



A magnificent 1905 calendar — 1905 was a momentous year for the brewery; it was the year of its 50th anniversary, and it was the year that all three of Samuel Liebmann's sons retired. The wide street in front of the brewery was Bremen Street. It is no longer a through street, having been blocked off and made part of the brewery complex years ago.

RHEINGOLD BREWERIES, INC.

36 Forrest St.

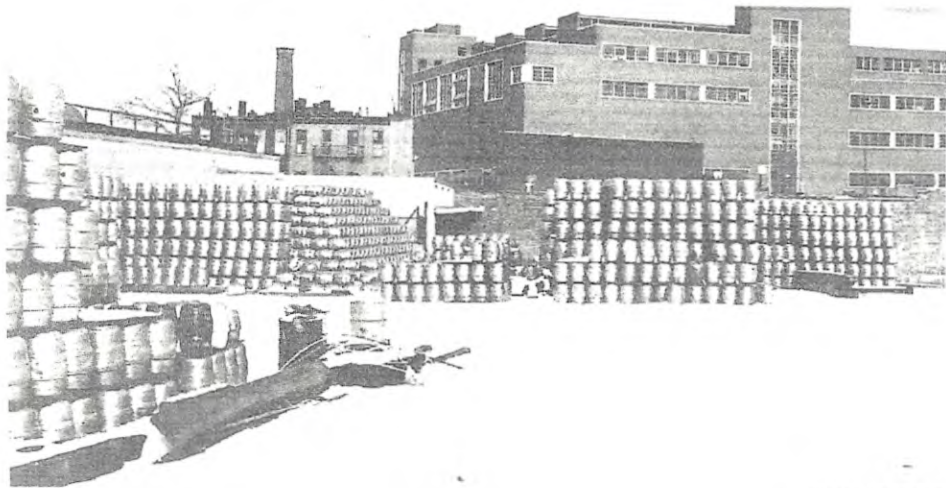
To Rheingold goes the very distinct honor of having brewed longer in Brooklyn than any other company — 121 years, and 120 of them at the same location on Forrest Street, just off Bushwick Avenue.

Long before there was ever a Rheingold Breweries, or even a brand named Rheingold, however, there was Liebmann. In fact, the story of Rheingold starts in 1799, the year Samuel Liebmann was born in Aufhausen, Wurtemberg, Germany. Samuel received a good education from his father and then carried on, for the first 41 years of his life, the agricultural tradition that was so much a part of Wurtemberg. In 1840, though, Liebmann ceased farming and bought a combination brewery and inn in Ludwigsburg, near Stuttgart. He was a most successful brewer and his beer acquired quite a reputation in the area. Because of this reputation for good beer the royal soldiers of the region made Liebmann's brewery and inn their unofficial headquarters. And it was this patronage from the soldiers that, indirectly, lead to Samuel Liebmann's decision to emigrate to the United States. The reigning monarch in Germany at the time was the dictatorial William I. It is not surprising, then, that William clashed with much of the citizenry of Wurtemberg, who were anxious for increased personal liberty and freedom. Chief among those who favored increased freedom was Liebmann, a fact which didn't set well with the King at all. Finally, as Liebmann became more and more outspoken in his views, William I forbade his troops to frequent Liebmann's inn or even drink his beer.

After several years of such privation and hostility Lieb-



"Not all the beer got delivered" should be the caption for this old time Liebmans truck photo. You were never thirsty when you worked for a brewery!



Idle kegs

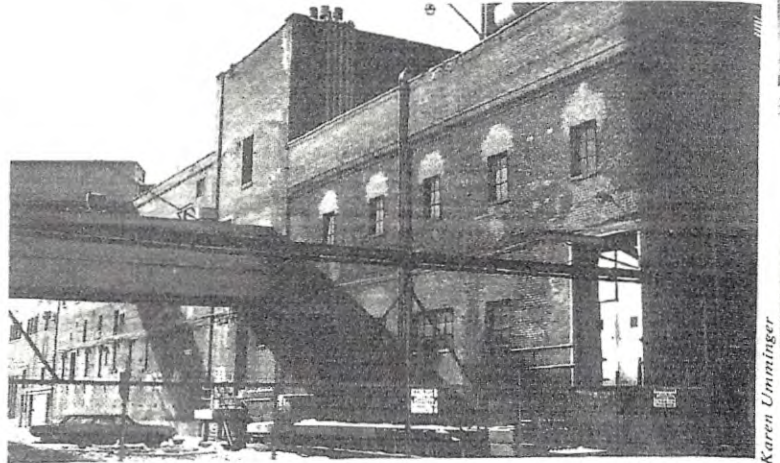
On these two pages are numerous different photographs of the Forrest Street plant taken in January of 1976, its last month of actual operation as a brewery.

mann sent his oldest son, Joseph, to America to determine the best site for a brewery. In the autumn of 1854, Samuel Liebmann, his wife Sarah, and their other five children left for the United States. They landed in Philadelphia where they were met by Joseph who lead them to New York. So anxious was Samuel Liebmann to get back to brewing that, within a week of arriving in New York, he'd already rented a small brewery on Mese-rolle Street in Williamsburgh. This was just a stepping stone, however, for in less than a year's time Liebmann and his sons Joseph, Heinrich (or Henry) and Charles purchased a large site on Forrest Street, in what was then Bushwick, where they constructed their own brand new brewery. Working as a team, the father and his three sons were successful, probably beyond their fondest expectations. Samuel retired in 1868, and passed away at his home in Williamsburgh on November 21, 1872. By that time the company was so well established that the three sons were very capable of continuing the tradition of excellence established by their father. Only one change was made: the company name was altered to S. Liebmann's Sons, a name that would remain in use until 1924.

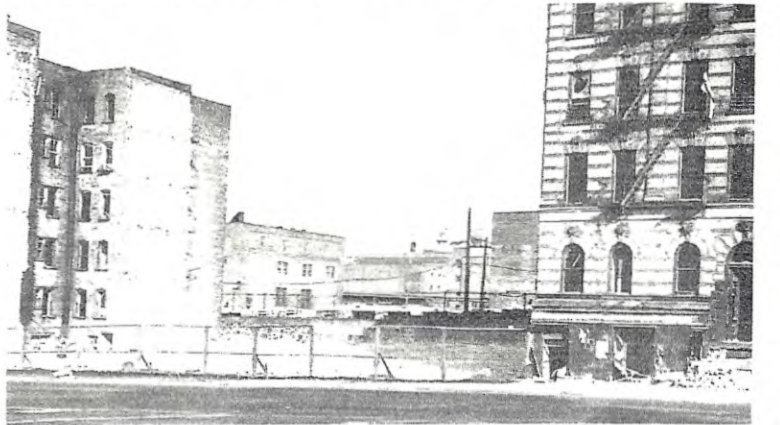
The three brothers complemented each other nicely: Joseph was the financial genius of the family; Heinrich was the man in charge of the actual brewing process; Charles was the engineer and architect. In 1905, the company's 50th anniversary on Forrest Street, the three brothers simultaneously retired and turned the operation of the brewery over to two



Karen Ummlinger



Interior of brewery complex; the plant covered 27 acres.



Desolation of surrounding neighborhood



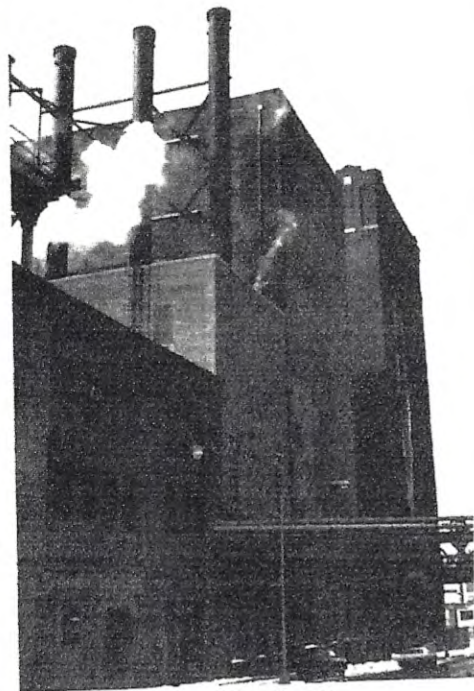
Entrance to office



Bottling plant (see if you can find this building in the 1905 scene)



Desolation



Back of plant, from White Street



Idle trucks



Rheingold was first canned in April of 1936 and, as with most beers, has seen numerous label changes through the years. Pictured here in front of the 1905 view of the brewery are, left to right: The first can design, used in 1936 and early 1937; the design that was used from 1938 to 1948; Scotch Ale can in use from 1948 to 1950; earliest buck can, used in 1936 and 1937; and a short-lived Scotch Ale can put out by the brewery in 1937.

sons of each. This, of course, was the traditional father-to-son business succession that was responsible for so many brewing successes in the United States, and it seemed to work especially well at Liebmann. The six grandchildren of the company's founder (David, Adolph, Samuel, Charles, Julius and Alfred) met daily, generally over lunch, to discuss and decide upon all aspects of the business. In this way each was kept posted in all areas, and each brother/cousin could spell each other brother/cousin as necessary.

Liebmann's sales grew almost by leaps and bounds. From 2,000 barrels in 1855, sales increased to 39,000 barrels in 1877, 57,000 barrels in 1879 and over 200,000 barrels by the very early 1900's. The brewery absorbed neighboring brewers John P. Schoenewald in 1878, and Claus-Lipsius in 1902. A fine tasting lager was the major reason behind all this growth, of course, but progressive thinking on the part of the Liebmanns also played a big role. Liebmann pioneered in artificial refrigeration and was also the first Brooklyn brewery with its own laboratory.

Under the leadership of Samuel's grandsons, especially Julius and Alfred, the brewery successfully remained open, brewing near beer, during Prohibition. In 1924 S. Liebmann's Sons absorbed its last remaining

FOUR ADS OF THE RECENTLY-LAUNCHED LIEBMAN RHEINGOLD CAMPAIGN

Our mail got too heavy



SO WE PUT RHEINGOLD IN MODERN CANS

So many folks wrote in to say Rheingold was their favorite beer and wouldn't we please put it up in those new cans so it wouldn't take up so much room in the ice box and so they could get it cold quickly and so they wouldn't have any empty bottles to return. So what could we do but oblige them?



Bottles too!



The old timers weren't so hot. They kept cool by drinking cold Rheingold. Why don't you?

Cold Rheingold that's good beer



A PITCHER OF WHAT IT TAKES
If your partner gets hot under the collar because you tramped his ice, cool his temper with
Cold Rheingold
that's good beer

The old way and the new



It was a sure sign of summer in "little old New York" to see the good people "rushing the growler" of Rheingold from the beer taps to their homes. Today folks who want brewery fresh Rheingold—buy it in those convenient easy-to-chill modern cans.



Bottles too!

A May of 1936 trade publication ad that announced to the brewing community that Rheingold was now in cans as well as bottles and draft. Liebmann had converted to stubby bottles first, in late 1935, but soon realized that cans were not the lard some people predicted, and wisely decided to add cans to their packaging mix

Miss RHEINGOLD

There is no doubt about it: of all the promotions and advertising campaigns undertaken by all of New York's breweries during all of their years of operation, Liebmann's annual Miss Rheingold contest was the best-received and the best-remembered. The contest was started in 1940, but was not actually a true contest that year because the winner, radio and movie personality Jinx Falkenburg, was selected by the brewery rather than being elected by popular vote. For the next 24 years, however, each year's Miss Rheingold was most definitely elected by popular vote. And New Yorkers (and New Jerseyites and Connecticut Yankees, as well) did vote. The Miss Rheingold contest was traditionally second only to the presidential election in terms of ballots cast!

Virtually every tavern, delicatessen, and grocery store (over 35,000 of them) in the New York area served as an election booth. The only difference between the contest and a "real election" was that you didn't have to be a registered voter (or a registered Rheingold drinker, either, for that matter) and you could vote as often as you pleased. In fact, if a person had the conviction, he or she could fill out ballots by the hour. But there was nothing really wrong with that — it paid to exercise your full voting rights because you were going to live (figuratively speaking, of course) with the winner all year. On billboards, on television, in magazines and in person the winning contestant was on view everywhere during the year of her reign.

The Miss Rheingold contest gave the brewery tremendous publicity all through the 1940's and 1950's. By the early 1960's, however, interest on the part of the public appeared to be decreasing. As a result, the last actual contest was held in 1964. There was also a Miss Rheingold, Sharon Vaughn, for 1965. But, as with the start of it all back in 1940, she was selected rather than elected. After 26 years an advertising idea that had turned into a very real New York City tradition was ended.

neighbor, Obermeyer and Liebmann, and, at the same time, changed the corporate name to Liebmann Breweries, Inc.

After Prohibition it, naturally, was back to beer again for Liebmann. The 1930's and 1940's were good years for the brewery, so good in fact that management decided to branch out. Unlike several of its competitors, Liebmann had not elected to establish branch plants in the period immediately following Repeal. In the postwar years, however, management's thinking changed considerably. The first purchase, in May of 1947, was the former John Eichler Brewing Co. plant at 3582 Third Avenue in the Bronx. Three years later, in November of 1950, a second metropolitan area plant was added as Liebmann announced the purchase of the Trommer's facility in Orange, N.J. Bigger plans were in the offing, however. Liebmann's distribution had always been limited largely to the outer reaches of greater New York.* Therefore, it was quite an event when Liebmann bought not one, but two, California breweries in early 1954. One of the plants was in San Francisco and one was in Los Angeles. Both had

*Although the company had also developed a thriving overseas market as well, with Hong Kong, Thailand, the West Indies, Dominican Republic and Puerto Rico especially fond of Rheingold.



Barbara Wilson



Grace Brown



Jean Moorhead



Nancy Woodruff



Susan Alexander



Stephanie Griffin

Vote now... Elect Miss Rheingold 1955!

Pick your favorite from these six lovely girls and vote for her at ballot boxes in Rheingold stores and taverns everywhere!

Which pretty girl do you like the best? Take a good look! These six charming candidates were chosen from among hundreds of lovely models by The Miss Rheingold Election Committee — at taprooms in New York and California. Now it's election time again... and up to you!

Yes, the voting is going on now, wherever Rheingold Extra Dry is sold. So take part in this famous tradition — the second largest election in these United States. Vote for your favorite!

What the winner wins

The lucky girl you elect Miss Rheingold 1955 will receive a contract worth \$50,000 (a prize of \$20,000 plus \$40,000 in fees), plus free trips to Hollywood and Puerto Rico. You'll be seeing her in Rheingold advertising wherever

you go... she'll be one of the most photographed girls in the entire country!

Over 35,000 ballot boxes

Get your friends to vote! You'll find ballot boxes in every Rheingold store and tavern more than 35,000 friendly Rheingold dealers in the metropolitan area alone.

Your votes decide

Every vote counts! Ballots are checked by an independent review organization that certifies the accuracy of the final tabulation. Your vote and the votes of your friends can help elect your favorite!

So choose your favorite again this year — just as you've chosen Rheingold Extra Dry your favorite beer. You've made Rheingold the

largest-selling lager beer in the East, because you know it's best as beer should taste.

Choose your favorite — and vote!

New York's original Extra Dry beer, brewed by Liebmann Breweries, Inc., makes beverages far more than 117 years old.



The way it was back in 1955. Read the instructions, decide your favorite, and then run on down to your local taproom and cast 45 or so ballots! Nancy Woodruff is the winner that year, and when you were a Miss Rheingold you won big — a \$20,000 cash prize, plus \$30,000 in modeling fees and numerous all-expenses paid publicity trips.



EXTRA DRY!



"Season's Greetings"



MISS ELISE GAMMON, Miss Rheingold 1951



You can always rely on it...
It's beer as beer should taste.

Every glass of Rheingold is always exactly like the one before it - that's why you know it. New Yorkers know that Rheingold Extra Dry isn't just a slogan - that's why they're proud to let it tell the rest of the world!

BREWED BY Liebmans Breweries, PHILADELPHIA, PA. 19104

Elise Gammon (1951)

Anne Hogan (1952)

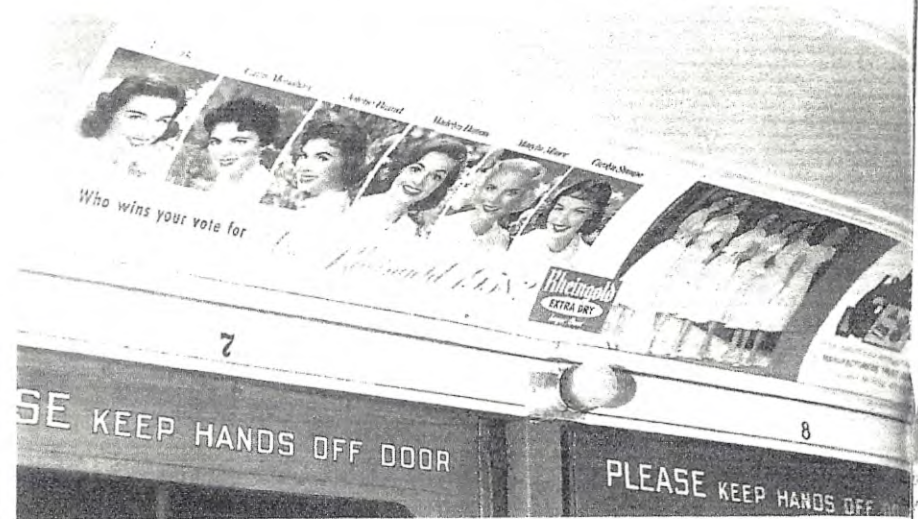
Shown here are four Miss Rheingolds from the early 1950's. During "her year" Miss Rheingold was one of the most photographed women in the world, appearing in dozens of magazines, and advertisements everywhere.

been owned by Acme Breweries. Rheingold continued to brew Acme Gold Label Beer and Acme Bull Dog Ale in San Francisco (although they changed the name of the brewery to the California Brewing Co.), but brewed only Rheingold in Los Angeles (and accordingly changed the plant's name to the Rheingold Brewing Co.).

Thus, from its one original plant in 1947, Liebmann had jumped to five plants seven years later. Five plants, incidentally, gave Rheingold more breweries at the time than Anheuser-Busch, Schlitz, Pabst or Miller. Only Falstaff, with six plants in operation, exceeded Liebmann.

Liebmann brewed at all five plants for four years, until 1957. In that year it divested itself of the Los Angeles plant. Two years later Liebmann got out of California by selling its San Francisco plant. Then, in 1961, the old Eichler plant was also closed down, leaving but two plants, one in Brooklyn and one in Orange, N.J.

The 1960's were a decade of transition for Liebmann. First, in 1964,



"Who wins your vote for Miss Rheingold 1958?" asks this subway poster. If the answer was Madelyn Darrow you were a winner.



Mary Austin (1953)

Adrienne Garrett (1954)

MISS RHEINGOLD PHOTO QUIZ

How many Miss Rheingolds can you name?



(Answers on other side)

Unless you were a real Miss Rheingold enthusiast chances are you'd guess only one or two of these winners correctly. Starting with the top row and going left to right, the first 20 Miss Rheingolds are: Jinx Falkenburg; Ruth Ownbey; Nancy Drake; Sonia Gover; Jane House; Pat Boyd; Rita Daigle; Michaele Fallon; Pat Quinlan; Pat McElroy; Pat Burrage; Elise Gammon; Anne Hogan; Mary Austin; Adrienne Garrett; Nancy Woodruff; Hillie Merritt; Margie McNally; Madelyn Darrow; and Robbin Bain. Winners not pictured here were: (1960) Emily Banks; (1961) Janet Mick; (1962) Kathy Kersh; (1963) Loretta Rissell; (1964) Celeste Yarnall; and (1965) Sharon Vaughn.

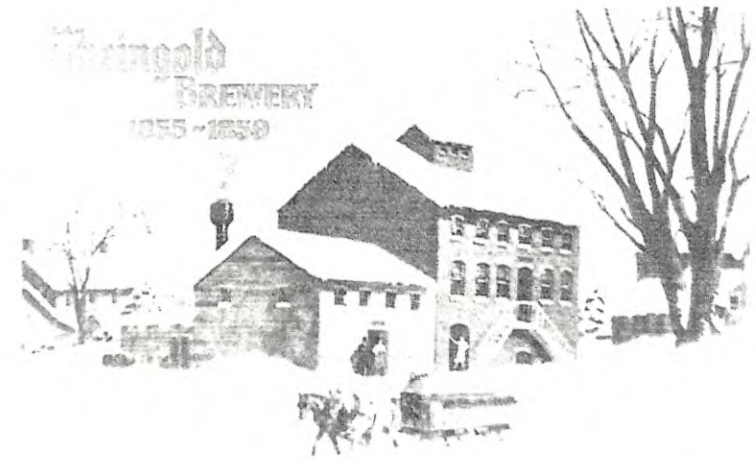


1957 was a special year for can collectors — because it was the year that Liebmann issued its very attractive and very collectible set featuring that year's six contestants. On display here are the six, with the winner, Margie McNally, sitting pretty on the right-most can. In the background is a poster of Mary Austin, Miss Rheingold of 1953.

Although she lost to Margie McNally in 1957, Diane Baker was probably the most successful of all Miss Rheingold contestants. Two years after the contest, in 1959, she made her film debut in "The Diary of Anne Frank." She's since appeared in numerous other movies, including "The Prize," "Straightjacket," and "Mirage."

A blob top bottle from the days when Liebmann's beer was known as just Liebmann's beer — and a small book on Wagner's Opera, "Das Rheingold", that inadvertently gave Rheingold beer its name. Actually, there have been several different Rheingold brands, just as there have been several different stories as to how THE Rheingold (Brooklyn's Rheingold!) acquired its name. The most logical story has it that circa 1885 David Liebmann, grandson of Samuel and a real opera lover, paid tribute to Anton Seidel, head of the Metropolitan Opera Company, with a banquet. In honor of the occasion a special beer was brewed, and because the last performance of the season happened to be "Das Rheingold" the beer was named "Rheingold." As it was a special brew there were no plans to market the beer commercially, but

Rheingold, and its special golden color, were so enthusiastically received at the banquet that David Liebmann decided it very definitely should be added to the brewery's product line. The Brooklyn beer-drinking public reacted just as enthusiastically, and it was not long before Rheingold became Liebmann's leading brand and best seller.



This was the brewery's Christmas card in 1972. Featured is an artist's rendition of Samuel Liebmann's humble beginnings on Forrest Street.

Headquarters of the
Evergreen Board of Trade

Telephone 889 E. Bushwick

CHAS. HAUSLEIN'S
Linden Park and Casino
 Formerly FRITZ LOEBER
 WASHINGTON and CYPRESS AVENUES
 EVERGREEN, L. I.

Large Hall with Stage for Ball, and Parties New Bowling Alleys
 Books Now Open S. Liebmann's Sons Extra Lager Beer on Draught

Take Cypress Hills Car from Ridgewood Depot, Stop at R. R. Crossing

Just a short trolley car ride and you could be at Chas. Hauslein's Linden Park and Casino in Evergreen. The Linden Park featured Liebmann's lager on draught.

the brewery ceased being Liebmann; the family sold the company to PUB (Pepsi-Cola United Bottlers, Inc.) and the name of the firm was changed to Rheingold Breweries, Inc. Secondly, the brewery enjoyed its peak sales years. In 1965 Rheingold was the eighth largest brewer in the nation, with sales of 4,236,000 barrels. The problem with being at your peak, however, is that there's always the other side of the mountain when things — in this case, sales — start to go down. Rheingold, faced with an ever-aging plant and ever-increasing labor costs, slipped to 3,840,000 barrels in 1966. 1967 saw 3,582,000, and by 1968 the figure was down to 3,306,000 barrels. Under the guidance of newly elected President Theodore Rosenak, sales turned upward again in 1969, 1970 and 1971. However, this was but a temporary upsurge; by 1972 sales stood at 3,150,000, precariously close to dropping below 3,000,000 barrels. And, among United States brewers, the company had dropped from eighth place in sales to 14th place. It was at this time, early 1973, that PepsiCo, Inc. was able to gain a controlling interest in Rheingold.

In the four years since PepsiCo gained control Rheingold has probably been in the news more often than was true in its previous 119 years of existence. The news has generally been bad, however, and to best chronicle the events that lead to the final closing of the Brooklyn plant in 1976 it

THE LARGEST BOTTLING ESTABLISHMENT IN THE EAST

RHEINGOLD

S. LIEBMAN'S SONS

WURZBURGER

None Better at Any Price

PER CASE OF 24 PINTS

AT ALL DEALERS IN NEW YORK AND VICINITY



Better Homes and Gardens and Betty Crocker need not fear, but S. Liebmann's Sons once issued a cookbook. Published in 1906, the book, surprisingly, did not feature recipes that called for beer or ale.

At \$1.00 per case of 24 pints it's no wonder that Liebmann had "The Largest Bottling Establishment in the East"! Actually this is an ad from 1908, back when most all beer sold for about the same low price. However, as today's prices are getting very close to \$2.00 for a six-pack of 12-ounce bottles or cans, this advertisement does a good job of dramatizing inflation.

seemed best to list the highlights of the newspaper stories pertaining to Rheingold:

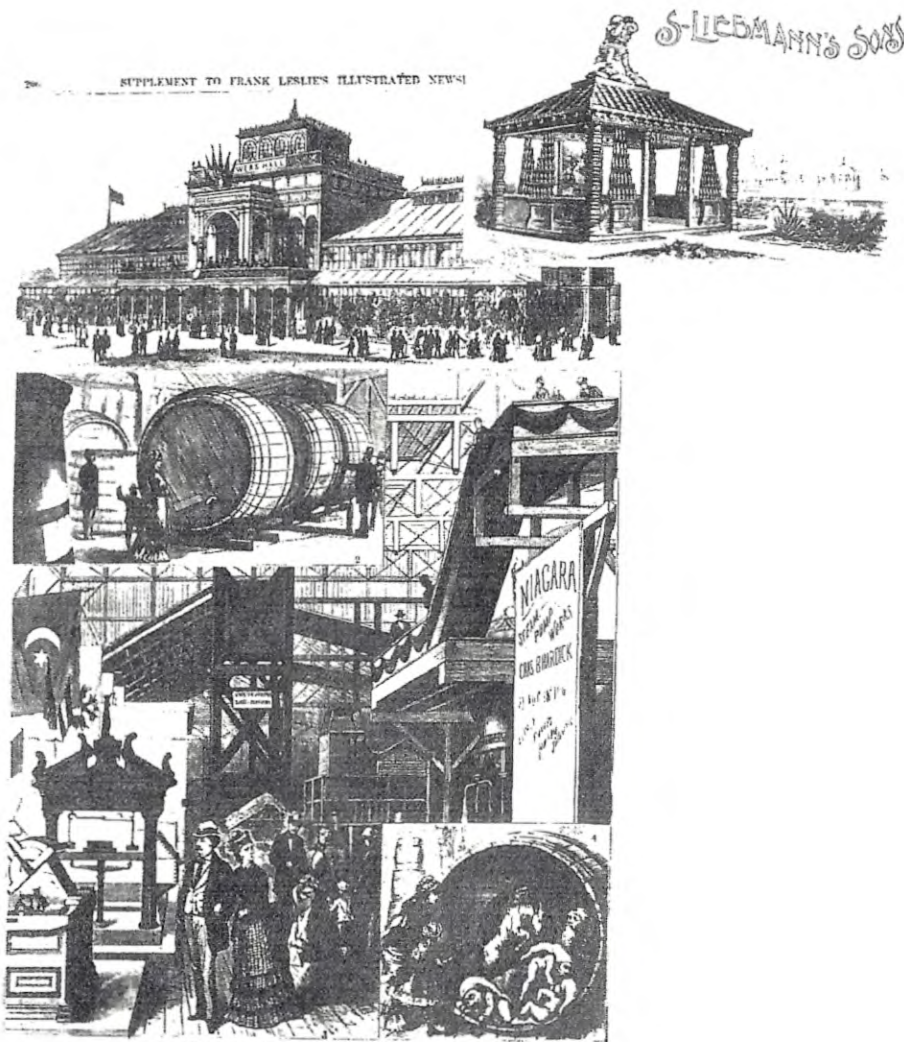
February, 1973 - PepsiCo, Inc., America's second largest producer of soft drinks, gains control of the Rheingold Corp. by purchasing 83% of Rheingold's common stock at a cost of \$57,000,000. Industry observers feel certain that PepsiCo's only real interest is in the very profitable soft drink operations that Rheingold owns. Included in these operations are the world's largest chain of independent Pepsi-Cola bottlers. These bottling franchises are in California, Florida, Mexico and Puerto Rico, and products include Pepsi, Dr. Pepper, Hires and 7-UP.

January, 1974 - PepsiCo stops production at Rheingold's Brooklyn plant, stating that the Brooklyn operation lost \$8,000,000 in 1973 and would, if kept open, lose \$15,000,000 in 1974.

Rheingold's two other facilities (Orange, N.J. and New Bedford, Mass.) were said to be breakeven or marginally profitable. However, with 70% of Rheingold's total output at the Brooklyn plant, the overall Rheingold beer operations were said to be heavily in the red. In addition to ceasing production, PepsiCo also poured over 100,000 gallons of Rheingold into the East River, claiming it would be too costly to finish processing and packaging the beer.

Week of January 19, 1974 - Teamster union counsel I. Philip Sipser, on behalf of Rheingold's 1,500 Brooklyn employees, files an antitrust suit against PepsiCo, Inc. in N.Y. Federal Court. Sipser asks for an injunction to prevent the closing of the plant, contests the legality of PepsiCo's control of Rheingold, and seeks \$600,000,000 in treble damages to the workers and their two teamster locals.

February 1, 1974 - Rheingold's Brooklyn plant is officially closed.



In 1876 our Nation was celebrating its 100th birthday — and Liebmann was celebrating being the largest brewery in Brooklyn. From 2,000 barrels of lager in its first year of operation, the brewery had grown to the point where it was approaching sales of 40,000 barrels per year. Shown here are the Brewers' Hall at Philadelphia's Centennial Exposition and (upper right) the Liebmann display at the Exposition. Liebmann was justly proud that its bottled lager earned a High Award; the Exposition's judges commented that the beer was "Perfect in brightness; excellent in taste and flavor."