

SATURDAY EVENING, JULY 15, 1911

THE SALT LAKE EVENING TELEGRAM

PAGE FIVE

# A TRIP THROUGH THE PLANT OF THE SALT LAKE CITY BREWING COMPANY

In Which Demonstrations Are Given to the Public as to the Making of Beer, From the Beginning to the Finished Product, Explained in Detail by a Uniformed Guide and Lecturer. From the Standpoint of Modern Machinery This Plant Is Not Exceeded by Any Brewery in the United States. The Popularity of American Beauty Beer Has Made It Necessary to Triple the Output of This Famous Beverage, Which Now Amounts to 90,000 Bottles Per Day, Taxing the Plant to the Utmost to Supply the Demand.

MANUFACTURING CONCERNS throughout the country long ago found that it is to their advantage to extend at all times a general and cordial invitation to visitors to inspect their plants, as by this courtesy they are enabled to demonstrate the quality of their products in a way that could not otherwise be accomplished. One of the large industries of the intermountain region that takes pleasure in showing visitors through the various departments of its establishment is the Salt Lake City Brewing Company, whose plant is located at Tenth East and Fifth South streets, and which is one of the principal places of interest to which visitors to the city are shown.

The Salt Lake City Brewing Company was established in 1871 by Mr. Jacob Moritz, who died about a year ago while in Europe. One of the illustrations on this page shows the old brewery building in the southeast. At the time this picture was taken Mr. Moritz was in charge of and is shown on the delivery wagon in left hand side of the picture. This brewery building, which contained the entire plant at that time, has been razed since then and the entire plant has been rebuilt. At the present time the plant occupies four large, modern structures.

The making of beer in America dates back to about 1637 and, as in

the manufacture of all other products, great strides have been made in the matter of improving the quality. As is generally known, malt and hops are the principal raw materials used in the brewing of beer, malt being a fungus formed of barley, which is put through a steeping and later a kiln-drying process in order to convert the grain into the proper form for brewing purposes. In the brewery the malt is first subjected to a process of softening, screening and blowing in order to separate all dust and other harmful matter therefrom, after which the grain is run through a roller crusher, when it is ready for the mashing process, in which nothing but the purest of sparkling spring water is used, and before using, this water is thoroughly boiled and filtered in order to make sure that it is absolutely pure. When the mashing process is completed the liquid is drawn off into large copper tanks or kettles in which it is boiled about four hours, at which stage of the brewing the sacchar of hops is added. The hops are weighed, put into canvas bags and placed in the kettle while the liquid is being boiled. Without hops the beer would be nothing more than fermented barley juice, could not be preserved any length of time, and would be lacking in flavor.

It would require considerably more space than is available here in order to give a detailed description of the entire process by which beer is made, and it will be sufficient in this instance to state that in the brewing of American Beauty Beer, after it has gone through the various processes, it is run into

large 6000-gallon storage tanks, where it is thoroughly aged. As revenue stamps are not used on bottled beer, all beer for bottling purposes is run from the storage tanks to other similar tanks in the bottling department of the plant. These latter tanks are provided with locks and can be tapped only at such times as the revenue inspector is present to collect the revenue. All of the tanks mentioned above are constructed of steel and lined throughout with a pure flint glass, fused into the steel at a high temperature, making the interior of the tank like a glass bottle. The fact that these tanks are glass-lined makes it comparatively easy to keep them in a clean and sanitary condition at all times.

The plant of the Salt Lake City Brewing Company is a model one in every respect, and especially so in regard to the equipment therein, which is the most up-to-date and modern procurable. All the equipment in these tanks has been washed and cleaned each time it has been used, and the average individual would be surprised at the great amount of care that is taken to keep everything in a thoroughly sanitary condition.

Before American Beauty Beer is bottled all bottles are thoroughly washed, brushed and washed, for which purpose the most modern machinery that it is possible to get has been installed. A reproduction of this bottle-washing machine is here shown. This machine is about 20 feet in length, 7 feet in height and 5 feet wide, has a capacity of 45,000 bottles per each 10 hours, on

75 bottles per minute, and is operated by one man. This machine brushes, cleans and thoroughly sterilizes the bottles inside and out. However, as a further precaution, each and every bottle is afterwards examined carefully in order to make sure that it is absolutely clean, and the bottles are then delivered to the bottling machine, immediately adjacent, where they are filled automatically. This bottling machine is likewise the most modern of its kind that has yet been devised, having a capacity of 80 pipes, or 75 quarts, per minute, and requires but one man to operate it. The bottles are placed in sockets, as indicated in the cut herewith, the body of the machine revolves and the bottles are automatically filled and then released on the right hand side.

The capping or crowning machine, where the bottles have been crowned, the bottled product is then subjected to a pasteurizing process, after which they are put through the labeling machines. These labeling machines are also of the latest design and both the neck and body labels are put on simultaneously. After the bottles have been labeled they are placed on the belt conveyor shown in two of the cuts herewith, which takes them to the packing department.

All kegs and barrels are subjected to the same rigid cleaning operations each time they are returned to the brewery for refilling, being washed by machinery and thoroughly cleaned inside and out in a manner that leaves nothing to be desired. There is a constant flow of work on the inside of all beer

kegs and barrels, for the double purpose of facilitating the cleaning operation and preventing the beer from obtaining any foreign flavor or other account of coming in contact with the wood, and this pitch coating is promptly renewed any time there is the least indication that it is required.

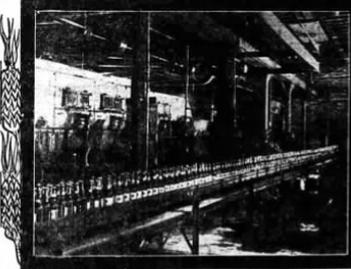
American Beauty Beer has become so popular that the last year it has been necessary for the Salt Lake City Brewing Company to triple the output of its plant, and at the present time it is necessary to work the plant to the utmost limit in order to supply the trade. The unusual popularity of American Beauty Beer is attributable to the fact that it is a beverage of exceptionally high quality, brewed from the very best of raw materials obtainable, in the most modern and sanitary plant in the west and one that is the equal of any in the country, under conditions that are ideal in every respect, and that it is bottled right in the brewery. This latter feature is one of great importance, and one that is not fully appreciated by a great many people. American Beauty Beer is bottled directly from glass-lined tanks, thereby preserving all the original aroma and sparkling qualities that tend to make it such an invigorating and health-giving beverage. In the case of beer shipped in kegs and barrels from distant points and then bottled for delivery to consumers, no difference how good it was originally, in the bottling process after



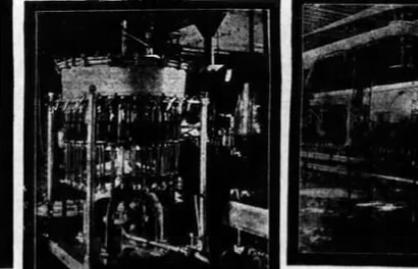
Plant of the Salt Lake City Brewing Company.

shipment it loses the greater portion of the very desirable qualities mentioned above; and in addition to this objection, such beer is usually bottled from the kegs, upon arrival at destination, in such a manner and under such unsanitary conditions that anyone witnessing the operation would not be particularly anxious to partake of it. And furthermore, American Beauty Beer is so carefully brewed that it will not deteriorate if kept on ice for an unusual length of time, and always comes from the bottles pure, clean and sparkling, and containing that pleasing and distinctive flavor on account of which it has become famous. Most beers lose their original quality if kept on ice for an unusual length of time.

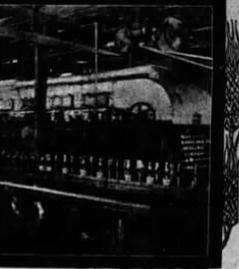
The plant of the Salt Lake City Brewing Company is one of the city of Salt Lake may well be proud of, and such of the residents of the city as are not familiar with the magnitude of this establishment should avail themselves of the standing invitation extended to all by this company to visit the brewery and inspect the workings thereof. It will be a surprise to a great many that this city contains such an enormous establishment of this kind, although they have previously known of the existence of the brewery, and a visit to the plant is well worth the time required. The plant can be reached by taking East Second South street or Mt. Olivet cars.



View of conveyor for taking bottled beer to packing department, with side view of the bottle-washing machine.



Side view of bottle-washing machine with belt conveyor in the foreground.



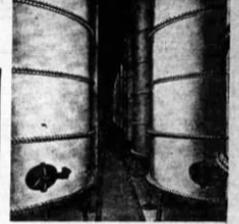
Automatic bottling machine. Capacity 90,000 bottles of beer per day.



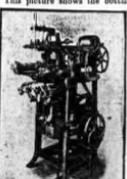
This picture shows the bottling house and general offices of the Salt Lake City Brewing Company.



Exterior view of the Salt Lake City Brewing Company's plant, showing brew house, stock house and wholesale shipping department.



This picture shows a few of the large, steel glass-lined storage tanks in which there is usually kept the heavy malt before being converted in the boiling house through process and general fermentation.



One of the bottle-labeling machines, which places neck and body labels on bottles in one operation, at the rate of 90,000 bottles per day.



One of the men operating the bottle-washing machine.