

# ZIPP MANUFACTURING CO. ROOT BEER

## 1885 TO PRESENT

### CLEVELAND'S ROOT BEER HERITAGE

by Donald Yates

We met Jim and June Zipp, who are the owners of Zipp Manufacturing Company in Bay Village, Ohio. What a great surprise, to meet such prominent entrepreneurs. Zipp's specialties include ice cream flavorings and toppings. They also make special meat sauces and Bar-B-Que sauces.

Jim and June allowed us to photograph their building and they gave us a tour of their operating plant. They also gave us a copy of their Zipp Family History, written by their son, Jim. Jim and June have two sons, James (III) and Joey. Jim is 15 and Joey is 13 (2003).

The Zipp building is scheduled to be demolished as part of the Bay Village expansion. It was built for the Zipp's Co. in 1926.

The Zipp Manufacturing Co. was the largest employer in Cleveland up through the Great Depression. They had hundreds of employees in Cleveland, plus additional salesmen in Ohio, Michigan, Indiana, Illinois, Wisconsin, Pennsylvania, New York, Maryland, Virginia, West Virginia, Missouri, and Kansas. Their early growth was due to their high quality and reputation for pure products.

As you know---Cleveland was the number one root beer city. The Zipp Manufacturing Company was one of Cleveland's pioneer root beer brewers. It was located at 747 to 751 Woodland Avenue. Zipp's was a prominent producer of spice and fruit essence. They manufactured fruit extracts and juices for soda water manufacturers, bakers, pharmacists,

and soda fountains. They also produced a line of extracts for home use, including Root Beer Extract.

The Zipp Manufacturing Company was founded by John Zipp in 1885. John Zipp was born in Cleveland on December 13, 1857 and was the son of one of the first German pioneers of Cleveland, as a masonry contractor. John received his education at the Brownell Street School, and worked as a bookkeeper with John H. Gause Company for ten years. The John Gause Company made and developed extracts for the beverage and confectionery industries. While only 27, in September of 1885, John started his own small company. This was in a shop at 64 Woodland Avenue, where he manufactured extracts and baking powder.

In the 1861 Cleveland City Directory, there is only one Zipp family listed. This is Johannes Zipp and his wife Catherine, who lived at 50 Webster Avenue.

Johannes (John in German), was born on September 10, 1823. Johannes married Catharina Krekel on October 11, 1846. Johannes and Catharina had six children, John, Frederick, William, Julius, Louis, and a daughter, Catharina (Kittie).

This family came to the United States by steamer in 1849, and settled in Cleveland. Johannes worked in a quarry as a stone cutter and carver, a popular occupation at that time Johannes died on January 12, 1864 the third year of the Civil War, probably a war casualty, since he was in his 30's. Kittie died in 1910. Fred was married to Martha and they had four girls: Lilian, Margaret, Ethel, and Gladys. Julius married Laura and they also had a

girl named Ethel. William married Florence and had a girl, Catherine. John Jr. married another Catherine and they had two children. His son was also John Zipp III, who was born January 2, 1901.

In 1868, Kittie was a machine operator and lived with her mother, Catherine Zipp. In 1884, John Zipp was a bookkeeper for John H. Gause Company and resided at 21 Plum Avenue. His mother, Catherine still lived at 50 Webster Avenue, with her children, Kittie, Julius, Lewis, Fred, and William. In 1885, John Zipp was a bookkeeper for J. M. Weitz Company, and he moved close to home, at 54 Webster Avenue. John and Louis D. Zipp also had a partnership in a coal company located at 154 Brownell.

At the end of 1885, the Zipp history burgeoned, with the formation of Zipp & Schorndorfer, located at 250 & 252 Brownell. Their specialty was flavoring extracts and baking powder. The partners were John Zipp and Henry L. Schorndorfer. Henry Schorndorfer was married to Catherine and they lived at 32 Arlington Court. Their son Charles was a salesman and lived at home.

John Zipp was born on December 13, 1857 and married Catherine Emig in 1944.

John and Catherine had two children, John Jr. and Catherine Zipp Fisher. One of John's hobbies was raising prize winning chickens.

John and his brothers, William F. Zipp and Louis D. Zipp started the Zipp Mfg. Co. in 1885. Other owners were Samuel Honeywell and Peter Emig, John's Brother-in-Law.

John Zipp lived at 54 Webster. Frederick lived at 50 Webster with his mother, Catherine, and sister, Kittie, and brothers, Louis and William. In 1889, John moved to 385 Garden Avenue, and William moved to 206 Ohio Avenue. They also moved the Company to a larger facility, with a laboratory and a storage room at 101 & 103 Woodland Avenue. Their specialties included, Zipp's Grape Crystal Baking Powder, and flavoring extracts. They kept the Zipp & Schorndorfer Name through 1892. In 1893, the name was changed to Zipp Mfg.





Company. John Zipp moved to 661 Scovill Avenue. Henry Schorndorfer started his own company at that time, called Schorndorfer & Eberhard Co. located at 95 to 99 Woodland, almost next door.

Julius died in 1891; he was only 37 years old. Frederick died in 1898, and was only 38 years old.

The Zipp Manufacturing Company was incorporated in 1895, with John Zipp as President and Treasurer, Louis Zipp as Vice President, William F. Zipp as manager, and William A. Kappler as Secretary. In 1898, John and Catherine moved again to 1127 Cedar. Zipp's specialties included: Zipp's U.S.P. flavoring extracts, pure fruit juices, crushed fruit pulp, and rock candy syrup. Also John's Baking Powder (named for John Zipp of course), and Gold Star Ammonia. Their address was 111 to 115 Woodland Avenue. William still lived at 50 Webster Avenue, and Louis, next door at 54 Webster.

John Zipp Jr. was born on January 3, 1901, in Cleveland, Ohio. He was employed by Zipp's Co. in 1925, when he was 24 years old. John Zipp was a chemistry major and graduated from Baldwin Wallace College in Berea, and U.C.L.A.



His chemistry knowledge was vital in developing extracts and flavors. John Zipp Sr. was responsible for the financial affairs.

John Zipp Jr. had a sister, Catherine, who married Franklin Fisher. Franklin also helped with the financial end of the business. John Zipp Jr. retired from the Zipp Co. in 1983 and died on October 9, 1989; he was 88 years old.

In 1905, Cleveland city streets had their major name changes and renumbering. The Zipp Mfg. Company changed their address, as a result, from 111 to 115 Woodland, to 745 to 751 Woodland Avenue. Their specialties were: Zipp's U.S.P. flavoring extracts, pure fruit juices, crushed fruits, rock candy syrup, etc. Also perfumes and toilet waters, John's Baking Powder, and Gold Star Ammonia. John's new address became 7818 Cedar Avenue. Catherine Sr. was a dressmaker and still lived at 50 Webster Avenue. Julius had died and his widow, Laura, lived at 240 Sawtell Avenue. William was the General Manager, and lived at 50 Webster, with his mother. They experienced steady growth during this period.

In 1907, the new address for William F. Zipp, Manager, was 1268 Webster. This was a result of the new street organization. William's daughter Katherine lived at 1268 Webster. Louis D. Zipp was the

Vice President, and lived at 8004 Linwood Avenue. In 1909, they added soda fountain supplies as a new specialty. In 1913, John and Catherine still lived at 7818 Cedar Avenue. Julius' widow, Laura, and her daughter, Ethel I. Zipp, lived at 6805 Cedar Avenue. William was still the General Manager, and he moved to 1312 E. 89th Street.

In 1915, The Zipp Manufacturing Company were makers of: Zipp's Flavoring Extracts, Pure Fruit Juices, Crushed Fruits, Preserves, Jellies, Jams, and Pure Apple Butter. They also carried: John's Baking Powder, Zipp's White Cloud Ammonia, Zipp's Grape Juice, blueing, etc. The preserving works were located in North Dover, Ohio, which is now Bay Village.

In 1919, Louis D. Zipp was still the Vice President, and he had moved to 1366 Mathews Avenue in Lakewood. John Zipp was still the President and resided at 7818 Cedar Avenue. Laura and her daughter Ethel I. Zipp, still lived at 6805 Cedar Avenue; Ethel was a clerk.

In 1922, John Zipp was the President and lived at 7818 Cedar Avenue with his wife Catherine E. Zipp. John Jr. still lived at home with his parents, but he was now a clerk for the Zipp Company. Louis D. Zipp was the Vice President, but had moved to Monrovia, California. Frank L. Fisher joined the board of directors as the Secretary - Treasurer. William F. Zipp was still the Manager, and he moved to 8005 Melrose Avenue, with his wife Florence and their daughter, Katherine. Florence was a clerk at the Standard Drug Company.





In 1925, their specialties were: Zipp's flavoring extracts, crushed fruits, fruit syrups, Zipp's Golden Sunset Orangeade, Zipp's Cherri-O, and ZIPP'S ROOT BEER. They moved their operation to 2442 to 2444 E 9th Street in Downtown Cleveland. The factory was still located in North Dover, Ohio. John moved to 2717 Euclid Blvd in Cleveland Heights. His son, John Zipp III, was a chemist and lived at 1330 Phelps Avenue. Ethel I. Zipp was the Chief Clerk at the Great Lakes Dredge and Dock Company. She still lived at 6805 Cedar Avenue with her mother, Laura.

In 1927, John was still the President, and John Zipp III was their chemist. He and his wife Gladys, moved to 1463 Riverside Road in Lakewood. Ethel and Laura moved to 2671 E 128th Street. Louis D. Zipp was Vice President and resided in Monrovia, CA.

In 1939, The Zipp Manufacturing Company moved to the Colonial Arcade, in Downtown Cleveland. Their factory, laboratory, and storage facility was located in Bay Village. John Zipp and his wife, Catherine moved to 3116 Chadbourne Road. John Zipp III and Gladys moved to 602 Dover Center Road in Bay Village. Fred died in 1940, leaving Martha a widow. She lived at 2647 E 67th Street, with her daughter, Margaret. John was a member of the Chamber of Commerce, the Cleveland Singing Society, and several lodges. He was a strong German supporter. Many of his customers were from a German region of Cleveland. His market included Ohio and nine other states, with salesmen.

In 1942, John Zipp was the President; John Zipp III was the Vice President; Frank L. Fisher was the Secretary-Treasurer. Louis Zipp was no longer on the board of directors. They were makers of Zipp's flavoring Extracts, crushed fruits, fruit syrups, chocolate products for ice cream and soda fountains. 223-225 Colonial Arcade. John Zipp Sr. died in 1944, requiring another reorganization of

the company.

In 1951, Frank L. Fisher became the new President; John Zipp III was the Vice President; and Mrs. Nellie Fisher was the Secretary-Treasurer. Martha still lived at 2647 E 67th Street with her daughters: Ethel was still in high school at that time. Gladys and Lilian were saleswomen.

In 1955, Martha and her daughters moved to 15400 Grovewood Avenue. Lilian was a key punch operator at The Ball Bearing Company and Margaret was a stock woman for Seaway Distributors. The Zipp Manufacturing Company is still in business today.

James Edwin Zipp was the next President of Zipp's. He was born in Cleveland on February 23, 1937. James started working for Zipp's part-time as a teen-ager. He really enjoyed working, especially for his father.

James was drafted into the Navy in 1955 and moved to Illinois. He joined the Lake Zurich Police Department and later became Chief of Police.

In 1983, James retired from the police department and moved back to Ohio. Franklin Fisher had passed away and John Jr. asked James for his help running the business.

James Edwin Zipp passed away on July 9, 1987 from cancer. He was only 50 years old.

James Edwin Zipp Jr. was born on October 28, 1961 in Libertyville, IL. He graduated from Lake Zurich High School in 1979. James married June Gatwood and they have two sons, James and Joey.

In November, 1986, James Zipp Jr. started working for his father. During the first week, he was painting and during the second week, he became the new President of Zipp's. His father had been very ill at that time.

In the Zipp's Family History, they traced their roots all the way back to the early 1700's in Prussia – Germany.



ZIPP'S VANILLAS			
	Pts.	Qts.	Gals.
Old Blend, Pure	1.25	\$1.25	\$7.50
Natural, Best Blend	1.25	1.25	7.50
Triple "A"	1.50	2.25	9.50
S. B. Compound	1.00	1.75	5.50
Triple "B"	1.25	2.25	6.50
Globe	.75	1.25	4.25
Van-Tan Concentrate	4.50	6.00	
Silvan Concentrate	3.25	6.00	


  

ZIPP'S LIQUID COLORS			
	Pts.	Qts.	Gals.
108 Yellow (Egg)	2.50	\$1.00	\$3.00
109 Yellow (Lemon)	.50	1.00	3.00
110 Yellow (Golden)	.50	1.00	3.00
128 Orange	.50	1.00	3.00
141 Red (Straw)	.50	1.00	3.00
142 Red (Raspb.)	.50	1.00	3.00
144 Red (Rose)	.50	1.00	3.00
145 Red (Cherry)	.50	1.00	3.00
180 Reddish Grape	.50	1.00	3.00
191 Purple Grape	.50	1.00	3.00
170 Violet	.50	1.00	3.00
125 Krizan Color	.50	1.00	3.00
109 Chocolate Brown	.75	1.25	4.00
109 Green	.50	1.00	3.00
109 Blue	.50	1.00	3.00
101 Brown	.50	1.00	3.00
Greenest Color	.35	.65	2.00

Terrace 25, 10 days, Net 30 days.  
Prices subject to change without notice.

Freight allowed on shipments of 100 lbs. or over, east of Rocky Mountain.

PRICE LIST FOR  
2 AND 3 GALLON FREEZERS



**The Zipp Manufacturing Co**  
CLEVELAND  
CLEVELAND, OHIO



ISSUED SEPTEMBER, 1908

**ROOT BEER MUGS** - Zipp's Root Beer Mugs came in several different sizes and styles of stoneware. Some had two sets of blue and white stripes and others were plain. The mugs were made by the Sherwood Brothers pottery in New Brighton, Pennsylvania. Zipp also used ornate syrup dispensers.

**INTRODUCTION FROM ZIPP'S 1908 CATALOG:** "We take pleasure in calling the attention of Soda Water Dispensers to our New Catalog. We manufacture a complete line of Flavoring Extracts, Crushed Fruits, Fruit Juices, Rock Candy Syrup, and Phosphates, also a number of trade winners in the way of Summer Drinks."

"The quality of our product has gained for us a constantly increasing trade. 23 years experience qualifies us to meet the requirements of the most exacting. Our prices are as low as we can consistently make them, quality of goods taken into consideration. Your patronage solicited with the assurance that all orders with which you favor us will receive prompt and careful attention."

In 1908, Zipp's crushed fruits came in 14 flavors, including apricot, grape,

lemon, red currant, raspberry, and peach. It was used for ice cream soda syrup and for making ice cream.

Zipp's Pure Fruit Juices came in 21 flavors including raspberry, strawberry, orange, cherry, currant, peach, lime, nectar, grape, Root Beer, sarsaparilla, coffee, ginger beer, and vanilla. These were bottled in one gallon stoneware jugs. They also made chocolate past for making sodas. Zipp's Bonnie Belle was one of their most popular summer drinks. In 1908, Zipp's had 35 flavoring extracts, including: almond, banana, birch beer, chocolate, cinnamon, cloves, ginger beer, nectar (blend), raspberry, sarsaparilla, and wintergreen.

Zipp's also carried 11 different grades of vanilla. You could purchase a 52 gallon wooden barrel of rock candy syrup. Zipp's High Grade Phosphates came in 7 flavors, including plain (phosphoric acid) to give carbonated beverages a kick. In 1908, they only had six fruit colors available, blue was not introduced until later.

In Zipp's 1935 Soda Fountain Price List, they offered 26 different Dover Brand Canned Fruits (North Dover Ohio is now Bay Village). Zipp's offered 10 true fruit flavor syrups and Fancy Flavors, including maple, Root Beer, almond, tangerine, lemon custard, egg nog, Parisian, and mint. They offered Zipp's Root Beer, Cherri-O, Orangeade, Grape-O, and Zipp's Lime-O for soda fountains.

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