

Upcoming CHSC Speakers Bureau Programs



Sunday, August 26 at 2:00 pm (Yes, Sunday!)

Panel presentation by Piero Selvaggio, Akasha Richmond, Jet Tila, Charles Perry, and Richard Foss

"The Restaurant Revolution:
How Angelenos Transformed Modern Food Culture"

Mark Taper Auditorium, Los Angeles Central Library



Haven't seen our new website yet? Check us out at: www.chscocal.org ►►►

Don't miss out on a tour of the Rare Book Room!

Have you seen the Rare Book Room at LAPL? It's open and free to the public, but here's your chance for a personalized tour by Principal Librarian of Research & Special Collections, Ani Boyadjian. Come see a variety of cookbooks published in California, learn about this unique archive, and view some of the core items that has been purchased via CHSC funds over the years.



This event is open to CHSC members only and sells out quickly. Tickets cost \$25 each and members are allowed to purchase up to two additional guest tickets. Look for the Eventbrite announcement with a link to purchase tickets in your email inbox soon! Have questions? Contact info@chscocal.org.

Saturday, October 13, 2018 at 1:00 PM
Los Angeles Public Library
630 West Fifth Street
Los Angeles, CA 90071

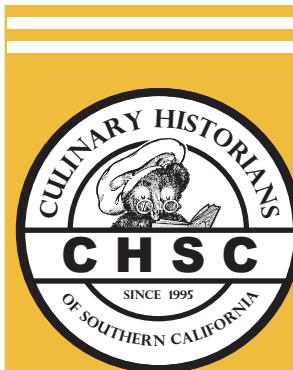
The California Bear-Chef first appeared in the Pan-Pacific Cook Book, 1915.



Address Correction Requested
630 West Fifth Street
Los Angeles, CA 90071-2002

PUBLIC LIBRARY
LOS ANGELES
at the

The Culinary Historians of Southern California



Upcoming Programs at the Central Library's Mark Taper Auditorium:

September 8, 2018

Jonathan Kauffman,
Author, *Hippie Food: How Back-to-the-Landers, Longhairs, and Revolutionaries Changed the Way We Eat Hippie Food*

October 13, 2018

Sarah Lohman,
Author, *Eight Flavors: The World Story of American Cuisine*
Eight Flavors and the Revolutionary Story of Black Pepper

November 10, 2018

Sarah Portnoy,
Author, *Food, Health, and Culture in Latino Los Angeles*
Latino Food Culture in L.A.

December 8, 2018

Jeff Keasberry,
Author, *Indo Dutch Kitchen Secrets: Stories and Favorite Family Recipes*
Exploring Indo Dutch Fusion

THE FOOD JOURNAL

Dedicated to pursuing food history and supporting culinary collections at the Los Angeles Public Library

Badmouthing Your Grub

Grub. It basically means maggot, and all its associations are loathsome. How does a word like that get to be slang for food?

In the case of "grub," it's actually been around since the 17th century and has the flavor of a growling tough-guy term from English thieves' or beggars' slang. But a lot of self-deprecating food words have arisen in this country, particularly in the West and probably from the tradition of tall tales and frontier irony. I remember in the Seventies driving through a long, long stretch of sparsely populated Texas where the highway was periodically enlivened by billboards reading, "Only 120 Miles [for instance] to the Sorriest Burgers in Texas." Actually, I've been kicking myself ever since for not stopping to find out exactly how sorry those burgers were.

In the Forties, when the San Fernando Valley was pretty sparsely populated itself and restaurants were few and far between, there was a place on Ventura Boulevard called Hawley's Steakhouse which used the slogan "Tough Steaks and Dull Knives." My father often expressed regret that he'd never eaten there, but I noticed that he never bestirred himself to go.

Continued on page 6



Charles Perry
CHSC President



Nancy Zaslavsky
CHSC Vice President,
Programs

Program Notes

The reception following each month's program honors the speaker and gives us all a chance to speak one-on-one with our guest while enjoying delicious snacks relating to his/her topic. Long overdue is specific thanks from us all to our Hospitality Committee members who provide those delicious morsels. To chair, Sandeep Gupta, and his tireless crew, we send out a warm thank you for their contributions in 2018. A special "Bravo!" to new volunteers Mary-Jo Uniack, Laurel & Jim Howat, and Flo Selfman, who rank as the latest reception royalty, joining steady rock stars Edie & Jay, Jeri, Doris, Jill, Darien, Vanessa, Joan, and Toni.

Please consider generously supporting CHSC with sponsorships of our monthly expenses. These sponsorships make a big difference to our bottom line and can be earmarked for your favorite speaker's reception expenses, videotaping, and even our new website costs. Hey, Cool Dude, how about helping out with Jonathan Kauffman's upcoming September talk on "Hippie Food?"

It doesn't seem like all that long ago, but way back in January, Charles Perry hit the pavement running with his annual President's lecture, this time on "What to Order in 13th-Century Granada." Charles also introduced us to his latest book, *Scents and Flavors: A Syrian Cookbook*, Library of Arabic Literature, NYU Press, 2017. In February, I had the pleasure to interview always food savvy Barbara Fairchild with "Bon Appétit and Me: 32 Years in America's Food Revolution." March brought moderator Melissa Pugash and her animated panel, Lisette Gaviña-Lopez, James Marcotte, and Mike

Continued on page 6



Why not volunteer with us?

There's many ways to volunteer or contribute to CHSC. Have you considered our media relations team? We're looking for someone to help create a monthly Mailchimp email and field media email requests. Minimal time commitment, and no writing or previous experience is necessary. If interested, please contact Heather Hoffman at hnhoffman@gmail.com or (323) 863-6617.

Events Around Los Angeles

Matcha LA Fest

August 25 & 26, 2018, 12-5 PM

Los Angeles

<https://www.saint-matcha.com/events>

Matchaholics from Saint Matcha's Instagram pages have inspired the birth of this festival. Access to 20+ vendors, photobooth activations, live DJ, exclusive giveaways, and family friendly events. Come dressed in your favorite matcha green color and your photo might be shared on @matcha.la throughout the event. Prepare to get #matchawasted!



Famous Mountain Pu-erh Tea Class & Tea Tasting

September 8, 2018, 2-3:30 PM

Denong Tea Inc., Pasadena

<https://www.denongtea.com>

Expert Jeffrey McIntosh shares his experience in the tea industry visiting multiple tea mountains and tea growing regions over the last 10 years. Uncover what makes Pu-erh, this often misunderstood variety, such a fascinating tea by exploring raw and ripe variations, proper brewing, storage, health benefits, and tasting characteristics. Includes a tasting of 2 most popular Pu-erh teas.



Dining out in Paris before the restaurant

September 24, 2018, 7:30 – 9 PM

The Last Bookstore, Los Angeles

<http://lastbookstorela.com/#events>



Author Jim Chevallier speaks about Paris dining history before the restaurant. Parisians used to eat at taverns, inns, cabarets, traiteurs, and table d'hôtes. These places were what we would call "trendy" today and people didn't just go there to eat, but to socialize, be seen, even seduce. This event paints a portrait of the city's food from Neanderthals to bistros and food trucks.



Tacos & Beer Festival

September 29, 2018, 12-7 PM

Pershing Square, Los Angeles

<https://www.tacosbeerfest.com>

A cultural experience with the best party-fiesta ambiance, tacos, beer, micheladas, tequila and margaritas, Mariachis, live bands and DJs. Participate in games such as a tug-o-war, a piñata breaking party, a fiesta costume contest or ride a mechanical bull — OLE! Bring your Mexican sombrero, serape, folklore skirts, maracas, la guitarra, or just join the fun. Salud! 21+ only.



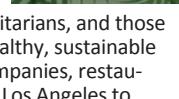
The California Vegetarian Food Festival

September 29-30, 2018

Raleigh Studios, Hollywood

www.CAVegFoodFest.com

Foodies, locavores, vegetarians, vegans, flexitarians, and those who want to find out more about living a healthy, sustainable lifestyle, this is the festival for you! Food companies, restaurants, and health vendors will congregate in Los Angeles to celebrate the delight of plant-based food and cruelty-free living.



Somm Con

November 14-16, 2018

San Diego, CA

<http://sommconusa.com>

We bring together professionals of all levels to discuss, develop, and lead the conversation on the business of wine. Our education is built by Sommeliers for trade professionals and serious enthusiasts who have a passion for wine and spirits and an unyielding quest for knowledge. Learn your way through keynote sessions, educational classes, and trade-only tastings.



TECHmunch LA - Food Content Creator & Influencer Conference

December 7, 2018, 10-4:30 PM

Santa Monica, CA

techmunchconf.com

This conference returns to Southern California to help culinary content creators and influencers get up-to-speed on everything in food video and photography. Learn how to plan, shoot, syndicate and monetize content your audience will love. A full day of networking, educational sessions, tastings and demos -- designed to take your efforts to the next level.



A Letter from the Editor



The food world has recently lost some of its most revered icons from all sides of the industry.

Legendary Chef Joël Robuchon, the most decorated in Michelin's award history, died at 73 after a long battle with cancer. Closer to home, Los Angeles unexpectedly lost *LA Times* and *LA Weekly* food critic Jonathan Gold at 57, also to cancer. Some time has passed since the news of his death, yet the influence of his prolific writings that helped shape our region's culinary landscape and his devotion to local food culture has not been diminished, judging by the outpouring of condolences by chefs, restaurateurs and food lovers.

Perhaps the most mystifying, though, has been the news of Anthony Bourdain's suicide at age 61. Fans and friends were stunned, mourned him with memories and unanswered questions and continue to articulate exactly what his extraordinary contribution was to their profession. As a chef, journalist and TV show host, he was known for his honest portrayal of the dark reality of kitchen life: full of injuries, addictions, low wages, bad tempers and exploited workers. During a time when a chef's life was presented on TV as exciting and glamorous, his style was to be upfront and unflinching about addressing political and social issues, yet also with a sense of kindness, intellect, humor and a passion for what he believed in. Perhaps his greatest impact was to be "that white guy" with a platform, but who chose to use it to tell compelling stories and to advocate for "other" cuisines by representing communities with dignity and respect. He was many things to many people and he wasn't perfect, but he spoke to us in a way that felt meaningful and without condescension.

Today we're without some of our strongest voices and practitioners of the culinary world, yet through their ability to change the way so many people understood food, restaurants, chefs and culture around the globe, their unique legacies will rightfully live on.



Sharon Tani



The Wedding Cake Toss

The wedding cake was not always eaten by the bride; it was originally thrown at her.

Wheat, long a symbol of fertility and prosperity, was one of the earliest grains to ceremoniously shower new brides.

Early Roman bakers, whose confectionary skills were held in higher regard than the talents of the city's greatest builders, altered the practice. Around 100 B.C., they began baking the wheat into small, sweet cakes — to be eaten, not thrown. Wedding guests, however, loath to abandon the fun of pelting the bride with wheat confetti, often tossed the cakes. According to Roman poet and philosopher Lucretius, a compromise ritual developed in which the wheat cakes were crumbled over a bride's head. And as a further symbol of fertility, the couple was required to eat a portion of the crumbs, a custom known as *confarreatio*, or "eating together." After exhausting the supply of cakes, guest were presented with a handful of *confetto* — "sweet meats" — a mixture of nuts, dried fruits, and honeyed almonds, sort of an ancient trail mix.

The wedding cake rite changed during lean times in the early Middle Ages. The once-decorative cakes became simple biscuits or scones to be eaten. Ironically, it was these austere practices that with time, ingenuity, and French contempt for all things British led to the most opulent of wedding adornments: the multilayered cake.

Source: Panati, C. (1987) *Extraordinary Origins of Everyday Things*. New York: Harper & Row.

The Culinary Historians of Southern California

www.chsocal.org



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Trending Harissa Connects the Culinary World to Ancient Tunisian Cuisine

By Gerry Furth-Sides

Chef Alain Cohen's first childhood memory about food had me spellbound. He was a 5-year-old getting his father a drink of water during a family beach outing in Tunis. "I had to go to the well and make it to the center between circling camels pulling up buckets of water," he recalls. "I was so proud that I had braved the camels! Looking back, it's funny," he chuckles. "But I was terrorized at the time."

To native Tunisians, this ancient mode of life was customary. After all, his family traces their roots back to the destruction of the first temple of Jerusalem in 586 AD. It was also the norm to dine on an abundance of fresh fish and vegetables, aromatic lamb dishes and savory couscous stews on the table, all scented with heavenly herbs and spices.

Tunisia is a culinary paradise that holds exotic secrets and treasures of a long and complex history. It was the birthplace of the Carthaginian Empire, conquered by the Romans, who made it their granary; and more recently was a protectorate of France amidst the onslaught of Arab invaders. Each conqueror left its imprint on their food and culture. Mediterranean cuisine experts, such as Claudia Rodin and Paula Wolfert, revere this lush country, known as "The Tunisian Riviera". Even so, Tunisian cookbooks in English remain a rare find.

Will it take Harissa, Tunisia's newly ubiquitous hot chili sauce, the current "darling" of chefs everywhere, to acquaint the world with this ancient country's cuisine? Harissa has always been identified with Tunisia, as well as personally and beloved by Tunisians. The vibrant brick-red color sauce originally proved to be so appealing that Moroccan (sweeter) and Algerian (more rustic) cuisines, adapted it, countries with which Tunisia shares cuisine roots as part of



Les Ailes ("The Wings") in 1973. He began working there when he was nine years old. He pleased his father as a teen by introducing a French-Tunisian fusion cuisine on the Les Ailes menu that transformed it into a fashionable landmark.

In 1991, he crossed the Atlantic to establish his roots in Los Angeles, bringing with him all the memories and the recipes of his family. Nearly two decades passed before he introduced the dishes in his Got Kosher? sandwich/salad/bakery, where he created the pretzel challah. His California inspired, Paris-refined, French-Tunisian menu is now offered at Harissa Restaurant.

That couscous has not taken Southern California by storm, "remains a mystery" to Cohen. "Knowing about this and other French-Tunisian dishes is like being privy to a 'best-known secret' before everybody becomes an expert," he says.

"Perhaps this is why Tunisian cuisine is one of these underrated yet powerful world class cuisines waiting to be discovered, or re-discovered."



Photo-journalist Gerry Furth-Sides has been covering the ethnic and American culinary scene in California since it first came into prominence 25 years ago. Learn more about her at: www.localfoodeater.com

Charles Perry: Badmouthing Your Grub

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By the late 19th century, the tall tale tradition had fed into the stream that gave us the American wisecrack. Waiters at lunch counters, inhabiting the opposite end of the spectrum from the respectable restaurant, were famous for their chilling mockery of what they were serving -- for instance, referring to an all-you-can-eat place as "pitch till you win."

So they had great fun calling ketchup "hemorrhage," raisin cake "fly cake," stewed rhubarb "hair stew," ale "beetle blood" (because it was darker than lager), tapioca pudding "spider's eggs," American cheese "wax" and Grape-Nuts "birdseed." (I must protest. Grape-Nuts are awesome and way too good for birds.)

People have always been suspicious of any dish of meat in which you can't recognize the cut. In both the British and American navies, corned beef was long known as "red horse." Stews came in for systematic abuse, being branded "guess water" or "Brodie," after Steve Brodie, the famous daredevil who jumped off the Brooklyn Bridge in 1886. A waiter calling "Brodie" back to the kitchen was, of course, implying that a foolhardy diner was courting suicide.

**People have always been suspicious
of any dish of meat in which
you can't recognize the cut.**

Ground meat was the most often mocked of all, and not without reason. In the early Fifties, before the all-beef hamburger became standard, hamburgers were a way for restaurants to use up scraps and trimmings, hence ominous nicknames like "sweep up the floor." Hamburgers pieced together out of leftover scraps did have a weird, somewhat metallic taste. Recently, to satisfy my curiosity, I mixed ground beef and pork with a smidgeon of ground lamb and fried up a patty, and yes indeed, that was the authentic flavor of those bygone days.

Authentic, all right, but yechh. Pass the ketchup. I mean the hemorrhage.

Nancy Zaslavsky: Program Notes

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Sheldrake to talk on "History of Coffee in Southern California"—with their generous supplies of excellent caffeine and pastry for all. Andrew Friedman's April program "New World Order: Chefs vs Owners in 70s/80s L.A." expanded on the Southern California section of his wildly popular, Chefs, Drugs and Rock & Roll, Ecco Publishers, 2018. Susie Wyshak spoke in May on "How Trader Joe's Changed the Way America Eats" with Los Angeles the main focus as audience members recounted personal stories and favorite store items from years back. Her book, TJ's Then & Now (self-published) was a favorite with members. In June, to wrap up the first half of 2018, "The Fruit Detective" David Karp treated us to "The Elements of High Flavor in Fruit" and analyzed the elements that define high flavor in fruit, primarily sweetness, acidity and aroma.

Our Menu Collection at the Los Angeles Public Library is Still Among the Best

The front of Valhalla's menu, with a suggestive single leg. Los Angeles Public Library Special Collections.



A recent tour of "The Most Unusual Menus from Libraries Around the World," on the blog called Gastro Obscura, a part of the Atlas Obscura website, featured a stop at the LAPL for a view of the famously historic 1950's Valhalla restaurant menu in Sausalito, CA. Though founded in 1870, the restaurant was given a new lease on life in 1950 when it was purchased by Sally Stanford, a famous San Francisco madam whose notorious, popular brothel was shut down the year before. Valhalla advertised itself as the haunt of movie-makers, rum-runners, and Jack London, while serving high-end American cuisine. In 1976, Stanford was elected mayor of Sausalito. This is just one example from the library's archive of almost 16,000 menus, many of which have been digitized.

You can see the full article here:
<https://www.atlasobscura.com/articles/menus-unusual-libraries>

The Culinary Historians of Southern California acknowledges the generosity of members who have joined or renewed at the Angel, Benefactor and Patron levels. Your gift allows our organization to enhance member services and increase our support of the culinary collections of The Central Library.

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Jacqueline Knowles
William McLaughlin

THANK YOU!

Encounter other interesting food items? Let us know at newsletter@chsocal.org

Obviously, Instagram and food photography are a match made in heaven

by Carole Rosner

is a type of metadata tag used on social networks like Instagram, that allows users to apply "dynamic, user-generated tagging, which makes it possible for others to easily find messages with a specific theme or content." As of this writing, there are 23 million Instagram photos tagged with #foodphotography and 27 million photos tagged with #cakedecorating! Obviously, Instagram and food photography are a match made in heaven.

Restaurants, chefs, artisans and entrepreneurs all have a place on Instagram. This type of social media helps to build or solidify a brand. From Martha Stewart to The Food Network and from Pizzeria Mozza to Bobby Flay, photos on Instagram mean business. "There is a trick to Instagram and it's inspiring others, while giving away useful content. We post a lot of how-to videos and try to engage our viewers each day with what we call "cake porn," Marianne Carroll, co-owner of The White Flower Cake Shoppe (<https://www.instagram.com/whiteflowercakeshoppe/>), explained. With over 380,000 Instagram followers, White Flower knows how to make their cakes pop. "Our most successful post was a shot of 20 decorated buttercream cakes on the top of one of our display coolers. I think it gave the viewer a sense of what they would expect walking in as a customer, and the variety of butter cream cakes is visually appealing."

Foodandwine.com published an article in January 2018 entitled "How to Become a Food Instagram Influencer" and outlined the steps needed to use the social media platform to convince other users to make purchases of certain items. This modern-day form of word-of-mouth advertising combines mouthwatering images, exclusive giveaways or discounts, with the specific details as to where to get the must have item. These food influencers/digital marketers create a buzz that can propel people and places into the Instagram stratosphere.

New food ideas can become major trends on Instagram. If you've ever wondered why the lines are so long at certain restaurants or bakeries, most likely that's where an Instagram food trend originated — People trek from all over the world now to get a photo of a rainbow bagel from the Bagel Store in Williamsburg, Brooklyn (<https://www.instagram.com/thebagelstore/>) or of a charcoal ice cream cone from Little Damage Ice Cream in Downtown Los Angeles (<https://www.instagram.com/little.damage>). Without Instagram, these shops would only be known locally.

Instagram also opens the door to the world of food and food from around the world. Seeing photos of stunning floral cake decorations from Seoul, South Korea at https://www.instagram.com/soocake_illy/, taking a sweet trip through the patisseries of Paris at https://www.instagram.com/desserted_in_paris/ or perusing over 6 million

#taco posts, these Instagram visuals are not just eye catching, they are mind blowing and calorie free!

Carole Rosner is a native Angelino who enjoys cheesy comfort food, beautifully decorated desserts, secret neighborhood eateries, and easy to follow dinner recipes. Her lemon coconut squares are always a hit, the oldest cookbook she owns is from 1937, and she's a fan of competitive cooking shows.



Traveling this summer?

Rumor has it that some very interesting food finds can be found around the country:

If you're in Hawaii, seek out their "Blue Java Bananas," that are soft, creamy and purportedly taste like vanilla ice cream.



If you're in San Francisco, try the baguette vending machine from Le Bread Xpress at the Stonestown Galleria mall. Fresh baked in about a minute!



If you're in any state except California, you might want to purchase some silver dragees commonly used to decorate cookies and cakes. They've been banned since 2003 following a lawsuit claiming that silver is a non-FDA approved, nonedible food item.



If you're in New York, experience the Blossoming Hot Chocolate from Chef Dominique Ansel at his New York, London or Tokyo bakeries. A small marshmallow flower will expand right before your eyes and deliver a chocolate bon bon inside.



Several years before, back in Europe, a different kind of "gold" was discovered: the first ultra-clear, golden pale Pilsner beer style of lager, which was created in 1842 in the Bohemian town of Plzen — now located in the Czech Republic, but then a part of the Austro-Hungarian Empire — by Josef Groll, a Bavarian. A few years later, the beer was exported to Germany, where the style was almost universally accepted and widely adopted, as Germans had already been brewing and enjoying dark "lagerbier," stored (aka lagered) in caves or stone cellars, for some time. Germans, arguably the majority of immigrants to the new world during that period — largely due to the burgeoning Revolutions of 1848, a series of political upheavals in Europe — had already migrated as far west as California, and now even more of them joined the quest for gold with hopes of striking it rich. They brought with them their thirst for lagerbier, and their expertise at brewing the same. A good deal of them also made their way down

One hundred and sixty years ago this July, beer was literally front-page news in Los Angeles. On the first page of LA's very first newspaper, the weekly *Los Angeles Star* (previously *La Estrella de Los Angeles*), on July 10, 1858, the poem (reprinted here) "Lager Bier: A Moral Lesson" appeared, picked up from the *Boston Post*. It whimsically celebrated the supposed virtues of lager beer, which was sweeping the nation during that period, including LA.

By most accounts, the commercial brewing of beer in California started in 1849 (before it was even a state!) with the Adam Schuppert Brewery on Stockton and Jackson Streets in the area's then-largest city, San Francisco. This was immediately following the Mexican-American War (1846-48), which resulted in Mexico ceding the territory known as Alta California to the United States, which granted it statehood a couple years later (1850). That rather hasty acceptance into the Union was likely due in part to the discovery of gold along the American River near Sacramento shortly before the end of the war, immediately prompting the "Gold Rush."

to the then-tiny city of Los Angeles, which, despite having been the capital of Alta California under Mexican rule, had a population just north of 1,600 in 1850, when it was incorporated.

By 1858, when the *Los Angeles Star* ran that poem, LA already had its first two commercial breweries — one with the

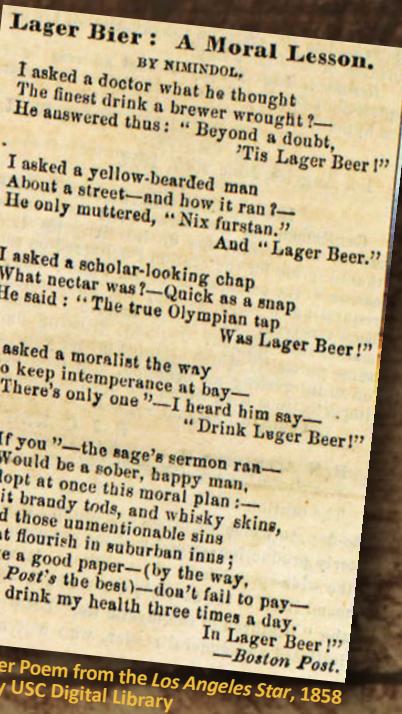
geographically challenged title of the New York Brewery (established in 1854 at Third and Main Streets) and the other named for the legendary European folk hero celebrated as the patron saint of beer, Gambrinus Brewery (established in 1856 at First and Los Angeles Streets). Both boasted in newspaper adverts of their "Fine Lager Beer in Quantities to Suit" and "The Clearest, Purest and Most Brilliant Lager Beer South of San Francisco," although given the year-round warm climes of Southern California — and the fact that commercial refrigeration was still at least 25 years away — they were most assuredly what are known as Steam Beers.

FULL STEAM AHEAD

As local weather could not provide the cold temperatures required to properly utilize bottom-fermenting lager yeast, the wort (unfermented beer) was nonetheless fermented using lager yeast, but at warmer temperatures, like ales, which are made with top-fermenting yeast. Thus, a hybrid of the two beer types — ales and lagers — was created, containing some elements of both. Generally, lagers are crisp and clean-tasting, while ales have more rounded, fruity-estery flavors. This cross-breed, a beer born out of necessity, was the closest that pre-refrigeration-era breweries in West Coast cities could come to making their beloved lagerbier.

It was dubbed a "Steam Beer," according to one explanation, because in San Francisco, then the West Coast's brewing center, the boiling wort would be pumped into shallow, open-top containers on the breweries' roofs so that it could be chilled rapidly from the cool air coming in off the ocean, which created a visible cloud of steam above the breweries.

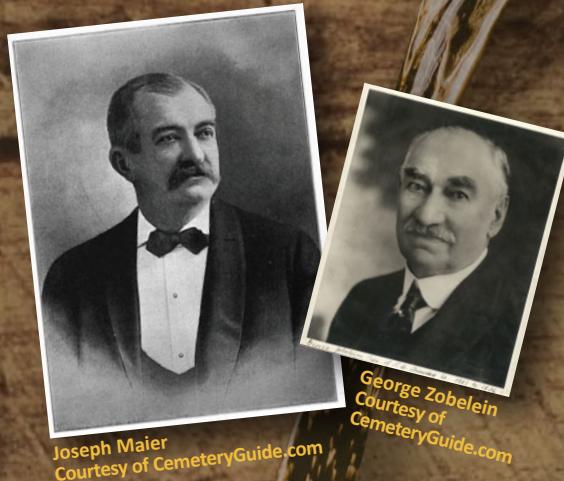
The city's Anchor Brewery, which under a different name began brewing Steam Beer in 1871 when owned by German immigrant brewer Gottlieb Brekle, was the only brewery that continued making this hybrid style into the



modern era. Hence, it was allowed to trademark "Anchor Steam Beer" in 1981 because no other brewery had used the name "steam beer" since the 1930s. That's why this style, which is still made today by commercial (and home) brewers, is now called California Common.

Back in LA, another brewing facility with a physiographically confused name was launched in late 1873: the Philadelphia Brewery. It was constructed on what is now Aliso Street, by the ancient six-story sycamore tree known as "El Aliso" on the site of the Aliso Vineyard and Winery, which covered much of the land between present-day Union Station and the Los Angeles River.

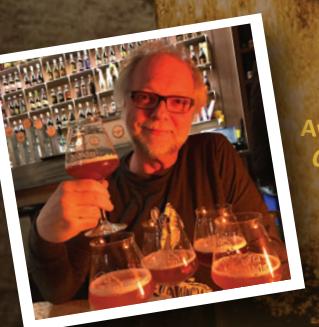
Shortly thereafter, Gambrinus changed its name to City Brewery and Saloon, and its location to Second and



Spring Streets, in 1874, but closed by the end of 1875, having been open just shy of 20 years. LA's inaugural brewery, New York, however, was doing well in the mid-1870s and made a couple of auspicious hires. Two Bavarian immigrants, Joseph Maier and George Zobelein, each with brewing backgrounds, separately came into the employ of the brewery in 1875 and 1876, respectively. Maier was a brewer and Zobelein was a bookkeeper and manager.

LA'S FIRST ROCK STAR BREWERS

Coincidentally — and fortuitously — Maier and Zobelein both left the New York Brewery in 1881, even though it was thriving and expanding during their tenure. Maier purchased the Eintracht Saloon on Spring Street, opposite the current location of LA's City Hall. For his part, Zobelein



Award-winning beer scribe Tomm Carroll is a feature writer and the Los Angeles correspondent for *Celebrator Beer News* as well as a senior contributor to *Beer Paper LA*. He is working on a book about the early days of LA breweries, from which this article is drawn. A BJCP-schooled international beer judge, Tomm serves as a beer consultant and teaches a craft beer class at UCLA. He is a member of the North American and British Guilds of Beer Writers, the Brewers Association, the Homebrewers Association and, of course, the Culinary Historians of Southern California. He can be reached at beerscribe@earthlink.net.

found a position with the Philadelphia Brewery, owned by Dietrich Mahlstadt, and by the fall of that year, went from Mahlstadt's new employee to his new partner, purchasing a half interest in the brewery.

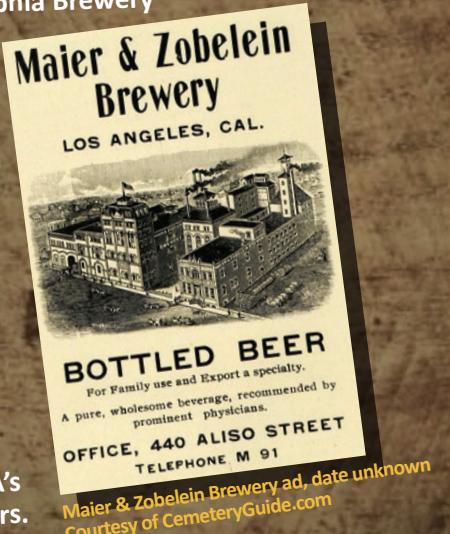
For one reason or another during the following year, Mahlstadt decided he wanted out of the brewing business. Maier sold the saloon he owned and operated, just a year after he purchased it, and bought Mahlstadt's half of the ownership of the brewery. So in 1882, a pair of former brewery co-workers less than two years ago, Messrs. Maier & Zobelein now owned their own facility, but maintained the moniker Philadelphia Brewery for the near future.

Their old employer, the New York Brewery, lasted another five years but was beset by various scrapes and shootings, which had seemed to plague the brewery since its early days. Also, with the increased local competition from the revitalized Philadelphia Brewery (which added refrigeration and expanded to become the largest brewery "this side of San Francisco" in 1883) — not to mention the tragic illnesses and deaths of its owners — New York finally shuttered in 1887 after a 33-year run, having sold its brewing equipment to an unnamed firm in Anaheim, likely the original Anaheim Brewery (1870-1920).

When they partnered to take control of Los Angeles'

nine-year-old Philadelphia Brewery on Aliso Street in the fall of 1882, the stage was set for the names Maier and Zobelein — together and separately — to become indelible in the annals of beer production in Los Angeles, as they quite literally ushered Southland brewing well into the 20th century. They were LA's original Brews Brothers.

Ultimately, Joseph Maier and George Zobelein were positioned at the crest of a wave of German immigrant entrepreneurs who were birthing the American brewing industry, with their stateside versions of lagerbier. And had fate dealt them a more winning hand, their names might have been as recognizable today as their contemporaries Eberhard Anheuser, Adolphus Busch, Frederick Miller, Joseph Schlitz, Frederick Pabst and Adolph Coors.



Maier & Zobelein Brewery ad, date unknown
Courtesy of CemeteryGuide.com