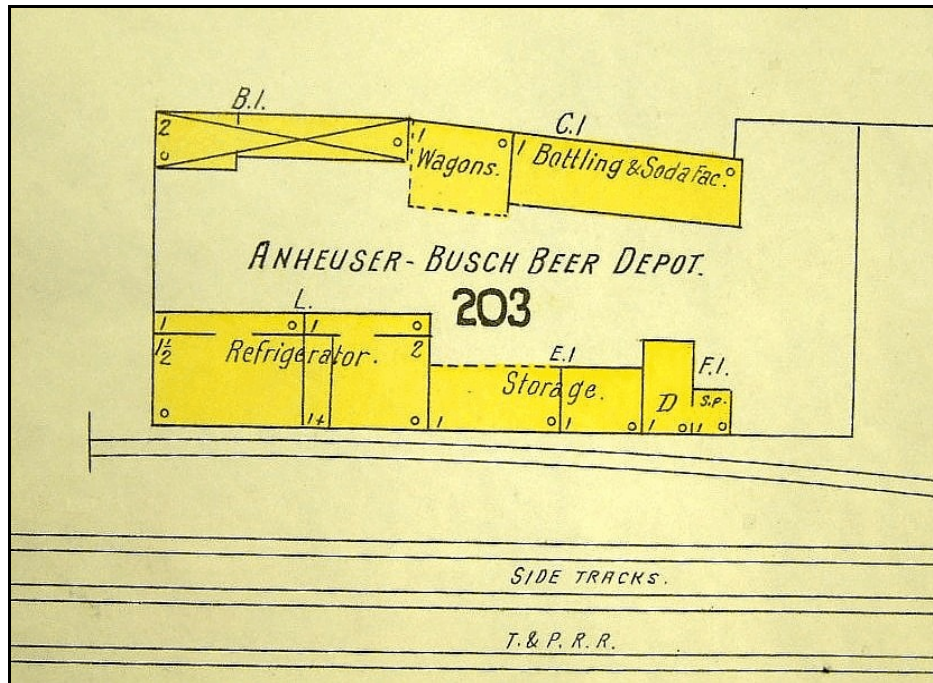


Breweries and Beer Bottles at El Paso, Texas



Bill Lockhart
2012

Chapter 3
Pre-Prohibition Beer in El Paso

© Bill Lockhart 2012

Chapter 3

Pre-Prohibition Beer in El Paso

Brewery Agents in Early El Paso

As noted in Chapter 1, glass was rare in El Paso prior to the arrival of the railroads, and wine was the major alcoholic beverage in the city. Although a few enterprising firms, like Houck & Dieter, began shipping beer and other beverages to El Paso by wagon from the end-of-track as early as late 1880, the main influx of beer arrived in El Paso along with the railroad in 1881. Almost immediately, local firms became agents for breweries from the east and west. Initially, the competition was intense.¹

Houck & Dieter² (1881-1918)

One of the earliest agents was the firm of Houck & Dieter. Located close to the railroad at 4th and Chihuahua Streets, the company specialized in sales of liquor, beer, and ice with a soda bottling works to provide chasers.

According to the *El Paso Times* (1/1/1885), “The firm of Houck & Dieter which commenced business as wholesale agents for beer and mineral waters, on the 2nd of February, 1880, has during the year been doing good business.” The original warehouse was on San Francisco St., and the firm only sold beer and mineral water that came from outside the city.

Originally, all bottled goods were brought by wagon from the end of track. According to the *Times* (9/20/1882), “the first car load of beer was hauled by teams from the construction camp of the ‘front.’” Houck & Dieter offered Wm. J. Lemp’s Celebrated St. Louis Lager Beer to the local saloons and the public at wholesale prices (Figure 3-1). By 1885, the firm advertised its



Figure 3-1 – Houck & Dieter ad (*El Paso Herald* 8/5/1883)

¹ Although “Breweries” was not a category in the city directories until the 1896 publication, newspaper ads provide a good overall view of beer distribution during the first two decades.

² For a more thorough discussion of Houck & Dieter, see Chapter 5a, Lockhart (2011).

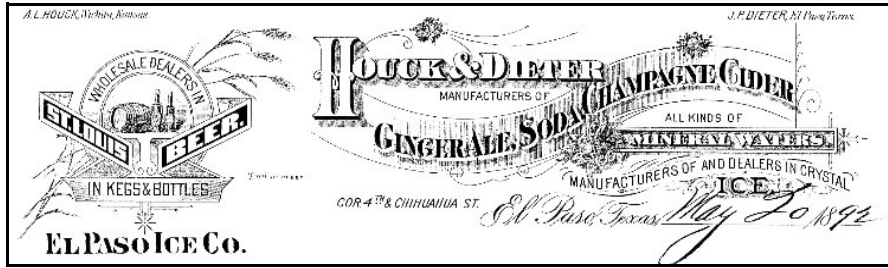


Figure 3-2 – 1892 Houck & Dieter letterhead (Jim Cullen collection)

Louis Beer (EPCD 1888). However, an 1892 letter from the company to the Pabst Brewing Co. still used a letterhead advertising St. Louis Beer from Anheuser Busch but not Lemp’s (Figures 3-2 & 3-3).

By January 1, 1895, the partners had expanded to include beer from the Pabst Brewing Co. and Jos. Schlitz Brewing Co. along with their older customer, the W.J. Lemp Brewing Co.; however, the only brand they still advertised in 1898 was Lemp’s (EPCD 1898-1899; *El Paso Times* January 1, 1895). Their 1899 letterheads, however, tell a different story. A March 11 letter listed only Milwaukee Lager Beer from Pabst.³

Two letters from slightly later in 1911 featured both draught and bottled beer from the Wm. J. Lemp Brewing Co., St. Louis and Pabst Brewing Co., Milwaukee, although the 1900 Sanborn map only mentioned Lemp at the Houck & Dieter beer vault. The firm appears to have lost the Lemp contract to Henry Pfaff from 1905 to 1907 and only carried Pabst, but they recaptured Lemp’s business after Pfaff left the liquor/soda bottling business to concentrate on real estate in 1907. Houck & Dieter continued to offer Lemp’s to El Paso customers until the firm was forced out of the liquor business by the Texas Prohibition, initiated on April 15, 1918 (EPCD 1900-1919; Langston 1974:33-35).

warehouse as the “St. Louis Lager Beer Depot” (EPCD 1885). Houck & Dieter briefly advertised Anheuser-Busch in 1888, along with their favorite, Lemp’s St.

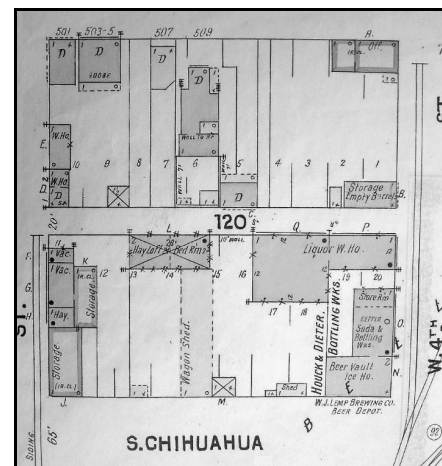


Figure 3-3 – El Paso Bottling Works, Houck & Dieter (Sanford Fire Insurance Map 1893)

³ These letters tell the story of the acquisition of the Senate Saloon – purchased by Past for Houck & Dieter – told later in this chapter.

The Chamber of Commerce provided a description of the company in 1911. At that time:

it occupies a handsome two-story and basement building on San Francisco street near Santa Fe, where is carried a fine line of Kentucky Whiskies shipped directly from the distilleries in car lots; choice California and imported wines and cordials, and probably the most complete general stock of liquors carried in the Southwest. The company has the agency for W. J. Lemp beer and has a warehouse and cold storage plant on the railroad for the receipt of car lots of this famous brew.

A final letterhead only listed brands of Fine Kentucky Whiskeys. These whiskeys offer us another insight into the firm's dealings. The left side of the 1903 letterheads shows three stacked whiskey barrels noted as "OUR BRANDS." In addition to the Houck & Dieter name and the El Paso location, each barrel bore a name: Old Ingleside Whiskey, Old Baltimore Rye, and Glenrock Bourbon. The right side of the letterhead claimed that these were "FINE KENTUCKY WHISKIES SHIPPED DIRECT FROM THE DISTILLERIES." Houck & Dieter actually registered two brands of whiskey in 1905: Glen-Rock (note slightly different spelling from the letterhead) and Elm Grove. Although I have found no evidence of which distillery (or probably distilleries) in Kentucky actually made the brands, it is clear that they were exclusive to Houck & Dieter.

The barroom and liquor trades were raging on the last day of alcohol in El Paso. The saloons were full of customers, and the liquor dealers were so besieged that many of them ran out of supplies before the midnight deadline. Houck & Dieter "was so depleted during the last hours that buyers had to take whatever they could get, the last bottle of Black & White Scotch being sold by 10:00 P.M." (Langston 1978:45). The El Paso beer and liquor boom was over.

"Bear" In Mind
CERVA
The World's Best Beverage
Banishes thirst.
Puts vigor into digestion.
Non-intoxicating.
A remarkable soft drink with the good taste of hops.
Absolutely pure.
At grocers, at druggists, in fact, at all places where good drinks are sold.

MADE IN CERVA ST. LOUIS
This is the Cap

UNITED COUPONS

Forty United Prods. (United Prods. Co.) are issued in every case. Exchangeable for various premiums.

LEMP Manufacturers ST. LOUIS
Houck & Dieter Company, Inc.
Distributors
El Paso, Texas

Figure 3-4 – Cerva ad (*El Paso Times* 9/13/1918:5)

Despite the lack of alcohol, Houck & Dieter attempted to remain in business by selling Cerva, a cereal beverage or near-beer brewed by the Lemp Brewery in St. Louis, one of their main former brands of beer (Figure 3-4). The company advertised the beverage in both the Spanish and English editions of the *Times* until mid-September 1918, although the ads had disappeared by October. Houck & Dieter may have remained in business beyond that date, but it is unlikely.

Wm. B. Hooper & Co. (1881-1882)

Although the El Paso branch did not open until February 1881, the firm of Wm. B. Hooper & Co. “was organized in 1852, and has houses in San Francisco, Tucson, El Paso and Guaymas.” The El Paso branch was located “in the Gillock Block, on the west side of the main plaza.” and was “under the supervision of Captain J. [John] Julian who thoroughly understands each branch of the trade. . .” (*El Paso Times* “New Years’s Edition” 1882).

Initially, Julian advertised a wide variety of products, including “Brandies, Gin, Rum, Mineral Waters, Ale and Porter, and are the sole agents for Texas and New Mexico for the celebrated Blatz Milwaukee Beer, Tolu Rock and Rye, Kidneygen, Damiana Bitters, and Pipifax Bitters” (*El Paso Times* 4/2/1881). The firm still advertised Val. Blatz Milwaukee Beer, Albion Ale, and Porter in late 1882 (*El Paso Herald* 9/20/1882). Shortly thereafter, John Julian and Robert F. Johnson acquired the business (see below).

George W. Thomas and Thomas & Henderson (ca. 1881)

In 1881, the firm of Geo. W. Thomas “Importers & Dealers in Foreign & Domestic Wines and Liquors” was located on El Paso Street, near Overland. The company specialized in California Boca Beer and “the Well Known and Magnificent Frank Falk’s Beer of Milwaukee” (*El Paso Herald* 9/14/1881). The firm did not advertise the following year.

Thomas & Henderson, “Importers and Dealers in Wines, Liquors, Beers, and Cigars,” advertised themselves as sole agents for Falk’s Milwaukee Bottled Beer on a trade card. Such cards were in vogue as a means of advertising during the late 19th century, but I have no way of dating this particular one. George W. Thomas was certainly the principal partner, although the timing for Henderson’s involvement is currently unknown.

Ketelsen & Degetau (ca. 1881)

In 1881, Ketelsen & Degetau, “Commission & Forwarding Merchants,” advertised that they were “sole agents for Anheuser St. Louis Bottled Lager Beer.” The firm had branches in both El Paso, Texas, and Chihuahua, Mexico (*El Paso Herald* 9/14/1881). Although the company continued to advertise, the beer ads were gone before the end of 1882.

Joseph Schutz (1881-1883)

In 1881, Joseph Schutz advertised as a “Wholesale and Retail Dealer in General Merchandise” as well as an “agent for Lemp’s Celebrated St. Louis Bottled Beer.” His business was located on San Francisco St. By 1883, Joseph Schutz advertised as the “Agent for Anheuser Bottled Beer” (*El Paso Herald* 9/14/1881; 7/1/1883). Although Schutz continued to advertise, his beer ad was gone before 1884.

Julian & Johnson (1882-1892), R.F. Johnson (1892-1899), Henry Pfaff (1899-1907, and Southwestern Liquor Co. (1907-1917)⁴

By 1882, John Julian, former manager of William B. Hooper & Co., had gone into partnership with R.F. Johnson to form Julian & Johnson, a wholesale house for alcoholic beverages (Figure 3-5). As successors to Hooper, the firm occupied No. 15 East San Antonio St. In 1884, the partners advertised “F. Falk’s Milwaukee Export Beer” (*El Paso Herald* 4/20/1884 – Figure 3-6) By the next year, their ad in the city directory stated that they were “Wholesale Liquor Dealers[,] Imported and Domestic Wines

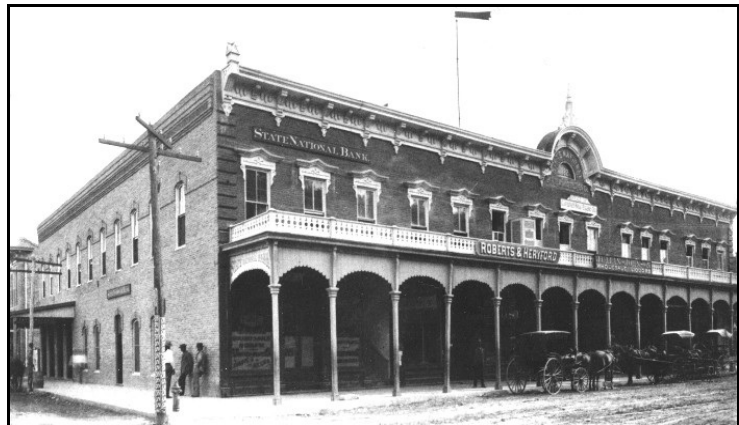


Figure 3-5 – Julian & Johnson – to the right of Roberts & Heryford (M.G. McKinney collection)

⁴ For a full history of all four businesses, the soda bottling aspect, and the bottles they used, see Lockhart (2010), Chapter 6 or Lockhart (2011), Chapter 4.

In Case or Bulk[.] California Clarets and Brandies, Val. Blatz' Wiener Beer, Milwaukee Cigars, Bar Fixtures and Glassware All orders receive prompt attention. By 1888, they only advertised "Milwaukee Beer" (EPCD 1885-1888). They may have carried Blatz as late as 1892 when the firm dissolved.



Figure 3-6 – Julian & Johnson ad (*El Paso Times* 5/23/1884)

In 1892, Julian left the firm, and Johnson took control as R.F. Johnson & Co. Johnson also opened a soda bottling works. Like the earlier company, Johnson sold wholesale beer and liquor. The Sanborn Fire Insurance Map of 1893 showed the business as the "Anheuser-Busch Beer Depot" composed of four connected buildings (Figure 3-7). The map suggests that Johnson distributed Anheuser-Busch products from the beginning of the company in 1892. By 1895, the firm carried Anheuser-Busch and Jos. Schlitz beer (*El Paso Times* 1/1/1895). Johnson carried both brands until Henry Pfaff took over the business in December 1898.

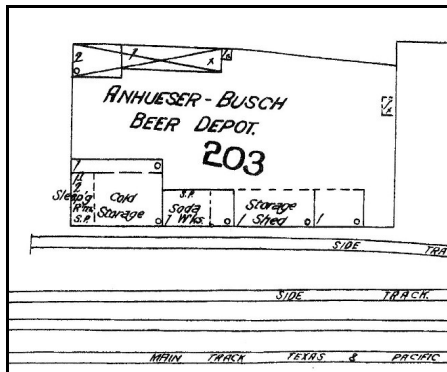


Figure 3-7 – R.F. Johnson – Anheuser-Busch dealer (Sanborn Fire Insurance Map, 1893)

Henry Pfaff worked for the company until Johnson moved to California to get married in 1895. Johnson never returned, and Pfaff took over the business in December 1898. The 1898 Sanborn map shows that the business had expanded to include a new "Bottling & Soda Fac." building facing E. Overland beside a new building labeled "wagons." Pfaff continued in the footsteps of R.F. Johnson as the agent for Anheuser-Busch (Figure 3-8). He also carried Schlitz until 1904 or 1905. Pfaff sold the business to Southwestern Liquor Co. in May or June 1907.

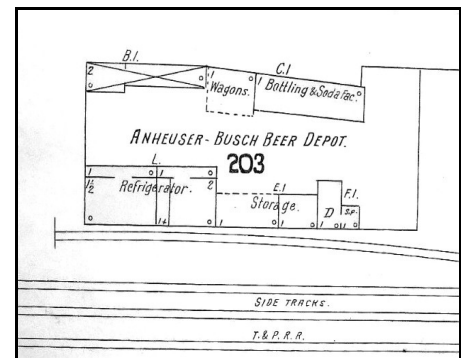


Figure 3-8 – Pfaff's bottling works and beer storage (Sanborn Fire Insurance Map, 1902)

Under the direction of A.L. Longneckard, the Southwestern Liquor Co., continued to wholesale Anheuser-Busch products from 1907 until George A. Gould took over as manager in 1914.⁵ Gould held the commanding position until Texas Prohibition ended the operation on April 15, 1918. Like its predecessors, Southwestern was a wholesale distributor of liquors, wines, and cigars, as well as selling ice, and manufacturing soda and mineral waters (EPCD 1908-1918). An interesting 1916 ad from Southwestern claimed “Budweiser means moderation,” probably an attempt to mollify the “drys.” At the same time, it bragged that Budweiser sales “exceed any other beer by millions of bottles, because its uniform Quality, Purity, Mildness and exclusive Saazer Hop Flavor are always and ever the same” (*El Paso Times* 6/28/1916).

A. Schloss (1886-ca. 1890)

In the 1886 city directory, A. Schloss was listed as the agent for the Phillip Best Brewing Co. Both his office and residence were located at San Francisco near Santa Fe St. By 1888, he was listed as Schloss & Co., and the beer he carried was “Best, Milwaukee.” His beer vault was located at the corner of S. Leon and Second St. (Figure 3-9). It included an office and sleeping room as well as an ice house where the beer was actually stored. By 1892, he had given up on the beer business, and Aaron Schloss – presumably the same “A. Schloss” – was listed as “City Scavenger res 1114 San Antonio” (EPCD 1886-1892; Sanborn Fire Insurance Map, 1888).

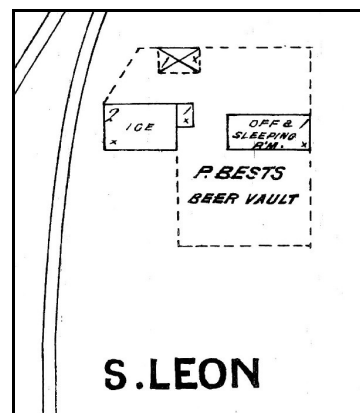


Figure 3-9 – Phillip Best beer vault – A. Schloss (Sanborn Fire Insurance Map, 1888)

Lone Star Brewing Co. (ca. 1888)

Although the Lone Star Brewing Co. was neither listed in newspapers nor city directories, an ad appeared on the cover of the 1888 city directory. The ad offered “‘Weiner’ Keg, the Famous ‘Select’ Bottled Beer.” John R.P. Foster, the “Sole Agent for El Paso, Texas and Paso

⁵ Although the directories did not list Pfaff in the liquor or soda business after 1907, an ad for Budweiser in the *El Paso Times* on August 12, 1909, shows the distributor as Henry Pfaff. This was almost certainly an error. By at least July 6, 1910, Southwestern advertised Budweiser. Southwestern claimed Pfaff’s old address beginning in 1908 *and* advertised Anheuser Busch in the same issue of the city directory.

del Norte Mexico,” called the brewery “A Texas Institution! With the People and for the People!” The office was located at 900 St. Louis St., corner of St. Vrain. The 1888 Sanborn Fire Insurance Map showed the Lone Star Brewing Co. Beer Vault including the ice house and office (Figure 3-10). The map of the vault was in a separate box from the rest of the maps on the page, but a note pointed north and said “About 300’ to El Paso Ice & Refrigerator Co.”

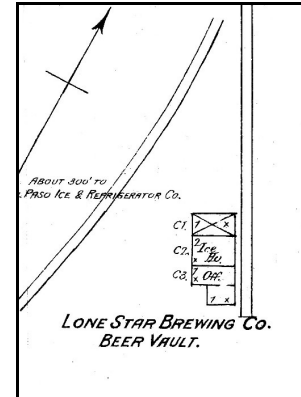


Figure 3-10 – Lone Star beer vault (Sanborn Fire Insurance Map, 1888)

New Orleans Brewing Assn. (ca. 1892)

A single ad for the New Orleans Brewing Assn. appeared in the 1892 city directory. Under the agency of E.B. Howley, the firm offered both bottled and keg beer with designations that included Extra Pale, Pilsner, Kaiser, Erlanger, and Vienna. Although the brewery was identified as being in New Orleans, no local address was given, nor was the business listed elsewhere in the directory. I have found no later ads or listings for the company.

Dan Carr & Co. (1900-1908)

Dan Carr was first listed at the corner of St. Louis and Oregon (414 St. Louis) as an agent of the Dallas Brewery in 1900. Although the two do not quite match, the 1905 Sanborn Fire Insurance Map indicated an unnamed Beer Depot at the corner of S. Oregon and 6th St. No other distributor listed an Oregon St. address at that time. Carr added Schlitz to his agency in 1905. He apparently stored his Schlitz inventory separately (EPCD 1900-1905).

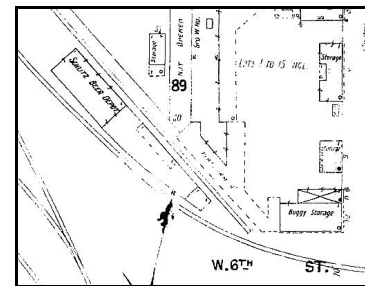


Figure 3-11 – Schlitz beer vault, Carr’s second location (Sanborn Fire Insurance Map, 1905)

The 1905 Sanborn Map showed the Schlitz Beer Depot along the railroad tracks between 5th and 6th Streets behind the buildings on S. El Paso St. (Figure 3-11) The business incorporated as the Carr-Bass Liquor Co. in 1907, with Dan Carr as president and Benjamin A. Bass as secretary and general manager. The following year was the last time the corporation was listed. The building, however, continued to appear on the Sanborn map for 1908 as “Bottle Storage.” Carr represented both breweries until he went out of business (EPCD 1905-1908).

James W. Magoffin, Miller & Magoffin, and William A. Griffin (1900-1906)

Beginning in 1900, James W. Magoffin acted as an agent for the San Antonio Brewery. Born in Kentucky in 1799, the first James Wiley Magoffin was a historic figure in El Paso and the Southwest. He pioneered the Santa Fe trail and helped establish trade between the newly formed Republic of Mexico and the United States. He died in 1868. His son, Joseph Magoffin, became a noted politician in El Paso and lived until 1923 (Timmons 1990:83-84, 112-113, 151-152,172-173). James – the brewery agent in 1900 – was born in Houston in 1864 and was the grandson of the original James.

The brewery agency was located at the northwest corner of Main and Kansas. By 1903, Magoffin had taken on a partner, Mark Miller, and the firm of Miller & Magoffin represented the San Antonio Brewery. The partners also dealt in real estate and insurance. Miller remained in the real estate business in El Paso until 1923, when he apparently retired and moved into his son's house. Neither he nor his son appeared after that; the family may have moved (EPCD 1900-1924).

In 1904, the agent was William A. Griffin, although the location was the same. Griffin remained as agent in 1905, and the Sanborn map for that year showed the "San Antonio Brewing Assn's Beer Storage" at the southwest corner of Kansas and Main. The loading docks on the south side of the building face a spur of the Southern Pacific Railroad line. Griffin had sold out to Carl Kirchner by 1906 (EPCD 1904-1906).

Because the San Antonio Brewing Association was connected with several dealers, a short history of the company is relevant. The business began when a group of San Antonio businessmen bought the J.B. Behloradsky Brewery in 1883. The brewery had been in operation since 1881. From 1883 to 1888, the firm was listed as the San Antonio Brewing Co. before it became the San Antonio Brewing Assn. (Hennech 2001:15-17).

In 1916, the association incorporated. As with many breweries, the company shut its doors with the advent of Texas Prohibition on April 15, 1918. The operation reopened in 1933 and continued brewing Pearl Beer. Because the beer was so successful, the association renamed itself the Pearl Brewing Co. in 1952 and was engulfed by the Pabst Brewing Co. in 1990 (Langston 1974:33-35; Hennech 2001:17, 110-118).

Carl Kirchner and T. Daniel Lovelady

Located at 209 San Antonio, the Houston Ice & Brewing Co. arrived at El Paso in 1904 in the person of Carl Kirchner. Kirchner was an El Paso saloon owner as well as a partner with Hope M. Smith in the formation of Magnolia Bottling Co., the company that first brought Coca-Cola to the attention of the citizens of El Paso in 1908 (Lockhart 2010).⁶

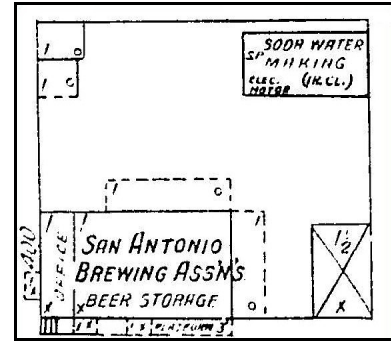


Figure 3-12 – Kirchner's Location (Sanborn Fire Insurance Map, 1908)

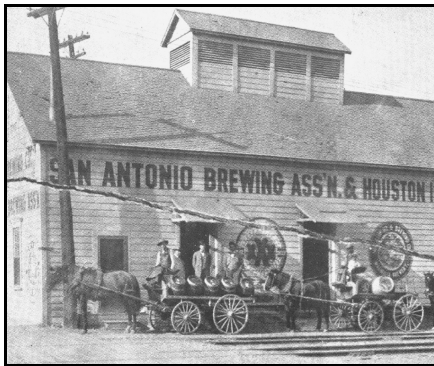


Figure 3-13 – San Antonio Brewing Assoc. building – railroad side (Rackocy 1980:276)

Although the firm was developed to bottle and sell soft drinks, Smith also sold Kirchner's beer in Magnolia's first few years. The 1908 Sanborn map shows the "San Antonio Brewing Ass'n's BEER STORAGE" building with Smith's "SODA WATER MAKING" plant just northeast of the beer storage building (Figure 3-12). The San Antonio office on the west side of the building faced Main St., and a loading platform on the south faced the railroad tracks (Figure 3-13). As a Texas Ranger, Kirchner had been involved in the removal of the body of Captain Frank Jones from San Elizario Island on June 29, 1893 (Metz 1989:295-296; Sonnichsen 1968:315).

The Houston Ice and Brewing Co. opened the Magnolia Brewery at 4th and Washington at Houston in 1893. After a somewhat sudden reorganization and name change in 1915 to the Houston Ice and Brewing Association, the company brewed beer until operations shut down when Texas Prohibition was initiated on April 15, 1918. However, the company brewed a non-intoxicating cereal beverage in an attempt to survive Prohibition. After Prohibition, the firm reopened in 1934 (Hennech 2001:83-95; Langston 1974:33-35; Van Wieren 1995:368).

⁶ For a complete history of Smith, Magnolia and the bottles used by the company, see Lockhart (2010), Chapter 8.

In 1906, Kirchner took over the agency and the facilities of the San Antonio Brewery and moved his Houston Ice & Brewing Association account to the northeast corner of Kansas and Main (Figure 3-14). He remained the agent for both breweries until his untimely death in 1912 (EPCD 1906-1912).

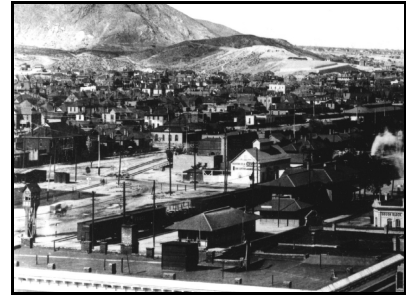


Figure 3-14 – San Antonio Brewing Assoc. (M.G. McKinney collection)

Upon Kirchner’s demise, T. Daniel Lovelady, a former employee, gained control of the business, still at the same location (401 E. Main). Lovelady advertised Richelieu and Southern Select beers – both from the Houston Beer & Ice Co. – in the *El Paso Times* on March 7, 1912. By 1915, Lovelady had dropped San Antonio Brewery products but retained Houston Ice & Brewing Association. Apparently Lovelady had the foresight to leave the business prior to its end, for J.C. Clark was listed as manager in 1918 (EPCD 1912-1918). Since Prohibition was effective in Texas on April 15, 1918, Clark may have been in position only to liquidate the firm.

Phil H. Young (1905-1911)

Phil Young opened up his agency at 217 S. El Paso in 1905. Initially, he wholesaled beer from the J. Houck Brewing Co. The following year, he switched to the Christian Moerlin Brewing Co. and continued to serve that brewery until 1911. At that point, Young disappeared from the city directories.

Milwaukee Beer Co. (1907-1914)

In 1907, the Milwaukee Beer Co. opened its doors at 220 S. Kansas as the agent for Pabst Beer. William J. Drummond was the first manager, but he was replaced in 1909 by George W. Thissen, who moved to El Paso from Ft. Worth. At the same time, the business moved to the corner of S. Florence and E. First St. The firm moved again to 206-208 Ochoa in 1910 (EPCD 1907-1910).

In 1911, the agents began advertising Pabst Blue Ribbon Beer (the first use of “Blue Ribbon” in El Paso). The same year, the Chamber of Commerce described the building as “a 60x40-foot brick building with private railroad switch. . . . handling a large average of cars of both the wood and bottled product annually and selling in wholesale quantities to El Paso and the

surrounding towns including Las Cruces and Rincon and along the [Southern Pacific] railroad to Sierra Blanca.” The firm operated two wagons to accommodate El Paso trade (El Paso Chamber of Commerce 1911:75-76). The firm was last listed in 1913, but an ad in the *El Paso Times* (6/9/1914) shows that the business was still advertising by at least June 1914.

W.W. Campbell (1909-1910)

W.W. Campbell revived the agency for the Joseph Schlitz Brewery in 1909 at the corner of Santa Fe and Fifth St. Although Schlitz remained a favorite throughout the U.S., Campbell was last listed just a year later in 1910 (EPCD 1909-1910). The product was not advertised again in El Paso until 1915.

Goldoft Bros. (1912-1917)

Although the Goldoft Bros. (Maurice and Nathan) were listed under the Brewery Agents section of the 1912 city directory, they advertised themselves as the proprietors of a “whol wines, liquors, and cigars” business located at 416 S. El Paso. The brothers also operated a retail liquor establishment – Ike’s Family Liquor Store at 315 San Antonio – and Saloons at 404 and 710 S. El Paso. Their retail operations may have been the best customers for their wholesale business. The brothers advertised Blatz beer by at least March 1912. They called Blatz “the finest beer ever brewed. . . . always the same old Blatz” (*El Paso Times* 3/6/1912; 4/24/1912).

In 1915, the firm reorganized as the Goldoft Liquor Co., Inc. Despite the retention of the Goldoft name, the president was O.B. Eads, with R.W. Fort as secretary and J.J. Kelly as treasurer. The new corporation also operated the liquor store and saloons. They continued to advertise the wine, liquor and cigar business but mentioned nothing about beer in the city directories until 1916 when they included Val Blatz Beer in an ad (EPCD 1915-1916).

An ad in the *El Paso Times* also noted that Goldoft also carried Texas Pride, XXX Pearl beers brewed by the San Antonio Brewing Association, and Circle A Ginger Ale. By 1917, Goldoft had vanished from the listings. Goldoft also advertised as far away as Deming, where they offered Sunny Brook, “the Pure Food Whiskey” (Deming Headlight 12/29/1910; *El Paso Times* 6/30/1916; 7/19/1916).

Schuster Commission Co, Inc. (ca. 1915)

In 1913, the Schuster Commission Co., Inc., was listed under the Brewery Agents category. They were “Brokers and Shippers” who also carried Coyote Springs Mineral Water, as well as being agents for the Fred Miller Brewing Co. Bernard Schuster was the corporation’s president, with A.E. Schuster as vice president and manager, E.C. Schuster as treasurer, and L.R. Schuster as secretary. The next year, they were still in business but were not listed in any connection with beer.

Benjamin Schuster first appears in El Paso in the 1886 city directory as the proprietor of Benjamin Schuster & Co., wholesale grocers at the corner of E. Overland and El Paso Streets. The firm expanded in 1888 with the addition of Bernard Schuster and a new description of the operation as “wholesale and retail groceries and dry goods” with their office and store house located on E. Main between El Paso and N. Oregon Streets (EPCD 1886-1888).

By 1906, Bernard Schuster and J.R. Fisk formed the firm of Fisk & Schuster, general agents for Germanic Life Ins Co. at No. 24 Coles Building. In 1907, however, Bernard was a partner with Numa G. Buchoz and Charles A. Kinne in the firm of Buchoz, Schuster, & Kinne, dealing in real estate, loans and insurance. Although the company was located at 114 St. Louis, Schuster lived in Juárez. Kinne left the firm in 1909 and was dropped from the name. Buchoz & Schuster, however, remained at the same address. In 1912, the company moved to 409 E. Nevada (EPCD 1906-1912).

As noted above, Bernard broke away from Buchoz in 1913, and the Schuster family expanded into new enterprises including the sale of beer from the Fred Miller Brewing Co. The following year, however, the company dropped both beer and the Coyote Mineral Water they had carried the year before. Maybe they foresaw the coming Prohibition and stayed with “dry” goods. Things changed again in 1915. Apparently Bernard retired, and the company refocused. A.F. Schuster was the new president with C.L. Sirman as vice-president. The corporation was now the Schuster-Sirman Co., Inc., but the Schuster name was not to be associated with the sale of beer again (EPCD 1913-1915).

Bert Ramsey & Co., Inc. (1912-1917)

Bert Ramsey & Co. was in business at least as early as May 28, 1912, when the firm advertised Schlitz in the *El Paso Times*, although it was not listed as a corporation in the city directories until 1913 when Bert was president as well as the general manager of a saloon at 1029 E. Missouri. The liquor business, however, as located at 800 S. Oregon.

Early ads stressed the importance of “Schlitz in Brown Bottles” (Figure 3-15). The initial ad in the *Times* noted that “light ‘kills beer [,] even pure beer” and bragged that “Schlitz will not spoil when the case is open – even though it be for months.” Like many other brewers, Schlitz was in transition at the time from corks to crown caps. The ad suggested that the drinker “see that crown or cork is branded ‘Schlitz’” (*El Paso Times* 5/28/1912). The cork/crown transition for Schlitz and Budweiser lasted from ca. 1910 to ca. 1914.



Figure 3-15 – Ramsey & Co. Ad (*El Paso Times*, May 28, 1912)

Bert Ramsey & Co., Inc. began advertising in the city directories as “wh liquor beer agents” in 1915. R.B. Alves was president of the corporation by that time with Carl Spinner as secretary and treasurer. The following year, they added that they were “Distributors of Schlitz Beer in Brown Bottles,” and they included Dallas Beer in 1917 (EPCD 1915-1917). Like the other brewery agents, Ramsey & Co. were forced out of business by Texas Prohibition in early 1918.

Geo. W. Armijo (ca. 1914)

Located at 222 S. Kansas, George W. Armijo advertised “Royal Pilsner Bottle Beer” in 1914 (Figure 3-16). His ads for Mexican American audiences were more complex and contained more information, including the brewers name, the Royal Brewing Company, Kansas City, Missouri. The English ad showed a waitress carrying the beer on a tray, but the Spanish ad showed an action scene during a bullfight and suggested, “Siempre pida cerveza “Royal” en todas las cantinas (always ask for Royal Beer in all saloons).” The business was next to the old

location occupied by the Milwaukee Beer Co. (220 S. Kansas) from 1907 to 1909. I have found no evidence for the survival of Armijo’s distributorship after 1914 (*El Paso Times* 6/4/1914; *El Paso Times*, Spanish Edition 6/5/1914).

Shaw & Co., Distributors (1916-1917)

Shaw & Co. was first listed in the El Paso city directories in 1916 as “wholesale and retail liquor dealers” at 414 N. Oregon. The proprietors were Floyd P. Shaw and Ben Frankel. Because of Texas Prohibition, Frankel was gone by 1919, and the company advertised “auto livery.” The auto livery business must not have worked out well, as neither the company nor F.P. Shaw was listed in 1920 (EPCD 1916-1920).



Figure 3-16 – George W. Armijo Ad (*El Paso Times*, June 4, 1914)



Figure 3-17 – Shaw & Co. Ad (*El Paso Times*, June 27, 1916)

showed a bottle embossed at the shoulder with “Old Style Lager” and a complex label containing a scene in which three men drank at a table in front of a stone wall. The ad also described it as “the bottle with the green label and the red triangular corner” (*El Paso Times*, June 27, 1916) (Figure 3-17). I have found no other reference to Shaw & Co., but Heileman’s remained in business (Figure 3-18).

Like a few others, Shaw & Co. arrived at El Paso late in the pre-Prohibition era. Located at 414 N. Oregon St., the company offered Heileman’s Old Style Lager, “The Beer with the Snap to it.” Shaw played on the “nourishment and health-building properties in a glass of good beer. . . . Beer being a body and muscle builder[,] why not specify in your next order the beer that has proven its superiority in competition with every brew in this country and abroad[?]” The ad in the *El Paso Times*

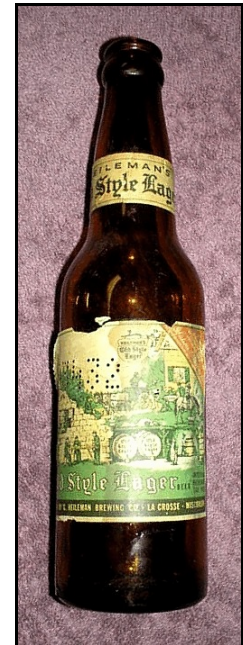


Figure 3-18 – Heileman’s Beer bottle (eBay)

W.H. Hull (1916-1917)

W.H. Hull was advertising Circle A Ginger Ale in the *El Paso Times* by at least July 25, 1916. In 1917, Hull advertised as a “Wholesale distributor of Beer[,] Ginger Ale, and Cigars” at 401 E. Main. Hull offered Pearl Beer, a product of the San Antonio Brewing Association, in 1917 (Figure 3-19). His ad showed a picture of a beer bottle and a cardboard case along with “Have One Sent Home” and bragged that ““We Made It So Good It Made Itself Famous[,]’ Nothing Else Quite So Good[, and] Who Can Beat It?”” (*El Paso Times*, June 17, 1917). Like other beer distributors in El Paso, Hull had been forced out of business by Texas Prohibition in 1918.



Figure 3-19 – W. H. Hull Ad (*El Paso Times*, June 17, 1917)

M. Ainsa & Sons (ca. 1917)

Although their product was not quite beer, in 1917, M. Ainsa & Sons advertised Bevo, the near beer brewed by Anheuser Busch. The company advertised “Bevo the all-year ‘round soft drink” and noted that “you will find Bevo at all places where refreshing beverages are sold—Bevo is sold in bottles only [as opposed to keg sales].” The ad also noted: “Soon to be completed (built by public demand) the largest plant of its kind in the world—daily bottling capacity, 2,000,000 bottles” (*El Paso Times* 8/19/1917). Clearly Anheuser Busch was planning a great future for Bevo.⁷

Val. Blatz Brewing Co. (1918)

In a last minute sales attempt, the Val Blatz Brewing Co. began advertising at 1020 E. Overland in 1918. Albert Weicht was the manager, but the business changed its name after Texas Prohibition was initiated on April 15, 1918. In an attempt to remain in business despite the ban, the Blatz Company, Distributors, began advertising Barma, a non-alcoholic near beer,

⁷ Bevo’s future was not as bright as Anheuser-Busch had hoped. By late 1923, sales of Bevo (and virtually all other near-beers) had declined to virtually nothing and never recovered – even though Anheuser-Busch continued to brew Bevo until 1929 (Krebs & Orthwein 1953:100).

the day after the ban went into effect. Barma was apparently not a good sales item; the operation was no longer listed in 1920 (EPCD 1918-1919; *El Paso Times* 4/16/1918).

Conclusion

Even before the opening of the El Paso Brewery, it is clear that drinkers in the city enjoyed a wide variety of beer choices. The advent of Texas Prohibition in 1918 brought the industry to a sudden halt and initiated a thriving business in cereal beverages (near-beers) for the next four years. The combination of bathtub beer (home brew) and the proximity of legal beer in Ciudad Juárez, just across the border, thoroughly killed the near-beer industry. El Paso remained illegally wet until the repeal of Prohibition in 1933.

Brands of Beer Available in El Paso

Albion Ale

Wm. B. Hooper & Co. - 1881?-1882

Anheuser St. Louis Bottled Lager Beer

Ketelsen & Degetau - 1881-1882

Val. Blatz' Milwaukee Beer

Wm. B. Hooper & Co. - 1881-1882

Goldoft Bros. - 1912-1915

Goldoft Liquor Co., Inc. - 1915-1916

Val. Blatz Brewing Co. - 1918

Val. Blatz' Wiener Beer

Johnson & Julian - 1885-1892?

Budweiser

Henry Pfaff - 1898-1907

Boca Beer

Geo. W. Thomas - 1881

Frank Falk's Milwaukee Export Beer

Geo. W. Thomas - 1881

Johnson & Julian - 1882?-1884

Heileman's Old Style Lager

Shaw & Co., Distributors - 1916

Wm. J. Lemp's Celebrated St. Louis Lager Beer (1881-1918)

Houck & Dieter - 1881-1904

Joseph Schutz - 1881-1882

Henry Pfaff - 1904-1907

Houck & Dieter - 1907-1918

Milwaukee Lager Beer (Pabst)

Houck & Dieter - 1899

Pabst Beer (Pabst Blue Ribbon Beer - 1911)

Milwaukee Beer Co. - 1907-1913

St. Louis Beer (Anheuser Busch)

Houck & Dieter - 1892

Texas Pride (San Antonio Brewing Assoc.)

Goldoft Liquor Co. - 1916-1917

XXX Pearl (San Antonio Brewing Assoc.)

Goldoft Liquor Co. - 1916-1917

Brewing Companies

Anheuser-Busch Brewing Association

Joseph Schutz - 1883

Houck & Dieter - 1888-1892

R.F. Johnson - 1892-1898

Henry Pfaff - 1898-1907

Southwestern Liquor Co. - 1907-1918

Phillip Best Brewing Co.

Schloss & Co. - 1886-1888

Dallas Brewery

Dan Carr - 1900-1907
Carr-Bass Liquor Co. - 1907-1908
Bert Ramsey & Co., Inc. - 1916-1918

Houston Ice & Brewing Association

Karl Kirchner - 1904-1912
T. Daniel Lovelady - 1912-1917
J.C. Clark - 1918

J. Houck Brewing Co.

Phil H. Young - 1905

W.J. Lemp Brewing Company

Houck & Dieter - 1881-1904
Henry Pfaff 1904-1907
Houck & Dieter 1907-1918

Lone Star Brewing Co.

Lone Star Brewing Co. 1888 (1880s?)

Christian Moerlin Brewing Co.

Phil H. Young - 1906–1911

New Orleans Brewing Association

E. B. Howley - 1992-93

Pabst Brewing Company

Houck & Dieter - 1892-1895
Houck & Dieter - 1899-1907
Milwaukee Beer Co. - 1907-1914

San Antonio Brewing Association

James W. Magoffin - 1900-1903
Miller & Magoffin - 1904
William A. Griffin - 1905
Karl Kirchner - 1906-1912
T. Daniel Lovelady - 1912-1914
Goldoft Liquor Co. - 1916-1917
W.H. Hull - 1917-1918

Joseph Schlitz Brewing Company

Houck & Dieter - 1890?-1895
R.F. Johnson - 1892?-1898
Henry Pfaff - 1898-1904
Dan Carr - 1905-1906
Carr-Bass Liquor Co. - 1907
W.W. Campbell - 1909-1910
Bert Ramsey & Co., Inc. - 1915-1918

When Pabst Bought a Bar in El Paso, Texas⁸

On December 16, 1892, the *El Paso Evening Tribune* announced, “Tomorrow evening the Senate Saloon will be opened on the northeast corner of El Paso and Overland streets by Mr. Charles Steymann. Mr. Steymann formerly was proprietor of the Bacchus on San Antonio Street.”⁹ Little did Steymann know that his opening would set off a chain of events that would encourage the Pabst Brewing Company in far-off Milwaukee, Wisconsin, to become locally involved in El Paso, Texas, and create strong embarrassment for local entrepreneur and investor, J. Phillip Dieter.

Dieter was a well-known El Paso character. He arrived in the border city in 1880 to set up the liquor wholesale firm of Houck & Dieter for himself and his partner, Amos L. Houck. The two men had met in Wichita, Kansas, where Houck was a successful hardware dealer. When Houck moved to Santa Fe, New Mexico, to set up a wholesale liquor business, beer distributorship, and soda bottling works in 1880, Dieter soon followed to set up an El Paso branch later the same year. In 1881, Houck & Dieter began bottling sodas in El Paso, and Dieter began branching out into many other businesses that eventually included the El Paso Brewery (see Lockhart 2010, Chapter 5a for more on Houck & Dieter, J. Phillip Dieter, and the bottling operation; also see Chapter 4 of this work – the El Paso Brewery).

By Dieter’s own admission in his March 13, 1899, letter to the Pabst Brewing Co., the Senate Saloon was “now rented by this firm and re-let for saloon purposes” and Houck & Dieter had “been renting the property for well nigh seven years [i.e. since shortly after Steymann opened the place in 1893].” The wording is interesting. The letter suggested that Houck & Dieter had rented the building and then sublet the property to someone else, possibly Steymann.

⁸ This section was first published as “When Pabst Bought a Bar in El Paso, Texas,” *Password* 51(3):107-114, 2006.

⁹ The Senate Billiard Parlor advertised in the *El Paso Times* on May 13, 1884 as “the only resort for gentlemen in the city” with George A. Speck as the proprietor. Although the businesses shared the name, I have been able to find no connection between them.

According to the El Paso city directory for 1896, the official address for the Senate was 222 S. El Paso with Fred Walker as the manager, apparently under the auspices of Houck & Dieter. I found little information about Walker except that he boarded at the Wellington Hotel, and he continued to manage the Senate until about 1899. At that point, William J. Fewel apparently owned the property (EPDC 1892-1899).

To understand the rationale for Houck & Dieter's rental, it is necessary to know how beer was sold at that time. Unlike many merchant operations where the norm was to stock as many different goods as possible, bars were limited in the variety of beer they offered. In most cases, beer was sold on draught instead of in bottles, and beer kegs took up valuable space. As a result, few bars carried more than two brands, and most only chose a single label to offer their customers. Brewery salesmen used several methods to entice saloon owners over to their brand or retain their current customers, including treating the patrons at the bar to free beer with every visit, discounts on beer prices, and easy credit terms (Cochran 1948:139-140).

In addition, brewers and/or agents often provided loans for new bar furnishings, sold them at a discount, or leased them cheaply. At the time of its sale in 1905, for example, the El Paso Brewery owned nine sets of bar fixtures, and an equal number of saloon leases. Beginning in the mid-1880s, national breweries began going a step further by financing new owners or even buying saloons for rental to managers who would carry their brands. Sometimes an owner might threaten to discontinue a brewer's brand if the brewer would not buy the property and lease it to him (Cochran 1948:143-145; *El Paso Herald* 3/14/1905).

The Pabst Brewing Co. was a major player in the acquisition game. According to John Stiener (Personal communication, 3/5/2006):

Pabst owned thousands of properties throughout the country and used local real estate men or if possible, had their local agents or distributors tend to the taxes, collecting of rents, and sales of property, especially when the area was remote from Milwaukee. Pabst bought prime properties for saloons, often reselling them to locals on land contracts providing for the exclusive sale of Pabst products on site. . . . On default, Pabst ended up with numerous, nonproductive real estate, often unable to resell these properties for any appreciable amount, so thereby being forced to rent or lease these properties to cover the taxes and upkeep costs.

On March 11, 1899, Alfred H. Weil, apparently the Pabst salesman whose territory included El Paso, wrote the home company that “an excellent opportunity is now being offered to materially increase the sale of our beer in El Paso, the great metropolis of the South West.” Weil was obviously attempting to make a case for the Pabst acquisition of the Senate when he said, “The only way in these days of Keen competition to stay on top is to secure control of good beer-sellers. There is an immense quantity of beer sold in El Paso, but our sales are comparatively light for the reason that the good saloons are controlled by our competitors.”¹⁰

The Senate, according to Weil, was located at “absolutely and unqualifiedly the best corner for saloon and restaurant purposes in this city.” The saloon was renting at the time for \$150 along with “two additional stores in the building” which could rent for \$15 to \$20 each. Taxes would only cost about \$300, and no insurance would be required because “the building was comparatively worthless.” Mr. Weil, it seems, could have used a few lessons in real estate sales techniques.

However, Weil could still make good points. He noted that the \$10,000 mortgage was due during the month of March, and the owner wanted to sell. He cleverly suggested that the Dallas Brewing Co. was “after [the property] hot,” but J. Phillip Dieter was in the favor of the owner. He bolstered his case by arguing that the “best restaurant in town now occupies one-half of the building on which a roof garden could be made, something which El Paso must have shortly. Whichever brewer first provides such a resort for the town will reap an ample financial reward.” He further noted that the current restaurant/saloon was “selling from 10-12 Kegs daily, while the sales in summer will probably average 5 bbls. [barrels] or more.”

The price of the property appears to be a bit restrictive for that time period: \$23,000! But, Weil added, “Mr. Dieter is willing to go in on the deal; or if you prefer to buy it alone, he will make a 10 year lease for \$150⁰⁰ (perhaps a little more) per annum, agreeing, of course, to handle our beer exclusively.” He then reiterated that half the building was being used as a saloon, the other half as a restaurant, and the main beer sold was Lemp’s.

Weil attempted to close the deal by saying that “we should by all means get hold of this property and not allow any of our competitors to take away the stand. It will certainly prove a

¹⁰ Most of these letters are from the John Steiner collection.

paying proposition in the end. The title is perfect.” He finished by noting that the town was rapidly growing, and that Pabst should write Mr. Dieter. Although Weil highly praised the unnamed restaurant, it must have been fairly new. No eating establishment was listed at that location in the 1898 city directory.

Two days after Weil’s letter (March 13), Dieter also wrote Pabst about the same property. Dieter apparently had new letterheads printed to appease Pabst. These had a woodcut drawing of the Pabst factory in Milwaukee on the left and Pabst information on the right – with Houck & Dieter at the top of the right side. Apparently, Dieter only had a few of these made. Later 1899 letterheads included Pabst but did not specifically feature the brew (Figure 3-20).

In the March 13 letter, Dieter’s facts differed slightly from those of Weil’s March 11 letter. He noted that the property in discussion “is now rented by this firm and re-let for saloon purposes” and that Houck & Dieter “have been renting the property for well nigh seven years.” He agreed that the “property was now on the marks and that there was danger of the same being sold to one of our competitors.”

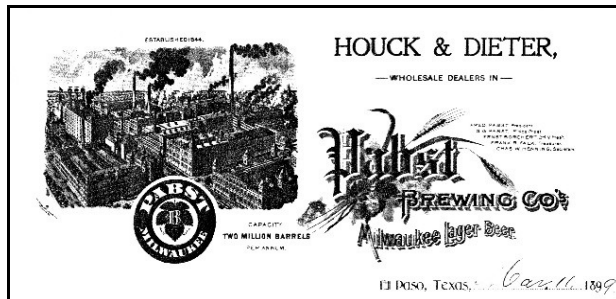


Figure 3-20 – Houck & Dieter letterhead – March 11, 1899

Although Weil suggested that Houck & Dieter would take a ten year lease if Pabst bought the property, Dieter suggested “a lease of the same for five years at \$150.00 per month” and to “re-let the same to no one, except the parties [whom] would agree to handle your beer exclusively.” To sweeten the deal, Dieter noted that the property could be “bought for \$23,000.00 cash,” but it is currently under a \$10,000.00 mortgage “which matures sometime this month.” The owner, however, was willing to continue the mortgage to a new proprietor; therefore, Dieter wrote, “if you desire so to do, you could buy the property for \$13,000.00, cash, and continue the mortgage for such time as you deem proper, but as the mortgage pays 10% interest per annum, we presume that you would not care to continue the same.”

Like Weil, Dieter could be a good salesman. He added that, “while the price of the property seems somewhat high, I fear very much that, unless you take it, one of our competitors

will buy the same and thereby deprive us of a customer.” He further played up the restaurant segment of the building which would be “not only a good customer for your beer, but will also be a good educator and advertiser.” If Pabst bought the property, Dieter purred, his firm would “make the place still more attractive, and will make it, in fact, the only place in the city where ladies can go to drink their beer.” This, we can presume, would open up an entire new market for the astute purchaser! Dieter noted that he was very familiar with the property because the restaurant section is “where our store was formerly located.”

Dieter’s final offer was to “buy the same for our own account and put up \$1000.00 as a margin, if you would loan us some money for a term of ten years at 7% interest.” Note that this is considerably cheaper than the 10% interest he would have to pay if he took over the current mortgage. In a final bid, he promised that “the same conditions as to the sale of your beer would govern as if you had bought the property yourselves.”

Dieter appears to have been playing an interesting game. With the exception of the period from 1905 to 1907, the main brand of beer wholesaled by Houck & Dieter from at least 1882 until the beginning of Texas Prohibition in 1918 was that of the Wm. J. Lemp Brewing Co. of St. Louis. Dieter periodically carried other brands as well as adding Pabst by at least 1892 and retaining the Milwaukee brew until 1907 (EPCD 1885-1918; *El Paso Herald* 9/20/1882). At the time that Dieter warned Pabst that the Senate Saloon was currently carrying Lemp’s beer, his own firm was the supplier!

The 1900 Sanborn Fire Insurance Map of El Paso also paints an interesting picture of the property. The map of Block 14 shows the saloon at 222 S. El Paso (corner of S. El Paso and E. Overland), but the site claimed as a restaurant by both Weil and Dieter is shown as “Liquors,” almost certainly the space “where our store was formerly located” mentioned in Dieter’s March 13 letter. The map, however, illustrates a restaurant at 216-218 S. El Paso, just north of the Senate. The map also shows an “Iron Awning” overhanging S. El Paso Street in front of the building. Just across the alley to the east is Zeiger’s Hotel (Figure 3-21).

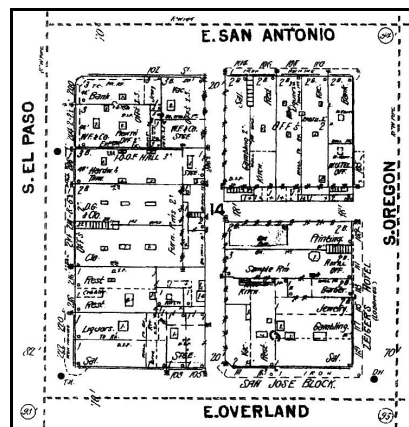


Figure 3-21 – Location of the Senate at S. El Paso and Overland (Sanborn Fire Insurance Map, 1900)

Dieter wrote Pabst again in a letter dated July 17, 1899. The tone of the letter indicated that Pabst bought “The Senate” and the accompanying property. In fact, in a bare spot in the letter, “RL” added (in a very different hand from that of Dieter), “the sid (sic) bldg came into our possession.” RL was undoubtedly someone in the employ of Pabst in Milwaukee.

The new ownership was confirmed by an announcement in the *Alamogordo News* on July 19, 1900, that the Senate was “under new management.” The establishment was “renovated” with “electric fans throughout” and was “open day and night.” The new manager, Edw. J. Ashley, described the place as “A Gentleman’s Resort, first class in every respect[.] First call will never be your last” (Figure 3-22).



Figure 3-22 – Ad for the Senate (*Alamogordo News* July 19, 1900)

However, It seems that the best-laid plans of liquor dealers and brewers *gang oft aghley*. In the July 17 letter, Dieter complained about the statement from Pabst demanding the rent up to and including July. He claimed that he paid the “former owner” rent until May 10th, but that “Mr Fewel claims he lost heavily on account of the long delay in making the transfer and declined to refund any portion of the rent.” Dieter, therefore, was being asked to pay rent by both the former owner (Fewel) and the new owner (Pabst).

Dieter further moaned that the second part of the building (apparently the restaurant) “did not Come into my possession until July 1. Parties refusing to pay any rent because they were required to vacate!” Because of the delay, Dieter claimed that it would require “at least 30 to 50 days to make the contemplated improvements to make the place inhabitable.” He therefore asked Pabst to “consider our position and the cause for this plea and Conclude to let my lease begin July 1.” Rubber stamps from the Pabst Brewing Co. indicate that Dieter’s letter was both received and answered on July 22, 1899, but there is no indication as to the content of the answer.

Dieter’s final letter in this set to Pabst revealed the closing chapter in the purchase process. It seems that the Houck & Dieter firm was late in paying the taxes on “Your property purchased from Wm. J. Fewel” (i.e. the Senate Saloon and restaurant), but the problem was straightened out by July 18. Dieter presented final evidence that the sale was completed when he

told Pabst that “the deed which remained in the recorders (*sic*) office up to this date You will find enclosed.” The Milwaukee brewery was now an El Paso saloon owner.¹¹

Under the new agreement, Dieter’s son, Adam, became manager of the Senate Saloon which was listed as having a phone (number 296) for the first time. Louis H. Demero now managed the Senate Grill Room next door. Demero roomed at the Nations Block, one of El Paso’s larger buildings (EPCD 1900).

Although the deal appeared final, there is no further record of the Senate in any of the later city directories. Because there is no extant directory from 1901, the saloon and restaurant may have survived until then, but it was certainly gone by 1902. It is, of course, difficult to say what may have actually happened. Problems with long-distance ownership were quite common, and Pabst may have given up trying to deal with a difficult property through Houck & Dieter and sold the businesses. The places may also have been renamed and continued to operate as usual. Possibly, future research will discover the final piece to the puzzle.

There is, however, a bit of evidence that both parties were satisfied with the outcome. In a letter to Pabst, dated July 16, 1903, Dieter engaged Pabst in another real estate deal, this time to open a branch of Houck & Dieter in Douglas, Arizona. This deal also worked out to the benefit of both companies. Houck & Dieter’s Douglas branch opened up in either late 1903 or 1904 and remained in business until Dieter’s death in 1907. See Lockhart (2010), Chapter 5a for more on the Douglas branch.

Acknowledgments

I wish to thank John Stiener, Pabst Brewing Co. historian, and Jim Cullen, Texas collector for making their collections of letters from Pabst and Houck & Dieter available for this research.

¹¹ It is interesting to note that in 1899 letters only took four or five days to travel between El Paso and Milwaukee, obviously by rail.

Sources

Cochran, Thomas, C.

1948 *The Pabst Brewing Company: The History of an American Business*. New York University Press, NY.

El Paso Chamber of Commerce

1911 *Prosperity and Opportunities in El Paso and El Paso's Territory for the Investor – Manufacturer – Jobber – Miner – Farmer – Home Seeker: The 1911 Report of the El Paso Chamber of Commerce*. El Paso Chamber of Commerce, El Paso, Texas.

[EPCD] El Paso City Directories

The directory publishers changed frequently, especially in the early days. Copies of the directories are available at the El Paso Public Library, UTEP Library, Special Collections, and the office of the El Paso County Historical Society. Many are also available online.

Hennech, Mike

1990 *Encyclopedia of Texas Breweries: Pre-Prohibition (1836-1918)*. Ale Publishing, Alto, New Mexico.

Krebs, Roland and Rercy J. Orthwein

1953 *Making Friends is Our Business: 100 Years of Anheuser-Busch*. Cuero Press, n. p.

Langston, Edward Lonnie

1974 "The Impact of Prohibition on the Mexican-United States Border: The El Paso-Ciudad Juarez Case." Doctoral Dissertation, Texas Tech University.

Lockhart, Bill

2006 "When Pabst Bought a Bar in El Paso, Texas." *Password* 51(3):107-114.

2010 *Bottles on the Border: The History and Bottles of the Soft Drink Industry in El Paso, Texas, 1881-2000*. Historic Glass Bottle Identification & Information Website: Reference Sources/Bibliography. <http://www.sha.org/bottle/References.htm>

2011 *Soda Bottles and Bottling at Alamogordo, New Mexico*. [Previously titled (2001): *Just Who in the Heck is Lula, Anyway? The Alamogordo, New Mexico, Carbonated Beverage Industry and Its Bottles.*]. Historic Glass Bottle Identification & Information Website: Reference Sources/Bibliography. <http://www.sha.org/bottle/References.htm>

Metz, Leon C.

1989 *Border: The U. S.-Mexico Line*. Magnan Books, El Paso.

Snyder, Robert E.

[2002] *Whiskey Brands*. Privately published, Amarillo, Texas.

Sonnichsen, C. L.

1968 *Pass of the North: Four Centuries on the Rio Grande*. Vol. 1. Texas Western Press, El Paso.

Timmons, W. H.

1990 *El Paso: A Borderlands History*. Texas Western Press, El Paso.