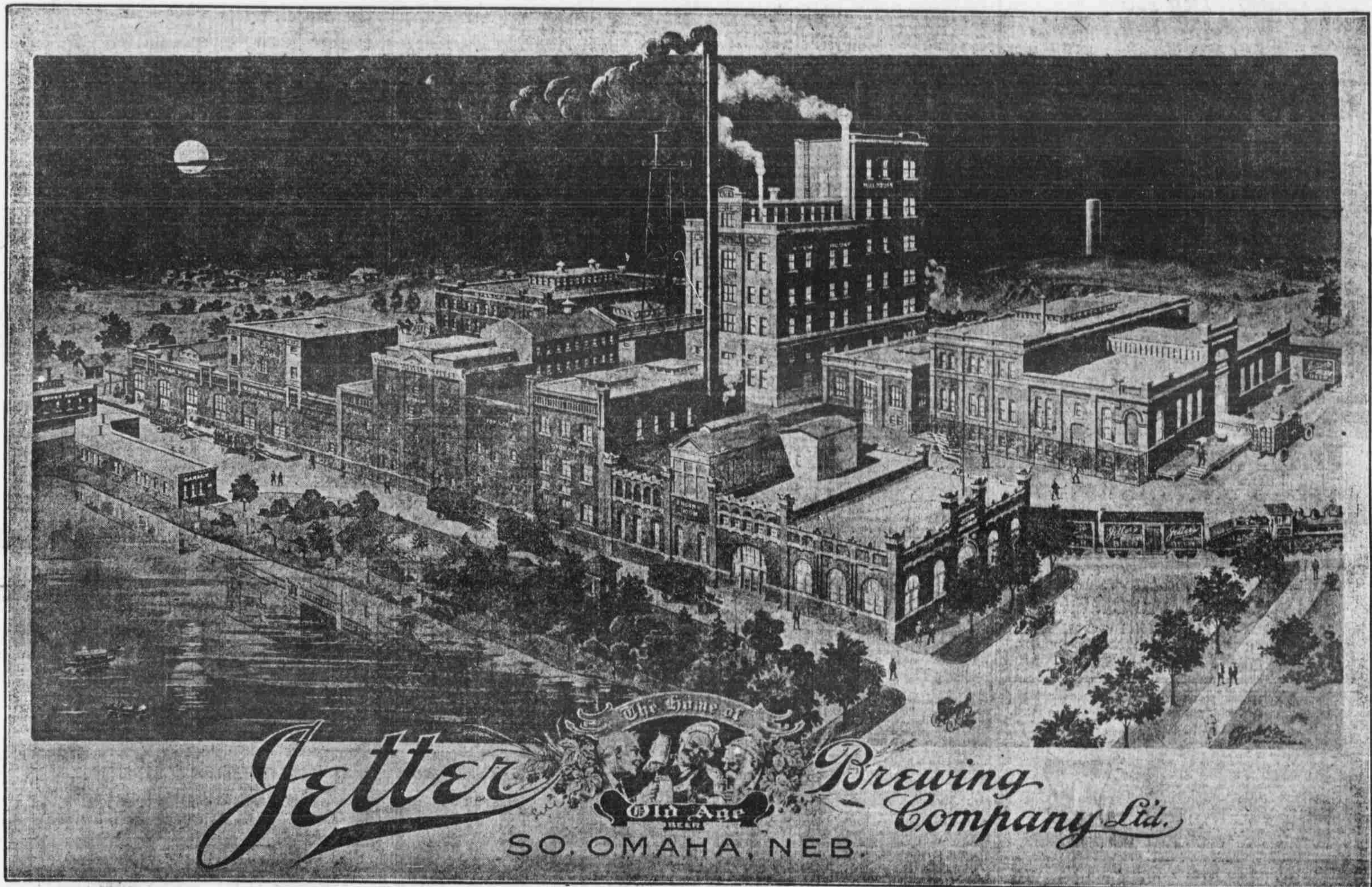


THE JETTER BREWING CO., Ltd.

MANUFACTURERS OF

"Old Age" and "Gold Top" Beer

Visitors to Ak-Sar-Ben Are Cordially Invited to Inspect Our Most Thorough and Modern Plant. Your Visit Will Be Both Interesting and Educational



Jetter's Brewery at South Omaha is Showing Steady, Marvelous Growth

J. M. "Martin" Jetter heads the largest single enterprise in the Magic City, with the exception of the packing houses and the stock yards. The enterprise is the Jetter Brewing Company, Limited, which is located at Twenty-seventh and Y streets in South Omaha. Ranging over an acreage of more than three acres, the Jetter Brewing Company, Limited, will run well beyond the half million mark if you value it in dollars and cents. Modern to the last degree it is equipped with the very latest devices in handling the ingredients that go to make up the well known "Old Age Brew," of which the management is so proud.

The Jetter Brewing Company is more than twenty-seven years old and was founded by Balthas Jetter, on land now occupied by the packing houses. At that time the land was part of the Walker farm, which Jetter had bought after leaving his position in an Omaha brewery located on Pearce street. On April 12, 1887, Balthas Jetter turned out the first draught of beer from the new plant. In those days methods were primitive and many of the men, who helped make the beer went out to assist in the sale of it. The capacity of the old plant was measured in gallons rather than barrels and at present hard work and long hours as a gradual appreciation of the brew made by the Jetters finally opened up the market and the plant began to take on improvements.

Land Bought Early.
When the packing houses came, the land at Twenty-seventh and Y streets was purchased and here the foundations of the new brewery were laid. Gradually they have expanded from a brewhouse of modest dimensions to one of the best equipped and most spacious

breweries west of Chicago. The meagre output of the early days has now grown to a capacity of 14,000 barrels storage.

Old Balthas Jetter, the founder of the plant, is no longer at the head of the business. On April 20, last, just twenty-seven years to a day, from the time he opened his plant on the Walker farm, he retired independently rich. The business was taken over and reorganized under his nephew, Martin Jetter, who for many years has been the assistant and active head of the brewery. The consideration for the surrender of his place at the head of the company brought Balthas Jetter something in the neighborhood of \$100,000, which does not include his stock.

Martin Jetter, the present head, is the builder and the organizer.

As a young man he engaged in packing house work and was one of the first city salesmen of Swift and company. Later his uncle persuaded him to undertake the marketing of the Jetter beer. Young Martin threw himself into the work with enthusiasm and purpose. Quietly he pushed the product of the old plant. Gradually he extended its market from a local distribution to a large export trade. He grasped the value of advertising his idea being to bring the product before the people. To this end he has made a special feature of a modern plant with the most sanitary equipment.

Martin Jetter Takes Charge.
For a number of years before his retirement, Balthas Jetter, the former head of the plant, gradually turned the active management of the business to Martin Jetter, so that when the retirement of Balthas Jetter, the founder of the plant, was born in Essen, Germany. He

was of that sturdy stock, well balanced business pioneers, to which belonged such men as Adolphus Busch, founder of the great Anheuser-Busch plant of St. Louis.

The present head of the Jetter Brewing Company is a second edition of the former president with the additional virtues of the American business man. Few men will tell of getting the better of Martin Jetter in a business deal. As an organizer and advertiser the Jetter plant stands as a monument to him. He took the position that advertising on paper should correspond to the facts. When the engraver, who made the above cut underlook to add a few fringes and art decorations in the way of buildings that did not exist, Martin Jetter ordered the picture changed. "Make it like the plant," he said. And the picture is just like the plant. The new brewery covers three and one-half acres of land in the southwest section of South Omaha. It includes every thing that goes to make up a modern brewing plant and a number of things that are not generally considered necessary to such a plant. For instance, there is a magnificent lake situated along the entire south side of the brewery. This lake has been deepened and beautified and is filled with fish. Here the Jetter workmen, who number as high as 100, can come with their families on holidays and picnic on the banks of the lake or if they prefer, they may swim or boat or even fish for there is much fish in the lake. In close proximity to the lake is a garage built after the manner of a railroad roundhouse. Every truck and every machine belonging to the plant are housed in this garage, each in its separate compartment. A machanician's room is part of the equipment so that the big trucks can be fixed without delay.

In deference to the demands of rapid

delivery, the Jetter company has come to use motor power almost exclusively. Seven large trucks supply the local trade, while a dozen lighter cars are used in other departments. Only seven teams are now kept in the stable house.

Know How to Brew Beer.
But to know the Jetter Brewing Company thoroughly you must know Fred Drew, the vice president, and August Radzweit, the secretary. Fred Drew is a native German and he learned the brewing trade in Germany. He knows it from beginning to end. With Drew, beer making is an art. He has a special desk in the new brew house and there he sits while the brewers are making the famous "Jetter's Old Age." That is the pride of Drew's old age, for he is no longer young. The secret of the Old Age beer is his secret. He and Balthas Jetter, former head of the Jetter Brewing Company, spent many months in Germany studying and working on the Old Age brew. It is patterned after the old German Munchen style, being a heavier draught than the usual domestic beers. The Old Age brew is different from the ordinary brew in that it is a double brew. In the great copper kettles, which cost the plant \$20,000 to install, occurs the fermentation from the ingredients of his secret recipe. An artesian well of 1,817 feet was driven especially to obtain the right kind of water. From this well there is a flow of 400 gallons a minute. Bohemian hops are used in the brew, and many extracts, but of this Drew will not speak. That is the secret of Old Age.

Drew has been with the Jetters for twenty-five years. He is taciturn almost to a fault unless you know him, then he opens up into a most interesting character. Together with Martin Jetter, the head of the company, he has watched the plant grow from two or three little storage buildings to a six-story mill house and a five-story brew house. From a total capacity of a few hundred barrels he has seen a plant spring up whose capacity is 100,000 barrels and whose annual output is 50,000 barrels.

Must Be Clean.
Everything in the manufacture of Old Age must be immaculately clean. In the

brewhouse and in the millhouse you are reminded of the cleanly homes of the old Germans of the Rhine. Everything is severely orderly and everything is severely clean. Drew sees to that. The millhouse, where the hops are stored, is kept cooled by an artificial cooling system. The floors and walls are of concrete and steel and no vermin can find entrance.

When the management realized the value of the methods pursued in making Old Age, they extended it to the whole plant, and to all the beer made there. Glass enameled vats have been steadily displacing the old wooden vats used in most breweries. Jetter thinks that glass enameled vats keep the beer from any taint of wooden mould and the woody taste that sometimes is noticed on beer. Each of these glass enameled vats holds from 200 to 300 barrels of beer. After the beer has aged sufficiently it is drawn off over pipes ranging from fire heat to extreme frigidity. Over these pipes the beer flows slowly, then through other conductors into the big vats, where it stands anywhere from six weeks to eight months. You cannot get beer out of the Jetter cellar under six weeks no matter what the weather or conditions. The time of draught is dependent upon the weather. In some weather the beer ages more quickly than at other times. When the Old Age is ready to be drawn off it is sent through a special chemical process which puts the foam and gives it the tang that is just right. Then it goes down into the bottling works or into the room where it is drawn into barrels for saloon trade.

Like Imported Beer.
Old Age is less than two years old—that is, it is less than two years since the beer was put on the market. Jetter had been working on it for years. The idea was to give the people an American beer that would have all the benefits and perfections of the imported beer and yet be within the reach of the common trade.

German imported beer is high priced after it has been imported and stored and shipped about the United States. But German beer is acknowledged to have the advantage over American brews. It

was to meet this condition that Drew and Balthas Jetter worked out the secret of Jetter's Old Age beer.

When the beer was first put on the market Martin Jetter pushed it as something out of the ordinary. Its success was almost phenomenal. Demand for the brew increased and gradually the amount made at the local house is reducing the amount of lighter draught beer manufactured there. The Old Age brand has the virtue of being a domestic beer; in the sense that it is adapted to home consumption, it is heavier, has more body and does not appear to affect the one drinking it in the same manner as lighter beers.

Is Sold Everywhere.
Jetter beer is marketed the country over and has a small export trade. Its special market is in the states of South Dakota, Iowa, Colorado and Wyoming. From its ice manufacturing plant the Jetter Brewing Company refrigerates its own immense plant and turns out about 18 tons of ice per day. This is shipped to the storage stations of the plant located in the states above mentioned. Special refrigerator cars, the property of the Jetter Brewing Company, carry the product of the local plant to its most distant storage room and distributing station.

When an order is given the beer is drawn from the great cellars and by an automatic air machine pumped into the barrels and made ready for shipment. A special machine draws every bit of air out of the barrels. The barrels themselves have been painted and washed and every smallest trace of mould or cork is removed from the inside before the beer is put into them. Indeed a fire brand is used to explore the interior of the barrel before it is finally made ready for the filling room. The filling machine can fill seventy barrels per minute without losing more than a few drops of beer.

Bottles Are Sterilized.
When the barrels are filled they are automatically rolled into the stamping room and on out to the refrigerator cars which take them through the country to the final markets. If the order is for bottled beer and particularly for Old Age, the draught is made in a different department. The bottles are ster-

ilized again and again. Then ranged in a circular machine, the beer is poured into them and they are covered with the sanitary Gold Top. A revolving table carries them now corked to a machine which places the labels on them. Gradually they are pushed out to the packing boxes. In all of this work the men of the plant never touch the beer or the bottles. Everything is automatic. Everything is sanitary.

Many Men Employed.
While the Jetter Brewing Company employs more men in a season, the average number of employes is 100. These are given steady time and receive from \$15 to \$20 a week for common labor and as high as \$35 for more skilled duties. This doesn't include the pay of the office men or the solicitors, who go about the city and the country developing trade. The men at Jetters claim they receive higher wages than other brewing companies pay. Be that as it may, the Jetter employes are loyal and each one is as intensely interested in the well being of the whole plant as if he were a stockholder. Many of the employes are stockholders. Fred Drew, the head brewer, holds the stock, as does August Radzweit, the secretary and treasurer. Martin Jetter, of course, holds a controlling interest.

If you go through the plant you are impressed with the bigness of it—the cleanliness and the order. Service, good service, is the watchword of the shipping department. Few realized until recently the great plant that was located in the Magic City. And yet it is one of the largest brewing plants in the state. It has an organization second to none. It supplies hundreds of saloons with beer—thousands of patrons with the bottled product called Old Age. It is a plant that has grown steadily without much noise. Its growing popularity is vouched for by its order books. What the future holds for it can only be prognosticated from the past success. St. Louis and Milwaukee have become known in connection with the famous beer brewed there. The Magic City is known as the headquarters of the Jetter Brewing Company and the "Home of Old Age Beer."