

Name of Interviewee: Dave Burkhart
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Name of Interviewer: Theresa McCulla, Paula Johnson
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00:00:00 Theresa McCulla: This is Theresa McCulla. I am here with Paula Johnson from the National Museum of American History. It is March 28th, 2017, and we're speaking with Dave Burkhart of Anchor Brewing. And he's going to give us a bit of an introduction to the history of Anchor, especially pre-1965. And we are visiting today as part of the American Brewing History Initiative, which is an effort at the museum to collect and document the history of beer and brewing in America. So, Dave, thanks for hosting us today.

00:00:43 Dave Burkhart: Okay. Well, thank you for coming, this is an honor. And, particularly some, for somebody like me that's been into history and particularly our brewery's history since I started here in 1991. I was a full-time professional trumpet player, classical trumpet player, before that, and decided that I had played four seasons and a summer with Santa Fe Operas.

McCulla: Oh.

00:02:10 Burkhart: First trumpet. And, and I took a leave from that to play Wagner's Ring Cycle with San Francisco Opera, which was very exciting. We did four cycles. You know, and those are, those are the operas that are, you know, almost a shift on a day job. There are, there are five, you know, the longest is about five hours and forty-five minutes. And, and I was faced with the prospect of going back to Santa Fe, or just trying something different. It's very difficult to even, I mean, it was then, it is today, to be a, you know, successful, full-time, you know, trumpet player. And the orchestra that I was playing with, Sacramento Symphony, at the time was kind of on, having a lot of bad, financial woes and, you know. I didn't know whether they were gonna make their next paycheck, and at the same time they wouldn't, wouldn't let me out to play with San Francisco Symphony, or they wouldn't do this. So I said, you know, I just need a, kind of a break. And so, I had played in a chamber music group, for instance, a tremendous lover and supporter of chamber music, and, both string quartet music and, in this case, a mixed wind group called The Anchor Chamber Players. And I had played with them as a substitute. And I just got this crazy idea in my head, you know, that it would be fun. I did a little bit of home brewing, but I, I was as, as green as, as un-malted barley.

[Laughter]

Burkhart: So, so anyway, the, so I didn't know, I didn't know. And, and, so I, so somehow through Debbie Henry, who was the organizer of that chamber music group, she got in touch with Linda Rowe, who was the office manager, who got in touch with Fritz, and said, "There's a guy that played your concert last time. You

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saw him on stage but you never really met him. And he's kind of interested in a job here, and would you be willing to see him?" And he said, "Sure." And he, he, I went into this office, and sat down. And I gave him my resume, which was, I played in this orchestra from this year to this year, and I taught at this conservatory from this year to this year. I taught at Stanford for ten years. I still teach at San Francisco Conservatory. And I still play. I still freelance quite a bit with the opera, symphony and ballet in town. But on a, you know, not, not quite as, as much, just 'cause I don't have time to do it. And he saw that. He saw that I went to Yale, the Stanford of the east coast. And, and I saw that he went to Stanford, the Yale of the east coast. So, we kind of hit it off, and, and he asked me a couple questions, and I guess I gave the right answers. He asked, you know, "What do you know about beer?" And I said, "Well really, not much. Virtually nothing." He said, "What do you want to do here?" I said, "I don't care. Whatever you want me to do." And he said, "How much would you like to make?" And I said, "Well, I'm taking a leave from Santa Fe Opera, so I'd like to make the same salary that I make as principle trumpet of Santa Fe Opera." And, and he said, "Well, boy, I don't know what else to ask you. Tell me a, about the history of the trumpet." And so, I, in about ten minutes, I told him. I was wise enough not to tell him everything I know, that's being a good editor, sometimes that's good when you're, when you're talking, or writing. And I told him the story. And he said, "You know, if you could tell the story of our brewery the way you tell the story of the trumpet, with that same sort of passion and knowledge and excitement, you know, we might have something there, but I'll get back to you."

McCulla: That's great.

Burkhart: So anyway, so I get a call, you know.

McCulla: Yeah.

00:04:49

Burkhart: May 20th, 1991. I came in and my job was to work either in the bottling, on the bottling line or in the racking room, filling kegs in the morning, and then come up and give a tour or two, you know, in the day. I followed around my predecessor. In those days, it was always the tradition that you wouldn't be a tour guide, you would be a person that worked at the brewery that gave a tour.

McCulla: Sure.

Burkhart: And so, and he was, his name was Billy Cabalah, and he was running the labeler down in the bottle shop. And, and he was the saltiest sea dog of a pirate-like guy I'd ever known. He was a merchant marine, and his, actually his daughter works here now. And, but just a, absolute sweetheart. But, so I kind of followed him around for two weeks. And then he said, "Okay, why don't you do the tours now?" So, okay. And so, the one thing I did, I guess, and this is a good, I, I try to say these things not to brag, but to give a, lessons to people. The one thing I did from the get go here was, and Fritz has a wonderful saying about this,

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it's, "Be embarrassed by your ignorance, but never your lack of knowledge." So, every time I didn't know something, I asked somebody. Or if somebody asks me on a tour, you know, what's the Balling of this, of the Steam Beer? You know, I would say well, I'm sorry, I'm kind of new here, and I'm not a brewer, but I'll go ask. Or, here's one right at the bar, let's talk to him about it. And so, you just, you know, like a sponge, start to pick up knowledge. The other thing as, I had the exact same experience the first day I walked in here for my interview that everybody does. One of the things that Fritz did when he bought this building in 1977, we opened, our first brew here was August 13th, 1979, was to, it was, and it was a coffee factory. I mean, it was Chase & Sanborn Coffee. It was built in 1937. The architect actually, I'm digressing horribly here, but the architect was a guy named Edward A. Eames, and if you look around this city, he's, there's, he's got other buildings, which is kind of cool. So, there's a, there's an elementary school out in the Sunset District that he built, and you look at pictures of it and you go, oh, that's the same cool thing. And we take our building for granted. I love the fact that our building and Fritz were born in the same year. That's nice. But we take our building for granted a little bit around here, but in fact it's an important building. The other thing that Edward Eames did was when, you know, old St. Mary's Church was virtually destroyed in the earthquake, and they attempted to bring it back and kind of get it going in 1909. And then in 1929, they were able to make major modifications to the church, expand it, and so on, and so he was involved in that. So, I like the fact that it's, you know, and I, I mean, I take this, this building as well as this brewery even very seriously. So, when Fritz bought it, it smelled like coffee.

McCulla: Yeah.

00:08:05

Burkhart: All these walls were painted. There was no island in the middle, you know, where the fermenters are here, you know. I mean, it was just kind of stripped, you know. And so, one of the first, he hooked up with a wonderful architect and designer named Richard Elmore and they came up with what you see today. It's virt-, it's virtually unchanged since then. And one of the first things he did.

McCulla: [unintelligible].

Burkhart: This was, this was in '77 to '79. Before we opened in '79.

McCulla: Okay.

Burkhart: And so, and the other thing that's kind of fun is that, knowing the real estate in San Francisco now, I won't, it's Fritz's job to tell you exactly what it was, so, what the number was, if he's willing, but it's, it's, you can't buy anything for less than a million dollars in this neighborhood today, let's just say that. Certainly nothing with this kind of real estate. So, so anyway, when you walked

up in the old building, the Chase & Sanborn building, you just walked up the stairs, and that door that's kind of kitty-corner there?

McCulla: Yup.

Burkhart: Went straight. It went straight into the office. So, I love these little genius things that you see, that you see around here. And, so he just angled the door.

McCulla: Okay.

00:09:15 Burkhart: So, guess what? It really does direct you to the most important thing. And the other thing he did was, he didn't want people in offices off-site or downtown or upstairs or down, you know. He wanted all the offices, including his, to overlook the brewhouse as they do, even our lab over there. We have more offices now today, obviously we've grown and, you know, there we, there we go. But still, that was a fundamental principle to him, that when he sits down in his office, he can, he can see what's, what's brewing, you know?

McCulla: And why, exactly do you think that was? He just, he wanted to keep track, or just, he was aware of the, the visual appeal?

00:09:53 Burkhart: Because that's, because that's who we are. We're brewers. It's very, it's very simple. And we're not businessmen who brew, we're brewers. And, and it's important that every single day, I mean, that's why I always, actually long after I stopped, I didn't, you know, I stopped doing tours and started doing other things. Today what I do is I, I'm the guy still, and now with Fritz not here, it used to be Fritz, there's our little team over there in a picture, Jim Stitt who is a designer that did, his first label for us was a, our Christmas Ale label in 1975, Jack Martin, who was his assistant, Fritz and me, in a design meeting for Christmas Ale. So, that was our team for labels. And then when Fritz sold the brewery, I kind of, without trying, I mean, I just kind of, you know, it's like, so peop-, somebody asked me, "So, Dave, what's the tree gonna be on this Christmas Ale this year?" I said, "I don't know. I haven't thought of it." So anyway, so, I just kind of inherited this wonderful job of coming up with the, with a few exceptions now 'cause we have so many beers, with the story, history, *raison d'être*, as I said, label and concept for the beer, to go. So, the idea was, as Fritz would say, that, you know, the brew master's in charge of what's inside the bottle and you're in charge of what's outside the bottle.

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McCulla: That's great.

00:11:19 Burkhart: And so, and those need obviously, to reflect, reflect each other, and, and, and like I say, have a, have a reason, so when you're drinking, and that's why we have text on virtually all of our neck labels. Somebody asked me, this is so small I can, I can barely read it. I said yeah, but you know it's there and you

know we have a story. You know? And, and that it's, and, and that it's a real, and that it's a real story.

00:11:46 McCulla: Can you talk a bit about the process of starting, designing a label? You know, what's your inspiration?

Burkhart: Well, I just, I just presented one yesterday so that's a good, that's a good thing, for a new, for a new beer that's coming out. And I can't tell you what it is yet.

McCulla: Okay.

Burkhart: But, anyways, so, so what I, I bought myself some time, you know, everything's on a fast track here, but I bought myself basically three weeks to think about it. And then I have some wonderful people outside the brewery that help me. I draw a little bit, you know, but it, they're like little cartoons, you know? But it's, that, designers see the world in visuals. If I send them a two-page email about what I like, I won't get anything remotely close. If I draw a crude little pencil picture with an oval and a bear, or a whatever, you know, on it, they get it. So, so I just kind of think. I turn off the radio in the car, that's usually my best place, and just kind of think about it. I try not to do research, other than I guess you can call it opposition research because. In other words, I'm gonna, I will look on the internet for this beer and make sure that I rule out everything that everybody else has already done which is hard to do now because there's so many, you know. But I don't want to look like a copy-cat. And, you know, sometimes, otherwise you get, you get a great idea for a name for a beer or for something like that, and then you look at them, and you go, oh well, somebody's already got it. So, anyway, so I'll do, yeah.

00:13:07 Paula Johnson: What comes first? The con-, the idea for what type of beer or the concept for the history of?

00:13:46 Burkhart: Well, I'd like to think that I, you know and there have been a couple beers like that where I've proposed that we do, that we do something. You know like Brekle's Brown Ale, you know, which was a recreation, and a playful, a playful recreation let's say, not an exact recreation, of my favorite beer that we've made here, our Brown, our Brown Ale from the '86 Christmas Ale. And, and so, that that was, and, and my pitch was that we call it Brekle's Brown, you know. There's the, there's some panels there that talk about our first brew master. And so that that kind of came out from me. A lot of times it will, I will, I will claim, it's not reverse engineered, but it's in a sense that we're gonna do this. And then I have to dig deep and find, okay, you know, they want to do it because, you know, they want, the brew master wants to make this beer, you know. It's not always a historical reason. But I, I like to find that reason because I don't think, I don't think we're any good at what we do, which is, I think very special, without, without that. So, so a lot of times it's a, a lot of times it's a name, a lot of times

it's a, it's researching history, California history, seeing if there's a connection, maybe a connection to us, a connection. So, in this case I presented five different concepts for the beer, each flowing out of a different inspiration. So, what I present, you know, I showed, here's the, here's the inspiration. Here's how the label would evolve. Here's the inspiration. Here's how the label would look if that, if we use that inspiration.

McCulla: Right.

Burkhart: Okay. So, so it's a fun process. It's different every time. I'm busy as all get out keeping up.

00:14:56 McCulla: It makes you a kind of creative director.

Burkhart: It makes me kind of the creative dire-. I don't, I don't call myself that but, but it's, but that's what I do I suppose.

McCulla: Yeah, yeah.

Burkhart: And so, so, you know, I just try to come up with interesting, fun ideas, you know? And that's what, that's what makes it fun. And at the same time, when I walked in these hallowed halls in 1991, immediately, like everybody else, I go, oh my gosh, this is amazing.

McCulla: Yeah.

00:15:20 Burkhart: It's like walking into a, a living museum, like a great museum, like, when people will say it's like walking into a museum they, they mean mausoleum unfortunately, a lot of times. And, and they shouldn't. You know, and if it's a great museum, it's not like that. And this is like walking into a great living, living, breathing, 'cause we're brewing.

McCulla: Right.

00:15:57 Burkhart: Museum. And so immediately when I started here, I had, I would always been interested in San Francisco and history and stuff like that. I had been here since nineteen, my wife and I have been here since 1980, so, but I just got the bug immediately. And I would ask questions, same thing, I would ask questions. I said, "Well, do we have any pictures of our brew masters?" And they, "No." "Well, where did they work before they worked?" "Well, is, did that building," that you see in the picture back there, "did that building just get built in 1896? Where did it come, did it fall out of the sky, like Dorothy's house?" You know? Or, or what? In, in other words, and, and a lot of people, because we're busy around here, we're making beer. So, you know, Fritz had gone out, tell you a wonderful story about Fritz. I don't want to go on and on today, but anyway. When Fritz bought the brewery, it's a great story. You should get him to tell it,

but I'll tell it. I'll tell it just in case he doesn't. So, he was super stoked to buy this, buy this piece of San Francisco history as well as just to buy a brewery. He didn't know any more about brewing than I did when I started here. And, but he had a microscope, very important, as you may say it today. So, yes?

Johnson: Does he still have the microscope?

00:17:09 Burkhart: Oh, I'm sure, yeah. I'm sure it's, I'm sure it's in his, in his camper. He, he goes out to the desert and, and looks at the stars and analyzes little bugs and flowers and plants and things like that. So, anyway, the, so Fritz went down to the library. And you could still do this at the public library downtown, it's pretty amazing. They have all the city directories, back a certain way, not all the way, back, back a certain way. They're just on a shelf for gosh sakes, you know? And so, he went, and he said, well, okay, I'll start at 1905. We know there's probably nothing in 1906 'cause of the earthquake. So, 1905, there it was, Anchor Brewing Company. 1904, there it was. And then he gets back to 1900 and he goes, okay, this is pretty good, you know. Because this was proof, you know? The guys at the brewery just told him, well, it goes back to this and that. And you'll even see signs around here that are just kind of, you know. I don't know where the 1851 comes from on that sign, somebody just put it on there, you know? And, 'cause it was Gold Rush beer. So, so anyway, the, so then he gets to 1899, and he goes, I own a 19th century brewery, this is so cool. Verified, you know? It's actual fact.
00:18:07 And he got all the way back to 1896, and that's the first entry in the city. Actually, I have the city here. Hang on.

McCulla: Okay.

Burkhart: I'm hooked up [unintelligible].

Johnson: Right.

Burkhart: Now I'll show you the pictures. I found a couple of books over the years, and Fritz was nice enough to let me buy for the brewery. These are great.

McCulla: Oh. Awesome.

Burkhart: There's, there's the directory. And if you look in the, in the front.

McCulla: Yeah.

Burkhart: In, in, and there's an, additional names.

McCulla: Okay.

Burkhart: You know, which means they're new, you know?

McCulla: Yup, yup.

00:18:39 Burkhart: And then here, this wonderful, *Men of California*, I apologize to you, both of you, for the name, for the title. But I can't be held responsible for that. This is a book from 1902 that I found. Remember I asked you, does anybody have a picture of the brewers?

Johnson: Mmhmm.

Burkhart: And we have the picture there, that you see, right?

Johnson: Mmhmm.

Burkhart: But nobody even knew for sure who was who in the picture, you know? And I'll point out who was who in a, in a few minutes. So, in here, you know, they don't, the lawyers and, the lawyers and the bankers and the judges come first, of course, in the book. But, there's the ice manufacturers, the shoe manufacturers, the hotel, the cemetery directors, the educators. I'm gonna find them here eventually. Sorry, I should have just looked this up. Physicians and surgeons, railroad officials, journalists, bankers. Well, I'll let you find them while we're talking. So, anyway, but oh yeah, you can just look up here. Baruth, 354. So low and behold, in this wonderful little book that I found.

Johnson: Oh, very nice.

Burkhart: That I found first in the history room, San Francisco history room at the public library, and then tracked down you know through an antiquarian book dealer, 'cause we just had, had to have it. Sure enough, there they, there they are. There are our guys, there are our owners.

McCulla: Great.

00:20:21 Burkhart: And if you come over here, I'll bring this over so you can see. There they are down there, too. I'm skipping ahead a little bit, or, if I mentioned, skipping backwards in time here. So. So, this is blown up nice and big so you can see what's going on here. This is our big deal picture. And this is, and, and I can use this picture and those old Sanborn Fire Insurance Maps to tell you a lot about how we made beer back then, because that was also fun of the, the fun of the sleuthing part of it, you know? How are you gonna piece together, just like with Anchor California Lager, how are you gonna piece together how they did it? And particularly in San Francisco, virtually everything was destroyed in the fire in 1906. So, there's very little, people assume that, oh, well, that must be there. Well, some of the things, for example, I found in Sacramento, you know, because obviously that was, that was not, unaffected. Some of the things that I found just, you know, by sleuthing around. So, in this picture, Otto Schinkel Sr., here. Okay.

00:20:54 His daughter, Ida Baruth, or actually, pardon me, Ida, Baruth's daughter. This is

00:22:25

Ernst F. Baruth that you see there in the picture. Right? With the beard? Little bit older than in the picture, but you see him there. His daughter Ida married Otto Schinkel Sr.'s son, who happens to be the driver, okay, in the picture. And at the, and as kind of almost a gift, it wasn't that long after they got married, as almost a gift for the son, okay, right, Baruth said, okay, Otto Schinkel Jr., you and I are gonna go into business here. They had a little support from Otto Sr. This by the way is Otto Sr.'s granddaughter, Alice, who is just six in this picture. This picture, Fritz and I always dis-, disagreed in a very friendly way about when this was. So, he always liked to say circa 1906, and technically as you know, circa is a really great word. Okay. And, but, and I think that's possible. It's very possible. It couldn't be after February 14th because he died on February 14th, 1906. So, it's gotta be before that, which doesn't leave you much time, that's six weeks, right? The brewery, although it was bought in 1896, and the name was changed, as a matter of fact if you look at this it almost looks like it's photoshopped in, doesn't it? I mean it's, but in fact it's a sign that's tacked up over another sign. Right? Or the previous sign. So, it's bought in 1896, and the name was changed to Anchor. And, but it wasn't until 1905 that they incorporated. My theory about this is that, that was a big deal. You know, you got your articles of incorporation, you got your stockholders, you got the, even though the brewery had been ongoing and running forever, and that this may have been the, kind of the team picture. So Baruth was one of the owners of the American Brewery on Green Street, and, and his, or let's see, yeah, if I've got this right. Let me make sure I've got this right.

[Long Pause]

Burkhart: Yeah, and I think, and I'm sorry if I'm spacing out a little bit here today. But anyway, so, and he was a driver for the same brewery. So anyway, so bottom line, they get this, they get this thing started, you know. And this is a great team picture. I wish I knew, I wish I knew who that was, you know, I wish I knew who this little guy was back in the back, but, but that's still pretty fun. That's, that's senior. That's, that's junior. That took a long time to identify until I had the picture. And that's Otto Sr.'s grand, granddaughter. So, let's back up. Maybe I'll tell you a little bit. [unintelligible] How much you wanna know here. I wanna, I want to take you guys around. We're, we're not a talking brewery, we're a brewing brewery here, so.

McCulla: You know, I would certainly love to [unintelligible].

Burkhart: So, so I.

McCulla: The outlines of [unintelligible].

Burkhart: So, anyway, so, so I'll, I'll back up a little bit here.

McCulla: Yeah.

Burkhart: And talk a little bit about Steam Beer, and.

McCulla: Sure.

Burkhart: And history. So.

00:24:17 Johnson: Could we just?

Burkhart: Yeah.

Johnson: Since we, we've just gone through Buruth, and, Bareth or Beruth?

Burkhart: Baruth. Yeah.

Johnson: And Schinkel. These are Germans.

Burkhart: Correct.

Johnson: Who came directly to San Francisco? Or did they come from the east coast?

Burkhart: One, one came directly and one came the other way.

Johnson: Okay.

Burkhart: I have all their stuff.

Johnson: Okay.

Burkhart: My wife is a wonderful genealogist, so she's really helped me on this. So, she has her notebook.

Johnson: Okay.

Burkhart: And so, I, I kind of defer to her on those, some of those, some of those questions. But tracking these guys down, again, is, is very challenging. But I do have their applications, for citizenship for example, their passport applications if they traveled overseas, their, you know, all these kind of cool, cool things.

Johnson: Thank you. I was just.

Burkhart: Yeah. Yeah, so.

Johnson: Some of the Germans in Baltimore that we have material from, it would just be interesting.

Burkhart: Yeah.

Johnson: Thank you.

00:25:07 Burkhart: And, so anyway, so the, so it all starts with the Gold Rush. And it all starts for us with a man named Gottlieb Brekle. He spelled it different ways, and you'll see it on the, on this ad, this wonderful German ad. I found these great old German newspapers. I figured, well, a German brewer is gonna advertise in a German newspaper.

McCulla: Right.

00:26:20 Burkhart: For his brewery. Maybe he won't advertise in the American, English, you know. So, that's how he spelled his name in the ad at least. And then I've translated it down there. So, the first proven record, I like to not say things that I, I don't know for sure, first proven record that we have of him is in 1854 which is his application here in San Francisco for citizenship. And he became a citizen in 1861. And he, obviously like everybody else, you know, went to the gold fields and, and then came back, but like everybody else who was really smart, particularly all these Germans, it's a lot easier to mind the miners than mind the gold. And so, his way of doing so, like a lot of the Germans that came here, was to make, was to make beer. And so, he had several jobs working and including owning other breweries. Before, in 1871, he bought a beer and billiards saloon on Pacific Street between Larkin and Hyde, 1431 Pacific. And that had been started by a man named Charles Grimm in 1864. The reason I know that is because that's when Spring Valley Waterworks hooked up his tavern. And so those little funny things, it takes forever to find those things, but, but it helps put you at kind of a chronology in the timeline. So, and you'll see even on the, on that, on the Sanborn Maps, you'll see a Grimm's and Brekle's Place there, right next to the brewery. And so, he bought this, 1871, and turned it into what he called Golden City Brewery. And, even in 1873 it was still a pretty small brewery. It brewed 585 barrels of beer for the year.

00:27:19 McCulla: Do you have any sense of where he was getting the raw ingredients? You know? Bringing in hops or barley?

Burkhart: Yeah, the hops, actually, some, they were able to get some hops from Germany. But, but mostly in those days, the hops was the same hop that we use in our California Lager. It was Cluster.

McCulla: Okay.

Burkhart: And that was grown in California. Likewise, there was tremendous amount of barley grown in California. You know, and there were, you know, at one time dozens, literally dozens of small breweries. Kind of like there almost is today, you know? It's all these tiny little breweries springing up. And so, so he,

00:28:09 he's kind of our founding father. He's kind, you know, Baruth and Schinkel are great, you know, but, but when we see this building in the picture, that's the building that Brekle built, you know. That's the brewery that Brekle built. And you can see that because, guess what? Golden City Brewery from the Sanborn Fire Insurance Map from 1886. That's Brekle's brewery right there. You know? And then you see it after it's bought. I think that other Sanborn Map is from 1899, where, when the name has changed, but not much about the way we make beer has, has changed. So, what he was making was what we call California Common Beer. We have a trademark for the word Steam Beer. And there's a good reason for that. I could go into that, Fritz will prob-, might go into that. But, and there's, and there's a good reason. A lot of people say, well, you know, you should, it's, it's, you know, open sourcing, it's, it's this and that, it's. We can do anything we want, we can do anything that we want. Well, if you think about it, we're the last surviving brewery to do what we did for over a hundred years and make beer in a, in a certain way. There was no set way of making Steam Beer, California Common Beer. There were lots of different variations, just like there are today, you know. You can't say, oh, you're a lager brewery. Oh, well you must do, you must age for three months, and you must do this, and do this. So, but we have ours. We don't have all of our records. It's not like we have, like some people have or pretend to have, their grandfather's recipe that they found in the attic. But we have a tradition. And we have, we've had ten brew masters over the years.

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00:29:34 And it's really an oral, it's really an oral tradition as much as anything, you know. And an equipment tradition. A lot of the equipment, you know, continued for many, many years. And, so these things were passed on. So, there's always an overlap. Maybe that's a better way to say it. There's always been an overlap, except in the very early years. There's always been an overlap. So, for example, there's Gottlieb Brekle and then his son. Well, guess what? His son knew what to do. Okay. And then in 1892, there was all kinds. This is something I'm working on for the, for the book, because I find it very interesting. There was all kinds of union strife for the brewer's unions. There were two unions involved. And a syndicate that came in and bought up a bunch of the breweries and started to kick out, kick union members out of their, out of their breweries. And so, the brewers banded together and bought The Golden, The Golden City Brewery and changed the name to The Cooperative Brewery. And when I first started seeing that Cooperative Brewery, I said, well, it must be like a contract brewery. Or it must be like a, something like this. No, it was the brewer's power of being able to go into a saloon and say, you know, all of the people that buy Steam Beer from you are workers. And, it's, it's a working man's beer. It always has been. And, and they're union members. And you need to buy your beer from us. And so, it was a way for them to fight back. And they were able to kind of keep it going. You know, it started just kind of as a backup plan, you know. And then it actually really happened. And then, and then in 1894, they had, they had, the union thing had kind of gone away, the strife had calmed down, and the brewery was just in terrible shape, financially. And so, they put it up, the sheriff put it up for auction and the purchaser for seventy-six hundred dollars was a man named Frank A. Lux, who was, as our maltster, the primary creditor. So, he had an in there in

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00:31:56 terms of buying the brewery. So, so then it became the Frank A. Lux Brewery. Okay. But, and then it was from him that Baruth and Schinkel in 1896 bought the brewery and changed the name. Everybody asks why it's called Anchor, you know? And that's important to, to talk about, but we don't have, you know, again, nobody, they're too busy brewing to write anything down. But it's, it's an obvious and very powerful allusion to the Port of San Francisco, the dock workers. And I find it ironic too that when you would drink Steam Beer in those days you would drink a schooner of Steam, so there's even that seafaring allusion there.

McCulla: Quick question.

Burkhart: Yeah.

McCulla: So, California Common Beer. Is that, would you say, is that synonymous with Steam Beer? And if so, how is it different from other lagers that Germans were brewing?

00:32:40 Burkhart: Well that's, so here's, so here's my quick story, quick story on Steam. And I preface it by saying again it's a trademark. It's a trademark because we're the last ones to do it. And the only reason anybody wants to use it now is because we made it, kept it going and made it popular. Come on! You know? Give us a break! So, so and as a matter of fact in 1978, this is another piece of trivia that I love, in 1978 when General Brewing closed its doors here in San Francisco, they made Lucky Lager among other things, we became the last brewery in San Francisco. Not just Steam Beer, not anything. We were the only brewery in San Francisco, period. So, it had, you know, come, come to that essentially. So, basically what was happening was, and we'll go see the fermenters, and that helps, helps explain the story. But basically, had German brewers coming here wanting to make lager beer. Lager beer was all the rage, lager beer made with lager yeast of course, which typically ferments and enjoys very low temperatures. And is, then typically cellar aged for a period of months usually. And, but that's, you can do that if you have an alpine cave nearby. You can do that if you have an icehouse nearby. You can do that if you can see into the future and invent modern refrigeration and bring it back to the Gold Rush days, you know, and. But if you're out, here in the primitive conditions, here on the West Coast during the Gold Rush, what the heck are you gonna do? You know, you wanna make the, you wanna make the beer. And you wanna call it lager. And this is an interesting thing, although the word Steam Beer goes back quite a ways in San Francisco. If you read most of this stuff, and you see over there, you'll see that, that lager, they were kind of calling it lager beer, you know, but making it a very different way than they would have made it in Germany. And, and until Boca Brewery in 1876, came out with its first genuine lager because they had ice. They were up in the Sierras, I can talk about them in a little bit, too. It's, it's kind of like it was the, a little secret, a dirty little secret almost, you know what I mean? I'm being a little frivolous with it, but it almost was. So, so, they, they were Germans, and I'm, I have German heritage, and so I can appreciate the fact that they were clever. I like

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00:35:35 to think that they were clever. So, they said, what the heck are we gonna do? And so, we don't really have ice. Ice was available but it came down from Sitka, or around the horn, I mean it, packed in sawdust, you know? And it was, it was pretty pricey for a brewer. So, so, what are we gonna do? So, they said, well, what if we take advantage of the climate? Maybe we can call it terroir here in a way, okay? You take advantage of what's here. What's here in San Francisco is a year-round average ambient temperature of right around sixty degrees. We get fog, you know, most nights, you know, and it clears off usually in the morning like a beautiful day like today. And, now, that's not a typical lagering temperature, you know. But, boy, maybe it's cool enough to work? And they said, well, how are we gonna take advantage, how are we gonna take advantage of, of that? And so, what they came up with the idea of what is called a coolship, or a surface cooler is kind of the industry term for it.

[Coughs]

Burkhart: Excuse me. And, and so what they would do, let me show you this little picture. And actually, over, let me go get that so you can see what's going on here.

[Long Pause]

00:00:00 Burkhart: And by the way, our cool little, cool little brewery not only is beautiful above, it was also beautiful below. Unlike any other brewery I've been able to find, and there may be, there may just because I couldn't find it, we had two basements, and they were malting down there.

McCulla: Oh.

00:38:01 Burkhart: Not very many, you know, ask me where they got their malt, I mean. For a while at least, they malted their own barley which is amazing. I mean, it takes huge floor space, a lot of man power, a lot of everything else. So, if you look at this, these wonderful old Sanborn Fire Insurance Maps, they give you some clues in terms of what was going on back then. We have the beer kettle on the first floor. And, what we do is we brew the beer and then pump it up to a coolship on the top floor. And a coolship was a shallow pan that had, was positioned in such a way up there that it had air flow both under and over it. And of course, because it's shallow, you have hot wort coming into this, coming into this thing, that's shallow, it's at least gonna cool a little faster. They also had some, I'll show you, I love all the old brewery equipment. Actually I, well, I'll tell you what it is, just for fun, but anyway, I'll show you. So, one of, one of the things they had, for example, was, they had an aerator that would hang about four feet above the thing. And it would, and the, so the wort would come splattering out all over, to help it kind of cool and help aerate the wort because they figured that if the, if the wort had more air in it maybe when it fermented it would ferment faster and be more effective. Because the most dangerous thing for a beer is from

the time that you pump the wort into a fermenter until the time you pitch the yeast. Once you pitch the yeast, it's master of its domain, as Seinfeld would say. So, it's, so, so they pumped it into the coolship, let it cool, it might take eight, ten hours or whatever. And those coolships, and this is the giveaway, okay, and you see this in a lot of pictures, of breweries in San Francisco.

[Coughs]

00:38:49 Burkhart: Excuse me. The coolships had these shutters. Look at these shutters up here on this top floor. And that was deliberate. And that was to allow the air, the cool San Francisco air, to help cool that wort. Okay? And often, and there's about, I mean, origins of the name Steam, but the first one in the brewing process relates to this in the fact that maybe in the early morning hours, you know, you have the hot wort going in there and you literally see kind of a steam coming, what looks like a steam coming out of the shuttered, shuttered windows. So then next it was transferred. Did I bring that with me? I don't, I don't think I brought it with me.

00:39:31 Let me see. Next it was transferred to a fermenting tub. And, and then, as it was, and then the yeast was pitched of course. And the yeast was interesting in that it was a lager yeast, it was just a regular lager yeast, but eventually adapted to being used at warmer temperatures, such that what they said in those days was that the, you could use a lager yeast to make Steam Beer, but you couldn't use a Steam Beer yeast to make lager beer. In other words, something, you couldn't, you couldn't take your yeast that you'd been using, you know, at the brewery. Now,

00:40:06 when Fritz bought the brewery he had to beg, borrow and steal yeast because we weren't big enough to brew enough times to maintain the yeast. Okay? And there was, so, he would have to say, okay, when are we brewing our next, next Monday, this time I'm gonna go over to Hamsbury and see if they'll give me some yeast. That kind of thing. You see what I mean? So, so anyway, so then it was transferred to a fermenting tub. Yeast was pitched. And then it went into these shallow open pan fermenters that you see here. This is from our 8th Street, 8th Street brewery. And you'll see something very much like that. This, as you

00:40:43 can see, is pitched. You can even see the pitcher. It's pitched redwood. And oh my gosh, how primitive is that? You know? And Fritz will say probably today, and, and it's very true, when he walked into the brewery, he thought he was walking into the most medieval brewery in the world. I mean, it was just, you know. But they were doing it, you know? They were making beer, you know, as it had been made back in those days.

McCulla: It's still very [unintelligible].

00:41:05 Burkhart: And, you know, and so, yeah, exactly. And so then, and then from here, instead of transferring it into a cellar tank, the beer was transferred directly into the barrels. And it was kräusened. And what they would do, we would do it the opposite way today, but what they would do is they would, imagine a, hoses coming out, you know, from, off this. And the guys downstairs, with the kegs on racks, and they would first do what's called a kräusen, fill it about fifteen percent

00:41:58 or so with a kräusen brew. Now kräusen brew is something we still do here. I do the same thing. It takes, as you know Paula, it takes three days in our fermenter for it to be called Steam Beer, to, to come up, you know, starts off looking like, kind of like, I don't know, like a, espresso, and then up to cappuccino, and then back to espresso again. That's the best way to describe it. And, and then we, and then we drop to the cellar. And then we kräusen it with a beer that's only been fermenting for one day. So, it's really, it's, it's an active jumpstart to the fermentation. Now in those days, of course, again, there was very little bottled beer, although we didn't bottle Steam Beer early on, but, it was primarily a draft product, really. And so, so you would add the kräusen brew first, and then you would top it off with the three-day beer, and then you would seal it with an iron bung, okay, let it rest a little bit, okay, and then deliver it to the bars around town. And this is literally true, which is hilarious, but I love it, is, is they would literally adjust the kräusen on the beer, depending on what saloon it was going to.

McCulla: Oh, yeah.

00:42:52 Burkhart: So, if, if the, if they had a lot of hills, and to navigate, and it was gonna bounce around, or they didn't trust the bartender, because he was always tapping the beer too soon. It was supposed to rest when it got to the bar, you know. It always, I mean, it was actively fermenting inside there, you know. It's like Champagne or something. And so, so, or if, if their temperature, if they had a cool cellar where they kept it, as opposed to upstairs in the bar. So, they would actually adjust it. They also had bars where they would pour, the bartenders were very special people, and a lot of the Steam Beer or California Common bartenders would actually get paid more than the regular mixed drink bartenders, even though they, they, the mixed drink guys dressed better. They would wear their white smocks, and, and they would sometimes draw from, they would have three kegs, and they would start with one, okay, that was partial, you know, just, just kind of arrived, and another one that was more kräu-, and then there was. So, you would control the head on the beer. And that relates to two possible names for the word Steam. Nobody knows for sure. I love the fact that nobody knows. People want to know, you know, well, what is it? Really? What is it? I mean, when Fritz bought the brewery they were, they were claiming that there was a guy named Pete Steam that invented it. I'm not kidding. So, so anyways, so, when those, when, imagine, those kegs, literally on that, on that wagon, right? That you saw in the picture. Riding up and down the streets of San Francisco, delivering a keg to a bar, maybe the bartender's a little over eager, taps it soon, and when he tapped it, boy, it emitted. I mean, these, was high, you know, high pressure, you know? They could be sixty pounds, easy. And it emitted a loud hissing noise, and a spray, and somebody said that reminds me of the steam engine. And that may be the most likely. The other thing that they always would say is that the beer had a beautiful head of steam. And so that, which is a great, a great phrase. And my final, personal theory relates also to the fact that we must remember that steam, just like atomic was in the fifties, digital was in the nineties, steam was the buzzword of the time. And if you look through this city directory, and you look

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how many companies, regardless of what they do, and regardless of whether steam is involved, sure we had the steam boiler, fine, but that had nothing to do with the name of the beer. They wanted to call their thing steam because that was cool.

McCulla: Oh.

Burkhart: So, you were a steam job printer.

McCulla: Right.

Burkhart: For example. If you printed labels for a brewery, you would be, were the steam job printer. And, and so, that, I think there was that aspect of it, too.

McCulla: Great.

Burkhart: So, nobody really knows. Nobody really knows for sure.

00:45:36 McCulla: All of these examples that are such great, you know, they show very much how the beer is very much of this place.

Burkhart: Yeah.

McCulla: Very local.

Burkhart: Yeah. Absolutely. And something that San Franciscans were very proud of. And, like I say, and you could, and that was interesting that, one of the things I've, I've been researching a lot, which is really fun, is the, is the glassware and how that's changed over the years. And, a schooner of Steam in those days was fourteen ounces. And that was a particular glass, size glass, you know. And then if you wanted a bigger beer you ordered a three master, three masted schooner.

McCulla: Were those unique to San Francisco?

00:46:10 Burkhart: You know? And, as far as I know those were unique to San Francisco. And, I, I'm researching, you know, as much as I can about those. But one of the things the brewers did when the price, when these beer wars happened, and when the price of beer went up and down, and, you know, all the way, every which way, instead of increasing the price of beer, they made the glass smaller. And so, there was a great, tremendous outrage among the, among the, you know, the loyal blue-collar guys, you know, after, after work. So, so anyway, so that's the kind of the tradition that, that just sort of folded into everything we did then and everything we do now. In, of course, when the railroads were built, I'll tell you a quick California Lager story, when the railroads were built, the hardest part, you know, it was a race, right? You know, a transcontinental race, in either direction. The hardest part was gettin' over the Sierras. And of course, in order to have

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railroad ties you need lumber. In order to have lumber you need a saw mill. In order to have a saw mill you kind of need a pond, or something, you know, to float the logs and do, and do all of that. Okay. And so, it so happened that there was such a place in Boca, California, which is now even less than a ghost town, it's just like barely there. There's some graves, and there's some remnants actually of icehouses there, which is pretty cool. And when I hopped on a plane and went up there and spent all day trudging around in the snow up there. And, anyway, so, they had all that. And then the railroad, you know, of course moves on, right? And, the pond of course, surprise, surprise, froze over in the, in the winter. And they said, you know, we could cut ice here. This is great. We got the train now. We can deliver the ice. This is fabulous. So, so what are we gonna do? Well, let's, let's do it. Let's make, you know, let's make ice, let's ship it down, you know, to San Francisco and, and ship it every which way, to Reno, whatever, and along the railroad. And then somebody said, you know, if you have ice, you can have lager beer. Like, real lager beer. And, and so, but instead of shipping ice to San Francisco and saying you should open a brewery, they opened a brewery in Boca. It was the Boca Brewing Company, and that's the picture. Let me show you, you don't know how. This is all [unintelligible].

[Long Pause and Creaking Floorboards]

Burkhart: And that's it. Right there.

McCulla: Sure.

Burkhart: Boca Brewing. And then there, and you can see there, there's Steam Beer Plant.

McCulla: Yeah.

00:49:00 Burkhart: That you see here. National Brewery was the first brewery in San Francisco. Just started brewing lager. And then Fredericksburg also, also did. And Wieland's also did it. So, so they, so they made, they started work in 1875 and they, and they released their first lager beer. Boca Lag-, you know, Boca Lager, in time for the centennial. And, of course having the railroads meant that they could ship in their raw materials, and ship out their beer. And so, and of course one of the, guess what, one of the places they shipped it was San Francisco. Well, by this

00:49:44 time, though, modern refrigeration was starting to come into vogue in the other breweries, as you know, you know, back east. And so, a lot of these breweries got wise and said, hey, this is bad, you know. Plus, they were, you know, a glass of lager was ten cents. A glass of Steam was five. So, wait a minute. If we make lager, guess what? We can double our money. So, so, they brought, a lot of these breweries brought people out from the, from the East, to help them set up their refrigeration. So, that then an icemaking, so that they could, they could make a genuine lager as, as well. And that kind of busted open the thing. And for a long time, Steam and lager kind of lived, you know, side by, side by side. And, you

know, and there were obvious differences as you'll taste, tasting our Steam and tasting our California Lager, which is as accurate a recreation as we could possibly come up with, of what it must have tasted like in those days and how it was made. So, but one by one the Steam brewery started to fall by the, fall by the wayside. And such that, you know, after Prohibition, it was virtually over except for Anchor.

00:50:57 McCulla: How would you describe the taste difference between Steam and lager?

00:51:44 Burkhart: Well, I'll tell you what, I'll let you describe. I like to, you know. If I tell you then you'll taste whatever I tell you. So, I'm, I'm gonna be coy about that, and let you tell me what you taste. I, I think it's wonderful. I think it's a wonderful, like, experiment. And to me, and I, boy, I pitched it hard, I think that it's, there's no more per-, again I'm not bragging, there's no more perfect brewery to make a California Lager, a genuine California Lager like it was made in 1876, than ours, right? I mean, you know, it makes, it just kind of makes sense, you know? And then to have those two side by side is just really, it's just really great.

00:52:39 So, so anyway, so then of course the brewery had its usual problems, you know, with the earth, the earthquake and deaths and prohibition. I mean, it's just, you know, I actually have to try to remind the tour guides once in a while, too, it's, this is not a disaster movie here at the Anchor Brewing Company, guys, you know, just, you know. Sure, everybody goes through these things. People, I mean, guess what? A lot of our brewers don't, aren't alive anymore. Well, you know, there you go. The first one was born around 1820. So, so anyway, the, so that's kind of a little bit of the story. But again, it's important to stress that what we do here, and that's probably one of the reasons I got hired here, because Fritz knew right away that I wasn't gonna be coming in here with my fancy degree from UC, Davis or anything like that, and tell him how to make the beer, because the beer works. It's right. It's real. It's historically based and it's a tradition that's continued. Sure, has it changed? Do we cool our, I mean, like I say the most dangerous thing for a, you know, for a bunch of wort coming out of a brew kettle is to just be sitting there without any yeast in it. So, they had a lot of bad batches. And they had a lot of bad batches in, in Fritz's early days, too. And that was a real problem. But, so, so we cool it. And are we embarrassed about that? No. Do we have indoor plumbing? Yes. So, it's like, okay, that's part is fine. That's not affecting the flavor. If they could've cooled it faster, in those days. But it has to do more with the warmer temperatures for fermentation which you can tell will give it a different, very different, very different flavors. Esters and so on. And,

00:53:28 and, but again it's not, I really try to resist saying that Steam Beer is a style, because there's so many, there were so many different ways of doing it in those days, and instead say Steam Beer is what we make. It's what we've always made. And it's evolved over the years. And it's our trademark because for many years we were the only ones doing it. And the only reason anybody wants a trademark is because somebody else has shown them that it's, that it works. It's popular. What's ironic now, and a little bit troubling to me, is that there are a lot of

00:54:09 breweries now making a beer they call California Lager, and it's really a California Common Beer. And so, they're muddying the waters in terms of confusing the issues, and using that 'cause it's a more fun name. But Cal-, that's not what California Lager is. You know? A California Lager is what Boca Brewing made. They were the first, you know. And then it spread like wildfire.

McCulla: Would you say, this is a speculative question, but is there any other city in America that is as identified with a particular kind of brew?

Burkhart: Dublin.

McCulla: Dublin.

Burkhart: Dublin. But it's not, a little east of America.

McCulla: That's right.

00:54:47 Burkhardt: But, but, I, I can't think, you know. The only other beer that people talk about, you know, when they talk about American beers, is cream ale. And that's such a nebulous thing, I mean, it's, it's really, I mean, you would think, you know, California Common is kinda hard to pin down. You know. And, and it's so, for the most part, it's so poorly made. You know, I mean, so, it's just watery nothing ale. You know? I mean, there's some, the good, the good craft brewers making some now, and doing some, you know, kind of pick, elevating it, and doing that. But maybe not with an historical, with an historical eye out for how it, how it was done, or really doing the homework, doing the research. But even then, it's, it's, it's a beer that, it, just from a drinking, we've never made a beer here that we didn't wanna drink. And that's really true in Fritz's day. Fritz would

00:55:48 say, "You know, we ought to do a barleywine. Let's do a barleywine." And then, and we would do it, and he would research it, you know, we would do everything like we possibly could to figure out how to do it. And we would make it. And he would drink it. And he would say, "I like this. Let's sell it." That was kinda, that was the focus group. That was the, that was it, you know? And, and there's nothing wrong, I say this not, 'cause I know you guys are from Washington, D.C., not, not, politics aside, there's nothing wrong with a benevolent dictator.

McCulla: With good taste.

00:56:22 Burkhardt: With good taste. You know. And so, Fritz, there was nothing wrong with having somebody like Fritz Maytag in charge. He took, he, I'll just tell you, he would take a line, I, I was the victim of this sometimes, he would take a long time to make a decision about things. But when he did, it was a decision. And when he did, it was a decision where he had explored thoroughly all of the ramifications of the decision, left and right, and forward into the future. So, he could see all of the, all of the, all of the possibilities. And that's one of his, that's one of the many things that makes him a genius and an absolute joy to work with.

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You know? So, you know, I think, and I just, you know, I got to work side by side with him for many, many years. And still see him. We have a, I still see him quite often. We, we get our hair cut at the same barber's, right up the hill. Fritz always believed, just I'm, like I'm buying lunch from down the street, in supporting the local businesses. That's where we take our dry cleaning, to local guys. And, and so we go up, see Flo the barber who's been cutting hair since the early 1950s, and we have our haircut lunches. So, we, we have our haircuts one after the other, and, and then we go to lunch at The Thinker's Café, which is appropriate for him. And, and as is true with Fritz, despite the fact that I may have a little agenda, we don't talk about the brewery very much really, but we just talk, and, and it can, it can go anywhere. I mean, from the Peloponnesian Wars to John Steinbeck. I mean, it's just un-, unbelievable. It's just fascinating and fun and, you know, history buff and just a, a polymath. I would call him a polymath. So, so he, and, you know, and a, and very insightful, very insightful about a lot of, a lot of things. So, we just, just enjoy our talks. And he was very gracious to, to come over, to, you know, today.

McCulla: Yes.

Burkhart: And speak with you guys. And it's, it's great, you know what I mean? He's a, you know, as a retired, he's a busy man. As a lot of people say that when they're retired. So that's a little bit of the history of the brewery. I think walking around is a good thing. Does that help?

McCulla: Absolutely.

Burkhart: Kind of elucidate some of the, some of the things?

McCulla: Very much, yes.

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Burkhart: You know, I could walk you through, I mean, you know, the, this sold to this and that, you know, but that doesn't really matter. It's, it's about, and I think that you could see though, I hope, by telling, by telling the story, is that you can see, well, I hope, how much it means to me. And you can see how much it means to us to be a part of this tradition. Fritz called, called himself, as he was, as he was getting ready to retire, he wasn't sure what to call himself, and he said, "What were you?" And he always liked the, oh here, I'll tell you a beer, a quick beer story, this was great. So, every year we'd come up with a Christmas Ale, you know. And one year, 'cause I knew he was a Lewis and Clark fan, and I said, "Fritz, I have an idea." And this was like her-, almost heresy to him, you know, for somebody to suggest a tree, and it's only happened three times, two from me and one from Kevin, who you'll meet, our brewer. And, and I said, "You know, Fritz, I have an idea for a tree this year." And he says, "Oh, okay. And, what is it?" And I said, "Well, it's a Sitka spruce." And he said, "Sitka spruce?" And I said, "Yeah, and I'll tell you why." And I showed him an image of a pinecone drawn by Merriweather Lewis of the pinecone from the Sitka spruce, which, they

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more or less, you know, nobody, nobody that's not a Native American really discovers these things, but they discovered it, quote, unquote. So, so, and I said, "Wouldn't it be fun, in honor of the 200th anniversary, to, to put not only the, the Sitka Spruce on the tree," which our artist Jim Stitt can draw, "but to put Merriweather Lewis's pinecone on the neck label." He said, "You can do that?" And I said, "Well, yeah. I know where it is." And I say, "It's at the American Philosophical Society." And so, he said, "Well," and he, and he kind of looked at me, and he goes, and he just kind of goes, "Darn it!"

[Laughter]

Burkhart: You know, like, okay.

[Laughter]

- 01:00:46 Burkhart: Like, that, you know, it was like, too good, it was, it was great, it was a really wonderful moment. You know? And then he said, "Well, I think you should make it happen." So that was a wonderful journey, because it ended in Philadelphia with one of our wonderful, we call them our, our brew caster, a guy named Andy Musser who was the broadcast voice of the Philadelphia Phillies for many years. He's since passed away. Good and longtime friend of Fritz. And whenever he was in town, you know, he'd go and sit in the booth with him or, or vice versa. And so, so I connected with, and he's from Philadelphia, of course, so, so I connected with Andy. I picked up, in New York you can't buy magnums of our beer for silly law reasons, in Pennsylvania, because the packaging, and so I bought a bunch of magnums of our Christmas Ale and brought them to the American Philosophical Society, and said "Merry Christmas. Here's our, you know, here's our beer." They had, they had given me a scan of that page from,
- 01:01:43 from the journal, and they said, "Well, would you like to see the journals?" And I said, "Well, yeah." You know, so, we, you know, we walked in the safe, and then, you've probably been there, you walk in the safe, and then you walked into the next safe, you know. And then out comes this little, you know, you think, you see these things like this, this little book. And somebody, I tell you, there were two people hovering over me, you know, as I very carefully, you know, turn the page, and he didn't want, I always thought I was gonna put, use gloves, but he said no, because it's more dangerous that you'll rip a page with the gloves, 'cause you have better control, as long as your hands are washed and clean. So, I was doing this, and, and then they saw that I could do it, and I found the, and I found the page, and Andy was there with me. I mean, it was just one of these moments, you know? And, and then they just, they kind of walked away, and they just kind of trusted me. And there I was sitting in, you know, a room not unlike this, just, you know, just, I mean, just reading it, you know? And I go, wait a minute, I work in a brewery. What is this, what in the world does this have to work in a, at a, to do with working in a brewery? And then I realized that it was Fritz's brewery. That was, that was why. That was what made it special. It was Anchor Brewing from the history. But it was Fritz's brewery and only at Fritz Maytag's brewery, would
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that kind of a thing ever have been possible. Does that make, does that make sense? I, I'm sorry to speak.

McCulla: No, that's great.

Burkhart: Speak from the heart, but I, you know, I, it's, it's, I've been here a long time and I get, yeah, I get, I get, you know, choked up a little bit sometimes thinking about those very, very special things that I was, I, I. Doors open that I had, I didn't even know, I didn't even know the house existed, let alone the door. My gosh. Anyway, you wanna take a, guys wanna take a walk around?

McCulla: Absolutely.

Johnson: Stopping the tape at 1:03:32.