12-5-1979

The Utica Club Show

Frank Leto

Follow this and additional works at: http://scholarworks.rit.edu/theses

Recommended Citation


This Thesis is brought to you for free and open access by the Thesis/Dissertation Collections at RIT Scholar Works. It has been accepted for inclusion in Theses by an authorized administrator of RIT Scholar Works. For more information, please contact ritscholarworks@rit.edu.
Fun for the entire family...

Utica Club

TOUR UTICA NEW YORK
THE UTICA CLUB SHOW

Submitted by Frank Leto,
Candidate for the Master of
Fine Arts Degree in the
School of Photographic Arts
and Sciences of the
Rochester Institute of Technology.

December 5, 1979

Advisor: Martin Rennalls
Board Members: Joseph Benenate
Robert Haberer

Approved by thesis committee:
Date: 2/25/1980

Chairman: Martin Rennalls/Joseph Benenate
THE "BEER FACTS"

Modern beer, much lighter than the ancient varieties, contains about three to seven per cent alcohol. Ale, a term once used for beer made without hops, is now applied in England to any light-colored beer as distinguished from porter or stout. In the United States, ale is usually a beer that contains more alcohol. Porter is a dark brown beer, so called because it was once the favorite of porters or manual laborers. Stout, like porter, is a dark brew, but contains more solids. Lager beer is so called because it is kept in storage (lager is German for bed) for from six weeks to six months before it is marketed. Bock beer is a heavy dark beer usually drunk in the springtime.

Many people look forward each year to enjoying the distinctive flavor and heavier body of bock beer. Bock beer is practically a good spring tonic, made with especially selected hops and malt which are dried at higher temperatures than for the usual lager beer, hence the darker color. Dark bock beer is available only in the spring, a tradition that goes back into a dim historical past, when this
special beer was stored (lagered) in caves all winter and brought forth in the spring. Today modern refrigeration makes it possible to make bock beer at any time...but traditionally it's for spring.

*Bottled beer doesn't thrive on sunlight. Hide it away till you are ready to put it away.

*Don't keep beer or ale in a warm place, Nor up against the ice, nor ice cube compartment in your refrigerator. It needs coolness, not extreme cold which will cloud it.

*If cloudy, remove from excessive chill which has caused this temporary condition. Served immediately it would have a weak head.

*Don't jiggle or jounce before serving.

*Pry off bottle tops briskly, and plunge can opener boldly to avoid spray effects.

*When pouring, tilt glass so that beer makes its entree on the slant; then straighten for a collar.

*Glasses should be washed in a solution of salt or soda. Never soap. And do not dry with a cloth.

*Aâxe and pewter are particularly congenial.

*Steins with hinged lids keep beer fresh for leisurely drinkers.

*Beer, the ideal invigorating drink, can be served at any hour of any day. It's an "all occasion" beverage at all seasons. Taken at night, it promotes sleep...So treat your guests and friends to the people's drink - Beer!
PURPOSE OF THE THESIS
To present a musical and visual experience of the beer brewing process and a brief history of the West End Brewing Company of Utica, New York.

SCOPE OF THE THESIS
To show the brewing process as an exciting combination of various movements resembling a contemporary dance. By using intricate close-ups, I will show how man and machine work together to reach a common goal. I plan to show the whole brewing process from start to finish; including these key points: actual brewing, fermentation, aging, and packaging. Also included will be a montage sequence of actual old photographs telling the history of the brewery, and a couple of old "Schultz and Dooley" commercials to make the transitions between the major segments smooth.

PROCEDURES
1. To shoot the film in 16mm ECN II Color Negative Film.

2. To gather information on the subject of the brewing process at the West End Brewing Company.

3. Meet with brewery officials to formulate a list of main points to be covered in the film regarding the scope of the thesis. These people include:
   F. X. Matt, Jr. - V.P. in charge of production.
   Frank Owens - Head of advertising.
   Bob Haberer - Public Relations and Tours.
   Michael Pourier - Brewmaster.

4. Write a script, select music, and storyboard the idea.

5. Examine locations for technical (electrical) problems and best camera placement.

6. Discuss with my board the best equipment and materials to do the job.

7. To secure additional technical help from:
   Robert Green, Art Director, Sarah Coventry Eastman Kodak Company
   American Cinematographer Manual
There are three major parts to the film "The Utica Club Show." These parts consist of the historical still photograph montage, the actual tour of the brewery facilities, and a sampling of the brewery's advertising — the famous and popular old Schultz and Dooley television commercials. These commercials were shot in the late 1950's and early 1960's to advertise Utica Club Beer on television. The commercials featured two talking beer mugs: Schultz, the tall gruff German stein, and Dooley, the short Irish pub mug. Together through their television commercial adventures, they told millions of TV viewers about Utica Club Beer.

The mugs were actually wooden puppets manipulated by famous puppeteer Bill Baird, and the voice characterizations were done by the then not-so-famous up and coming actor, Jonathan Winters. Among the commercials in the film are the memorable "Instant Beer"; "Shooting Gallery", "Kidnapped", "Moon", and "Skin Diver".

Unfortunately, the originals of the old commercials were either lost or destroyed. The ads in the film were taken and copied from the only
known prints left in existence. These prints were found in the bottom of a closet at the brewery, along with some of the old photographs which are used in the still montage.

The commercials were copied through a liquid gate process for the best possible reproduction of each picture frame. The sound was also re-recorded to produce a cleaner soundtrack. Although this added another generation to the finished print, it was the only way the commercials could be copied so that they could again be shared with the viewer.
In many cases, the title sequence of a film is simply a list of credits photographed on a solid background which is then edited into the picture at its appropriate spot. However, as Saul Bass has proven, titles don't have to be restricted or mundane in regards to presentation. Titles can be an integral part of the film through the use of various conceptual and photographic techniques. In essence, the title sequence can be an important visual aspect of the film used to create a feeling of excitement or any other mood which may be conveyed in the film itself.

I did not simply want to photograph a group of titles on a solid background, but desired instead to make the sequence of titles come alive and show some of the moods and excitement depicted in the film.

Appropriately designed titles are therefore vitally important. I decided on a standard type design which was to be used throughout the film. My choice was Folio Medium Extended, a simple contemporary standard type face which had easy readability. Most of the titles were done in this
style of type; however, there were instances where I needed other type faces to mix in with the main one and accent a particular idea or concept. For example, in the title card that introduces the special guest mugs (Schultz and Dooley), I decided to use a different type style for each of their names. Thus, the name "Schultz" was printed using the Old English type style, which looks very Prussian with its double line and angular qualities; and the name "Dooley" was printed using the Cooper Black Italic type style as it was small and rounded and seemed to fit Dooley's personality.

After choosing the type styles, I proceeded to make the mechanicals using the Letraset method. I purchased the needed sheets and sizes of type at the local art supply store and applied them to tracing paper, using graph paper as a guide. For the main title, "The Utica Club Show", I did not want to use all one type style since not only was it the main title card, but also because the words "Utica Club" identified the product as well as the brewery. The familiar script logo, as seen on the beer labels and throughout the brewery and its advertising, was specially designed for the
company by a firm in San Francisco. Consequently, there was no typeface available with the entire alphabet to make a title card.

I used Folio Medium Extended typeface for the words "The" and "Show". For the words "Utica Club", I obtained a tour pamphlet from the brewery and made a stat of the two words. I then aligned the stat with the other two words on the tracing paper and photographed them. All of the titles were photographed on high contrast DuPont Cronalar Engineering Negative Film. The titles came out clear and surrounded by black. This is because when black titles on tracing paper are photographed on a light table using a negative film, only the letters or words photograph. Such results enable double exposures or optical printing to create many desired effects.

To create a sense of excitement and relevance between the title sequence and the rest of the film, I decided to optically combine the titles with some close-ups of bottles and cans of beer being opened. This was done by using an animation stand and an optical printer. Masks were used, and the film was exposed two different
times to create this effect. To complete the experience, I chose a familiar German drinking chant that is customarily sung at beer gardens and Octoberfests.

By combining these elements, I have created a title sequence that complements the other parts of the film. It holds the interest of the viewer by manipulating the visuals, but it also communicates the title information. My decision to use only two titles in this sequence was based on my feeling that the main title and the introduction of the narrators (Schultz and Dooley), were the most important pieces of information to be conveyed at this time.

Using too many titles once a film is in progress tends to cause the viewer to lose interest, concentration, and become restless. These feelings are transferred very easily when a group of people are watching the film together.

The other necessary titles fall at the end of the film. Quick fades begin and conclude the opening title sequences so that the film continues to move along at a set pace. This practice is a
must if you want to keep the audience interested and involved in this type of film.

The following pages contain examples of the type faces used to create the title sequences for "The Utica Club Show."
A Film by Frank Leto

Special Guest Mugs:
Schultz and Dooley
The Utica Club Show

The End
One problem which was very important and had to be solved was that of the still photograph montage. In this sequence, a number of old original photographs, some dating back to 1900, had to be arranged with a narration that would prove visually as well as audibly interesting.

After studying the visual lines and "movements" in each photograph, I decided where to place the emphasis of the camera movement. The movement of the camera and the lines interacted with each other to obtain the final movement as shown in the film. As over a hundred years are covered in the whole montage sequence, dissolves were used to bridge the gaps in time.

Photographing the still images with their appropriate movements proved to be another difficult task. I had originally planned to shoot the movements on an animation stand located in Rochester, however difficulties arose concerning the use of the machine.

This problem eventually led me to the Washington, D.C. area where I located a stand that was better suited for the job. This particular stand was controlled by a computer
and operated in "real time." This method is much easier because the angles and speeds of the movements are mathematically plotted for each photograph and filmed on a camera which photographs six frames a second and moves according to how the computer which is controlling the camera and stand was programmed. The stand was also equipped with a video camera so you could see exactly how each movement would come out before it was photographed.

Before the actual photography of the still pictures on the animation stand commenced, I had a general idea of how the accompanying narration should sound. I had a few pages of notes which I also had written down after reading some pamphlets and booklets supplied to me by the public relations department of the brewery. It was at this time I wrote the narration, using this information, to follow the sequence of still photographs.
The following is a list of the photographs used in the montage sequence of "The Utica Club Show."

Original old photographs of the following:
1. The City of Utica, New York.
2. A horse drawn beer wagon in front of the brewery office.
3. Brewery personnel posing at the 1906 company picnic.
4. The interior of the bottling works.
5. The shipping dock.
6. The brewery complex.
7. A 1940 delivery truck.

Advertising campaign photographs of the following:
1. Men at bar.
2. Fire Station.
3. Band at gazebo.
4. Baseball team.
5. Old car.
6. Family on front porch.

The advertising campaign photographs were shot circa 1960 for magazine and newspaper advertising. They were all staged and purposely tinted or toned to give them the old-time photographic look. Most of these photographs now decorate the walls of the tour.
center and the 1888 tavern at the brewery.

The following pages contain the original sheets initially used in plotting the animation stand movements for the still photograph montage.
UTICA CLUB ANIMATIONS

1. Zoom in of Utica brewery.
2. Zoom in of horse wagon in front of brewery.
3. Pan of company picnic.
4. Zoom out of bottling works.
5. Pan of trucks at warehouse.
6. Zoom in of brewery building.
7. Zoom out of truck.
8. Zoom out from beer mug to complete bar.
9. Fire Department.
11. Ball Team.
12. Old Automobile.
13. Zoom in from porch shot to beer mug and face.
ANIMATION MONTAGE FOR UTICA CLUB BREWERY FILM.

1) Large photo of city of Utica. Brewery is in lower right hand corner. (Photo #1)

WHOLE SHOT FADE IN. PAN/ZOOM TO BREWERY.

2) Two halves of picnic pose photo. (Photo #2 and #3)

PAN MIDDLE ROW, BOTTOM HALF OF PHOTO, LEFT TO RIGHT AND FOLLOW DOWN TO NEXT ROW RIGHT TO LEFT. STOP ON LAST FACE AND DISSOLVE TO TOP ROW OF TOP HALF OF PHOTO AND PAN ROW OF FACES LEFT TO RIGHT, ENDING WITH THE HORSE AND THE DERBY.

3) Photo #4 of Brewery and picket fence with part of the street.

TWO WAYS: A) START WITH ECU OF BLACK IN RIGHT HAND CORNER AND PAN LEFT AND ZOOM OUT AT THE SAME TIME TO WHOLE PHOTO.

B) START WITH ECU OF BLACK IN RIGHT HAND CORNER AND PAN LEFT FOLLOWING THE PICKET FENCE. AT THE END OF THE PAN, ZOOM OUT TO WHOLE PHOTO.

4) Photo #5 of grain dump and pipe.

START WITH BUILDING IN UPPER RIGHT HAND CORNER OF PHOTO IN ECU. PAN DOWN TO PIPE AND FOLLOW PIPE IN RIGHT TO LEFT PAN TO NOZZLE. ZOOM OUT FROM NOZZLE TO WHOLE PHOTO. SOUND FX OF WATER OR DRIP IN BACKGROUND.
5) Photo #6 of outside the bottling works.
   SHORT ECU's OF PEOPLES FACES (APPROX. 6). QUICK
   ZOOM OUT FROM LAST FACE, OR DISSOLVE, TO WHOLE PHOTO.

6) Photo #7 of interior of bottling works.
   START WITH ECU OF THREE MEN. ZOOM OUT AND PAN OUT
   SLIGHTLY TO RIGHT TO INCLUDE PART OF THE MACHINE, AND
   THEN AFTER A SLIGHT PAUSE, ZOOM OUT TO COVER WHOLE
   PHOTO.

7) Photo #8 of line of old trucks at bottling works building.
   START WITH ECU OF TRUCK WHEEL AND ZOOM OUT AND PAN LEFT
   TO INCLUDE MEN AND TRUCK. THEN PAN RIGHT IN STEPS TO
   LAST TRUCK. THEN DISSOLVE TO WHOLE PHOTO.

8) Photo #9 of 1937 truck carrying barrels.
   START WITH ECU OF TRUCK DOOR AND THEN ZOOM OUT TO
   WHOLE TRUCK, BEING CAREFUL NOT TO INCLUDE TOO MUCH OF THE
   HOUSE IN THE BACKGROUND.
From left to right, starting with Head.

C'U' FNA OF FACES

Start

Top: Haft

End
 Shoot Whole Photo

 Trucks
 Pan left row of
 Hold for 2 sec
 Truck and men
 Zoom out to
 Truck
 CU of door on
 Stairway
Initially, I decided to write a straight narration to go with the sequence; to be read by someone with a good clear voice. However, as the film progressed, I decided to have someone with a German accent (as that's the type of voice one would associate with beer) read the narration. Finally the field was narrowed down to two people; one, a Ukranian immigrant named Walter Pryjmak, and the other, a graduate student at the University of Rochester, originally from Cologne, Germany named Norvet Hetzel.

I tried to decide who might be better, and read the narration over many times, but something did not seem right. Finally I realized that the narration was too straight forward and industrial sounding. It was full of trivial history, which may be important to someone connected with the brewery, but not for the viewer of the film. After a few meetings with the members of my thesis board, I decided to handle the narration in a different way. I would write a lighter reminiscing style of narration that would fit the total scope of the picture more appropriately as well as being easier and more fun to listen to.

I rewrote the narration as if it were F.X. Matt, the founder of the brewery, recalling his years with the
brewery. However it still did not sound completely right. There was still too much trivial information and that straight forward delivery. Then I thought of an idea with a new twist. At about this time, early February of 1978, the brewery had shot two new Schultz and Dooley commercials which it would soon test on television. There had been no Schultz and Dooley commercials on television since 1962 when the brewery changed advertising campaigns, but since the Miller Brewing Company and the Joseph Schlitz Brewing Company had recently built new breweries near Utica, a new advertising campaign had to be developed for the West End Brewing Company if it was to maintain and increase sales of its products. The company decided to return to the successful campaign featuring the two talking beer mugs; Schultz and Dooley.

After seeing the new commercials, I felt that the montage would have the most impact if Schultz and Dooley would be the narrators. I rewrote the copy to fit their respective personalities.

Originally, the voices of Schultz and Dooley were done by Jonathan Winters before he had made a name for himself. However, now Mr. Winters is famous
and does charge a lot of money for his services. He has also become very selective about his jobs and he did not want to do the voices for Schultz and Dooley in the new commercials.

Faced with this problem, the agency in charge of the campaign had to find someone else to do the voices. The man they selected was Joseph Godfrey.

Mr. Godfrey lives in New York City and does some acting and narration for many national clients including Burger King. His characterizations of Schultz and Dooley were very close to the original voices.

I asked Mr. Godfrey if he would do the narration as Schultz and Dooley for my film and he agreed to do so. I set up a recording session at Howard Schwartz Studio in New York City and we proceeded to record the narration.

After that was done, the only thing left to do with the sequence aside from the editing and timing, was to choose a musical background to play behind the pictures and narrations. The "Pineapple Rag" by Scott Joplin was chosen as it was a happy sounding piece that could easily be associated with the spirit of the "Gay 90's" and beer hall music at the turn of the century.
The following pages contain the original straight narration and the rewritten Schultz and Dooley narration for the still photograph montage.
NARRATION TO THE PHOTO SEQUENCE OF BREWERY FILM

PICTURE #1: LS on old city of Utica, circa 1888 - Zoom into brewery.
NARRATION: In 1888, a German emigrant named Francis Xavier Matt organized the West End Brewing Company in the small upstate city of Utica, New York.

PICTURE #2: LS of old office and horse drawn beer wagon.
NARRATION: During the first few years, Mr. Matt served as manager and brewmaster.

PICTURE #3: CU of horse drawn beer wagon.
NARRATION: In 1891, he was named treasurer of the company, and later became its president.

PICTURE #4: Slow pan of picnic crowd photo front row.
NARRATION: It was under the direction of F. X. Matt that the growth of the brewery began, and it was carried on by his two sons, Walter and Frank.

PICTURE #5: Slow pan of picnic crowd photo back row.
NARRATION: Today the brewery continues to expand, and is still being guided by the Matt family.

PICTURE #6: Zoom out of old bottling works with man and machine.
NARRATION: During Prohibition years, the West End Brewing Company survived by introducing its own line of soft drinks.

PICTURE #7: Slow pan of trucks lined up at bottling plant.
NARRATION: This marked the beginning of the Utica Club brand and the familiar script trademark.

PICTURE #8: LS still of above (same) photo.
NARRATION: Production of these non-beer beverages continued for ___ years until 19___.

PICTURE #9: LS of new building.
NARRATION: When the ___ amendment ended Prohibition, the increased sales and production resulted in an extensive building program.

PICTURE #10: Zoom out from tire CU to whole truck.
NARRATION: As the brewery expanded, the distribution and marketing areas grew with it.

PICTURE #11: Zoom out of hand holding mug to whole bar scene.
NARRATION: Today, people throughout New York State and its surrounding areas enjoy Utica Club beer and cream ale, Matt's Premium, and Maximus Super beers.

PICTURE #12: Fire Department Shot.
PICTURE #13: Band Stand Shot.
PICTURE #14: Ball Team Shot.
Picture # 15: Old Car Shot.
PICTURE #16: Zoom in from porch of house to man holding beer mug.
NARRATION: From its small beginnings in 1888, the West End Brewing Company has continued to prosper by maintaining the high standards of quality first established by its founder - F. X. Matt,
February 17, 1978

Mr. Joe Godfrey
c/o TRH
Chuck Traynum
866 Second Avenue
New York, New York

Dear Joe:

I want you to know how very much I appreciate the special interest that you took in the recreation of the Schultz and Dooley voices for what I honestly believe can be two of the greatest television commercials in this brewery's history.

I recognize that we were talking about subtle differences, and it must have been quite a frustration for you. The fact that you are willing to try again and again without complaint and with such good cheer really helped to keep up everyone's spirits. Then when you stayed around until the last possible moment just in case we needed you for anything... well that was really special.

I want you to know, Joe, that I really appreciate all that you did. Under separate cover, I'm sending you a set of Schultz and Dooley steins, which I hope you'll enjoy, and that they will serve as a reminder of my gratitude.

Kindest regards.

Cordially,

THE WEST END BREWING COMPANY

FRANK S. OWENS
Vice President/Advertising

FSO/js
cc: Mr. Rusty Clowes
    Mr. Peter Stranger
May 16, '78

Dear Frank,

I just got your letter today, since it was forwarded from my agent to me, and since I recently moved to a new address.

Your choice for your film sounds interesting, and your inclusion of Schultz and Dooley should be just the right touch.

I'll be glad to help you with a voice-over for the characters sometime in the near future. Just let me know when you are coming into town, and we'll fit in a recording session, either at my apartment or somewhere else. Call me anytime or write back soon.

I insist on only one condition.
that you use the $150 on other film expenses. I was in school myself not too long ago, and I am sure that money could be better spent on film or equipment.

Call soon and let me know your plans.

Best wishes,

HOWARD SCHWARTZ STUDIO
NARRATION FOR THE STILL MONTAGE OF THE UTICA CLUB SHOW

1. SCHULTZ: This is the way things looked back in 1888 when F. X. Matt organized the West End Brewing Company in Utica, New York.

2. SCHULTZ: Back then we used horse drawn carts to deliver the beer.

   DOOLEY: Watch where you're steppin' Schultz!

   SCHULTZ: Quiet Dooley, I'm telling the story.

3. SCHULTZ: Here's the whole Utica gang at the company picnic in 1906. Naturally, they all posed with their favorite drink...or they couldn't get in the picture, ha-ha.

4. SCHULTZ: When Prohibition began, we had to stop making the beer and start making soft drinks.

   DOOLEY: Oh, Begora.

5. SCHULTZ: But when Prohibition was over, we started making the beer again.

   DOOLEY: Saints be praised.

6. SCHULTZ: Then we introduced Utica Club brand beer and it became our biggest seller.

7. SCHULTZ: Everybody wanted Utica Club beer so we built a bigger brewery.

8. SCHULTZ: And we bought bigger and faster trucks to deliver the beer. What do you think of that baby, Dooley?

   DOOLEY: I liked the horses better, Schultz.

9. SCHULTZ: Today people all over New York State and it's surrounding areas enjoy Utica Club beer and cream ale, Matts Premium, and Maximus Super beers.

10. SCHULTZ: From its small beginnings in 1888, the West End Brewing Company has continued to maintain a high standard of quality to produce everybody's favorite beer...Utica Club.

   DOOLEY: Our beer is fifty years behind the times and we're proud of it.
I recorded the piano music as it was being played on a standard piano.

By putting all these elements together; the still pictures involving the animation stand, optical dissolves, a simple and fun narration by Joe Godfrey as Schultz and Dooley, and the "Pineapple Rag" by Scott Joplin, I was able to assemble the short historical segment for "The Utica Club Show."
The final and major portion of "The Utica Club Show" is the segment which goes inside the brewery and shows the actual brewing process. It was the most difficult part of the film to photograph as many problems had to be solved. Initial photography took over a year to accomplish as access to certain areas of the brewery was limited during the various seasons of the year.

The exterior shots were all photographed on Eastman 7252 Ektachrome Commercial motion picture film as were the pictures in the still photograph montage, the composites for the title sequence, and the reprinted Schultz and Dooley television commercials. This stock was chosen as it has superior reproducing qualities when in the printing stage. Although it has a low ASA (25 tungsten and 16 daylight), the advantages far outweighed the disadvantages in this situation.

Much of the indoor photography including the tour center, the 1888 tavern, the brew house, and the bottling works were also done on the 7252 ECO stock. The shots in these sequences were basically close-up to medium shots and they could be
illuminated sufficiently with the use of 1000 watt quartz Lowell lights. Depending upon the camera lens used to photograph the image, exposure ranged between F: 1.1 and F: 5.6. No filters were needed for any of the interior shots except for some wide shots in the brew house. I will discuss that application later on in this paper.

In some situations, 7252 was not adequate to deal with the lower levels of light. Even when using a group of 1K and 2K lights in wide open areas such as in the fermenting and aging tank rooms, a higher speed was needed to produce a good exposure. When photography began, the only films available which might be able to do the job were ECO, 7252, which would have to be force processed (as its ASA is too low), EF 7242 (ASA 125 tungsten), and Video News Film (ASA 200). Tests were made on each stock; photographing it normally, pushing it one stop, pushing it two stops, post-flashing the film, and leaving it alone. After viewing the test data, the following conclusions were drawn: In all cases ECO 7252 was not light enough in the light fall off areas of the frame. Lights and darks seemed to contrast each other to extreme degrees.
EF 7242 was slightly better but even when it was flashed, there was a noticeable blue tinge to the frame. There was also quite a bit of contrast. Video News Film was the best of the film tested as it had better clarity, less contrast, and not a great deal of the blueish tint in the frame. With these results secured, it was decided that the Video News Film which was post flashed would be the best bet for photography in the large and difficult to light areas.

Just before photography was ready to begin, I received a notice in the mail regarding the monthly Society of Motion Picture and Television Engineers (SMPTE) meeting. The upcoming meeting was to feature a demonstration of the new High Speed Video News Film, 7250 (ASA 400 tungsten). I decided to hold off the photography at the brewery so I could see the characteristics of this new film. The demonstration, given by Mr. William Doody of the Research and Development Department of the Eastman Kodak Company, compared the new stock to the old Video News Film, as well as to EF and ECO 7252. Comparisons of forced processing were also illustrated. I saw that
this new stock had superior qualities when compared to the other stocks and upon further investigation discovered that it was almost undetectable when mixed in with ECO 7252 stock for Kodachrome release printing.

I secured two rolls of the new film and proceeded to test it as I had tested the previous films. The results I obtained were similar to those discussed and shown in the SMPTE demonstration. It was clearly the best choice for the photography I had to do deep within the extremities of the brewery. For the record, the clarity was the best, the blue tint was almost non-existent, and the contrast was even and not as pronounced.

When I photographed the scenes I needed, I bracketed each shot at one stop so I could select the best exposure. The areas I photographed were illuminated with flood lights so the entire frame was evenly lit to avoid "hot spots" and contrast problems.

The brew house posed a different problem as it had many windows which let quite a bit of sunlight inside. The sunlight illuminated everything in the room evenly, but it did so
just under the minimum exposure needed to photograph the scenes on ECO 7252 stock. I decided that instead of worrying about mixing daylight with tungsten light, therefore creating problems with the color balance of the film, that the best way was to shoot the sequence with the use of dichroic filters. These filters when placed over a tungsten movie light, convert the color temperature of the tungsten light to that of daylight. This enabled me to use the sunlight as fill light and the movie lights as my main source of illumination. The exposures for these shots remained between F: 2 and F: 5.6.

Another problem I encountered occurred when the camera was moved from a warm area to a cold area and vice versa. Condensation appeared inside the lens, and a great deal of time was spent waiting for it to dissipate.

Aside from these few problems, no other great difficulties happened while photographing the brewery tour sequence.

Model releases were secured when actors and/or actresses were needed. A sample one is contained on the next page.

No releases referred to.
Gentlemen;

For good consideration, receipt of which is hereby acknowledged, I hereby grant to you, your successors, assigns, and licensees, permission to use any and all material that I write, direct, play, and/or photograph; to photograph me, record my voice, reproduce and/or simulate my voice and picture, use my name, picture, and voice in and in connection with the motion picture entitled The Utica Club Show and in connection with the distribution, exhibition, televising, exploiting, and advertising thereof in any manner whatsoever in any part of the world. I understand and agree that all services rendered by me in and in connection with the motion picture entitled The Utica Club Show shall be fully and completely owned by you, together with all of the results and proceeds of said services and that I shall at no time own any rights to the motion picture entitled The Utica Club Show or portions thereof and at no time shall I assert or make a claim against the motion picture entitled The Utica Club Show for any reason whatsoever. I hereby release you from any and all claims including, but not limited to, claims for libel and invasion of privacy arising from my appearance in or services involving the motion picture entitled The Utica Club Show whether arising from the actual exhibition or other exploitation of the motion picture entitled The Utica Club Show or for any other reason regardless of its nature. I acknowledge that the above grant is irrevocable so that you may proceed in reliance thereon.

Signature

Date

Address

Signature of Producer

This is a standard release form that will be signed by everybody involved with the motion picture production entitled The Utica Club Show.
All acceptable camera original was color workprinted. The next step was to edit each scene for the finished film. After cutting out the first and last few lightened frames from each shot, selection of the best takes began.

There was no problem concerning the editing of the old commercials as they were reprinted as they were originally released for television. However, I did make some minor adjustments by cutting off a few frames at the beginning and end of them so the pace would be similar to that of the rest of the film.

Editing the titles was simple also. Each movement was timed to the beat of the music and edited accordingly. The quick cuts of the cans and bottles opening and the mugs pouring incorporated the minimum number of frames needed to get the idea (movement) across.

The still photograph montage was more difficult as the length of each animation movement had to be edited in relation to the narration. It had to be cut so that there was enough picture to cover each bit of narration and vice versa. Dissolves bridged the gaps created by the change in movement from one photograph to another.
The most difficult segment to edit and present was the final segment of the film: the actual tour of the brewery and the documentation of the brewing process. This portion of the film had to be presented as a "contemporary ballet" showing the workings of the brewery as set to music. The music selected for this segment is entitled: "Alla Barocco," a folk rock piece written by Cesare Giovannini. This piece is composed of many distinct musical phrases and has a well pronounced beat. I had been familiar with this piece for quite a long time and felt that it might make a good music track to this type of film.

Before any shooting began, the whole musical composition was plotted out on paper note by note and phrase (measure) by phrase. I then mentally plotted out the beats of the music and began to think about the placement of a picture as to a particular part of music. Ideas and logical choices were randomly mixed with the script.

The tour portion of the film was put together in chronological order. It starts in the tour center, progresses through the brewhouse, on to
the fermenting and aging tanks, and finally to the bottling and canning works. The picture ends in the 1888 Tavern just like the physical tour where the tour group samples the brewery's product.

By frequently using close-up shots, the idea and the flow of the film best illustrates a ballet. The musical phrases dictated the picture. For example; when a scale was evident in the musical piece, the picture countered with a pan shot. When the beat was pronounced in the musical track, the picture was built around a step zoom shot. Industrial shots were matched to "heavy musical passages" where music was either loud or carried a particular melody strain.

"Light musical passages" were combined with shots of people and close-ups of the brewery machines. When all of these ideas and concepts were combined, they created a musically photographed ballet, in contemporary times, to illustrate the tour portion of the film.
The final sound mix was composed of the mixing of two basic tracks. These tracks were mixed from 16mm magnetic film to 1/4 inch standard recording tape. One track included the sound of the old TV spots and the narration for the old still photograph montage. The other track was made up of the title music, the piano background music for the old still photograph montage, and the theme music for the tour sequence.

All of the tracks were equalized and balanced before the final mix. All that was really required was to blend the two tracks together, carefully adjusting the correct levels, for the answer print.
The answer print was printed on Kodachrome stock. This stock was used for two reasons; the soundtrack is cleaner and clearer, and the colors in the picture portion hold more contrast and are more vibrant.

When the answer print was considered acceptable, a negative was made from the originals. The release prints were then made from that negative. The final release print runs about thirteen minutes.
The following pages contain the materials I obtained from the public relations department of the brewery to prepare the narration for the still photograph montage and to organize the order of the film clips of the brewing process for the tour portion of the film.
Utica Club

and the

Brewing Industry
# TABLE OF CONTENTS

A Brief History of The West End Brewing Company ............. 3  
The Brewing Industry ............................................. 6  
A Basic Schematic of The West End Brewing Company System ........ 10  
The History of Beer ................................................ 12  
Products of The West End Brewing Company ..................... 15

Prepared by:

Public Relations Department  
The West End Brewing Company  
811 Edward Street  
Utica, New York 13503
A Brief History of

THE WEST END BREWING COMPANY

of Utica, New York
The West End Brewing Company was organized in 1888 by F. X. Matt, whose life is a story in itself.

F. X. Matt was born in 1859 in Igelschlatt im Schichthal, Baden, in the Black Forest region of West Germany. As a boy, he worked for his father, Theodore Matt, in various businesses, including a lumber concern, hotel, farm, and brewery. F. X. learned the art of making beer in his teenage years at the famed Duke of Baden brewery in Rothaus, Germany. (This brewery, now named the Rothaus Brewery, is still in operation today.)

In October 1878, the senior Matt moved his family to America and opened a meat market at Schuyler and Green Streets, in Utica. F. X. went to work that same year (at age 19) for Carl Bierbauer's Brewery on Edward Street, one of nine breweries then located in Utica.

A year later, F. X. left for Canajoharie to work in the brewery of Louis Bierbauer, Carl's brother. He remained with that concern for seven years, where he applied himself to learning management, marketing, and shipping aspects of the brewing industry from the ground up.

In 1886, F. X. returned to Utica as manager of the Bierbauer Brewery, and in 1888 he reorganized it to form The West End Brewing Company. At that time, the brewery employed 12 people and produced 4,000 barrels of beer annually.

Mr. Matt served as manager and brewmaster during the first few years, and also kept a close eye on sales figures. Before long he decided that sales were not increasing satisfactorily (West End remained the smallest of the nine Utica breweries, and catered only to a local trade.) He decided to take over the route of one of his salesmen for one day, armed with the conviction that his beer was the finest in the city. By the end of the first day, he had more than doubled the business, and from that day on, he combined the duties of a brewmaster with those of a salesman.

In 1891, F. X. was chosen treasurer of the company, and in 1905 was named president. He held that position until 1950 when his son, Walter, was elected president and he became Chairman of the Board.

Mr. Matt continued to be very active in the business until his death in 1958 at the age of 99.

(When he was 30, he married Miss Elizabeth Selbach of Utica. Their children are the late Francis (Frank) Milton Matt, a former Vice President of the firm who passed away December 31, 1967, at the age of 76; Walter J. Matt, who is President today; and Mrs. Edwin A. Welch, the former Miss Ella Matt.)

It was under the direction of F. X. Matt that the growth of the brewery began. That growth continued under his two sons, Walter and Frank, and is being guided today by the third generation of the Matt family.

-3-
The West End Brewing Company survived Prohibition by establishing the Utica Club line of soft drinks, fruit beverages, syrups, extracts, distilled water, and malt tonic. The "Utica Club" brand and popular script logo came into use at this time. Some seasoned veterans of the company claim that the new brand name was used on bottles and trucks because of considerable difficulty in driving a beer delivery truck around town during Prohibition. Production of these "non-beer" items continued until just before World War II.

After repeal of the 17th Amendment, increased sales and production demanded a vigorous building program. Between 1933 and the beginning of World War II, the brewery built several new buildings, and invested in much new equipment. West End was one of the first to use the then new concept of pneumatic unloading of grain—a labor saving innovation since adopted by all breweries.

After World War II, the policy of re-investment in the business was continued, for this was Mr. Matt's way. Though a daring and original thinker capable of great eloquence, he preferred a simple example to make his points. One of his favorite expressions was: "A business is like a man— you have to feed him to keep him alive."

In line with this belief, two new bottling lines were installed when the end of World War II made the machinery available again. And in 1948, work was begun on Mr. Matt's life-long dream—a million dollar brewhouse with the most modern equipment and facilities in existence. An article in "Fortune" magazine described it as "the model brewhouse". The equipment included a mash filter rather than the traditional lauter tank, and two huge 600 barrel gleaming copper cooking kettles.

In the 1950's and early 60's, the steady pattern of improvements and additions to buildings and machinery was continued. Each new year brought shiny new machinery or another big building. Highlights of the period were: practical doubling of bottling and warehousing space, new can and bottling lines, a huge new beer storage building, capable of holding 750,000 gallons of beer in refrigeration tanks, a new 30,000 square foot garage, a completely new steam boiler plant, and further renovation of the brewing department.

It was also during this period that the brewery completely converted its case and handling procedures to palletized operation, as well as completely replacing its fleet of more than 100 vehicles, to fit in with this new and more efficient concept of warehousing. New branch warehouses were built in Schenectady, Binghamton, and Glens Falls. Perhaps typical of this period was the new 600 per minute bottling line installed in 1957. At the time of its installation, it was the fastest bottling line in the country, and its performance still remains unmatched by many competitive brewers some 20 years later.

Building expenses totalled more than $3.5 million from the end of the war until 1956 alone. During this period of time, the brewing industry in general was having trouble. An article in "Time" magazine said: "Nothing could be more appropriate to the $2.5 billion U.S. Brewing Industry today than Custer's last fight. Never has there been such whooping, shouting, and scalping. Reason: At the time when nearly everything else in the U.S. economy is bubbling and foaming, beer sales are going down." It was during those years between 1950 and 1955, though, that West End saw sales increase from 329,000 to 440,000 barrels per year.
The year 1964 brought the beginning of construction of a new bottling works, and the start of work on what has become the leading tourist attraction in Central New York, the Utica Club Brewery Tour Center.

Two floors of an empty warehouse (formerly the bottling works) were recreated by Walter Pfeiffer, a renowned Victorian architect, into a reception area and an 1888-era tavern to handle the ever-increasing number of tourists interested in inspecting brewery facilities. Construction costing more than $600,000 was completed early in 1965. Since then, New York State's only brewery tour has hosted visitors from every state in the nation, and more than 80 foreign countries.

A new non-returnable bottle line capable of filling and capping 650 bottles per minute was also added in 1964. Its design allows enlargement to speeds of 1100 bottles per minute in the future.

1965 marked the beginning of construction on a new branch location in Syracuse, which was officially opened in 1966. In-plant improvements that year included a new keg washer, final filter, electrical distribution system, and the necessary equipment to handle three new packaging operations: 8 pack 7oz. bottles, 8 pack 12oz. non-returnable bottles, and 12 pack cans.

In 1967, a new racker (keg filler) and conveyor system were added; another warehouse addition was completed; an aging cellar was renovated and new tanks were added; and construction was completed on a new branch location in Geneva, N.Y.

1968 improvements included renovation of two aging cellars and the entire brewery refrigeration system; the introduction of plastic ring packaging for cans, and installation of a new 6 pack wrapping machine for non-returnable bottles.

In 1969, construction of a new Plattsburgh warehouse was completed while work began on the Kingston warehouse. Two new high-speed rotary labelers were installed on the non-returnable bottle line, and pumps and compressor equipment were upgraded.

A new wort cooler and yeast room were installed in 1970, along with automatic temperature controls for the fermenting tanks. Work on the Kingston warehouse was completed, and a new addition was constructed in Plattsburgh.

In 1971, fermenting tanks were renovated in one cellar, a new automatic bottle inspector was added, and preparations were made for installation of a master control panel in the brewhouse.

1972 improvements included the addition of seven 1,000 barrel fermenting tanks to replace older wooden ones, and the addition of four 2,000 barrel aging tanks...the largest known available in the brewing industry. This project called for the complete renovation of one fermenting cellar, and the addition of a new aging cellar. A water filter and automatic keg debunger were also added, along with some sophisticated bottling works monitoring equipment.

1973 saw the complete renovation of mash and rice cookers in the brewhouse, including new agitators for both vessels. Two older aging cellars were renovated, and new refrigeration equipment was installed in each.

-4-
In 1974, a major project was conversion of the can line to run aluminum cans, with a resultant increase in speed of about 7%. Finishing touches were applied to the brewhouse control system and control panel, giving us a fully automated brewhouse.

Since World War II, nearly $16 million has been spent in improvements, expansion, and new construction—an average of approximately $550,000 per year.

The early distribution network and coverage area of the brewery has greatly changed since 1888. Today, Utica Club beer and ale, Matt's Premium, and Fort Schuyler beer are distributed throughout New York State, and in Massachusetts, Connecticut, Vermont, Pennsylvania, and New Jersey. Maximus Super is sold in New York State, Pennsylvania, and throughout New England.

Sales dips have been encountered from time to time during these periods of growth and expansion. Time and time again, the power of advertising has proven itself an effective force in combatting sales fluctuations. For example, a sales dip in 1957 and 1958 resulted in the hiring of Doyle, Dane, Bernbach advertising agency, and complete revamping of the sales and merchandising divisions of the brewery.

The new agency introduced two talking beer mugs, Schultz and Dooley, utilizing the voice of the famous comedian, Jonathan Winters. This campaign must have been one of the most effective in the history of advertising, since sales increased more than 50%.

After the effectiveness of Schultz and Dooley began to fade, the brewery contracted the services of Benton & Bowles, which handled advertising for the firm until a switch was made to Wells, Rich, Greene, Inc. in 1966. From 1969 until the fall of 1973, the brewery's advertising agency was DKG, Inc. Advertising is now handled by Della Femina, Travisano & Partners of New York City.

From its small beginning in 1888, The West End Brewing Company is now ranked 25th of all the nation's breweries. At the turn of the century, breweries numbered about 1200. In 1947, there were about 450, and today there are approximately 50 brewers operating 70 plants in the United States.

Officials of The West End Brewing Company firmly believe that the company has been able to prosper, and will continue to do so by maintaining the high standards of quality established by F. X. Matt, the founder.

The company employs some 250 people in the Utica plant and an additional 150 at various sales locations throughout the Northeast.
Brewing may be defined as the process of making beer, ale, or other fermented malt beverages. The basic raw materials are water, barley malt, various cereal grains such as corn and rice, and hops.

The first step in the process is the malting of the barley. In the United States this is usually done by malting companies. The grain is steeped in cold water for 45-72 hours, with water drained off and replaced daily. After final draining the barley is taken from the steeping tanks and placed in germination compartments. Here the grain begins to germinate or grow sprouts, which, if allowed to develop, would form the future rootlets and blades of the barley plant. The germination process usually takes six days. The next step is kiln drying. In addition to checking germination, kilning develops aromatic flavor characteristics which are imparted to the beer.

The initial operation in brewing is to partially crush the malted grain by passing it between iron rollers. The resulting grist is then mixed with warm water in the mash tube with the temperature gradually raised to 165-170°F.

When corn grits or rice are used, the grain first undergoes preliminary boiling with water in cookers. This cooker mash is then mixed into the main malt mash.

The mashing process extracts starchy materials and other substances from the grains, then converts these starches into the fermentable sugars from which beer is made.

This is accomplished by the action of diastase and other male enzymes. These sugars are very different from household sugar, which must be inverted in order to make it fermentable if used in the brewing process. The brewer can control the degree of sugar to be developed from the starches in the grains. This is important in determining the characteristics of the finished beer or ale. Parts of the refining and conversion process may be performed in cereal mills and refineries from which the brewer purchases the refined product.

When starch conversion is completed, the finished mash is permitted to rest for a time, and the liquid, called "wort", is then drained off from the bottom in a lauter tub, or separated from the spent grains by means of a mash filter. (Utica Club utilizes the more efficient mash filter.) The wort is then pumped into copper brew kettles, where it is boiled with hops.

Hops are blossoms of the female hop plant and are used in very small quantities to add a characteristic flavor to beer.

After boiling, the hops are filtered out and the wort is cooled rapidly by passing it either over or through pipes in which cold water, brine, or ammonia serve as the cooling medium. From the cooler, the wort is pumped into tanks and inoculated with pure yeast, whereupon fermentation takes place. The yeast causes a chemical reaction which results in a liquid with alcoholic content. Temperature controls the rate at which this process takes place. Fermenting takes from 6-8 days.
When fermentation is completed, the yeast settles to the bottom of the tanks—
or in the case of most ales, floats at the top— and is removed. Part of it is used
again for new brews. The excess provides a brewery by- product rich in protein and
vitamin B complex— brewers' yeast— a precious dietary supplement for both animals
and human beings.

Following fermentation the beer is pumped into closed aging tanks, where it
stays for many weeks to age or " lager ". During aging a large portion of the
suspended yeast settles to the bottom. Aging also brings the flavor and aroma of
the beer to just the right point.

One step now remains to make the beer perfect: carbonation. Two main methods
are used: prior to aging and filtering, the beer can be impregnated with the carbon
dioxide gas given off during its own fermentation and collected for the purpose. Or,
it can be " krausened ", or mixed with a small amount of newly fermenting beer. As
the mixture continues to age and ferment, a natural carbonation is produced. ( Utica
Club utilizes the krausening process of carbonation. )

The beer is ready to leave the brewery after a final filtration. Before being
packaged, it is pumped through meters which give the government an absolute check on
the amount of Federal taxes due. Then, if destined for draught use it goes to the
" racking room " where newly scrubbed metal barrels wait to receive it. Otherwise it
moves into the bottling or canning plant, where high- speed automatic machinery fills,
closes, and labels the hygienically clean containers— as many as 850 per minute. If
bottled or canned, the beer is pasteurized at this point to insure that any bacteria
resulting from the yeast is killed.

Every step in the actual production of beer and ale— from malt to truck— is
under the supervision of one man— the brewmaster, or master brewer. Brewing is an
art as well as a science, and the brewmaster knows his art because he has spent years
learning it. Often he is a college graduate. Invariably he has attended a special
brewmasters school to study theory and operations under expert instructors.

In the olden days the brewmaster normally was the only man who knew just what
went into a brew, and why. Today he shares his knowledge with others, but he still
has full responsibility for not only the mechanics of production, but also for the
" human element "— the men who handle the raw materials and run the machines.

When latest estimates indicate that brewing is a $ 9,000,000,000 industry, this
means that an amount well in excess of that figure represents the investment to date
by private capital in the physical properties and equipment of all brewers of the
country; which today number less than 70. These plants are located in 40 different
states, the District of Columbia, and Hawaii.

There were 1100 breweries before Prohibition; there are now less than 70. It
seems a parody that the number of breweries should decline so radically; perhaps the
principle reason is the inability of some smaller brewers to maintain the high quality
necessary in increasingly competitive markets. The West End Brewing Company, through
constant expansion ( sales are now triple pre-War ) ranks 25th of all breweries in the
United States in volume of sales.
Naturally, to produce and sell this large volume of beer and ale calls for the expenditure of vast sums for labor and materials.

The brewing industry is a major factor in the American economy, as shown by these figures provided by the United States Brewers Association:

* Brewers use $365 million of agricultural products yearly.
* Total industry employment is close to 60,000 persons.
* Wages and salaries, not including fringe benefits, approximate $580 million.
* The industry provides $2.8 billion income for over one million persons (suppliers and distribution).
* Each year, brewers spend $35 million for fuel and power, $90 million for transportation, $255 million for advertising. Capital expenditures add another $210 million.
* The industry's annual packaging bill is over $1 billion.
* In 1970, brewers paid over $1 billion in Federal excise taxes and over $520 million in State taxes (a total of $1.5 billion).

In short, the brewing industry has a $9 billion impact on our economy each year, and since Repeal, brewers have paid over $23.4 billion in Federal excise taxes, and more than $8.1 billion to the states.

The brewing industry is justly proud of the unusual way in which it returns farm products to the farm. Most other processors of raw materials find little of value remaining after the processing is done. Brewing, however, extracts only about 65% of the nutrients in the grain it uses. The remainder is salvaged in the brewhouse and goes back to the farmer as feedstuffs containing most of the proteins in the original grains. Such feeds are excellent protein supplements for both livestock and poultry.

In addition to agriculture, more than 100 different trades, with about a million workers, are called on to provide the brewing industry with materials, equipment, or service. Among them are railroad and automotive transportation, metals, machinery, lumber, cooperage, bottles and cans, caps, boxes and cartons, power and fuel, refrigeration, advertising, printing, paper and office equipment.

During the first years after repeal of national prohibition, brewers also spent hundreds of millions of dollars on rebuilding, repairing and new construction-an outlay of real value to a nation then suffering its worst business depression in history.

Statistical records of the United States Treasury Department for 1970 show that the brewing industry was the fifth largest contributor of Federal taxes among the nation's industries.
It may therefore be said that were it not for beer and ale production and sale, the American people would have to find other means of raising more than 4 million dollars a day—every day of the year.

Here is a brief analysis of the nation's beer tax story:

During the calendar year 1970, the Federal Government reported collections of $1,000,000,000 in excise taxes and license fees from the brewing industry.

Each of the 50 states and the District of Columbia levied additional beer taxes. In 1970, these state governments collected more than $520,000,000 from the brewing industry. This money was applied in the different states toward payment of old-age pensions, maintenance of public schools, state institutions, for relief, public health, physically handicapped and dependent children, aid to agriculture, and various public improvements.

Thus, in 1970 beer furnished the Federal, State, County, Municipal and other local governments with a tax medium that produced $1,520,000,000, making the daily tax bill of the brewery industry $4,163,836.

Needless to say, the brewing industry plays a very important part in the economic picture of the United States.
Brewing is a careful, unhurried process. It begins at the malt and rice storage bins (1) and ends several months later in the bottle house (15).

To make beer, rice is mixed with the water from the storage tank (2) and boiled in the cooker (3) to form a mash. This mash then goes to the mash tub (4), where malt and more hot water are added. Mashing operations are completed at 160 degrees F, with steam heat supplied from boilers (5).

The mixture is filtered through the mash filter (6) (Note: diagram above shows a lautering tub) where the spent grains are removed and shipped out as feed for livestock. The liquid portion, now called "wort", passes into gleaming copper brew kettles (7), where hops from the insulated storage room (8) are added for flavor, and the wort is boiled at about 212 degrees F. The hops are strained off and then the hopped wort is pumped to a wort collecting tank (9) near the top of the brewery. It flows by gravity through coolers (10) and is pumped up to the starting tank (11), where yeast is added and fermentation begins. In the tank areas (12 & 13), the kraeusening process which forms the beer's carbonation, and the aging process takes place. After aging, beer is filtered and packaged in kegs (14) or bottles and cans (15).
A BASIC SCHEMATIC OF

THE WEST END BREWING COMPANY

SYSTEM
THE HISTORY OF

BEER
"Have a beer!"

Hospitality and good will have been bound up with this invitation and appreciative acceptance of it since the dawn of history.

As far back into the centuries past as our knowledge extends, there is evidence of man's love for beer. Wherever the climate was conducive to the growth of cereals, and where men were advanced enough to try to make life more enjoyable, the art of brewing was developed to a great degree.

Ancient clay tablets found in Mesopotamia tell us of sixteen kinds of beer made as early as 4,000 BC by the ladies of the household. Records of the time of King Hammurabi, about 2100 BC, show that brewing had become a respected and highly honored profession to which skilled men, after years of apprenticeship, devoted their lives. An Assyrian tablet of 2,000 BC informs that beer was among the provisions taken aboard Noah's Ark!

Moderation was revered by the ancient Egyptians and beer was their beverage. Isis, their great goddess, was patroness of their brewing industry. In addition to the beer they consumed, the Egyptians took daily tributes of beer to the temple in the belief that departed friends could enjoy it in the life beyond the tomb. China, too, had a beer-like beverage about 2300 BC. The Chinese called their beer "Kiu".

The art of brewing spread from Egypt to Greece, and from Greece to Rome, following the course of civilization. Julius Caesar drank a toast in beer to his officers to honor the crossing of the Rubicon in 49 BC.

**Beer in Early Europe**

Roman explorers who penetrated primitive Europe wrote of the beer and brewing they found among the ancestors of today's Western civilization. Pliny, Herodotus, and Tacitus, among other classical writers, have recorded the development of the brewing art among the Celtic and Teutonic peoples of Britain and Central Europe. The Scandinavian classics, THE EDDA and THE KALEVALA, are largely tributes to beer and brewing.

Through the Middle Ages, European brewing skill was concentrated within the cloistered walls of monasteries. The monks supplied good beer as well as Christian teaching to the people of the areas they served.

Hops, as we know them, appear to have been first used in Finland. Estonian brewers, neighbors of the Finns, introduced hops to the Slavs. The Slavs made the Germans acquainted with hopped beer. By 840 AD the famed Hallertau hop fields of Germany were well established. The Kentish hop field of England also became noted for the quality of their crops.
German beers, brewed with malt and hops, were a major factor in the growing prominence and prosperity of the German towns of The Hanseatic League about 1,000 AD. Visiting merchants and sailors carried home with them news of the fine beers Germany produced; word-of-mouth advertising that built a big export business in German beer.

The prestige of German brewing was so great by the early 18th century that a cabinet decree of 1781 appointed the 19 year old Crown Prince Frederick to serve as a brewer's apprentice. The decree stated: "He must be shown how mashing, fermenting and racking are attended to, and how malt is prepared ". The young prince remained a staunch patron of the brewer's art through the long career that earned him immortality as Frederick the Great.

Britain matches Germany in honor paid beer and brewing. Walter Biblesworth, England's first known medical writer and lecturer, praised beer's therapeutic qualities to his students. King Arthur served his Knights of the Round Table a beer called bragget. When the first Queen Elizabeth travelled, a supply of her favorite brew was dispatched ahead to be sure of its availability at Her Majesty's pleasure.

Early English breweries had their own system of quality control. Key man in the system was the Ale-conner. On unannounced inspection visits he would taste the brew and approve, or disapprove, its quality. If the beer or ale was not up to standards, the Ale-conner could force its sale at a reduced price. The father of William Shakespeare was an Ale-conner. Shakespeare himself paid tribute to beer and ale in many of his plays. Beer and "great old ale" are, if anything, more popular today than ever in pubs and inns of modern Britain.

**Beer in America**

Beer was brewed in America long before Christopher Columbus arrived. The ancient Incas knew a brew called sora, ancestor of a more modern beer called chicha. Columbus described the beer served him on his final voyage to America in 1502 as "resembling English beer ". White men brewed beer in America at least 33 years before the Pilgrims landed. The evidence of this fact is a report by Thomas Harriott on a survey of the new land of Virginia made in 1587. Harriott wrote that "we made mault— and likewise by the helpe of Hops, good beere."

Beer came over on the Mayflower. In fact, because the ship's beer ran low, Plymouth Rock became an historic shrine. The Mayflower was bound for Virginia. Her master put in at Plymouth instead because he had drifted off course and, as his ship's log records the situation, "we could not take time for further search or consideration, our victuals being much spent, especially our beer." 

"Beer was all but the universal beverage of the Pilgrims ", states a document of Plymouth colony. In the other colonies, too, Maryland and Pennsylvania, for example, historians tell us of beer being "on the table as regularly as bread. " William Penn's brewhouse is still a point of interest for tourists.
Expansion of the colonies brought a thriving brewing industry and laws to regulate it. In 1615, New Netherlands, now New York, passed the Duke's Law limiting establishment of commercial breweries to individuals who could prove "sufficient knowledge in the art of mystery of a brewer."

The men whose valor and wisdom won and preserved American independence are numbered among the staunchest supporters of the brewing industry. They saw in beer the beverage of moderation perfectly suited to the young and growing nation's need for healthy and vigorous people. George Washington was one of the many who were themselves brewers. Almost all of them fostered tax policies favorable to brewing. Especially powerful in forging legislation favorable to brewing were Patrick Henry, Alexander Hamilton and James Madison. Thomas Jefferson persuaded Bohemian master brewers to come to America and teach their advanced skills to American brewers. Samuel Adams, "Father of the Revolution", guiding spirit of the Boston Tea Party, and signer of the Declaration of Independence, was one of the leading brewers of his day. Revolutionary Generals Putnam, Weedon, and Summer also were brewers.

The state legislatures followed the lead of the Federal Government in encouraging brewing. The Massachusetts Legislature in 1789 exempted brewers of a hundred or more barrels of beer a year from all taxes for five years, on the grounds that "the wholesome qualities of malt liquors greatly recommend them to general use as an important means of preserving the health of the citizens of this commonwealth."

The Look Ahead

Looking ahead, striving for the better way, is a brewing tradition. The scientists of every nation have contributed to that tradition. Pasteur's STUDIES ON BEER revealed the secrets of fermentation and showed how the action of yeast could be controlled. Emil Christian Hansen developed modern procedures for protecting pure yeast cultures from contamination. Great strides have been made, and further improvements are constantly being sought, in scientific cultivation of barley, and the processing of barley into malt. By pioneering in the practical use of air conditioning, brewers and maltsters have succeeded in creating ideal malting and brewing "weather" within their plants the year 'round. In methods of maintaining spic and span cleanliness, constantly, today's brewers have made their plants the models of sanitation emulated by the entire food industry.

In brief, from the sowing of the grain, through the cultivation of the crops of barley, rice, and hops, and on through the complex operations of a modern brewery, farmer, scientist and craftsman work as a team. The exercise of their coordinated talents and skills and a series of rigid inspections makes for a product of uniform, consistent quality. These factors and the brewing industry's constant quest for new, finer equipment and the better way of performing every function, promise even finer beers tomorrow.

For all the foregoing reasons, men who know and appreciate life's best things always have and always will value a glass of beer. They value beer for the pleasure it brings. They value it, too, as a bulwark of a healthful economy; as a symbol of our heritage of freedom and gracious living; and of respect for the moderation our forefathers taught.
PRODUCTS OF

THE WEST END BREWING COMPANY
UTICA CLUB BEER

Utica Club is a light pilsener lager beer. Lager means that the beer has been aged; pilsener indicates a dry, light-bodied, pale beer with a light, pleasantly hoppy taste. This type of beer was originally brewed in Pilsen, Czechoslovakia. The popular idea of light beer covers three points:

1. Color -- it is a light color.
2. Taste -- it is light to the taste, and free of a sweet after-taste.
3. Digestion -- it is light in the digestive system, and less filling.

Utica Club is an outstanding example of a true light beer, because it offers all three "light" characteristics.

UTICA CLUB ALE

Ale is brewed by a process similar to that of beer, except that more hops are utilized, and the cooking process is designed to develop a higher amount of sugar content to make the ale slightly higher in alcoholic content than beer. Ale is processed separately from beer, primarily because it requires a special strain of yeast that cannot be mixed with the beer yeast. Ale is also stored at warmer temperatures than beer, therefore aging it more rapidly. The higher temperature also helps develop the characteristic flavor of ale.

MATT'S PREMIUM

Matt's Premium Lager beer differs from Utica Club beer in that only hand-selected, superlative imported malt and imported hops are used in the brewing process. It is a beer that by its very nature must be limited to production in small quantities to insure that its unique character is perfectly maintained.

MAXIMUS SUPER

Maximus Super is a beer with nearly twice the alcoholic content of most beers. It differs from ales and malt liquors in that ales are characterized by a noticeable "hoppy" taste, while Maximus has a very smooth taste; malt liquor is made like a beer, then artificially fermented with enzymes to produce a little more alcohol. Maximus Super starts with 60% more grain, and is naturally fermented. Fermentation takes almost twice as long, and the aging period is longer also. Maximus Super is made to have normal beer taste components, and a taste all its own. It might be described as slightly malty, mellow, and with an alcoholic sweetness. It has a distinctive taste of its own, a taste which is smoother than any normal beer could be.

- 15 -
Ladies and gentlemen, welcome to the home of Utica Club beer. We appreciate your coming to see us, and hope that you'll find our tour interesting. I'm __________________, and I'll be your guide for the next 30 minutes as we walk through the brewery, then meet the Utica Club Trolley for a ride back to the 1888 Tavern. There you'll be able to taste a mug or two of Utica Club. We also have root beer on tap.

Some of you may have been on industrial tours or other brewery tours where you never got close to the real process. That's not the case here. We're very proud of our brewery, and we want you to see everything just as it is.

For that reason, we will climb a few stairs and go through two cold cellars. If this will bother anyone, you may wait in the reception area, then join us in the Tavern when the group returns.

There are just two favors we'd like to ask of you: not to smoke until we get back to the Tavern, and to stay with the group at all times.

(Optional, if visitors have cameras) (Please feel free to take any pictures you'd like, but try not to become separated from our group.)

This is F. X. Matt, who founded the brewery in 1888, and was active in the business until his death in 1958 at the age of 99.

Mr. Matt learned the art of making beer in the famous brewery of the Duke of Baden in the Black Forest region of Germany. The standards of quality he established more than 90 years ago are still rigidly observed in the brewery.

That's one of the reasons why our brewery here in Upstate New York has the respect of beer makers throughout the world.
Point to two portraits

These are Mr. Matt's sons, Mr. Walter Matt, who is president, and the late Frank Matt, who was vice president. It's quite possible that you will see Mr. Matt or one of his sons somewhere along the way today. They take a very personal interest in everything that happens in the brewery, and like to keep an eye on things themselves.

STATION II

Grain Barrels

In these barrels, you see the ingredients that give Utica Club its "true beer taste . . ." natural whole grains, only the very best of the harvest, and pure water. We insist on whole grains instead of syrups or extracts because we can then check on the quality of grains ourselves. The taste of our beer is the reason behind everything we do.

Barley malt gives Utica Club its mellowness and body. Our malt is the choicest of grades, and we get it from the Dakotas, Montana, and Canada. Malting, incidentally, means the grain has been allowed to sprout, making it suitable for brewing.

In the second barrel is brewers' rice, which gives our beer its special lightness. It's expensive and not more than a handful of other brewers in the country use it, but like a lot of other "unnecessary" things that we do, it pays off in the taste of Utica Club.

Hops are used like a seasoning in beer. . . they give it its characteristic flavor and aroma.

Finally, we use corn to help extend the shelf life of our beer. We're sure Utica Club will hold its flavor in the bottle or can for at least six months. After that, however, rather than risk your getting even a single bottle that doesn't taste as good as it should, we take it right off your grocer's shelf and replace it, at our own expense. We don't know of another brewery in the world that does this.
STATION IIIa

Second hallway, by visuals

You'll note that the decor of this section is a bit different from the rest of the tour. This section commemorates the Prohibition Era, when breweries were not allowed to produce beer. We survived by producing a near beer called Malt Tonic, and a number of soft drinks.

There are four major steps in the production of beer, from the whole grains to the Utica Club drinker.

First, we take the ingredients you saw in the barrels and cook them in water to make a brew.

Secondly, we ferment this brew to make beer.

Thirdly, we age the beer.

And fourthly, we package it.

Cook, ferment, age, and package. These are the four steps we'll talk about during the tour.

Now, let's take a look at our brewery.

STATION IIIb

Elevator

We'll leave the elevator by that door, which will open in just a few moments. Please walk straight ahead, and wait for me at the foot of the short flight of steps that you'll see.

STATION IV

Brewhouse mezzanine

This is our brewhouse, where Utica Club begins.

The copper kettles below you each hold more than 18,000 gallons of brew, which can be brought to a boil 15 minutes after being filled.

Each batch of beer is brewed with painstaking precision so that we get the same quality from one batch to another. All ingredients are carefully measured, temperature and cooking times closely controlled. That's why the taste of our beer never varies.
If you'll look over to your right, you'll see a large stainless steel tank. It's here that the grains are cooked in water to make a mash. The mash is then filtered through this long accordion-shaped machine. The solid grains are filtered out and sold to area farmers as feed for their livestock. The remaining liquid goes into the copper brew kettles.

Hops are added to the brew through the copper chute in the center, and the large stacks above the kettles exhaust the steam.

**STATION V**

Wall chart in hallway outside grain storage

Here is a simplified picture of what takes place in the brewing process.

Rice and corn are cooked in the rice cooker, while barley malt is cooked in the mash cooker. Then, the rice and corn are added to the barley malt. After cooking some more, the resulting "mash" is put through the filter, and the remaining liquid goes to the brew kettles.

Hops are added here. This is the seasoning of the beer— and only a small amount of hops is used. To give you an idea, we use about 25,000 pounds of grain, and only about 150 pounds of hops for each brew.

If we used syrups or extracts instead of whole grains, we wouldn't need these cookers, the filter, or the huge grain storage tanks we'll see in just a minute. But Utica Club wouldn't taste as good, either. This heavy investment in equipment permits us to brew directly from the harvest and to know that every ingredient meets our quality standards.

The complete brewing stage takes about 10 hours.

We'll now pass through the grain storage area on our way to the second step, fermenting.

**STATION VI**

Fermenting Cellar

Please take a look from the platform, then follow me down to the bottom of the stairs.
You have just seen four of our nearly forty glass-lined, refrigerated fermenting tanks. The brew that was cooked in the large copper kettles is first cooled. Then yeast is added and allowed to ferment. The yeast produces a fermenting reaction in the brew that leaves us with an alcoholic beer and gives off carbon dioxide as a by-product. In most beers the alcoholic content reached during fermentation is about 4-4.5%, with our own product, MAXIMUS SUPER, being an exception at about 7%.

Fermenting is a delicate operation. If the temperature of the fermenting beer is allowed to vary, the beer may acquire a bitter taste. By using automatic chilling coils, however, we make sure the fermenting beer stays at the temperature we want.

Utica Club ferments for 7 days before it goes to the next step, aging.

WATCH YOUR STEP AS WE PASS THROUGH THE FERMENTING CELLAR. THERE MAY BE SOME HOSES AND IT COULD BE SLIPPERY IF WET.

STATION VII

Glass enclosure

After fermenting, the beer goes to one of our 20 aging cellars. We're in this glass enclosure because the cellar is kept at near freezing temperatures.

Each aging tank you see contains 31,000 gallons, or 13,500 cases. If you drank 10 bottles a day, it would take 88 years to finish off one tank. The brewery has nearly 150 aging tanks; more than enough to ensure that we never have to give our customers beer that's underaged... not even at the peak of summer demand.

Aging is the key to smoothness. It's here that the ingredients blend, where Utica Club mellows, and the rough edges disappear.

It's also during the aging process that the beer develops its bubbles, or carbonation. We use the same natural carbonating process that is used in the making of champagne. Rather than injecting carbon dioxide into the beer, a small amount of
newly fermenting beer is added to the beer that is aging in these tanks. This process is called kraeusening, and results in Utica Club's smooth taste.

The beer then goes to another tank for final aging. Total aging time is about eight weeks, which means it takes more time, more equipment, and more money. But again, it's all part of Utica Club's distinctive taste.

Watch your step!

STATION VIII

Ramp leading to bottling works

Up to now, we've carefully taken our time with the beer, but once it's made, we package it without wasting a split second. In the bottling works, you'll see some of the fastest and most efficient machinery in the packaging industry. It can turn out beer at the rate of 100,000 cases, or 2,400,000 bottles, per day, with all lines operating. Keep in mind that just as we have seen only a small portion of the brewery, we are walking through just one floor of our four story packaging center. It's on this floor that 12oz. bottles are filled. We also can beer on this floor, but the area is difficult to see from the mezzanine. On other floors, the beer is put in kegs and 7, 16, and 32oz. bottles.

As you go along the mezzanine, you'll see where the bottles are washed, filled, capped, pasteurized, and labeled. Opposite each major piece of machinery there is a picture by which you can identify it. I cannot talk to you as a group because of the noise, but I'll be happy to try to answer any questions you may have.

At the end of the mezzanine, we'll meet the Utica Club trolley for our ride back to the 1888 Tavern, and a taste of the reason why we take all the pains we do to make this beer the best way beer can be made.

There may be other groups on the mezzanine, so please try to stay together.

STATION VIII

Trolley
(Leaving bottling works)

Throughout our tour we have emphasized Utica Club beer, because it's our largest seller. We also produce Utica Club Cream Ale, Utica Club Light beer, Maximus Super, and Matt's, our premium beer.
If you'd like to take some home, a variety pack case is available in our Gift Shop, and I'll be happy to give you one of these coupons offering a discount off the regular price.

Over there, you see our warehouse and shipping area. The warehouse holds 150,000 cases of beer, about a 3 day supply.

We're now going back to the 1888 Tavern, which is upstairs over the reception area you first entered. At the top of the stairs, I'll give you two tickets. Please give them to the bartender one at a time, and he'll give you a large mug of Utica Club for each one. Root beer tickets will be given to those who may prefer it (although we hope you'll try some Utica Club) and to all those under 18.

We're often asked if we make a special beer for our Tour Center, because it tastes so great. Not so! We make exactly the same beer for bottles and kegs, and the beer you'll be served in the tavern is from a half-barrel just like those your tavern gets... perhaps even delivered by the same truck.

If there is a difference, it's because we try to observe ideal drinking conditions in the tavern. We think the best drinking temperature is 41°F. Freshness is also a key to happy drinking, and we told you earlier about our concern for freshness. Pouring is also important. Pour your beer right down the middle of your glass to release the carbon dioxide and leave you with a good head on your beer.

After you've had a look around the Tavern and ladies parlor, you might like to visit our 1888 Village Gift Shop. It's located in the parking lot adjacent to the Tour Center. Please exit the tavern using the stairway across from the bar, not by the stairs we'll be going up in just a moment.

I've really enjoyed being your guide, and hope you've liked our tour. Please come back to see us again soon, and tell your friends about our tour.