

CHEROKEE BREWERY AND EARTHBOUND BEER, ST. LOUIS

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Introduction

While certainly the Anheuser-Busch and Lemp dynasties deserve the considerable attention they receive from historians in St. Louis, in reality, there are dozens of small, largely forgotten breweries scattered around the city worthy of our attention. The Cherokee Brewery, which was only in business for around 30 years, was located just down the street from the famous Lemp Brewery. Long thought to be largely demolished, recent investigations by the author have revealed that much of the brewery's physical plant survives under the streets of St. Louis, and before 2014, had not received proper documentation. Over the course of three visits, a wealth of information was uncovered that helps to broaden our understanding of late Nineteenth Century brewery architecture in St. Louis, particularly in the construction of lagering cellars, most of which are now abandoned or destroyed.

History of the Cherokee Brewery

The Cherokee Brewery, a humble cluster of buildings along Cherokee Street in what was the new neighborhood laid out on the Petit Prairie, began its life brewing beer under the Meier brothers in 1866.¹ But a year later, they apparently sold the operation to Ferdinand Herold and George Loeb, two German immigrants who would expand the brewery substantially, constructing new buildings and renovating old ones to eventually take up the entire block along Cherokee Street in between Iowa and Ohio.² 1875's Compton and Dry's *View of St. Louis* shows a small cluster of buildings; already the location of the stock house and brew house were established, but

the two structures do not match the later photographs, which show dramatic expansions of both buildings.³ Unlike major breweries that used racking pumps, the Cherokee brewery used gravity to move beer into the cellars.⁴

Business was so good, Herold constructed in 1884 a sprawling Romanesque Revival mansion at 3155 S. Jefferson Avenue, replete with a Cherokee Indian Head serving as the keystone of the front entryway arch, designed by famed architect Ernst Janssen for \$18,000.⁵ Likewise, Theodore Herold, Ferdinand's son, married Lulu Griesedieck, 'daughter of the well-known brewer,' cementing the family's ties to major breweries in St. Louis.⁶

In the 1887 edition of *The Industries of St. Louis*, a detailed description of the brewery gives a fascinating glimpse of the operations at the time (see Appendix).⁷ The brewery boasted three lagering cellars 45 feet below the street, possessed a 160-horsepower engine that presumably powered the ice machines, and could produce 3,500 barrels of beer a month. Intriguingly, the book also mentions the Consolidated Bunting Co.'s apparatus, which provided the temperature of each lagering keg through a series of wires throughout the cellars; the author has never seen this product mentioned in relation to any other brewery in St. Louis. According to city records, the upper floors of the still-extant stock house was constructed in 1890.⁸ The Jungenfeld architecture firm, which designed many of the breweries in St. Louis, published the *Portfolio of Breweries and Kindred Plants* in 1895; the book's photographs depict a large and bustling Cherokee Brewery.⁹ Cherokee Beer was being delivered throughout the city,

showing that it was more than just a neighborhood brewery with a minimal customer base.¹⁰

Almost two years since the author first climbed down a ladder with Stuart Keating of Earthbound into pitch blackness under the streets of South City, the long-awaited opening of the old Cherokee Brewery stock house arrived in 2017. The grand opening, including the ‘soft opening’ the night before, saw lines out the newly reconstructed stock house doors. Earthbound Beer, made up of principals Keating, Rebecca Schranz, and Jeff Siddons, can now almost certainly claim to be brewing beer in the oldest brewery building in St. Louis, as the first floor and cellars of the stock house date to before 1875.¹¹

Now that this milestone had been reached, the author sat down with the descendants of George Loeb, one of the two German-American businessmen (along with Ferdinand Herold) who purchased the newly built Cherokee Brewery from the Meier Brothers. Norbert Loeb, who is the great-grandson of George Loeb, had been researching his ancestor’s brewery for 15 years, and provided the author with memories, photographs, and building permit records which shed light on the history of the Cherokee Brewery. Norbert’s son-in-law, Roger Kutschkau, who married daughter Lisa Loeb, and their son, Tim Kutschkau, also joined Loeb while discussing brewery and family history. Norbert retired from Emerson Electric 21 years ago, and now lives in Chesterfield, a suburb of St. Louis. Interestingly, Norbert’s family never talked about the brewery when he was young. He did remember there was a four-sided clock on a pole at the intersection of Cherokee and Iowa with the Loeb’s name on it. That clock has since vanished.

Like many of his colleagues, George Loeb was Lutheran, arriving in America and living on the South Side near the German-American breweries that were increasingly taking advantage of the old limestone quarries, sinkholes, and caves (when augmented with river ice) that provided a stable temperature to lager beer in the manner of their homeland. He lived down Ohio Street, near Zion Lutheran Church, within walking distance of the brewery. Interestingly, Loeb did not leave the Cherokee Brewery due to declining sales, quarrels with Herold or a hostile takeover; rather, it was because his wife, Maria Magdalena Schmidt Loeb, insisted he

withdraw from the ‘sinful’ business of brewing beer. In fact, it seems as if Loeb and Herold families even socialized together.¹² But Loeb’s story continues: he relocated to Wittenberg, Missouri, where he helped grow the Lutheran town. Sadly, the town was destroyed by repeated flooding, but Norbert says there are still interesting ruins to be seen. ‘It’s fascinating to go there,’ says Roger Kutschkau, ‘because it’s completely abandoned but you’re still able to see the brewery and the cellar’.

The Herold family continued to operate the Cherokee Brewery after the Loeb’s disinvestment. Unfortunately, the good times that allowed for construction of such a monumental edifice did not last. The titans of Lemp and Anheuser-Busch led to desperate measures on the part of smaller breweries to keep up in sales. The Cherokee Brewery became part of the St. Louis Brewers’ Association (SLBA) in 1889, with the official sale in June.¹³ The business continued operations for at a few more years as part of the conglomerate of small breweries challenging the hegemony of the Lemps and Busches. The SLBA failed, and many of the old, inefficient breweries were sold off and demolished. While Ferdinand and Theodore Herold originally served as president and secretary respectively,¹⁴ Ferdinand was laid off in the summer of 1890,¹⁵ was replaced by his son Theodore as manager. Theodore’s former post of assistant manager, a position he held at the Cherokee Brewery, also was abolished at this time.¹⁶ Even without Ferdinand, the Cherokee Brewery was producing Buck Beer in April of 1891,¹⁷ and the conglomerate’s owner, Ellis Wainwright, even had to deny rumors that the Cherokee Brewery was making beer for other breweries in the SLBA in 1893.¹⁸ Theodore would eventually move on, purchasing the old Bavarian Brewery from Adolphus Busch for \$150,000 in 1891.¹⁹

The Cherokee Brewery’s brew house was torn down at this time; according to Sanborn Fire Insurance Maps, the lot still sat empty in 1909.²⁰ Judging from newspaper reports about crime, the abandoned brewery became something of a nuisance. In 1914, a woman was kidnapped and held in the old Cherokee Brewery gardens,²¹ and then the buildings became the subject of a police search for a lost girl.²²

The property did not stay fallow and unused forever, however; City of St. Louis building records state that

the current building to the west of the stock house was constructed in 1922, becoming one of the first homes of Dau Furniture, a small local home furnishings chain.²³ The stock house was labeled as vacant, but the former office building, which according to records once served as a saloon and apartment building, now took on life as a small movie theater (it was in turn tragically demolished in the early 1990s).²⁴ The stock house served as an old optical shop,²⁵ and was also the first location of what would become a small local grocery chain.

Rumor had it that the lagering cellars were filled in with the rubble of the brew house (later proven to be mostly true); when the famous amateur speleologists Charlotte and Hubert Rother attempted to investigate the cellars, they found the trapdoor locked. Surprisingly, in spite of their renown for determination, the Rotheres never returned, instead dismissing the cellars as destroyed.²⁶

First Investigation of Cellars

But the cellars are far from destroyed, and in fact, they are in a state of incredible preservation. The author first investigated the cellars with Earthbound principals Stuart Keating and Rebecca Schranz along with photographer Jason Gray in XXXX of 2014(?) Descending down into the Stygian waters of the sub-basement, where beer had not been lagered in over a century, Keating and Schranz slowly lowered their recently purchased inflatable kayak as Gray and the author looked on. Paddling around the dark barrel-vaulted chambers constructed out of rough stone, the sheer size of the Cherokee Brewery's operations become clear. The beauty of the craftsmanship, tinted with the rust of iron rods in the ceiling, still speaks 150 years after their construction. Two of the chambers were easily accessible, but a small water-clogged passageway that lead off from one side was inaccessible at that point.

In the case of the Cherokee Brewery, the cellars match up perfectly with the street grid, which has led some, including the author, in the past to argue the cellars may have been completely manmade. However, it seems almost certain now that the cellars were originally natural caves or sinkholes; looking at Compton and Dry again, a large, flooded chasm loomed across Iowa Avenue in 1875. As was often the case, brewers took preexisting subterranean features and expanded and

vaulted over the natural contours. Usually, the builders left a small access door from the cellars to the natural caves left behind; as of yet, if such an access point exists, it has yet to be found at the Cherokee Brewery. Also, the basement revealed evidence that new foundations or support structures were added when the first stock house was replaced; still present in the basement are stone pilasters built into the brick walls that do not seem to carry any structural weight. The author suspects they are remnants of the old stock house. On the back wall of the stock house basement a giant brick-relieving arch holds up the back wall of the current stock house that sits on top of the eastern lagering cellar's vault, which extends underground at least 16 feet past the back wall.

Second Investigation of Cellars

By the second visit to investigate the lagering cellars, interior demolition had already begun, and Keating gave the author and photographer Jason Gray another tour of the subbasement. Unlike the first time, a considerable amount of water had been pumped out of the subbasement, and much sturdier ladders and lights had been installed, easing the exploration of the old cellars. Instead of paddling or trying keep a camera stable while taking a long exposure in pitch darkness, Gray was able to take captivating photographs of the subbasement, perhaps for the first time in 100 years - if ever. Analysis of his photos back on the surface revealed fascinating evidence of their construction and former life storing huge barrels of fermenting beer.

Of interest to the construction of the building, the author realized that there are two rows of cast iron pillars in the space, though they do not sit equidistant from each other, but rather with the first row going down the middle of the space and the second row cutting through half of the space on the east.

Also, we have long known the old brew house sat directly to the east; demolition of the grocery store revealed several windows and a doorway on the old common wall of the stock and brew houses. The author strongly suspects, after analyzing the brick work and construction, that the original wall of the brew house survives in the eastern wall of the stock house. Also, the front door is not original to the stock house; the stock

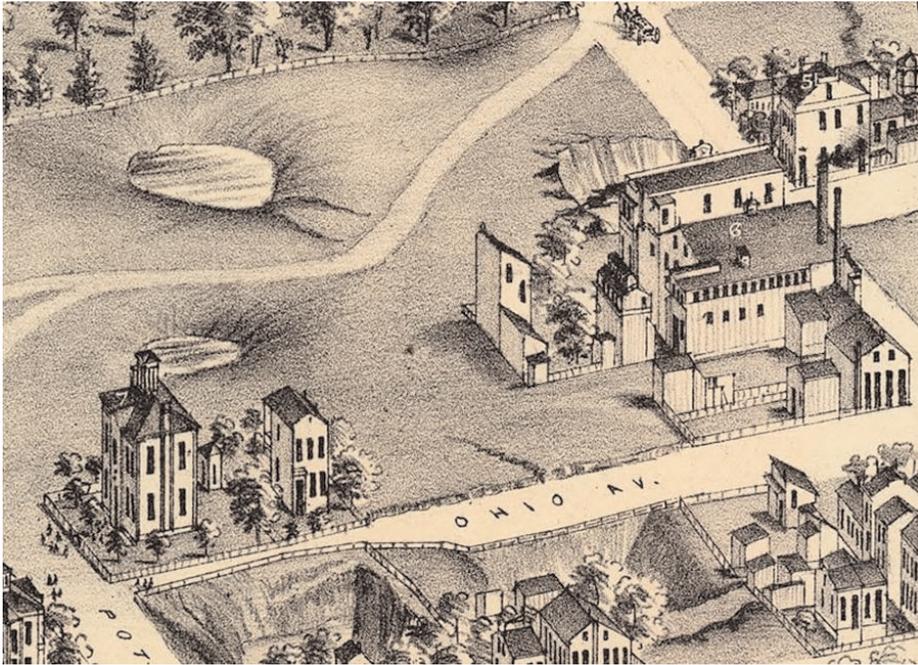


Figure 1. Cherokee Brewery in Compton and Dry courtesy of Big Map Blog, Paul Fehler.

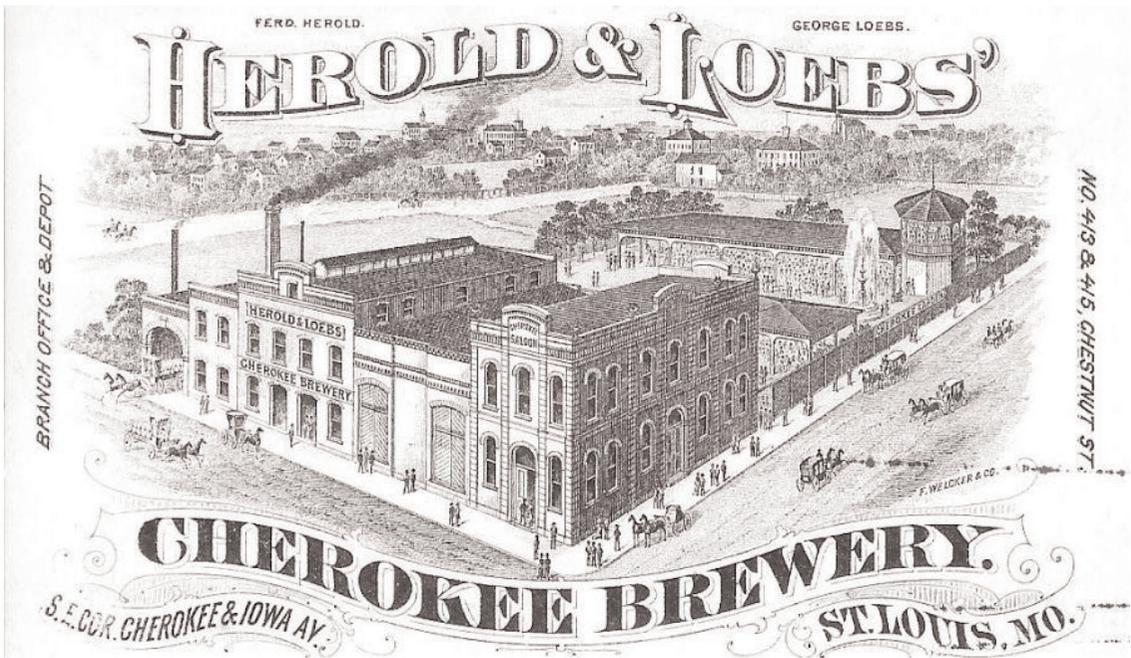


Figure 2. Advertisement post card for the Cherokee Brewery Company, which shows the stockhouse between the brewhouse and tavern/office building. Courtesy of Norbert Loeb.

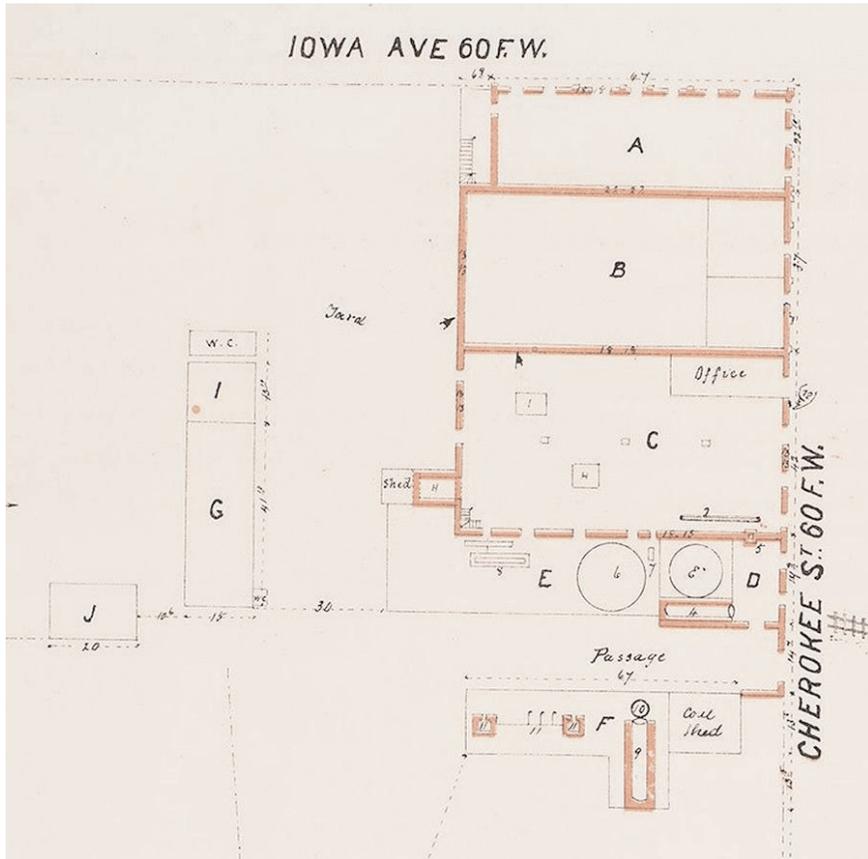


Figure 3. Cherokee Brewery ground plan, 1876. Courtesy of the Missouri History Museum.

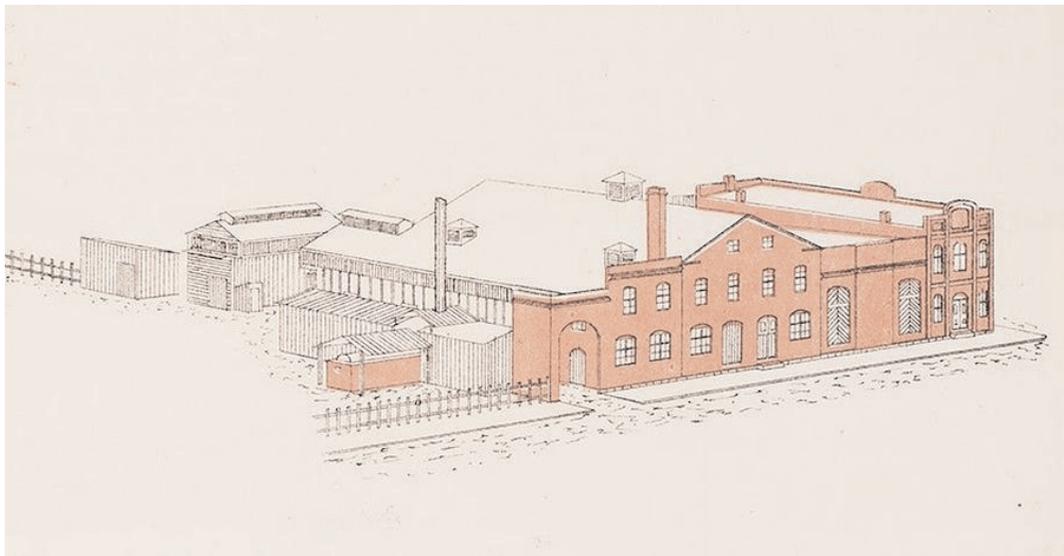


Figure 4. Cherokee Brewery isometric projection, 1876. Courtesy of the Missouri History Museum.



Figure 5. George Loeb. Courtesy of Norbert Loeb.



Figure 6. George Loeb & Ferdinand Herold. Courtesy of Norbert Loeb.



Figure 7. Postcard for Cherokee Brewery after the Herold buyout of 1873. Courtesy of Norbert Loebs.

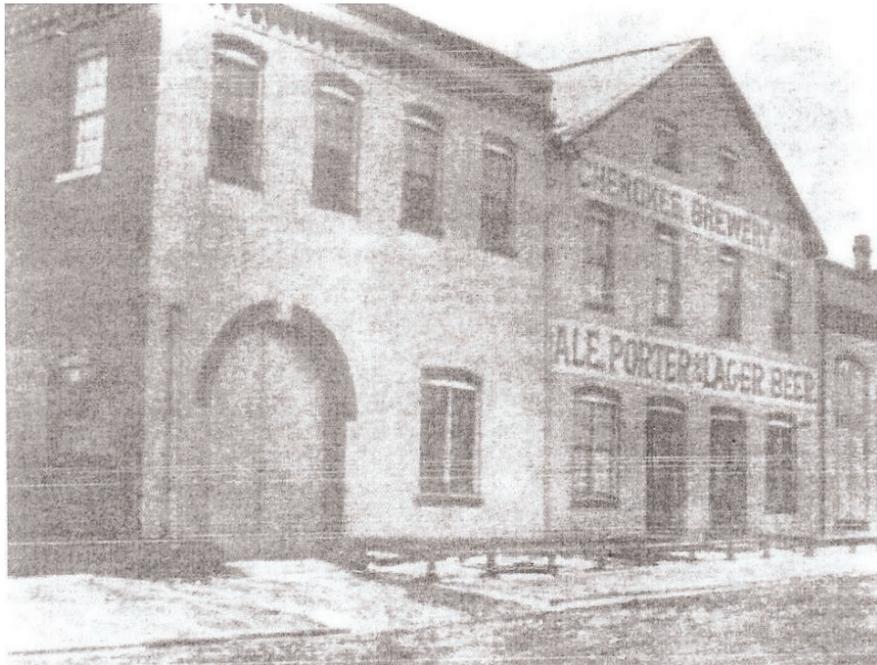


Figure 8. Photograph of Cherokee Brewery from 1885-1890. Courtesy of Norbert Loeb.

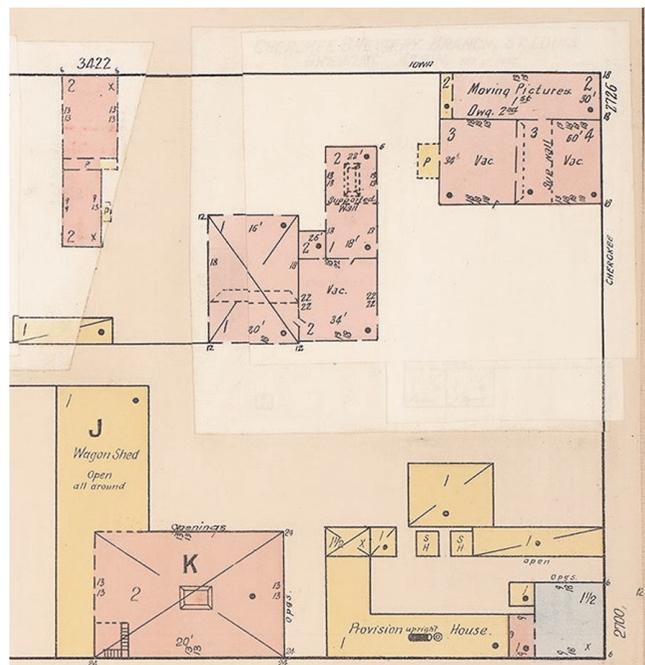


Figure 9. Whipple Fire Insurance map, 1896. Detail.

house was built later than the now-demolished brew house and corner saloon. The windows most likely survive from when the brew house faced a vacant lot to the west, later filled in by the stock house.

Moving down into the basement, where Earthbound fermentation and packaging now occurs, a good amount of rubble had been removed, exposing the vastness of the space. This room perhaps had changed the least since the first time the author had visited, though the exposure of the original floor reveals a substantial pitch to it, allowing for the drainage of water to one corner of the basement. To the east, into the groin-vaulted passageways of the lagering cellars under the old brew house, excavation of the hard-packed clay had opened up the space considerably. The clay had proven more tenacious than planned, so the original floor of the cellar had not been revealed yet.

But the real excitement came when the group proceeded deep down into the lowest level, the subbasement, where the two long barrel vaults, now drained of most of their water, beckoned. Unlike last time, the author was able to analyze the construction of the vaults and the two ‘antechambers’ on the north side that lead to them. Both cellars proceed all the way to the property line on the south. In the western chamber, the low water levels revealed the remains of a giant lagering barrel, now in pieces. While common belief in St. Louis holds that brewers hauled barrels of beer in and out of lagering cellars, advertising photographs of several major brewery’s lagering cellars reveal that the barrels actually sat on end, and beer was pumped by pipes in and out of the huge vessels.

In the eastern barrel vaulted lagering cellar, the Earthbound staff discovered that there is a shaft leading up to the surface, opening up in the back of the stock house (a ladder shows its location above a pile of rubble in the photograph accompanying this article). Not surprisingly, these shafts were later used by demolition crews for the disposal of rubble, now resting in the cellars. Both cellars possess these shafts, most likely originally used for the depositing of ice from the river, or to provide ventilation (Louis Lemp actually wrote about the dangers of carbon dioxide collecting in deep lagering cellars).²⁷ Also, a row of cast iron columns punctuates the eastern barrel vault, no doubt a later addition as more floors were added to the stock house

above. Having analyzed the brick work of the rectangular shaft leading from the basement to the subbasement, there is no evidence of a staircase. The author strongly suspected that somewhere under the old brew house there is a staircase buried in the clay in-fill, which was confirmed on the third visit.

The low water also allowed for the discovery of an exposed ledge of bedrock in the western antechamber. Speleologists such as Joe Light have long suspected that the cellars used a preexisting hole, such as a sinkhole or quarry, to get a head start on construction. That certainly would make sense in line with other more prominent lagering cellars. Both the Anheuser-Busch and Lemp lagering cellars are well-documented as utilizing pre-existing caves that were modified by their rapidly growing operations. If even huge, capital-rich breweries ‘cheated,’ why would a much smaller Cherokee Brewery start from scratch? Likewise, why would the Lemp and Cherokee breweries choose to locate so far from major population centers if not to save money by using isolated caves and old quarries? The Cherokee Brewery was outside of the city limits when it was first founded, so the most logical reason was the choice to use the old limestone quarry or sinkhole for a head start. The Compton and Dry view from 1875 shows brickmaking and quarrying operations throughout the neighborhood. As George Gaylord Simpson documented in the 20th Century, many of the original caves and sinkholes of the karst topography common in South St. Louis were later filled in with clay thousands of years ago.²⁸ Most likely the clay was quarried first, and then the limestone. In fact, there were still ponds and other depressions in the immediate area into the 1880s, if not later.²⁹

But perhaps the most exciting discovery was related to the author by Keating, who had earlier climbed up a large, slimy hill of clay clogging a passageway that heads off to the east from the barrel-vaulted antechambers. After making it through a narrow passageway above the clay mound, he discovered another groin vaulted chamber directly below the similar chamber under the old brew house. This revelation has confirmed the accuracy of the 1887 *The Industries of St. Louis* account of three lagering cellars, located 45 feet below the surface. Also, in comparison to other lagering cellars, there is precedent in the Lemp Brewery, which also has two floors of groin vaulted chambers under its old malt house. Likewise, the two-barrel vaulted chambers

to the east share their forms with the Anheuser-Busch Brewery's old cellars. Consequently, the Cherokee Brewery's cellars fit in nicely with other conventions for these facilities built before and after the Civil War.

A clearer picture of the construction of the Cherokee Brewery began to develop with these new discoveries. The author believes at the bare minimum, the cellars under the old brew house are the oldest, dating to the 1860s. As is often common in St. Louis, the oldest buildings are often demolished first, leaving more modern buildings behind. While the brew house was later modified, by the early 20th Century it was probably viewed as obsolete, and so was demolished. The now-demolished corner saloon was probably built next, with the two barrel-vaulted cellars being constructed at or before this time. Then, by 1875, the first floor of the stock house was constructed, necessitating the covering of the brew house's western windows, and by the 1890s, the upper floors had been constructed, necessitating the modifications of the foundations mentioned during the first visit. One of the most interesting discoveries in the subbasement was the irregular stone north wall switching over to brick. Perhaps that wall was modified later as the stock house was constructed and renovated. By the 1890s, when the Whipple Fire Insurance map was published, there were at least eleven buildings in the Cherokee Brewery campus, as evidenced by a surviving 'Building K',³⁰ later renovated as Kroger, that was robbed by none other than James Earl Ray.³¹

Third Investigation of Cellars

The six months since the second visit had seen major changes in the appearance of the old Cherokee Brewery stock house. From the street, the most dramatic development revolves around the complete sandblasting and tuckpointing of the brick exterior of the old stock house. A ghost sign was revealed high up on the west side of the building, and the floor joist holes of the now-demolished saloon and office building that sat at the corner of Iowa and Cherokee had reappeared.

The importance of the restoration of the exterior of the stock house cannot be underestimated. While there are many wonderful examples of the work of the firm of Jungenfeld & Co., and its later principals Widman, Walsh, and Boisselier still present on the campuses of

the Anheuser-Busch and Lemp breweries, the smaller and less prominent works of the highly influential team of architects have largely disappeared. In St. Louis, other than the old Griesedieck Brothers-Falstaff and Columbia breweries, most large brewery buildings have been torn down over the last 50 years, making the continued existence of the Cherokee Brewery's stock house all the more important. In fact, despite providing the designs for most breweries in St. Louis, the aforementioned architects were masters of creating 'distinct styles' for each of their clients. The Cherokee Brewery's architecture looks substantially different from the equally unique Anheuser-Busch and Lemp commissions.

Amazingly, due to the labor of many Cherokee Street regulars and the Earthbound staff, the first basement, with the groin-vaulted lagering cellar that would have been built in the mid-1860s when the original brew house was constructed, had now been completely cleared of its 100-year-old rubble fill. The author was able to carefully examine the method of construction of lagering cellars in St. Louis in the years following the Civil War when breweries opened around the city. In fact, due to the construction method of the Cherokee Brewery's first lagering cellars, one must wonder if the masons who had just completed the construction of similar cellars at the new state-of-the-art Lemp Brewery simply moved down Cherokee Street to work on their next commission at Iowa and Cherokee. As stated before, most likely the Cherokee Brewery's cellars were constructed in a former sinkhole or quarry that provided a 'head start' in excavation.

As suspected, the excavation of the rubble from the original brew house cellars reveals evidence of staircases from the ground level to the basement, and in turn down to the subbasement, where a still-unexcavated chamber sits. On the north wall, a carefully curved hole, now cemented over in the ceiling, showed where a wood or cast-iron staircase would have descended from the ground floor of the now-demolished brew house. Directly below, a slender hole showed where a still-unexcavated stone staircase proceeded down to the subbasement. Due to the cost, safety concerns and logistics of keeping the subbasement dry and usable, the brew house subbasement was not excavated or renovated.

But interesting relics also emerged from the hard-packed clay: plenty of broken bottles from as far away



Figure 10. Eastern barrel vault in subbasement under stock house, showing iron column supports. Photograph by Jason Gray.



Figure 11. Stock House Subbasement looking east into tunnel into lower lagering cellar of old brew house. Photograph by Jason Gray.



Figure 13. Subbasement, looking southwest from east passageway to lower level of old brew house lagging cellar. Photograph by Jason Gray.



Figure 12. Subbasement west lagging cellar looking south. Photograph by Jason Gray.



Figure 14. Subbasement east lagering cellar looking south. Photograph by Jason Gray.



Figure 15. Subbasement North wall of east side of antechamber; looking upward showing switch from rubble to brick. Photograph by Jason Gray.



Figure 16. Subbasement, looking west from east antechamber. Photograph by Jason Gray.

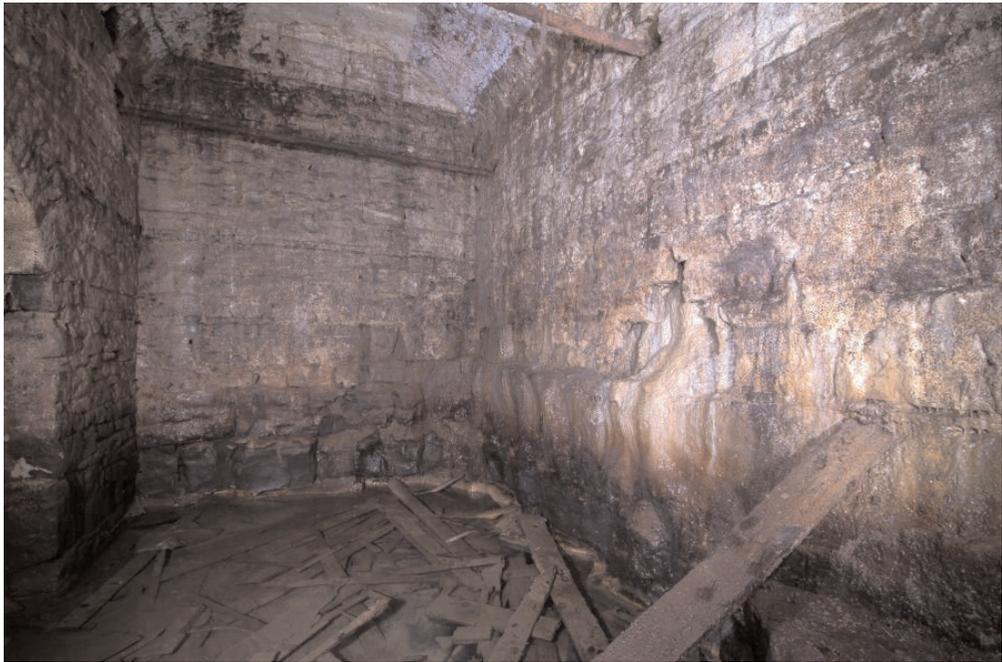


Figure 17. Subbasement, west antechamber; looking west. Photograph by Jason Gray.



Figure 18. Basement lagering cellar under old brew house looking north. Photograph by Jason Gray.



Figure 19. Brew House basement after rubble removed. Photograph by Jason Gray.



Figure 20. Old Brew House lagering cellar, cleared of rubble. Photograph by Jason Gray.



Figure 21. Western barrel vaulted lagering cellar looking south in subbasement. Photograph by Jason Gray.



*Figure 23. Cut stone columns of lagering cellar of old brew house.
Photograph by Jason Gray.*



*Figure 22. Detail of staircase holes in lagering cellar of old brew house.
Photograph by Jason Gray.*



Figure 24. Stock House Basement before renovation. Photograph by Jason Gray.



Figure 25. Stock House Basement, looking toward original staircase before renovation. Photograph by Jason Gray.



Figure 26. First floor of stock house, looking south during renovation. Photograph by Jason Gray.



Figure 27. Earthbound Beer in the old Cherokee Brewery Stockhouse and the corner beer garden. Photograph by Chris Naffziger.



Figure 28. Earthbound Beer in the old Cherokee Brewery Stockhouse. Photograph by Chris Naffziger.



Figure 29. Ferdinand Herold Mansion. Photograph by Chris Naffziger.

as Chicago, ceramics, and huge chunks of cut stone that fell through the wreckers' holes during the demolition of the brew house around the turn of the 20th century. These massive limestone blocks remain in the chamber, as they were too heavy to move. Judging from their dimensions, they provided lintels or sills for windows or doorways in the old brew house. Also of interest is a square hole where kegs of beer were probably lowered into the original lagering cellars. Interestingly, while the vaults and walls are made of rubble stone construction, the piers holding up the center piers are carefully cut blocks of stone. Groin vaults receive their strength because the force of the weight of the vault is channeled down these critical piers. There was substantial investment in these cellars; perhaps the original owners, the Meiers, exhausted their capital and resolve after building such a solid physical plant.

While the brew house lagering cellars probably date from around the Meiers' initial building campaign from 1866, that leaves the two, massive barrel-vaulted lagering cellars to the west in the subbasement under the stock house and now-demolished office/saloon. As

previously established, the stock house was clearly built as an after-thought due to the sloppy placement of cast iron columns that proceeded to the bedrock in the subbasement (the jagged holes punched in the stone vaults and walls of the groin vaults attest to this), so that makes the construction of the two barrel vaults to somewhere in between 1866 and 1876, when Whipple Fire Insurance Special Risk documents show the first floor of the stock house complete.³²

Further draining of the subbasement allowed for more relaxed and comprehensive analysis of the two barrel-vaulted chambers. Two large piles of rubble, dumped down the ice/ventilation shafts, dominate both chambers, though the detritus in the western chamber is much larger, nearly blocking off the southern end of that cellar. There are still only the remnants of one lagering barrel, and as mentioned in a previous article, it was too large, like similar upright barrels at the Lemp Brewery, to move in and out on a regular basis, so beer was pumped in and out of the cellars (The older groin-vaulted cellars may very well have featured small barrels that could be removed from the large square hole mentioned before).

There is a small doorway separating the two vaults, and the eastern chamber has a drain channel running through the floor. Originally, there was certainly some sort of grate that would have covered the channel, as the drain leads into a narrow passageway in the eastern wall that terminates in a wall of rubble, and presumably leads to the older lagering cellars under the now-demolished brew house. The mud was thick, but the water was only about six inches deep, allowing for easy movement around the cellars. The brick barrel vault that covers the rubble-filled passageway remains in near perfect condition, and reminds one of the techniques for older sewers in St. Louis.

Earthbound renovation

Back to Cherokee Street, new insights can be gained from photos and building permits for Earthbound's location. As suspected, the stock house received its upper stories in 1890 for a cost of \$12,000, its first floor and cellars being finished before 1875. In an old photograph, we see the old brew house with its pitched roof, which would later be expanded with the addition of a flat roof after 1875; unfortunately, its building permit does not survive. But also of interest, the two-story refrigerator house has a building permit record; it was completed in 1885 at a cost of \$3,000.³³ As mentioned in earlier articles, the brew house and refrigerator house, were demolished for the current 2720 Cherokee Building, a former home of Dau Furniture. When the stock house was sandblasted and tuckpointed, the words 'Dau' can now be seen high up, almost to the roof, on the stock house's western side.

Originally, the stock house did not feature a door between the two giant compressed arch doorways (entry was from the brew house to the east, and the saloon to the west), so Earthbound restored the brick façade in that location. The two arched windows allow light to flood into the brewpub, and also serves as the entrance. As was typical of Jungensfeld & Co. buildings, rusticated stone ornaments the lower courses of the front façade. The site of the former saloon and office on the corner became a beer garden, with a new door from the stock house. To bring the basement brewery space up to modern code, a doorway was added for an emergency exit.

Heading down the newly constructed stairs through the basement of 2720 Cherokee, the journey to the stock

house's basement no longer required climbing down a ladder. The space had been cleaned out, electrified, and looks like a modern brewery. Just as perhaps 100 years ago, beer once again ferments in the lower levels of the stock house. It was no easy task bringing the giant stainless-steel vessels into the basement, and the beer coolers were actually assembled in the basement, piece by piece. Those coolers have an interesting pedigree; they were procured from the Bevo Mill, a restaurant original built by Anheuser-Busch before Prohibition. Over in the northwest corner, the square hole down to the subbasement was capped with a wood lid, allowing Earthbound to control temperatures in the basement without interference from the lower realms of the cellars.

The stock house has seen a beautiful, inventive and sensitive renovation, and was designed by architect Nathan Dirnberger. In fact, the first floor, where the tasting room is located, is barely recognizable from its time as a corner store. The giant plaster drop ceiling and walls have been removed, revealing windows from the old brew house on the east, and the former saloon on the west. A mezzanine, appearing to hang by giant chains but actually supported by cantilevered steel beams, provides a view down to the floor below. Most importantly, the original portals on the front of the stock house have been restored to their original appearance, based on old photographs.

The Loeb family approved of the renovation of their ancestor's building. Tim Kutschkau, the great-great-grandson of George Loeb, remarked, 'they did such a great job restoring it. I think it's absolutely incredible. It started with graffiti on the walls [outside] and they kept the historical part of the building'.

'To me, it's really cool,' Roger Kutschkau added. 'We didn't have anything [this] exciting in our family. I'm excited because Norbert is excited. My family owned a bar in Nebraska. Then to meet the Loeb, it's fascinating. And I like beer. We see buildings get torn down right and left, and it blew me away that Stuart [Keating] wanted to renovate this building. It just blows me away they had so much respect for the history'.

'When we started this project, we didn't realize how much it would come to define us as a business or as individuals,' Keating said. 'After two years and countless strange, laborious and occasionally terrifying



Figure 30. View of tap room on first floor of Earthbound Beer. Photograph by Jason Gray.



Figure 31. View of mezzanine in tap room of Earthbound Beer. Photograph by Jason Gray.



Figure 32. Earthbound Beer's production floor is 20 feet underground in the former stock house's basement. Photograph by Jason Gray.



Figure 33. The brewery's fermenters had to be lowered in via a specially constructed I-beam crane into the former stock house's basement. Jeff Siddons and Robin Johnson work in front of the fermenters. Photograph by Jason Gray.



Figure 34. The direct-fire 7bbl brewhouse is located at ground level, pumps and gravity move wort to the fermenters in the basement. Rebecca SSchranz works with Stuart Keating. Photograph by Jason Gray.



Figure 35. Analytic work is performed in the basement as well. Photograph by Jason Gray.



Figure 36. Norbert Loeb, Roger Kutschkau and Tim Kutschkau in front of Earthbound Beer. Photo by Chris Naffziger.

ordeals, we are overwhelmed and humbled by how well our efforts have been received. It's immensely rewarding to watch people's faces light up the first time they walk through those big doors'.

Appendix:

Leonard, J.W. (1887) 'Cherokee Brewery Company', *Industries of St. Louis: Her Relations as a Center of Trade*. St. Louis: J.M. Elstner & Co., 1887. pp.147-48.

Cherokee Brewery Company .- F. Herold, President and Treasurer; Theo. Herold, Jr., Secretary; Jacob Loeb,

Superintendent; Brewers of the Renowned "Herold's Superior Bottled Lager Beer," Ales and Porter; Brewery, Cherokee street and Iowa avenue; Branch, Southeast Corner of Sixth and Market streets. - This large and important enterprise was established by the Herold & Loeb Brewing Co. in 1867, the proprietors then being F. Herold and George Loeb. In 1883, Mr. Herold bought out his partner and the present company was formed, Mr. Herold retaining the chief interest in the company and becoming its President, and his son becoming Secretary and a stockholder, and Mr. Jacob Loeb, who also holds some stock, being Superintendent. The brewery covers an entire block and is completely equipped with all the most modern and improved

machinery, propelled by a 160-horse power engine. The capacity of the brewery amounts to 3,500 barrels per month, and employment is given to fifty hands. They have two large ice machines by which their three large cellars, 45 feet underground, are kept constantly at low temperature.

They are the only manufacturers of porter in the city, and in this product, the quality of which is unsurpassed, they do a large and steadily increasing business in all parts of the West. In lager beer their principal trade is in the city, the superior quality of their manufacture having created for it a demand here which calls for their entire output. They are constantly building and adding to their plant and machinery. They use the Consolidated Bunting Co.'s apparatus in their cellars, an ingenious device which by a series of wires indicates on an indicator in the office the exact temperature of every cask. President Herold, who prior to embarking in this enterprise was a grocery merchant at Mascoutah, Illinois, has demonstrated his administrative ability and sound business judgment by the manner in which he has steadily enlarged the trade of the brewery, and with the efficient assistance of his son, the Secretary of the company, has achieved a pronounced and gratifying success.

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