

QUALITY FIRST, QUANTITY NEXT: THE EARLY YEARS OF THE OLYMPIA BREWING COMPANY, 1896-1916

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The Olympia Brewing Company no longer exists, but its legacy is still felt in the community where it was brewed for generations - where locals debate what to do with the crumbling buildings that once gave off a hoppy aroma and provided a stable career for so many. For nearly 70 years the company was not only a major private employer, but a mid-sized regional brewery that, in the American West, rivaled the main distributor breweries operating out of the Midwest. When the Capital Brewing Company was incorporated in 1896, what are now considered macrobreweries were already well established and shipping their products to further reaches, thanks in part to pasteurization and the transcontinental railroad. Founder of the Olympia Brewery, Leopold F. Schmidt, managed to produce a brew of notable quality in an area lacking significant competition. While producing beer on a much smaller scale than the Midwestern or Eastern firms, Schmidt laid the foundation for his brewery to thrive in the post-Prohibition era, eventually becoming one of the largest breweries in the country.

Leopold Schmidt was born in Dorn-Assenheim, Hesse-Nassau, Germany, in 1846. Little is known about his early childhood beyond that his father fled Germany in 1848 amid political revolutions and lived in Missouri for two years, leaving his family behind. At 14 the young Schmidt enrolled in seaman's school in Hamburg. For years he sailed around the world working his way up from a cabin boy to a second or third mate.¹ In 1866, at age twenty, Schmidt settled in America after having spent a fall and winter in the Great Lakes region. He moved to Missouri, staying with relatives, and

became a carpenter making instruments, meerscham pipes, furniture, homes, and boats. After five years in the Midwest, Schmidt and two friends went westward, following other young men hoping to find riches mining for gold.

By the summer of 1871, after sailing up the Missouri River and walking an additional 150 miles, Schmidt and



Figure 1. Leopold Schmidt as a young man, date unknown. All images courtesy of the Olympia Tumwater Foundation (P34-D).

* This article has undergone peer review

his companions reached Helena, Montana, where he likely stayed for the season. In the fall, he settled about 50 miles away in Deer Lodge and applied his carpentry skills to help build some of the first buildings in town. For the first few years in Deer Lodge, Schmidt worked during the winter making window sashes and doors and running the lumber yard. In the summer he worked at a placer mine building sluice boxes, plumes, and cabins.² His work ethic caught the attention of other businessmen, and in 1875, the owner of a local brewery asked him to take over the company temporarily while he went to Europe for his health.³ For the third time in his life, Schmidt embarked on a new trade.

A German emigrating to the US in the latter half of the 19th century is not unique, but Schmidt's trajectory to becoming a brewer stands out against his contemporaries. Historian Mark Benbow posits there are multiple reasons why particular ethnic groups 'dominate specific niches'; some of these are the result of technological advancement, networking opportunities, and rapid growth of cities.⁴ Most German immigrants at the time worked in the manufacturing sector, which included brewing. Male German workers made up only 10% of the total workforce, but over 80% of brewers in the US were immigrants from Germany, as were 44% of saloon-keepers, a third of bartenders, and nearly 75% percent of sausage makers.

Many of the key brewers in the 19th century started their breweries in the US having only known brewing as a vocation. Phillip Best, Adolphus Busch, Frederick Miller, as well as David Yuengling a generation before them, learned the trade in Germany. Combined with more scientific brewing, the availability of bottom-fermenting yeast, and the rapid growth of German enclaves, these men were able to turn their knowledge into brewing empires.⁵ Decades later in the West, the two earliest beer barons, Henry Weinhard and Andrew Hemrich, were either trained in the Fatherland or raised in the industry prior to establishing their businesses. Generally, however, brewers around the country came from a variety of backgrounds. Eberhard Anheuser came from a family of vintners, but instead of following in the family business he made soap, in Germany and in the US. He was a successful businessman in St. Louis before buying a brewery in 1860.⁶ Theodore Hamm in St. Paul, Minnesota, apprenticed as a butcher and opened a beer garden where he sold sausage before

switching to brewing.⁷ Like Leopold Schmidt, Frederick Pabst was a seaman, working on steamers, and eventually becoming a ship captain sailing the Great Lakes until he married the daughter of Phillip Best.⁸ Schmidt was still a young man who had learned multiple working-class vocations when he fell into brewing by happenstance.

When the owner of the brewery in Deer Lodge, Pierre (Peter) Valiton, returned from his extended stay in Europe, he sold his brewery to a couple of miners who promptly failed as brewers. But Schmidt had liked his time running that operation, and in 1876 he moved to the up-and-coming town of Butte to start a new business. Named for the 100th year of his adopted country's independence, Centennial Brewing Company opened with Schmidt and his business partner, Raymond Saile, at the helm.⁹ He traveled to Worms, Germany, where he was formally trained as a master brewer in 1878. There, he met and married his wife, Johanna Steiner, the daughter of a hotelier.

The population of Montana was sparse in the 1870s and 1880s, but the southwestern portion of the state was still benefitting from gold and silver strikes that brought in waves of temporary residents. Schmidt's early years working as a carpenter profited from the increase in residents at mining camps, and although miners left as rapidly as they came, the overall population was rising at a slow but steady pace. By the 1880s, railroads crossed the state and massive copper deposits were discovered, bringing a level of fame to Butte.¹⁰ After returning to the US in 1879, Schmidt ran Centennial for the next 16 years, turning it into the largest and most technologically advanced brewery in the state.

Leopold Schmidt was not only a tradesman, but a dedicated community booster and business leader. He served as a county commissioner and a member of the Montana Constitutional Convention. When Montana gained statehood in 1889, he served two terms in the legislature. Then he served on the Montana Capitol Commission, a group created to inspect the capitols of other western states to advise and recommend building ideas in Helena. This civic duty is how he found himself visiting Olympia, Washington, in the summer of 1895. While in Olympia, Schmidt heard about an artesian spring in nearby Tumwater. Family history, which has been mythologized, claims that while Schmidt was on

his trip to Olympia, he was getting a shave at the hotel where he was staying. The barber, a Mr. Brown, chatted with Schmidt, who supposedly asked about properties in the area. As it happened, a realtor named Alex Drysdale was at the barber. Drysdale told him about a property nearby along the Deschutes River that had artesian springs with superior quality water. This water, according to the barber, had been coveted by Native Americans for generations. Drysdale then took Schmidt to see the property he purchased soon after his visit.¹¹

Schmidt was taken with the beauty of the Puget Sound.¹² The Deschutes River runs for 50 miles, sourced from what is now the Gifford Pinchot National Forest in Lewis County, south of the Puget Sound. It empties at the most southern and farthest inland point of the Puget Sound, at Budd Inlet in Tumwater, where there are three waterfalls. The Deschutes was named by French fur traders, which translates to ‘of the falls,’ while the name Tumwater derives from Chinook jargon, meaning waterfall.¹³ In September, Schmidt came back to Tumwater and purchased the property, which included five acres, a small house, an ice plant, orchard, and water rights from

a widow whose husband had run a tannery on the property for decades. His intent was to run a brewery as a side business to his Centennial Brewing Company with his brother, Louis, managing the day-to-day affairs.

The Capital Brewing Company, 1896-1902

Louis Schmidt arrived in Tumwater on 5 October 1895, and was followed by Leopold on 29 October. Mere days after relocating, intensive labor began on the new five-acre property. The land showed areas of neglect, notably in the landscaping on the hillside above the tannery. Before they could build, the land needed to be spruced up and cleared of overgrowth, and the small road leading down to the tidal flats needed to be widened to bring materials down. With Leopold’s background in carpentry and coming from a typically hard-working German family, the Schmidts were hands-on with the construction of their new project.

The first order of business was yardwork and clearing the land. On the hillside south of the tannery was an



Figure 2. The former Biles and Carter Tannery, ca. 1895, when Leopold Schmidt purchased the property.

array of fruit trees. Louis, with help from laborers, wielded ‘pruning knife, scythe and spade’ and cleaned the unkempt orchard.¹⁴ Stumps were removed, underbrush cut, and weeds pulled. Afterwards, the hillside was tidy and orderly. Fanny Biles, the widow who sold the property, left behind a small home on a clearing where Louis moved his family. During the first weeks, that yard was terraced and sodded.¹⁵ Eventually, the steep hillside also featured the walkway that Leopold used to walk from his home down to the brewery.

During the razing phase, eight weeks after purchasing the land, Schmidt sent two large demijohns containing artesian water from the natural springs to the Wahl-Henius Institute, a brewing research lab in Chicago.¹⁶ The lab results confirmed what Schmidt already believed: the water pH was considered perfect for brewing.¹⁷ After receiving this information, Schmidt divested himself of all his interest in the Centennial Brewing Company in Montana. He was now dedicated to his newest brewery project in Washington.

Following the brush clearing, the men tore down the tannery building. A month after he arrived in Tumwater and moved his family to Portland, Oregon, Leopold Schmidt wrote to a friend:

I am waiting for brother Louis tonight from Oly, Wash. I started to work on my property I bought there, cleaned up the orchard and pulled down the tannery ... My intentions are now to run a little brewery along with the ice plant and my plans are ready. But the contractors want too much money so I will only go ahead slowly. The chances for a business as I am planning, are very good. One could make ice and beer cheaper here than anywhere else because power does not cost anything. The water is in springs on the mountain and does not cost anything either and it makes bright ice w/o condensation and the Wahl and Henius analysis states that it is excellent for brewing malting and the boilers. The shipping facilities are as good or better than Tacoma or Seattle - in anyway everything is just right. I bought this place dirt-cheap and the rent which is paid by the ice factory is good interest on the capital funds. Five acres of land with 2 good houses, 30 HP of waterpower and orchard for \$4500.00 is cheap, don't you think so?¹⁸

Leopold Schmidt understood and appreciated the deal he got on the property. At this point, he still intended on

the brewery being only a project for him and there was no rush to finish construction under a strict deadline since there were no other local breweries to compete with.

In the mid-1890s, the Northwest experienced an unprecedented population boom. Portland was the first urban center to establish itself in the middle of the century, but after railroads connected the Northwest with the rest of the country and major cities in the region to each other, the population exploded. In 1880, the populations of Portland, Seattle, and Tacoma were 17,577; 3,553; and 1,098, respectively. Walla Walla, in eastern Washington along the Columbia River, had a larger population than Seattle, at 3,588. By 1910, Seattle surged past Portland and the three cities grew to 207,214 in Portland, 237,174 in Seattle and 83,743 in Tacoma.¹⁹ In the 140 or so miles between Vancouver, Washington, just north of Portland, and Tacoma, there were no breweries to compete with, but the infrastructure was in place to easily ship beer to the major port cities and beyond.

Schmidt planned to start building the main brewery structure on 1 February 1896. The building needed a solid foundation, but the soil was ‘boggy’ and posed a slight problem. During work on the orchard and demolition of the tannery, ground was ‘wheeled out and dumped into the bay,’ but being November, the dirt became too wet for this while there were other tasks to finish. It was unclear at first whether bedrock would be found near enough to the surface or if piles needed to be driven to hold up the foundation for the brewery.²⁰ Piles proved unnecessary, and in February the foundation had been partly laid when Leopold halted plans temporarily. He purchased an ice machine that needed to be included in the final layout of the building.

Having the ability to cool and store lager in a cold climate is key to consistent fermentation across batches and for producing a quality product. The necessity for storage and the means of cooling lager had a profound impact on brewery architecture over the 19th century. In the 1840s when German immigrants started brewing lager in large quantities, it was aged in caves or underground cellars. By the early 1880s, the introduction of aboveground cellars, or stock houses, coincided with more reliable forms of mechanical refrigeration, and replaced ice houses that were messy and less sanitary than artificially cooled air.²¹ One feature of cellars ‘that

helped with insulation and immediately became characteristic of the stock house was the near elimination of windows and other openings in its walls'.²² It is evident that Schmidt kept up to date with advancements in technology, as his breweries in Montana and now Washington both utilized stock houses and new machinery. Anheuser-Busch was the first large firm to completely do away with natural ice in 1882, and in 1886, Schmidt's comparatively tiny operation in Montana also boasted an aboveground stock house 'built of brick ... with air spaces of about four inches'.²³ A decade later, when constructing his small 'side project,' the new brewery was designed with an ammonia ice machine system to cool the beer before aging. Once Schmidt reconfigured the layout with the new machine, building resumed throughout the wet spring.

In July, the main structure neared completion and a local reporter wrote a column on the progress made over the spring and summer. The brewery, built directly behind the ice factory left by the previous owner, was 93 feet long, 35 feet wide, and 68 feet tall. Typical of breweries around the end of the century being four to six stories tall, it was five stories and painted dark red with 'Capital Brewery' in white on the north side. The eastern portion of the building, consisting of roughly one third of the length, was partitioned off and taller than the rest of the structure. In this area the heavy machinery, starting with a hopper at the very top, began its descent towards the bottom. A magnet below the hopper caught any traces of metal left in the grain. On the fourth floor was an area to clean the malted barley and hot water tanks heated by steam. Below on the third floor was the



Figure 3. The Capital Brewing Company, ca. 1897. An image of the waterfall and bridge to the right has been on labels since the first beer was produced in 1896.

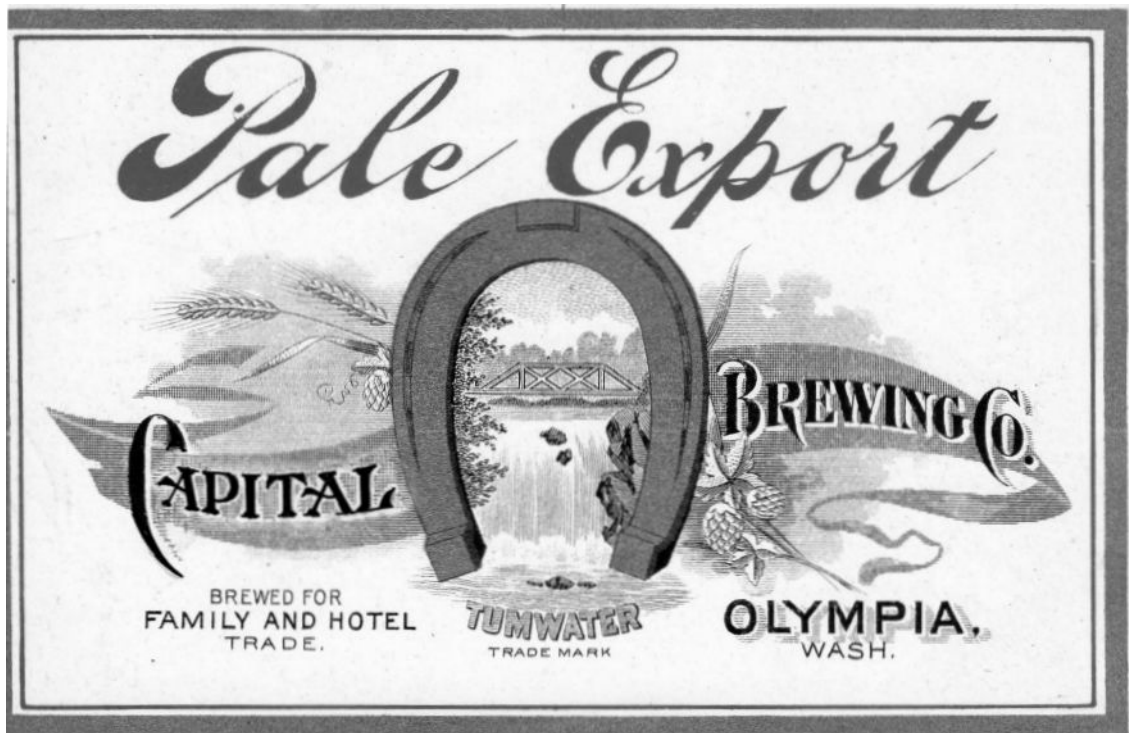


Figure 4. Label for the Capital Brewery's first beer, ca. 1896.

large ice machine Schmidt purchased in February. The second floor contained a 40-horsepower motor that ran the machines on the ground floor. That floor housed the boiler and two 25 horsepower engines, as well as a large iron pulley, ammonia tanks for the ice machine, a 65-barrel iron tank, and a 45-barrel copper boiler between the ground and second floors, with access to the doors on the second floor.²⁴ The machinery was all shipped to the plant from eastern parts of the country, mostly from the Chicago firm Goetz & Brada Manufacturing Co., which dealt with copper and sheet iron works. The company purchased one of each of the necessary items for brewing: one mash tub, one hop jack, one kettle, as well as the assorted parts that went along with the bigger machinery.²⁵

The other portion of the building stood three stories high. The top floor functioned as a malting room, where the barley soaked in a tank and was then spread on the cement floor to germinate. From this area the grains would be moved to the eastern section's fifth floor where there was a room with a perforated metal floor to

stop germination and dry the grain, becoming malt. The second floor held eleven tubs for fermenting and the ground floor consisted of 'mammoth tubs and hogs-heads for storing the beverage and giving it age.' In total the brewery had the capacity to produce 90 barrels per day and store up to 2,000 barrels.²⁶

In addition to the main brewery structure, outbuildings were constructed after production began. A pitching shed for the barrels, a bottling house, a stock house, a wash house, and a separate ice factory were all completed by the turn of the century.

Brewing began in August. On Saturday, 3 October 1896, the first carload of Olympia Pale Export went to market.²⁷ In a letter to an acquaintance, Schmidt wrote:

The 3rd October was the day and everything proceeded as planned and to much satisfaction that in the future I will always remember this day with pleasure. I think I will have success, not only my friends think so, but also the people in Oly and the neighborhood. I don't think that it will take me

long to get well into business and I believe that I started at the right time at the right place.²⁸

Schmidt likewise wrote to the Vilter Manufacturing Company that, 'I think I will have a good trade in time'.²⁹ His prediction proved accurate. As soon as the beer was available, sales came pouring in. The popularity and high quality of the beer can be inferred by the price that Schmidt charged. At the time, a 31-gallon barrel of beer sold for three dollars and 25 cents. This price included one dollar of federal tax, not leaving breweries much to operate with. Schmidt's motto was 'quality first, quantity next' and for good reason: confident in the local market and quality of his brew, he priced it eight dollars per barrel and sold 3,500 barrels within three months.³⁰

Schmidt was indeed in the right place at the right time. In 1896 the Klondike Gold Rush started, and by 1897 a mass migration of thousands of men headed north towards Canada and Alaska. Being a savvy businessman, Schmidt capitalized on this. His beer was sold at an inflated price in mining towns, but the miners could not get enough.³¹ By the middle of 1897, Alaskan customers requested 1,000 boxes of Olympia's Pale Export in a single order. The Hawaiian market was expanding, too. In a letter to his son, Peter, Leopold described that 'our beer caused furor' in Honolulu, and a distributor was to make a 'big contract' that would 'require all the bottle beer we possibly can make'.³² Schmidt felt the strain of running his growing business after a couple years. He wrote to Peter, 'Lately our business increases so much and the demand for our beer becomes so great that it won't take long until the business becomes too small and the question arose if it would be wise to give Mr. Jung an opportunity or go ahead and enlarge the buildings or buy another brewery, maybe in Seattle'.³³

In 1898, the brewery pushed its market still further west and brought in a new segment of loyal followers: sailors. Thousands of miles away in the Pacific, the Spanish-American War was underway in the Philippines. In May, the United States Navy under Commodore George Dewey wiped out or captured the entire Spanish Pacific fleet in the Battle of Manila Bay.³⁴ Dewey's flagship was the USS *Olympia* and his resounding victory over the Spanish did not go unnoticed by the residents of Olympia or the brewery. After the battle, the community donated a bronze plaque to

the flagship. Business leaders throughout the state raised funds and donated the ship's silver service.³⁵ For its part, the brewery donated six barrels of beer to the crews.³⁶ On 20 September, Dewey wrote to Robert Frost, a distributor for the company, thanking him for the present and promising to 'distribute it among the ships of the fleet that took part in the action of May 1st ...'.³⁷ In 1897, the brewery had started using metal crown bottle caps, the first brewery on the west coast to do so. Closures at the time were usually either porcelain or cork. According to company lore, Dewey's men were so taken with the beer that when they returned to San Francisco, they asked 'for the good beer with the metal caps'.³⁸

The sheer popularity of the beer forced the company to make small improvements annually, but every year the brewery continued turning down orders because the facility was too small to supply the demand. Yet even without a large enough facility, sales kept increasing. After taking depreciation of machinery into consideration, the annual profit for 1901 was \$63,353.22.³⁹ After five years in business, the company had made, adjusted for inflation to 2017 dollars, nearly \$1.9 million. By 1900, the firm was the third largest in the state and only Henry Weinhard's City Brewery in Portland was larger in Oregon.⁴⁰

The Olympia Brewing Company, 1902-1916

On July 1, 1902, the Capital Brewing Company officially became the Olympia Brewing Company (OBC). According to Leopold Schmidt, the decision to change the name came about because the '... name of our company is more closely identified with the product and our location is also fixed in mind by the geographical name of "Olympia"'.⁴¹ Peter G. Schmidt elaborated more on the name change in a speech for the fiftieth anniversary of the company in 1946:

In 1902 the name was changed to 'Olympia Brewing Company', because nearly all our mail came so addressed.

Instead of calling our beer 'Tumwater' as the people in this immediate vicinity did when we began to ship to more distant points, they gradually all called it 'Olympia Beer'. Thereupon we adopted, copyrighted and trade-marked the name 'Olympia' for beer and also our slogan 'It's the Water'. This

slogan was coined by Mr. Frank M. Kenney, then the Company's secretary and whom most of you know.

About the time we started to trade-mark the name 'Olympia' for beer, Congress passed a law that geographical names could not be trade-marked and after five years battling with the patent office for its registration, we were confronted with an 'Olympia' label which had been trade-marked and used by a famous Boston wholesale grocery firm, S. S. Peirce [sic] & Co., who had used 'Olympia' and a picture of Dewey's flagship, 'The Olympia' on their private label beer to commemorate Dewey's victory at Manila over the Spanish navy in the Philippines.

Upon investigation we found that S. S. Peirce [sic] had, after a few years, abandoned the use of that label and we purchased their rights to the non-geographic use of 'Olympia' for beer, so that from then on we had both the common law geographic rights and non-geographic legal trade-mark rights.⁴²

The company name, then, came from its location but the product got its trademarked name, indirectly, from the US Navy ship, which was named after the city. The legalities of the name are convoluted but illustrate the lengths the Schmidts went through to keep their brand name.

In 1901, Frank Kenney became the bookkeeper for the Capital Brewing Company. Early the next year, Kenney ambitiously went to Leopold Schmidt with an idea for a slogan. As the story goes, Kenney argued that a slogan needed to be short and to the point, unlike the slogans associated with the nearby Seattle Malting and Brewing Company, which promised 'new vigor and strength in every drop,' and Pacific Brewing and Malting in Tacoma, that claimed 'Best East or West.' He suggested "It's the Water" because the selling point for the beer was always the artesian water used in making the brew. According to Kenney, 'The steady gaze of his big, expressive eyes felt like they were boring a hole right through me. I thought I detected the slightest trace of a smile on his lips. It vanished instantly.' Schmidt pondered the phrase and told Kenney it was a good idea, but said, 'we'll call it, "The Water Makes It."' Kenney disagreed and further argued his point that the slogan needed to be shorter. Schmidt countered with 'It's in the Water.' Again, Kenney rebutted that the shorter the better. 'It's the Water' was concise and 'roused curiosity.' Schmidt then told Kenney to sleep on it and they would

continue their discussion the next day. The next day, neither had changed their minds about which phrase was better. The two executives argued the whole day over the three- or four-word slogan, but by the end of the day, Schmidt gave in and agreed to 'It's the Water.' Kenney described Schmidt as an open-minded individual who would argue the opposing side of an idea to find any possible flaws in the plan.⁴³ This may have been the tactic for the slogan decision. Coincidentally, in early 1902 the company lost its secretary, A.M. Wolf, and Schmidt recommended Kenney to be his replacement. Because 'It's the Water' became one of the most iconic beer slogans regionally, if not nationally, Kenney's decision to fight for the short and curious option seems to have been worth the day-long struggle.

New name and new slogan in hand, the company thrived. The issue at the end of every fiscal year continued to be that OBC had to turn down orders for the lack of facilities to fill them. In Alaska, miners and frontiersmen were demanding beer faster than the brewery could produce it. By 1902 foreign traders were asking for the product, but until a larger output could be produced, Schmidt had to turn them down.⁴⁴

Although beer was by far the largest seller, OBC did also have the Olympia Hygeian Spring Co. line of mineral water and carbonated beverages. This side company began operation in 1900 at the original bottling plant, which had been replaced with a newer building for the alternative drinks.⁴⁵ After a couple years the company put these products on hold to focus on beer, but by 1904 the demand for the bottled water and soda-like beverages was high enough that it put the machinery back into commission.⁴⁶

Having never made a permanent home in Portland, Leopold Schmidt established himself in Olympia in the winter of 1897.⁴⁷ His brother Louis did not have the same interest in the brewery business as Leopold, but stayed on until 1906, when he purchased Hope Island in neighboring Mason County.⁴⁸ In 1904 Leopold had a home built, called Three Meter, on the hill above the brewery site. Until the construction of Three Meter, his family resided in a house on Maple and Main (now Capitol Way), previously the residence of Governors Elisha Ferry and John McGraw.⁴⁹ Louis and his family lived in the small house halfway up the hill from the brewery, named by the Schmidts the Hillside Inn, until

the early 1900s, when Leopold's older sons moved in. Once Three Meter was constructed, only his youngest son and daughter lived with him and Johanna, his wife. After Leopold suffered a stroke in 1910, an entire wing was completed on the west side of the home, including a spacious office for Schmidt so he no longer had to walk down the hill to the brewery for business. His sons came up to visit him from their home down the hill. All of Leopold's five sons made a career in the brewing industry. Living near their father and the brewery no doubt made learning business procedures easier and the early years smoother.

Despite continued business success, operations were not always harmonious at the brewery. On 1 May 1905, employee contracts expired and Schmidt refused to concede to the demands of the new contracts submitted to him by union employees. Around thirty employees went on strike, holding out until November when all parties reached a settlement. Schmidt's sons, Frank, Leopold, Jr., and Adolph stepped in where union employees and foremen had ceased working. Coupled with Josey Speckert, an experienced brewer and relation through Leopold's wife, and vice president, Peter G. Schmidt, the company ran as normal, with the strike making almost no difference whatsoever. According to Schmidt, '... it did not affect us at all except in San Francisco and perhaps a little bit in Spokane'.⁵⁰ Even with the striking employees boycotting the beer, sales and shipping faced no major setbacks. In fact, no shipments even went out late or were delayed because of those who walked out.⁵¹ Like any other business, especially one during a time where unions loomed large, there were inconveniences, but as Schmidt's company was regarded as one of the best employers in the county, a few men going on strike dealt no significant blows to the company. In November, when the strike ended, three quarters of those who walked out got their jobs back.⁵²

Labor disputes aside, OBC kept rolling out beer and spent half of 1905 showcasing its line of products at the Lewis and Clark Centennial Exposition in Portland. World's fairs gave the hosting city an opportunity to show off its built environment, and its country's social progress. In the American West, early fur traders made way for pioneers, who made way for businessmen and explorers with grand visions of prosperity. The draw of natural resources in Northwest industry - logging, fishing, canning, mining, and subsequently bringing the

railroads out west for shipment of these resources-created a population boom and substantial changes to the landscape. Fairs demonstrated what the hosting region had to offer, from commemorating historic events, to large industry, natural resources, and local beers.

From June to October 1905, Portland hosted the Lewis and Clark Centennial Exposition to commemorate the progress that had been made in the 100 years since the explorers' arrival in the Northwest. While technically not a world's fair, the exposition was modeled like one, with exhibits from around the world and was attended by nearly 3,000,000 visitors.⁵³ An executive from Seattle's 1909 world fair described the events as 'merely a gigantic piece of advertising' for the Northwest.⁵⁴ OBC had its own pavilion at the Lewis and Clark Exposition. The exhibit, a 30-foot by 62-foot two-story Swiss Chalet cost the company \$4,000 to build and was located at the St. Helen's Road entrance to the fair.⁵⁵ Like most exhibits, it was used as a grand advertisement for the company. A panorama of Tumwater Falls and the brewery complex graced the inside foyer, including a water feature in front to mimic the falls. The company sold no products but did give out samples of beer and mineral water.⁵⁶ The chalet brought in thousands of visitors and won two gold medals: one for Olympia Pale Export and the other for the exhibit inside the chalet.⁵⁷

At the end of the fair, Schmidt paid to have the pavilion delicately disassembled and moved to Olympia, and donated it to Priest Point Park for park-goers to enjoy as a summer house or pavilion. It remained there until the 1960s when it was finally torn down after years of neglect and use as a storage shed.

The company did participate in the Alaska-Yukon-Pacific Exhibition in Seattle four years later but did not invest as much time or effort into pitching its product. The expenses for the company in 1909 increased because of advertising at the fair, but nothing as substantial as the chalet was sent.⁵⁸ At this point, OBC's well-established business in the Northwest did not need as much publicity.

By the time of the Portland exposition, the brewery had cemented itself as one of the largest firms in the Northwest and could no longer put off a major expansion at the Tumwater plant.⁵⁹ It had finally outgrown its



Figure 5. The Olympia Brewing Company pavilion for the Lewis and Clark Centennial Exposition, date unknown (P44-N004).

wooden buildings. When the plant was completed in 1896 it produced ninety barrels per day, and by 1905 it had gradually expanded to brewing 200 per day. After two years in business, the fermenting and aging cellars had to be enlarged; two years following that another expansion was required, this time also including an additional boiler room and refrigeration machine. Then in 1903 a new bottling department and multiple warehouses were built.⁶⁰ Even with these incremental expansions, the plant could not keep up.

The 1905 expansion plan called for using an empty building it had used previously for its Hygeian Spring water line. However, the location featured artesian springs and was deemed unsafe for the immense building that was to be erected.⁶¹ Instead of that location, they broke ground below the Lower Falls of the Deschutes, in an area referred to as the tide flats.

Because new additions kept being added to the five-acre parcel over the years, space was tight. Construction of the revamped brewery began in 1905, but before the work started on the new brewhouse, a 48 by 180-foot wharf was built to store the needed materials. The wharf eventually held railroad tracks connecting the brewery across the river and onward for shipping. Piles were driven through water deeply into solid rock. From there, the building started taking shape. It was completed and began operating in 1906. At 53 feet wide, 64 feet long, and 101 feet tall, the brewhouse tower was an imposing structure.⁶² It was fire-proof, made of bricks from Chehalis, Washington, with sandstone cornices and accents on the north façade supplied from Tenino, Washington, quarries. Designed in the Italianate style, it features arched windows and boasts a copper roof. Since its construction, other local buildings have been modeled after it.⁶³ Although the building has been aban-

done for nearly a century, it is easy to picture it as a symbol of success and prosperity, not only for the brewery, but for the town itself.

Characteristically, Schmidt employed the best and newest technology in his breweries. According to Susan Appel, 'the most advanced brewhouses of the later 19th century were not only larger, but also much more vertical in their arrangement.' The 1906 brewhouse matched this description, and further, followed her statement that 'raw materials [were] processed as they flowed downwards by gravity from the top to the bottom of a four to six story building'.⁶⁴ The new brewhouse was planned according to such a system; that is, ingredients started at the top and trickled down in the order the brewmasters dictated. Starting outside the brewhouse, rail cars brought in hops or grains which were loaded into bucket elevators and taken to the sixth floor. Seven-and-a-half horsepower electric motors high up in the sixth-floor ceiling, just under the copper roof, powered the high-tech elevators. From here, grains were dumped to lower floors by a system of chutes. Up on the top story grain could also be stored. On the fifth floor was the malt mill where the malted barley was ground and portioned out by scale for batches. Below, on the fourth floor, was hot water storage, more scales, a malt cleaner, and hop storage. The next floor down contained a cold room for hop storage for day use. When hops were needed they were dropped through a chute into a boiling kettle below with the wort, or unfermented liquid. Also on the third floor was a lauter tun (a vessel to separate the wort from the grains used for flavoring). Schmidt installed a new copper kettle with a capacity of 340 barrels, or 10,540 gallons, on the second floor. Additionally, this floor had a cereal cooker, complete with a pump that could move the cooked mash to the lauter tun above, and a grant, a container that separated the wort from the lauter tun before going into the kettle with the hops. Since this floor held the machinery that did the most cooking, the spent grain tank was located here. The used grains went down a chute to outside where it was loaded back into railcars and wagons and sent to local cattle farmers for feed. On the ground floor, besides an unloading area for materials, was a hop jack and Baudelot cooler. Freshly boiled wort went into the hop jack where hops were strained off, sent through another chute, and hauled to local farmers for their soil.⁶⁵ Before aging, the beer went through the Baudelot cooler, located north of the

hop jack in a white ceramic-tiled room for easy cleaning and sanitation. These coolers vary slightly in design, but the basic set-up is horizontal pipes with a refrigerant running through them, so liquid flowing over them cools quickly.⁶⁶

Schmidt's new machinery worked under a 'direct connection,' meaning that each piece was run by its own motor. The new system increased the company's output to one hundred thousand barrels a year. A second new building, a four-story cellar, complete with a hop storage room, now accommodated all the beer being made.⁶⁷ But that was not all. Between 1905 and 1907, an addition to the cellar south of the brewhouse was added, as was a keg house and a wharf used for warehouse space. The complex included the main buildings of a brewhouse, multiple cellars, the keg house, offices, and auxiliary buildings such as boiler houses, engine rooms, carpenter shops, and machine shop. At any given time there were around a dozen buildings in use after the turn of the century on the five-acre footprint. And the brewery needed these buildings in constant operation, because the demand was not slowing down. The year the brewhouse was completed, the brewery produced around 90,000 barrels and according to Leopold,

sales would have been much larger, but we had to decline many orders owing to our inability to procure bottles, the shortage being caused by the earthquake in San Francisco preventing the factory there from fulfilling its contract ...⁶⁸

As described by a 1909 newspaper article,

A large percentage of the beer consumed in Alaska is shipped from the Olympia Brewing Company's plant, and large shipments are also made to Siberia, China, Japan, Australia, the Samoa Islands, and British Columbia.⁶⁹

For most of the next decade, the brewery carried on without interruption, sales increasing annually, until Progressive-era politics caught up with the brewing industry in Olympia.

For centuries, a minority of the American population opposed alcohol and its effects, but by the 19th century, reformers peddled the temperance movement with more pressure. By the early twentieth century, calls for total prohibition increased and brewers were forced to battle

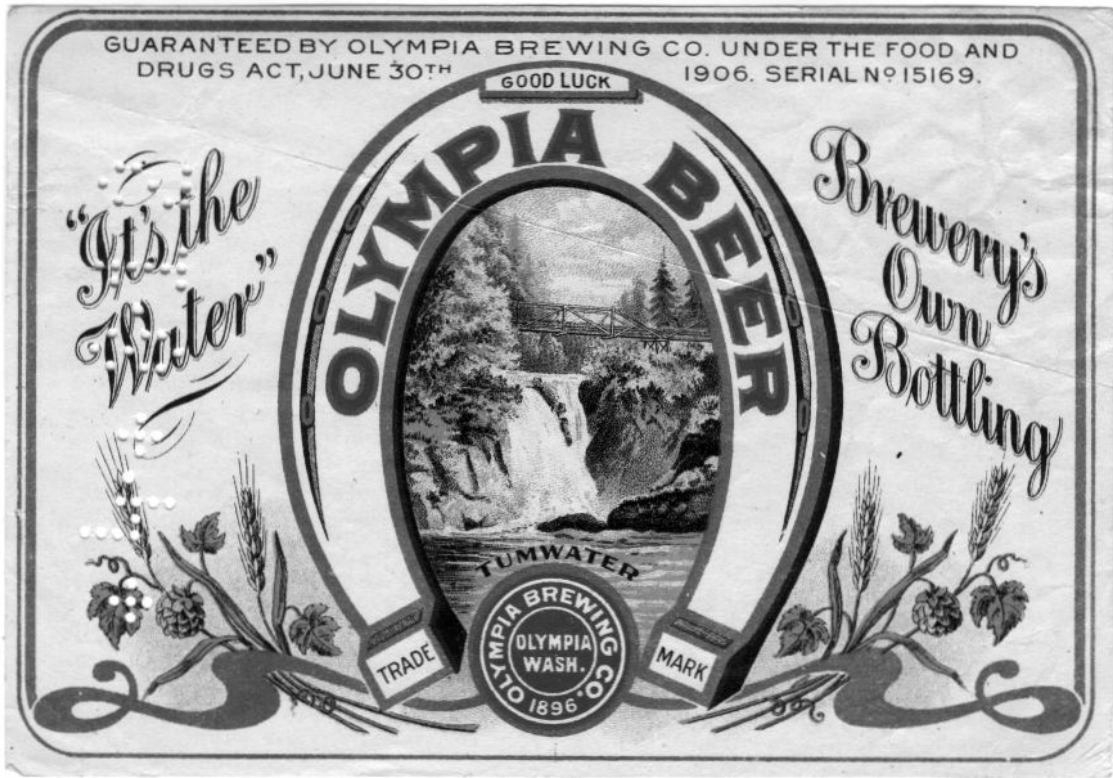


Figure 7. Label for Olympia Beer, ca. 1907.

local legislative action on the elimination of the sale of alcohol. This same period, however, could be called OBC's golden age before Prohibition, as beer sales kept increasing despite counties throughout the Northwest voting to go dry.

Business remained steady with beer sales and sales from OBC's other products. In 1907 the company published a pamphlet extolling the virtues of its Olympia Malt Extract. Titled *A Nutritious Liquid Food*, it described how the various enzymes found naturally in malted barley aided in digestion and helped

anemics, those 'run down' and needing building up; for convalescents and people whose weakness opens the way for more dangerous diseases [because it contained ingredients] known for their restorative effects.⁷⁰

Seattle Brewing and Malting Company had its own version called Malt Rainier. One ad from the early

twentieth century praised its nutrition and importance of its tonic to expectant mothers, claiming 'purity' of food and drink was what mothers needed and what Malt Rainier offered.⁷¹ Many other breweries sold these tonics because they comprised the same ingredients brewers were already using and they could sell more products.

By all accounts, the brewery was the best place to work in the area, something that never changed throughout the history of the company in Tumwater. In 1908, for example, the daily wage for brewery employees was four dollars - twice as much as any other employer in town was paying.⁷² And it did not end with good pay. One benefit workers received were holiday gifts. According to the local newspaper,

There are 120 men employed at the brewery and to each were given a cash present ranging from \$2.50 to \$40, a box of cigars, and to each of the married men was given, in addition a turkey.

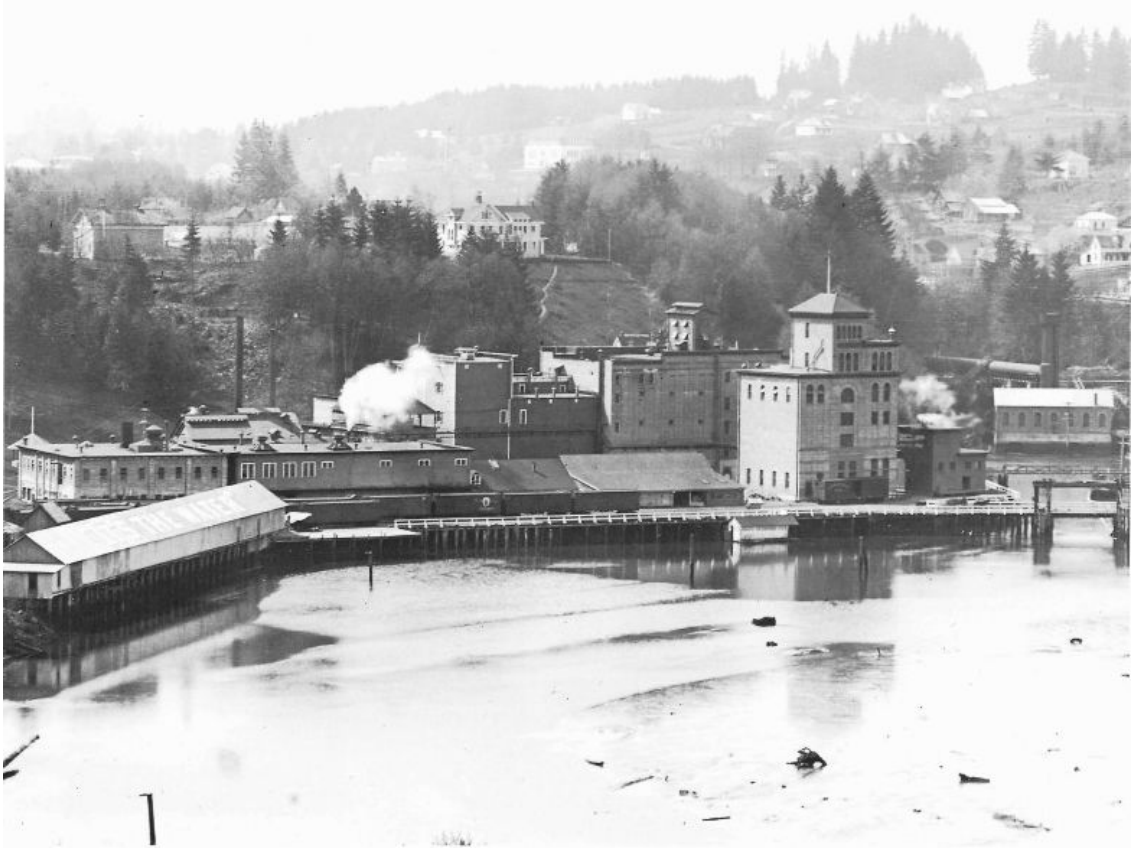


Figure 8. The Olympia Brewery, ca. 1912. The original wooden Capital brewhouse is in the center. Leopold Schmidt's home sits atop the hill. Visible is the path he walked down to the brewery.

There were more employees in the construction and bottling works who received the same gift. In total, ‘There were 124 turkeys given away. The total cost of the presents was about \$1,800’.⁷³

Schmidt’s enterprises did not stop with OBC. By 1910 he owned breweries in Bellingham and Port Townsend, Washington, Salem, Oregon, and San Francisco, California, as well as many smaller operations. He owned stock in industries such as dairy, lumber, and real estate. Although compared to his beer baron contemporaries, his home was modest and arguably not the grandest even in Tumwater or Olympia, but it was large and well-built, and still stands today, housing the brewery’s archives.⁷⁴ Leopold Schmidt was hard working and practical, yet incredibly charitable to the community and an ethical citizen. Unlike other brewing families

who had reputations as wild and womanizing, gaudy with their wealth, or politically outspoken to a fault, the Schmidts were down to earth and earned the respect of their working-class employees. In an article following Leopold Schmidt’s death, a local newspaper recounted a conversation Schmidt had with a brewery representative in Seattle. The city had recently established a ‘restricted’ district and the representative ‘with considerable pride boasted to Mr. Schmidt that he had secured three new customers who would buy a great deal of beer.’ After asking for more details, it came to light that these potential customers were the proprietors of brothels. Schmidt’s response to his employee was to point out that the representative was a married man with a small daughter. He reportedly stated, ‘We do not care to have our sign or to sell our goods any place where any person is ashamed or should be ashamed to be seen in day-

light'.⁷⁵ The Schmidts were not saints, but they stuck to their morals and rewarded hard work with good benefits and a family-like atmosphere at their businesses.

Two major blows hit OBC in 1914. The first was the death of its beloved founder, Leopold Schmidt, on 24 September. Schmidt's health was problematic for years following a stroke in 1910, but his sudden death was unexpected. Although he still took an active interest in his investments and multiple businesses, he did not participate in managing them. Schmidt was at the hotel named in his honor, the Hotel Leopold in Bellingham, on the night of his death. He collapsed while in the room with one of his sons. His son Frank went to call an attendant for a doctor and when he returned, the elder Schmidt died of heart failure.⁷⁶ Schmidt's oldest son Peter, who served as vice president, took over his father's position as the head of the brewery.

The second upset arrived on 3 November, election day. The state of Washington, with only six counties opposing, voted in favor of Initiative Number Three, statewide prohibition. The new law required that the sale of beer and liquor would cease on 1 January 1916. In total, twelve states passed statewide prohibition in 1914 while many others had local dry laws of varying degrees. Dry laws appeared on ballots with increasing frequency after the turn of the century, and brewers around the country lobbied state and local governments as well as voters to oppose such laws. National organizations of anti-liquor crusaders like the Woman's Christian Temperance Union (WCTU) opposed both distilled spirits and beer and made that clear by praying loudly outside of bars. Carrie A. Nation infamously took matters into her own hands by destroying saloons with a hammer or hatchet in Kansas. The WCTU also targeted their message at immigrants and children by handing out brochures at points of entry and publishing children's literature that was taught in public schools.⁷⁷

The formidable Anti-Saloon League (ASL) was more calculated in its efforts to prohibit the sale of alcohol. The ASL comprised mainly Protestant churches and their clergy.⁷⁸ It became a highly-organized group that functioned much like a lobbying firm. Instead of going after personal consumption of alcohol as many of the other dry groups did, the ASL targeted the saloon industry, and by extension the alcohol industry. Coupled with the lobbying efforts of the ASL and publicity of women

destroying saloons, the United States Brewers Association (USBA) remained confident that the national government would continue to rely on the taxes accrued by the brewing industry. The USBA did not ally itself with the other sector facing the same fate, the distilling industry. On a local level, brewers and distillers sometimes allied themselves, but overall, the industry was more fragmented and not prepared to fight the highly-organized ASL. The anti-liquor crusaders were able to chip away at state legislatures until the country was a patchwork of wet and dry counties.

OBC tried in vain to oppose the local temperance movement. Its advertising often included copy that asked the consumer to vote against measures that would harm the business. With the passage of Initiative Number Three 'the un-hoped-for happened,' according to Peter G. Schmidt. Although it was the worst possible scenario, the law was not a surprise. Following the election, OBC filed a lawsuit with the Thurston County Superior Court to invalidate the results, claiming the number of votes did not reach the necessary one-third as required by the Washington State Constitution. The state's supreme court ruled in favor of prohibition.⁷⁹

There was just over a year between election day and the forceable closure of brewing operations and as other brewers eventually would during national prohibition, the Schmidts decided to convert their plants to produce new drinks and beer-adjacent products, like malt syrups and cereal beverages. In addition to these, the brewery executives established a line of soda-like fruit drinks in Salem, Oregon, and Tumwater. In 1922, after years of management turnover, disputes with fruit unions, and rising sugar costs, the beverages, the main products of which were called Loju and Applju, were discontinued indefinitely and the iconic Olympia Brewing Company brewhouse tower ceased making all types of beverages.⁸⁰

The Olympia Brewing Company Post-Prohibition: The Golden Years

For nearly 20 years the family retained the copyright to the Olympia name and slogan, and kept a strain of the brewing yeast at a lab. By the early 1930s, the Schmidt family rightly believed the country was realizing the failure of total prohibition, and never having given up

hope that producing beer would be legal once more, made plans to start brewing again. With one-dollar public shares and investor capital, company executives had a new facility constructed a few hundred yards south of the old brewery site in 1933. The new complex was modern and designed to be expandable if necessary. Within a couple years, expanding did become a necessity, and additions to the complex were added multiple times a decade through the 1960s.

Before Prohibition, Olympia was one of the largest breweries in the Northwest, producing less than only a few breweries, including Seattle Malting and Brewing and City Brewery, the major firms in the urban centers to its north and south, respectively. Afterwards, the brewery from the small town outpaced these and all other brewers in the region. In 1935, OBC designed and sold the first 'Stubby,' a squat, neck-less eleven-ounce bottle that held nearly as much beer as a regular twelve-ounce bottle but traveled better.⁸¹ This was an effort to combat the emergence of canned beer, a technology that OBC President Peter G. Schmidt did not yet trust. This unique bottle, along with 'It's the Water,' became icons where Olympia beer was sold. Throughout World War II and the Korean conflict, OBC fared better than other mid-sized breweries did with metal rationing and lack of materials because it did not rely exclusively on canned beer. It did not have an exorbitant advertising budget but established and nurtured a loyal consumer base after Repeal. Billboards, radio spots, and word of mouth were the staples of advertising until the 1960s.

By the 1970s, Anheuser-Busch, Schlitz, Pabst, and Miller, the industry giants, were buying up smaller breweries at an unprecedented rate. One could argue this was also Olympia's golden age. In 1973, OBC was ranked as the eleventh largest brewery in the nation.⁸² The Tumwater plant was producing over three and a half million barrels a year, sponsoring athletes and athletic events, advertising on TV, and in 1974 and 1976, respectively, purchased the struggling Theodore Hamm's Brewing Company in Minneapolis, Minnesota, and Lone Star Brewing of San Antonio, Texas. This expanded OBC's distribution network to half the country and output by millions of barrels per year. In 1977, Olympia ranked as the sixth largest brewery in the United States.⁸³ However, the company could not avoid the fate hundreds of other breweries faced; in 1982 the Pabst Brewing Company initiated a hostile takeover of

company stock shares, forcing a negotiation between Pabst and the Schmidt family. In 2003, SABMiller owned the Tumwater plant and closed it indefinitely. It has sat vacant ever since. Pabst currently owns the brand rights to Olympia and contracts the brewing to MillerCoors in California. The Olympia faithful can still buy the beer throughout western states, but it is no longer brewed with the water that made it famous. Without the foundation laid by Leopold Schmidt, the brewery would not have achieved the success and growth it did, becoming one of the last true regional family-owned breweries in the country.

References

1. Family lore states that Schmidt was to be the second mate on the second-largest sailing ship on the Hamburg-America Line in 1866 when he decided to stay in the Great Lakes region, where he was at the time. It sank with all onboard lost, but the author could find no evidence to support this claim, find the ship name, or any Hamburg-America Line ships that sank in 1866. It is unclear the highest rating or position Schmidt held while sailing; it is the author's conjecture that if he were to be promoted to or act as second mate that he was near that position, if this story is true.
2. Placer mining is a form of mining for minerals, typically in stream beds. One method of extraction is using sluice boxes, where the sluice is placed in the bed of a river or stream. Water and streambed material enter a series of filters (known as riffles), that separate out the mineral from the sand and rocks.
3. Schmidt, L.F. (Rick) 'The Man Himself,' type-written biography, 4, n.d., Olympia Tumwater Foundation, Tumwater, WA; Type-written biography of Leopold F. Schmidt, n.d., 2, Leopold F. Schmidt Papers, Olympia Tumwater Foundation, Tumwater, WA.
4. Benbow, M. 'German Immigrants in the United States Brewing Industry (1840-1895),' *Immigrant Entrepreneurship*, accessed 2 February 2019, <https://www.immigrantentrepreneurship.org/entry.php?rec=284>.
5. Bottom-fermenting yeast, necessary for brewing lager beer, first arrived in America in the 1840s with the wave of German immigrants. There is no 'unquestionable documentation' that explains the introduction of bottom-fermenting yeast into America, and because when it was brought to this country people did not understand yeast's properties, it is unclear how or why it was isolated and carried here. Historian Stanley Baron assumed that because it is hard

to understand the origins, it was a 'happy accident.' Later investigations showed that bottom-fermenting yeast could be kept in ice-cold water for thirty days without losing viability, but there is nothing to suggest this was known at the time. Baron, S. (1962) *Brewed in America: A History of Beer and Ale in the United States*. New York: Little, Brown, and Company, pp.175-176.

6. Barnett, T. 'Eberhard Anheuser (1806-1880),' *Immigrant Entrepreneurship*, 11 March 2014, updated 30 March 2015, accessed 3 May 2019, <https://www.immigrantentrepreneurship.org/entry.php?rec=196%20>.

7. Baron, S. (1962) op. cit., pp.175-176.

8. Weiss, J. 'Frederick Pabst (1836-1904),' *Immigrant Entrepreneurship*, 8 June 2011, updated 2 August 2016, accessed 2 February, 2019, <https://www.immigrantentrepreneurship.org/entry.php?rec=25>.

9. In all family histories that mention Raymond Saile, he is referred to as 'Saille.' Newspaper accounts from Montana record his name as Raymond Saile. Government documents available online report a Raymond Saile (first name spelled multiple ways) who was born in 1846 and lived in the Deer Lodge/Butte area in 1880. He died in 1925.

10. 'Brief History of Montana,' *Montana Official State Website*, accessed 10 February 2019, https://mt.gov/discover/brief_history.aspx.

11. Versions of this story vary slightly, as brewery employees who had heard it told it differently. The author has never encountered this story while researching Schmidt's personal papers. In a 1904 pamphlet titled 'How and Why the Olympia Brewery was located in Thurston County,' Schmidt touts the beauty of the Puget Sound, but does not mention anything about how he was introduced to the artesian springs. In the same pamphlet, Schmidt describes wanting a property for a summer home, and family oral tradition says that he wanted to be closer to saltwater. Whatever the case, it is clear Schmidt had no intentions of building a brewery before his first trip to Olympia.

12. Most accounts claim that Leopold's first visit to the capitol was with the commission, but some assert that he visited the capitol as early as 1890 and returned with his son Peter in 1895 specifically to look at property for a brewery, from Bellingham, Washington, all the way to Portland, Oregon. In this account, he had already seen Olympia and the falls at Tumwater and went back again to purchase the property and divest his interests in Montana.

13. 'A River Flows Through It: Thurston County's Deschutes River,' *Stream Team*, accessed 6 September 2016, <http://www.streamteam.info/localstreams/streams/deschutes/>

14. 'The Tumwater Brewery,' *Morning Olympian*. 2

December 1895.

15. 'The Tumwater Brewery,' *Morning Olympian*. 18 February 1896.

16. 'Wahl-Henius Institute of Fermentology,' in Oliver, G. (2011) *The Oxford Companion to Beer*. Oxford: Oxford University Press, p.118. Some family stories and the history provided by the brewery at various times say that Leopold sent the water at the same time or immediately after purchasing the property, but he acquired the land in September and sent in the samples in November.

17. Flynn, G. 'History of the Olympia Brewing Company, established as the Capital Brewing Company,' *Brewery Gems*, accessed 6 September 2016,

<http://brewerygems.com/olympia.htm>. Different sources claim that the 'perfect' water rivaled either English or German water used to brew.

18. Leopold Schmidt to Philipp [no last name], handwritten letter translated from German, 7 December 1895, Leopold F. Schmidt Papers, Olympia Tumwater Foundation, Tumwater, WA; \$4,500 in 1895 is equivalent to \$134,498.60 in 2017. Schmidt moved to Portland because there were no homes large enough in Tumwater or Olympia to house his family of eight.

19. Schwantes, C.A. (1996) *The Pacific Northwest: An Interpretive History*. Lincoln: University of Nebraska Press, p.235.

20. 'The Tumwater Brewery,' *Morning Olympian*, 2 December 1895.

21. Appel, S.K. (1990) 'Artificial Refrigeration and the Architecture of 19th-century American Breweries,' *The Journal of the Society of Industrial Archaeology*. Vol. 16, No. 1, pp.23, 28-29.

22. *ibid*, p.29.

23. 'Centennial Brewery: History of a Most Successful Enterprise,' *Butte Daily Miner* (Butte, Montana), 1 January 1886.

24. 'Is Now Nearly Completed,' *Morning Olympian*, 29 July 1896.

25. E. Goetz to Leopold Schmidt, type-written letter, April 8, 1896, Leopold F. Schmidt Papers, Olympia Tumwater Foundation, Tumwater, WA.

26. *ibid*. Hogsheads are large casks of liquid, usually alcohol. They vary in size, but a typical hogshead of beer or ale would be sixty-four US gallons.

27. Leopold Schmidt to Philipp [no last name], handwritten letter, August 6, 1896, Leopold F. Schmidt Papers, Olympia Tumwater Foundation, Tumwater, WA. Most accounts claim brewing started in July, but production was pushed back and in two letters in early August, Leopold states brewing would

start the week of August 10, 1896; Leopold Schmidt to Vilter Manufacturing Company, handwritten letter, October 10, 1896, Leopold F. Schmidt Papers, Olympia Tumwater Foundation, Tumwater, WA. The first product Capital made was Olympia Excelsior, but the name was soon changed to Olympia Pale Export. As with other breweries that used export in the name, it simply meant the beer could be shipped longer distances than a regular lager or ale.

28. Leopold Schmidt to Philipp [no last name], handwritten letter translated from German, October 22, 1896, Leopold F. Schmidt Papers, Olympia Tumwater Foundation, Tumwater, WA; 'Brevities of the Day,' *Morning Olympian*, 3 October 1896, p.3. In all official company reports and unofficial histories, the date is listed as 1 October 1896. However, in two letters written by Leopold Schmidt in October, he writes it was Saturday, 3 October. A perpetual online calendar confirms that 3 October 1896, was a Saturday and Schmidt himself likely would not fabricate the date. Additionally, the local newspaper confirms that Saturday, 3 October, 'Capital Brewery beer is on the market today ...' Later reports could have been mistaken, so the author has chosen to regard 3 October as the official date. It is also worth noting that the first stock certificate, issued to Leopold for 55,000 shares, was signed by Schmidt on 1 October 1896. Confusion of the shipping date with the date for the legal incorporation of the company may be where the confusion of dates originated.

29. Schmidt to Vilter Manufacturing Co., 10 October 1896.

30. Meier, G. and Meier, G. (1991) *Brewed in the Pacific Northwest: A History of Beer Making in Oregon and Washington*. Seattle: Fjord Press, p.154; *It's the Water News* (75th Anniversary Edition), employee newsletter, 1971, p.7.

31. Meier, G. and Meier, G. (1991) op. cit. p.155.

32. Leopold Schmidt to Peter [Schmidt], handwritten letter, 23 April 1897, Leopold F. Schmidt Papers, Olympia Tumwater Foundation, Tumwater, WA.

33. *ibid.*

34. Just days after the victory at Manila Bay, Dewey was promoted to Real Admiral. He eventually retired as Admiral of the Navy, a special rank equivalent to that of General of the Armies, a rank that has only ever been held by him.

35. Crooks, D.W. (1996-1997) 'The USS Olympia's Silver Service,' *Columbia Magazine*. Vol. 10, No 4, Winter, p.15. The USS Olympia was named after the capital of Washington. The custom was for the city or state to present a silver service to the battleship with its namesake after its commission. However, Olympians did not do this following the battleship's launch in 1892. After the victory at Manila Bay, business leaders in larger Washington cities took the lead on raising money for the service, and citizens of Olympia raised money

for a bronze plaque. Since the early 1930s, the silver has been housed at the governor's mansion in Olympia.

36. *It's the Water News*, December 1963, p.10.

37. *ibid.*, 11.

38. *ibid.*, 10.

39. Schmidt, L.F. (1901) *Annual Report*, October, p.1.

40. Schmidt, L.F. (1900) *Annual Report*, 28 October, p.5.

41. Schmidt, L.F. (1902) *Annual Report*, 11 October, p.4.

42. Peter G. Schmidt, type-written speech, 5 October 1946, Peter G. Schmidt Papers, Olympia Tumwater Foundation, Tumwater, WA. The law mentioned was the Trademark Act of 1905, which stated: 'Under the dominant interpretation of the Trademark Act of 1905, no brand name that consisted of a geographic term could ever be registered as a trademark, no matter how remote and obscure the place, on the ground that all place names should remain available for use by all competitors.' Brauneis, R. and Schechter, R.E. 'Geographic Trademarks and the Protection of Competitor Communication,' *University of California - Berkeley Law*, accessed 1 September 2017,

<https://www.law.berkeley.edu/files/Brauneis-Schechter.pdf>. A note on S.S. Pierce: Schmidt misspelled the company name in his speech. The Boston grocer was established in 1831 by Samuel Stillman Pierce and sold in 1972.

43. Kenney, F. (1951) 'The Birth of a Slogan,' *It's the Water News*, August, pp.3-4.

44. Schmidt, L.F. (1902) op. cit, p.4.

45. 'Olympia Hygeian Spring Co. Will Begin Operations at Tumwater about May First,' *Morning Olympian*, 12 April 1900.

46. Schmidt, L.F. (1904) *Annual Report*. 5 October, p.5.

47. Leopold F. Schmidt biography, 5; 'Partial Chronology: Leopold F. Schmidt,' 3, n.d., Leopold F. Schmidt Papers, Olympia Tumwater Foundation, Tumwater, WA.

48. 'Partial Chronology: Leopold F. Schmidt,' p.3.

49. 'To Mr. Baldwin and Associates,' *Morning Olympian*, 21 January 1951. The state legislature passed a bill in 1907 to build a residence for Washington governors. The current governor's mansion was built in 1908. Prior to that, the first family was expected to live or rent a home in Olympia at their own expense.

50. Schmidt, L.F. (1905) *Annual Report*. 6 October, p.8.

51. *ibid.*

52. 'Strike is Settled,' *Morning Olympian*, November 12, 1905.

53. Schwantes, C.A. (1996) op. cit., p.308.

54. *ibid.*

55. 'Beautiful Swiss Chalet Donated by Schmidt for Priest Point Park,' *Morning Olympian*, 13 December 1905.

56. Schmidt, L.F. (1905) op. cit., p.10. Inside the chalet there were multiple rooms serving as miniature exhibits on the products the brewery sold as well as reception rooms. Other amenities included telephone service, reading and writing rooms, and indoor plumbing.

57. *ibid*; Schmidt, L.F. (1906) *Annual Report*. 4 October, p.6.

58. Schmidt, L.F. (1909) *Annual Report*. October, p.3.

59. Schmidt, L.F. (1900) op. cit., p.5.

60. '56 Years of Progress,' *It's the Water News*, October-November 1952, p.10.

61. Schmidt, L.F. (1906) op. cit., p.10.

62. Schmidt, L.F. (1905) op. cit., p.5.

63. Lockman, H. (2006) *The Old Brewhouse: Celebrating 100 Historic Years*. Tumwater: City of Tumwater; 'Old Brewhouse,' *City of Tumwater*, accessed 20 September 2016 <http://www.ci.tumwater.wa.us/about-tumwater/history/old-brew-house>

64. Appel, S.K. (1990) op. cit., p.21.

65. Hops are rich in nitrogen and spent hops are great for composting.

66. Paul Knight, former brewmaster and expert on Olympia brewery, type-written notes, revised November 23, 2016.

67. Schmidt, L.F. (1905) op. cit., pp.4-5.

68. Schmidt, L.F. (1906) p.1. To put into context the rapid growth of OBC and the Northwest as a whole, it took City Brewery in Portland nearly 30 years to produce 40,000 barrels a year (its 1890 output), whereas it took OBC ten years to reach 90,000. Up north, Pacific Brewing and Malting in Tacoma brewed 200,000 barrels in 1909. Seattle Malting and Brewing produced 300,000 barrels a year around 1905, doubling that by 1910. Seattle Malting and Brewing was the sixth largest brewer in the US at the time statewide prohibition passed in 1914.

69. 'Tumwater Product Goes to All Parts of the World,' *Olympia Daily Recorder*, 29 July 1909.

70. *A Nutritious Liquid Food*. Seattle: Press of White Advertising Bureau, 1907.

71. Stream, K. (2012) *Brewing in Seattle*. Charleston, SC: Arcadia Publishing, p.40; Yenne, B. (2004) *Great American Beers: Twelve Brands that Became Icons*. St. Paul, MN: MBI Publishing Company, p.50.

72. Lockman, H. (2006) op. cit.; for comparison, four dollars in 1908 is the equivalent of \$110.78 per day in 2017.

73. 'Christmas at Brewery,' *Morning Olympian*, 25 December 1906. \$1,800 in 1906 is roughly \$49,800 in 2017. This kindness lasted throughout the Schmidts' ownership of the brewery. Former brewmaster, Paul Knight, remembered being gifted turkeys as well, and apparently the size of turkey

one received correlated directly to the size of his family. Conversation with author, 2 January 2018.

74. A 20 November 1914 *Morning Olympian* article disclosed that Schmidt's estate was worth \$765,594, or roughly \$19 million in 2017, but because of the passing of prohibition earlier that month, the value was reduced by one third to \$610,396, or just over \$15 million. His holdings included the Olympia Brewing Company, Bellingham Bay Brewery, Salem Brewing Association, Acme Brewing Company, Pacific Coast Investment Company, hotel and personal property, and stock in the Olympia and Capital National Banks.

75. 'State Capitol Comment,' *State Capitol Recorder*, 26 September 1914.

76. 'Leopold F. Schmidt Sr. Dies in Bellingham Last Night; Funeral Sunday,' *Morning Olympian*, 25 September 1914; 'Leopold F. Schmidt Passes Away: Olympia Financier dies Suddenly in Bellingham,' *Morning Olympian*, 25 September 1914.

77. Woog, A. (2003) *Prohibition: Banning Alcohol*. San Diego: Lucent Books, pp.44, 47; Behr, E. (1996) *Prohibition: Thirteen Years that Changed America*. New York: Arcade Publishing, pp.38-39.

78. McGirr L. (2016), *The War on Alcohol: Prohibition and the Rise of the American State*. New York: W.W. Norton & Company, pp.10-11.

79. Schmidt, P. G. (1915) Annual Report. October, p.2; 'Prohibition Law Attacked by New Angle,' *Morning Olympian*, 2 September 1915.

80. In 1922, the property was sold to a paper mill that only operated for about a year in the late 1920s. It had other uses over the decades, but mostly sat vacant until the Olympia Brewing Company purchased it again in the mid-1960s and used it for storage. It was vacant again after the brewery's permanent closure in 2003. In April 2016, it was donated by current owner of the property (two other pre-prohibition structures and two more paper mill-era buildings still stand on the lot) to the City of Tumwater which has plans to rehabilitate the building. In the fall of 2017, volunteers boarded up the windows and added temporary roofs on the lower levels where the original wooden ones had been as temporary stop-gap measures while fundraising for the next phases of the project is completed. Although the future use of the building is still unknown, the City has plans to have it tie back to its historical roots and to allow public access to the building, which was listed on the National Register of Historic Places in 1978.

81. Olympia is now only sold in cans, but some beers are still sold in stubby bottles, usually called 'steinies.' OBC was

the first to produce this bottle. The first Stubby bottles were distributed in California at the end of 1935 and sold in the Northwest starting in 1936.

82. Schmidt, R.A. (1974) *Annual Message*. 9 April, p.2.

83. 'We're No. 6!' *On Tap*, employee newsletter, February 1977, p.2. By comparison, OBC was still rather small. In 1977 it sold just over 6.6 million barrels, when Anheuser-Busch, the largest brewer, produced 36.6 million.