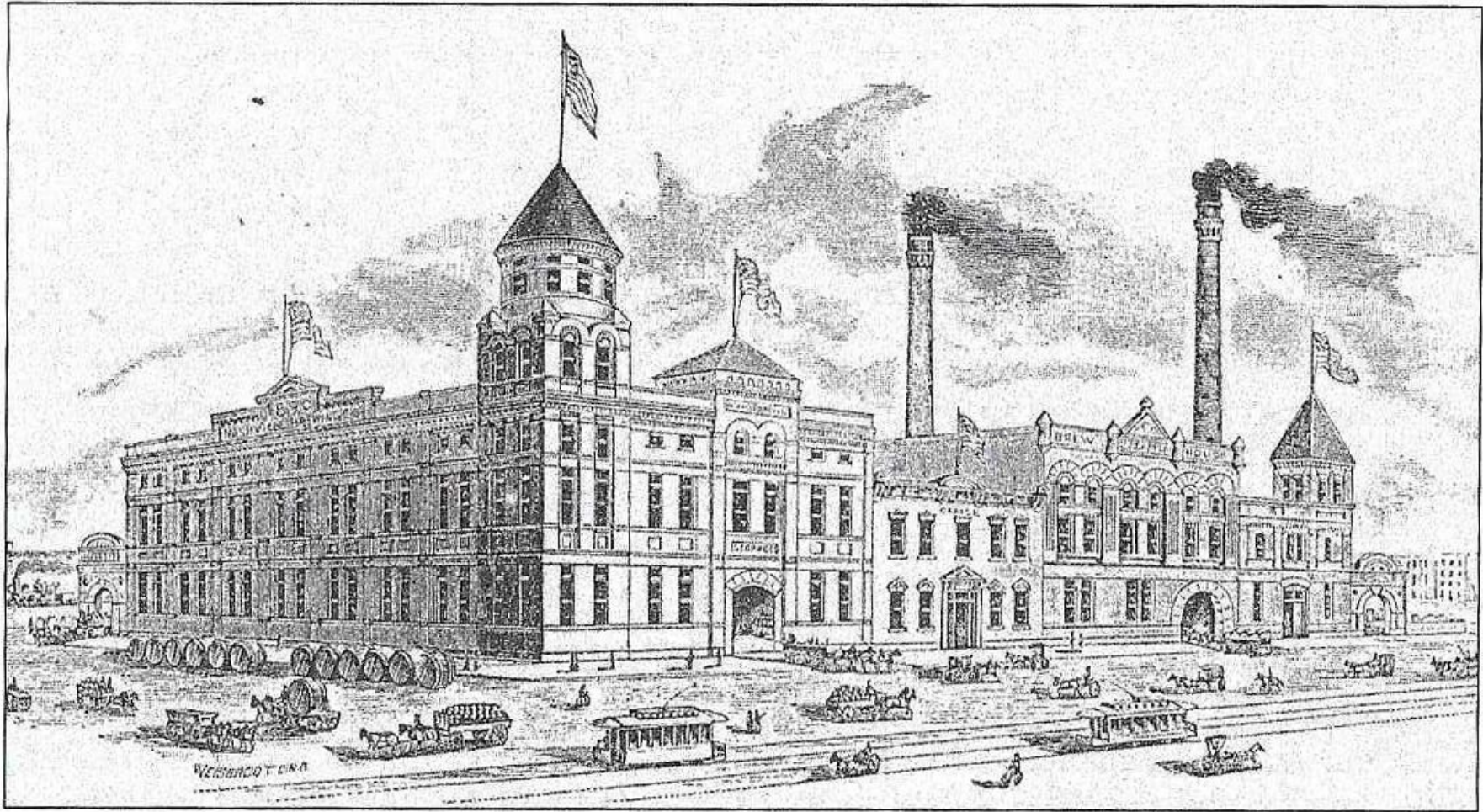
ACTUAL PHOTOGRAPH CIRCA 1860

LAGER BEER

Authentic
GERMAN MALT

Authentic
GERMAN HOPS





This sketch shows the Moerlein-Gerst Brewing Company in the early 1890s after a significant expansion was made to the existing Nashville Brewing Company. The exaggerated drawing of the expanded brewer was made in Cincinnati by a Mr. Weisbrodt and was used to promote the brewery for years to come. (From the collection of the Nashville Room, Tennessee Public Library.)

**CROSSMAN & DRUCKER,
TENNESSEE BREWERY,
XXX ALE & LAGER BEER,**



**DEPOT & OFFICE N^o 14 S. MARKET, ST.
NASHVILLE, TENN.**

ENG. & PRINTED BY R. D. BLUM, NASHVILLE, T.

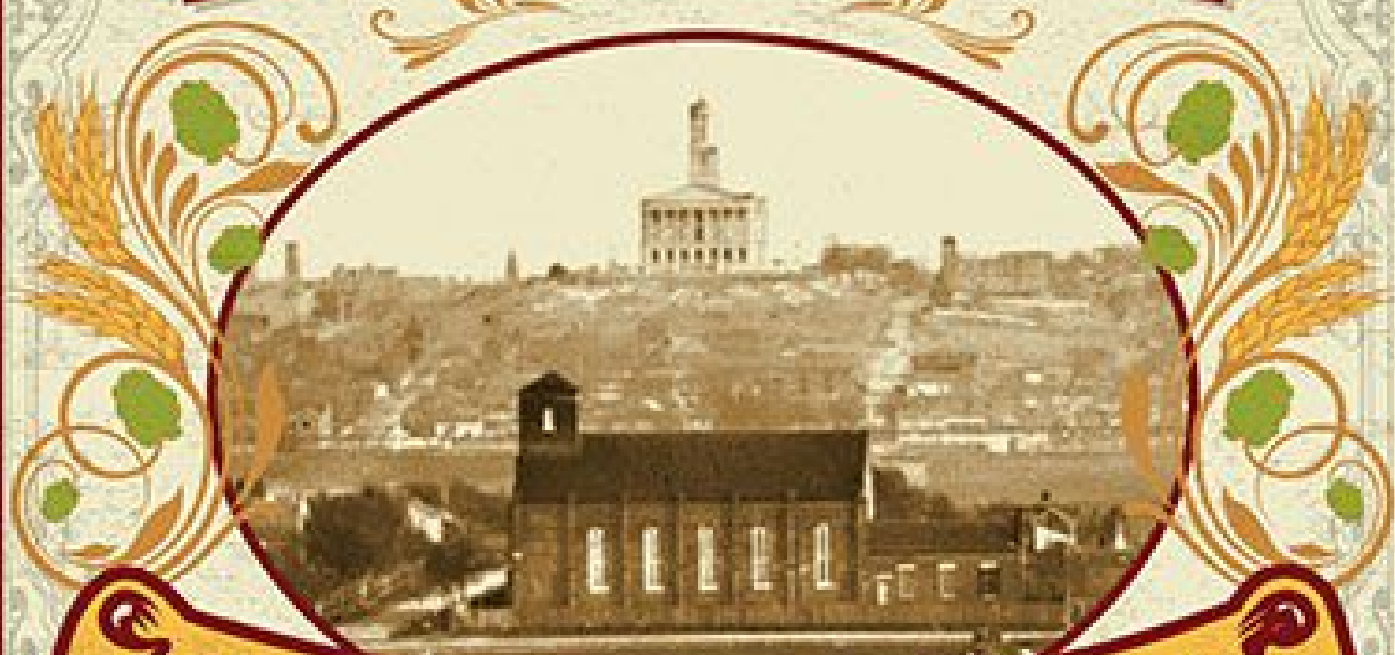
TRADE

NASHVILLE

BREWING CO. E

MARK

EST. 1859



AMBER LAGER

BREWED BY NASHVILLE BREWING COMPANY, NASHVILLE, TN

TRADE

NASHVILLE

BREWING CO.

MARK

EST. 1859

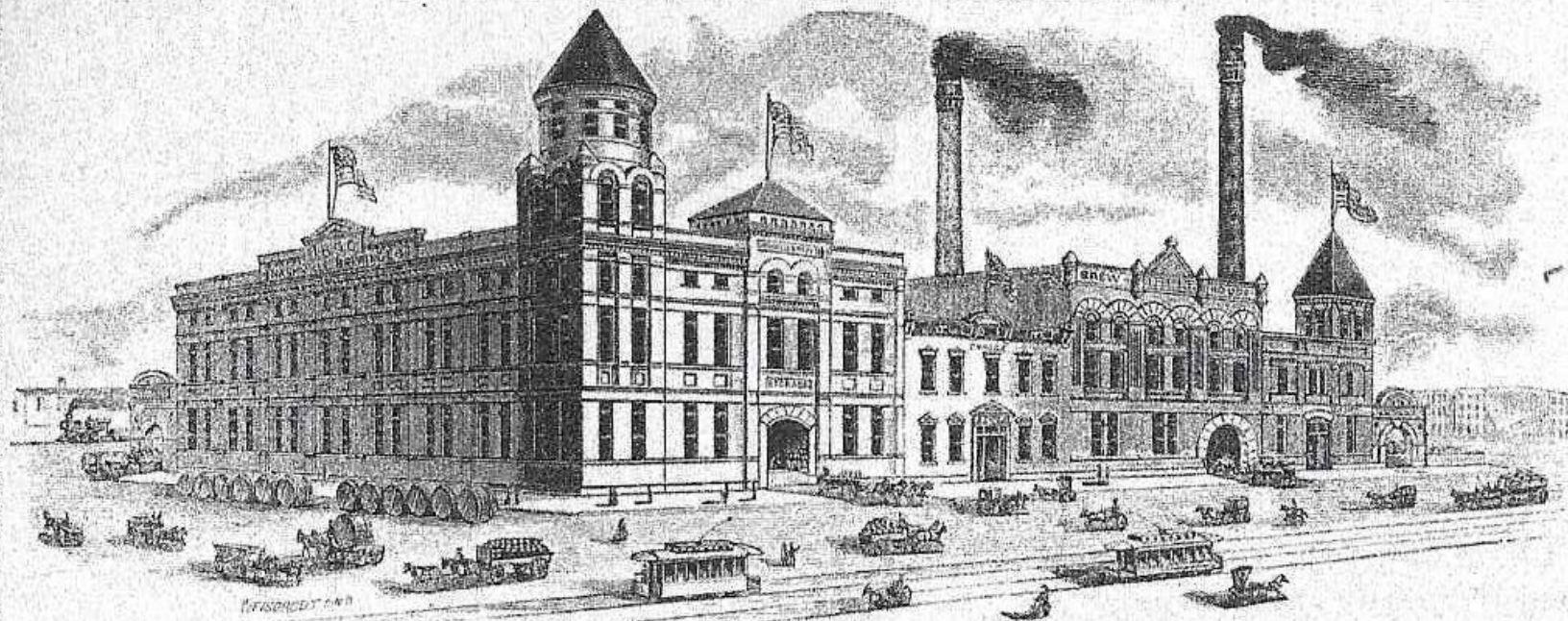


SMOKED BEER

BREWED BY NASHVILLE BREWING COMPANY, NASHVILLE, TN

The William Gerst Brewing Co.

BREWERS AND BOTTLERS OF
**NASHVILLE
LAGER BEERS**



Bottled Brands: Pilsener, Export, and Extra Pale Bohemian.

BREWERY, COR. SOUTH HIGH AND MULBERRY STS.
BOTTLING HOUSES, COR. MULBERRY & VINE STS.

Draught and Bottled Beer Shipped to all Points.

In March 1893, William Gerst purchased the controlling interest of the brewery from Christian Moerlein and renamed it the William Gerst Brewing Company. This is one of the very first advertisements issued under the brewery's new name. It boasted the massive brewery, new bottling house, and the brands of the day. (From the collection of Scott R. Mertie.)



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