

an essential part of making good beer. W. Diehl, proprietor of the Cleveland Brewers Supply Co., did a brisk business from his 317-521 Pearl Street headquarters.

At the 1912 convention, the Worswick Manufacturing Company provided a trade card featuring a comely school girl (Fig. 5). The reverse (Fig. 6) trumpeted a beer faucet and air pressure machine as "Pride of the West." This company was lead by J. R. Worswick, an Englishman by birth who had come to Cleveland in his early manhood. The company was located in two buildings on Water Street and employed 75

men — bookkeepers, clerks, skilled mechanics and laborer. Worswick's trade was said to extend throughout the Midwest and into Pennsylvania and Canada.

The Loew Manufacturing Co. of Cleveland was still another supplier to the brewing industry. Shown here is an ad for two of its inventions for assisting the brewmaster, including the Loew "Blitz-Blank" beer filter and the Loew "Magic" filtermass washer (Fig. 7).

This company was located at West 90th and Madison Avenue. Loew's made larger brewery machinery such as a



Figure 5



Figure 6

beer pasteurizer looming five stories high (Fig. 8). The company also had a beer-filling and capping machine (Fig. 9). The caption for this metal monster tells us that the two ladies running it were, at left, Mrs. Scandretti of Lakewood at the bottle filler and Mrs. Heckler of Rocky River at the capper.

With the humble beginning in 1898 as a blacksmith shop, Eureka

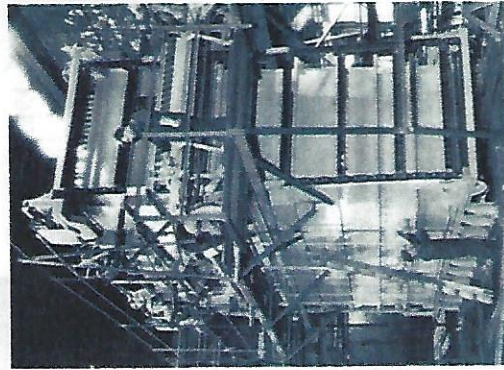


Figure 8

Machine Co., according to observers, quickly gained a reputation for quality, ingenuity and attention to detail. Its contribution to the breweries was an emphasis on the wooden barrels in which beer was transported. Eureka specialized in barrel sterilizing and coating machines. Shown here is its ad for equipment that would wash pitch out of a wooden barrel (Fig. 10). Apparently explosions were a constant danger in that process but the Eureka machine had "not a spark of fire."

One assumes that each of these Cleveland outfits displayed at the 1912 convention, vying with each other for brewery business. Although National Prohibition likely cut into their customer base and profits, some of them survived because their machines could be used to prepare, bottle and label other kinds of liquids, including soft drinks.

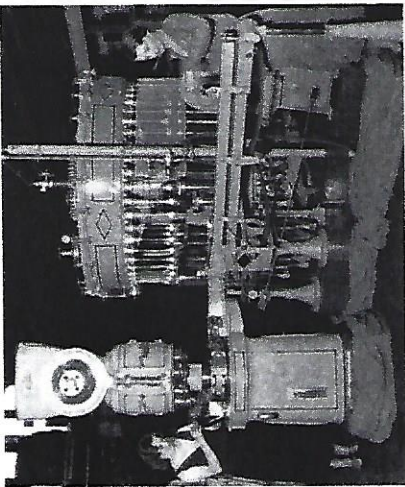


Figure 9

It has the Continuous Pick to Wash - Greatly reduces the
 Pick and out of a Pick
What Kind of Pick Remains in the Pickers?
 The process of pick is a continuous one. The pick is
 in the hopper and is kept in the hopper until it is
 picked. The pick is then washed and the temperature
 is kept above the temperature of 100° F. and pick.

Double and Single Branding Machines
 Pick Sprayers
 Single and double hand Pick Sprays for all sizes of
 Pick, Kegs, Thermometers, Scrubbing Machines, etc.
 We are the only firm that builds Super-Hesters.
Eureka Machine Co.
 124 VEGA AVE., S. W., CLEVELAND, O.

Figure 10

Illustrations:

- Fig. 1: Convection souvenir brush
- Fig. 2: Convection souvenir pocket mirror
- Fig. 3: Cleveland Brewery Supply Co. ad
- Fig. 4: Bung brush ad
- Fig. 5: Worswick "Little Girl" trade card
- Fig. 6: Trade card reverse
- Fig. 7: Loew ad
- Fig. 8: Photo: Loew pasteurizing machine
- Fig. 9: Photo: Loew bottle filler and capper
- Fig. 10: Eureka Machine Co. ad