The VIMO Ginger Beer Company was Cleveland’s fourth ginger beer brewery. VIMO started production in 1904 and continued through 1909, only for about a six year period.

In the late 1800’s, ginger beer was shipped to Cleveland by rail and also by merchant steam ships. It usually was brewed in England or in western New York. English ginger beer was shipped across the Atlantic Ocean by steamship to the eastern United States. Buffalo was a rapidly growing city, and it was convenient by both modes of transportation.

The Cleveland & Buffalo Transit Company, founded in 1892, operated two steamships at the turn of the century. These were named the “CITY OF ERIE” and the “CITY OF BUFFALO”; they operated on Lake Erie and were advertised as the Largest, Finest, and Fastest Steamers of their class in the world. Each ship would leave Cleveland and Buffalo every evening at 8 o’clock, Central Standard Time. Each ship also had its own orchestra and other passenger amenities. These ships also handled some commercial freight, including freshly brewed ginger beer in stoneware bottles; as well as the empty bottles on the return trips. Passenger tickets for these ships could be purchased in Downtown Cleveland, at the new Williamson Building - 10 Public Square. Their freight terminal was located at 137 River Road.

The Williamson Building was located on the eastern side of Public Square, on the north side of Euclid Avenue. It was built in 1900 and it remained a cornerstone of Downtown business until it was demolished in 1982 for the Standard Oil (SOHIO) Building, which graciously took its place. This new building was re-named in 1989 as the British Petroleum of America Building. During the 11 hour steamship cruise to Buffalo or Cleveland, the passengers could get a good night sleep in their state rooms prior to their 7 AM arrival in port. The steamships had ornate dining rooms and lounges where passengers could get an excellent meal or snack at any time. The lounges had a long mahogany bar where drinks were served all night. They offered quite a variety of hard and soft drinks, and one of their specialties was New York ginger beer from Buffalo. The orchestra played in the ball room for dancing past midnight by the more energetic, or passengers who were in love.

The VIMO Ginger Beer Company was started in 1904 by Charles A. Barnes, along with two officers of The Cleveland & Buffalo Transit Company - the steamship company. These gentlemen were Thomas F. Newman, the Vice President of VIMO, who was the General Manager of the C & B Transit Company. Also, Harry R. Rogers, the Secretary of VIMO, who was the General Freight Agent of the C & B Transit Company. Charles A. Barnes served at the President and Treasurer of VIMO. The VIMO Ginger Beer Brewery was located at 66 Perry Avenue in Cleveland. This group of energetic entrepreneurs felt that it would be economically feasible to start this new ginger beer brewery in Cleveland, rather than shipping it in by steamship from Buffalo.

The VIMO stoneware bottles were produced in Akron, Ohio by the Robinson Clay Products Company. Robinson was one of the major producers of stone ginger beer bottles for the eastern United States. Toledo was another Lake Erie port city which imported ginger beer by steamer, and started two of their own ginger beer breweries.

The 1904 Cleveland City Directory also listed W.H. Chrisfield as the General Manager of VIMO. Their advertisement stated: “Bottlers of English Brewed Ginger Beer”. The telephone number was Cuyahoga Central #7313W. Note that most residences did not have telephones, and still used oil lamps for lighting at that time. Telephones were almost exclusively for commercial use.

In 1908, the City Directory listing was VIMO Ginger Beer & Ale Company, and they had relocated the brewery to 912 Webster Avenue SE. This is at the intersection of E 9th Street and Webster. They had a change in key officers, with W.P. Cushman as President and L.F. Rosenberry as Secretary-Treasurer. We may speculate as to the reason VIMO was in business for such a short period of time. Perhaps their ginger beer was not of superior quality and could not compete with those of proven taste. Another possibility may be associated with the Pure Food & Drug Act of 1906; since VIMO’s bottles stated their beverage was “English Brewed”, implying a natural alcohol content, yet their labels also stated that it was non-alcoholic???

Unfortunately, the VIMO Ginger Beer Brewery, located on Webster Avenue was razed for highway construction in the late 1950’s. Today Webster is a brick-paved dead end. If you take a moment to take a deep breath at the site, you will notice that there is not a trace of brewery smell in the air, as there was 90 years ago. Several VIMO stone ginger beer bottles were excavated during the construction of the Cleveland Gateway Stadium in 1993. This new stadium is a few hundred yards from the VIMO site.

The first location of the VIMO Ginger Beer Company was 66 Perry St. Perry was a Pre-Civil War street which ran north and south, on the near east side of Cleveland. If you place today’s Cleveland map on top of the Civil War map, you will find that Perry is now East 22nd Street, near Cleveland State University. More recent information indicated that VIMO made a final move in 1909, which turned out to be its last year of production, ending a very short life of six years. Their location was at 3939 St. Clair Avenue, NE. The President was Pearson Cushman; and the Secretary-Treasurer was Frank Rosenberry.

One of the important steamship lines operating on Lake Erie at the turn of the century was The Cleveland & Buffalo Transit Company - C & B Lines. This steamship company started their business in 1892 and bought their first two ships that year. These were second hand ships purchased from the Detroit & Cleveland Steam Navigation Company - D & C Lines. These ships were the “CITY OF MACKINAC” and the “CITY OF ALPENA”. The CITY OF MACKINAC...
was an iron side-wheeler, launched in 1883, and designed by Frank E. Kirby. In 1893, she was renamed “STATE OF NEW YORK”.

The first two steamships built for the Cleveland & Buffalo Transit Company were the “CITY OF ERIE” and the “CITY OF BUFFALO”. These side-wheeler steamships were completed and commissioned in 1895 & 1898. As previously indicated, these ships were first class luxury liners. Post cards are a great historical resource, especially for steamships. Post cards were usually dated with a post mark and they could be purchased on-board and mailed from the ship.

STEAMSHIP: CITY OF BUFFALO

The steel hull side paddle wheeler, “CITY OF BUFFALO” was the first ship built for the C & B Transit Co. This passenger and freight steamer was launched on Christmas Day, 1895 for over-night service between Cleveland and Buffalo. 1901 was her best season when she made 306 excursions, transporting passengers to the Pan American Exposition in Buffalo. The “CITY OF BUFFALO” was built by Detroit Dry Dock Company in Wyandotte, Michigan; her original length was 298 feet. The steam engine was a three stage beam-condensing type, built by W & A Fletcher Co. of Hoboken, New Jersey. During the winter of 1903, she was lengthened 40 feet by the Detroit Ship Building Co.

Her main itinerary was the trip between Cleveland and Buffalo during her lifetime. In 1915, she made an occasional Lake Erie cruise and a few trips to Cedar Point. On June 6, 1915, she used the new East 9th Street Pier in Cleveland for the first time. She had a fairly good safety record, however, she was subjected to storm damage on a couple of occasions. On one trip to Cleveland, around midnight, on June 23, 1923, her forward mast was shattered by lightning off Erie, PA. That and other storm damage required repairs.

During a storm on May 2, 1929 she was towed into Conneaut and passengers were transferred to her sister ship the - “CITY OF ERIE”. Repairs were completed on May 21 by the American Ship Building Co. in Lorain. Between 1934 and 1937, the “CITY OF BUFFALO” added other itinerary to her Cleveland and Buffalo trips; a few trips were made from Cleveland to Port Stanley, Ontario. Her life unfortunately came to a sudden end in 1937, when she was destroyed by fire, while moored at the East 9th Street Pier in Cleveland harbor.

STEAMSHIP - CITY OF ERIE

The C & B Transit Company’s second new steamship, “CITY OF ERIE”, was launched on February 26, 1898. Like her sister ship, the “CITY OF BUFFALO”, she provided overnight transportation for freight and passengers between Cleveland and Buffalo. She replaced an older ship, the “CITY OF THE STRAITS” on that route on June 19, 1898. She was also called “The Honeymoon Special” for newlyweds heading to Niagara Falls. Her fame expanded on June 4, 1901, when she won an important 100 mile race between Cleveland and Erie. Her captain, Hugh McAlpine beat the White Star Line’s best steamer “TASHMOO” by only 45 seconds.

The “CITY OF ERIE” continued the Cleveland to Buffalo service from 1898 to 1938, with only a two year break during 1914 and 1915, when she went from Cleveland to Cedar Point and Put-In Bay. During 1916 through 1927 she began moonlight cruises and lake trips. In 1928 business was slow, even during mid season due to the serious effects of Prohibition and the start of the Great Depression. From 1929 through 1938, she provided Lake Erie service between Cleveland and Port Stanley, Ontario. After completing the 1938 season, she was moored in Cleveland, which ended her exciting career. She was towed up the Cuyahoga River to the Otis Steel Company in 1941 for salvage of the steel.

STEAMSHIP GOODTIME

The “GOODTIME III”, which is currently in service, and her predecessor, the “GOODTIME II”, provided daily summer time excursions on Lake Erie and up the Cuyahoga River. Curiously, these ships are owned by the Vince and Herbert Fryan family and there was no connection to the original “GOODTIME”. The steamship “GOODTIME” was purchased by the C & B Lines in 1925. It was built by the Detroit Dry Dock Co. in 1889 and was launched as the “CITY OF DETROIT”. She was renamed “CITY OF DREIT” in 1912. Her original itinerary was on Lake Michigan, providing passenger service.

After being purchased by the C & B Lines in 1925, the “GOODTIME” went daily from Cleveland to Cedar Point Amusement Park and to Put-In Bay Island. She had a long successful career on the Great Lakes, which came to an end in 1940. It was sold for scrap in 1941.

Additional nautical historical events by Dana Thomas Bowen; Lore of the Lakes; Freshwater Press; 1940; Cleveland, Ohio.

Americans always had a great love of the water and to travel by steamship for a day trip was usually an exhilarating experience. The Great Lakes were a perfect location for steamship travel – half of the world’s freshwater is located right here in the Great Lakes.

Marine technology was continuously developing, but unfortunately not fast enough. Early ships did not have radar, radio, or any of our contemporary conveniences. Signals were sent with bells for other ships to hear and respond. Early sailing ships were constructed of wood and became fairly reliable.
The first steamship was built in 1811 to operate on the Mississippi River. The new hazards were boilers that were going to explode and cast iron hulls that were going to fracture during rough weather.

There were no design codes for many years and steamers were built – not designed. When steel was used later, many of the integrity problems were solved. The steel had to be of a special ductile nature during cold operating conditions.

The steamer, “Empire State” was built in 1817 – Two new French mine sweepers had been on a routine run between St. Louis and New Orleans. She frequently carried Army personnel up and down the river. The Sultana was a typical side-wheeler steamboat, built in Cincinnati in February of 1863 for the lower Mississippi cotton plantations. She was just two years old.

They shut down the boiler and made the scheduled stop at Vicksburg, Mississippi, who had an excellent reputation as a careful river man. She made her run from the war and poor conditions. Luck was a major advantage as the skill of the captain.

Mississippi was at flood stage. The Civil War. Veterans, who were in prison during the War had finally ended and troops were coming home! The prisoners were worn out from the war and poor conditions. They had one incentive – to go home and see their families and get out of uniform.

The Sultana was the worst marine disaster in history. More than 1800 people died in the explosion including 1700 Union veterans, who were in prison during the Civil War.

It was the end of April, 1865. The Mississippi was at flood stage. The Civil War had finally ended and troops were coming home! The prisoners were worn out from the war and poor conditions. They had one incentive – to go home and see their families and get out of uniform.

Most of the prisoners would go home by river boat and by the end of April, a huge contingent was slated on the Sultana. The Sultana was a typical side-wheeler steamboat, built in Cincinnati in February of 1863 for the lower Mississippi cotton plantations. She was just two years old.

She was registered at 1,719 tons and had a crew of 85. She was of wooden construction and was 260 feet long. She had been on a routine run between St. Louis and New Orleans. She frequently carried Army personnel up and down the river.

The Sultana left New Orleans on April 21, 1865 under normal conditions. She had 85 cabin passengers, and a cargo of livestock and sugar kegs. Her command was under Captain J.C. Mason of St. Louis, who had an excellent reputation as a careful river man. She made her scheduled stop at Vicksburg, Mississippi on the evening of April 24th, and took on passengers and cargo.

After docking, her engineer discovered that the boilers were leaking too much. They shut down the boiler and made the
necessary repairs. One boiler was damaged and was bulging. And they used a flat iron plate to wrap around the damaged section which was bolted on.

At the same time, she was taking on passengers, this looked like a stampede. Many repatriated Union prisoners of war were to travel back home on this steamer. The soldiers were so desperate to get home that the Sultana decided to make out the muster rolls on board after departing Vicksburg.

The ex-prisoners boarded the steamship and immediately put a great joy in their hearts. They were shouting, singing, and jesting as they came aboard. This was the most lighthearted a crowd that ever came up a gangplank.

Army records do not give the exact number, but it was around 1900 men far beyond the Sultana’s registered capacity. Also, two companies of soldiers under arms came aboard. The actual total was around 2300 personnel on the steamer when the lines were cast off. It was horribly crowded. The soldiers marched onto the hurricane deck, until all available space was filled.

Somehow, the Sultana left the wharf and went puffing upstream, breasting a current stronger that usual at flood stage. Captain, Mason seemed to be a bit worried. He cautioned the passengers not to go to the port side during a landing, because the shift in weight could tip the boat over. She headed upstream for two days after leaving Vicksburg, without trouble. She made a few stops and landed at Memphis on the evening of April 26, 1865.

Some of the passengers disembarked. The sugar hogsheads were unloaded and some of the stronger soldiers helped in the work. While in Memphis, the leaky boiler gave more trouble and the leak was fixed by the repair crew.

Around midnight the Sultana crossed the river to bring on coal. Then it headed up the river toward Cairo. Most of the servicemen were to disembark there on their way home. The big paddle wheels thrashed the water, straining against the strong current.

Then the catastrophe: The leaky boilers gave up and three of the leaky boilers out of four exploded, with a tremendous “Boom” that was heard all the way back to Memphis. The explosion sent a huge flame roaring up into the night sky. This lit up the river for several miles. Half of the steamboat was blown into small fragments.

Fire followed the explosion and hot coals were scattered by the blast. The entire ship was on fire.

About 1700 people were killed by this horrible disaster. Wouldn’t it be wonderful if the captain had a second chance and could have saved all of those lives.

What could have caused this boiler explosion?
- Early boilers were not designed, only built with minimal understanding.
- These were fire tube boilers with high pressure on the shell side. Prone to exploding.
- The boilers were made of cast iron – a brittle & unforgiving material.
- The engineer noted that the boiler was bulging from exposure to over-pressure.
- The ASME American Society of Mechanical Engineers Boiler & Pressure Vessel Code was established in 1914.
- A look back in the mirror. A further review of the Sultana:

Fire tube boilers were subject to disastrous explosions because of the direct heating of the pressure shell containing a large volume of water at saturated steam temperature and high pressure.

The Sultana had just taken on a full load of coal – increasing the engine load and boiler overload.

Coal was shoveled manually by firemen. This could have resulted in non-uniform heating of the boiler and caused fatigue stress.

Fire tube boilers were in wide spread use up to 1870, after the 1865 Sultana disaster.

In 1866, The Babcock and Wilcox Co. patented a water tube boiler. A major advantage of this design was the greatly reduced explosion hazard.

The water tube boiler was successfully applied to the propulsion of naval and merchant vessels in the 1890’s; again too late for the Sultana.

1816 – Steamer Frontenac launched in Lake Ontario.
1823 – In this fatal year, 14% of all of the steamships in the US were destroyed by boiler explosions. More than 1000 horrible fatalities, and thousands of injuries.
1826 – First steamer appeared on Lake Michigan.
1827 – Steamer Frontenac explodes in the Niagara River. This was a fire tube boiler.
1831 – Steamer United States – Largest American passenger ship on the lakes. 142 feet long.
1833 – Steamer Michigan launched at Detroit.
1838 – US Steamboat Inspection Service established by Congress.
1841 – Steamer Erie – Fire tube boiler explodes in Lake Erie. 175 lost.
1843 – Ship Superior lost in a gale.
1850 – Steamer G.P. Griffin boiler exploded near Cleveland. 94 lives lost.
1852 – Seven steamships had boiler explosions this year alone. 700 lives lost plus thousands of injuries.
1856 – Steamer Northern Indiana boiler exploded of Point Pelee in Lake Erie. 320 lives lost.
1857 – There are 257 steamers on the lakes.

Steamer Montreal boiler exploded in the St. Lawrence River – 250 Lives lost.
1862 – Steamer North Star boiler exploded.
1868 – Steamer Seabird boiler exploded – 100 lost their lives in Lake Michigan.
1871 – The Great Chicago Fire.
The City of Erie proceeded slowly down the narrow Cuyahoga River from her dock to meet the Tashmoo and start the big race.

This was a one time event that would never happen again.

The two ships worked abreast of each other as they approached the starting line, and each ship shut down her engines. It was 9:30 am.

Then: Boom! The little cannon on the tug boat sounded the start of the race.

Bells clanged aboard each steamer. Their paddle wheels started to thrash the water and their prows crossed the starting line. Very exciting!

As they neared Fairport, the Tashmoo slowly forged ahead of its rival – then three ship lengths ahead.

As the shoal water was left astern, the City of Erie began to shorten the lead. As they passed Ashtabula Harbor, the City of Erie pulled abreast of the Tashmoo once more. The City of Erie won the race by three ship lengths. They were only 45 seconds apart! Wow!!

More bad luck. The Tashmoo hit a rock in the Detroit River Channel on June 18, 1936. She had 1400 passengers on board. She sank in the Detroit River after returning to port. All lives were saved.

More good luck.

**Passenger Steamship SEEANDBEE**

By Dana Bowen. The author of the LORE OF THE LAKES:

Dana saw the SEEANDBEE pull into the Cleveland Harbor during the summer of 1913.

He could see the passengers relaxing on the decks. That was the largest ship Dana had ever seen and he was thoroughly impressed.

She was as long as a city block and had four great smoke stacks that puffed black smoke over the water.

That was the first season for the SEEANDBEE. She was called the “Queen of the Lakes.”

Dana made his first cruise on this ship on Labor Day of 1915, from Cleveland to Buffalo.

The SEEANDBEE was launched at Wyandotte, Michigan on November 9, 1912. She was the largest side wheel steamer in the world – 485 feet long.

The ship looks like a palace. A large ball room and cocktail lounge are located on the upper deck. The cabin woodwork is dark mahogany and ivory.

The author was aboard the SEEANDBEE in 1922 on her second annual end of the season cruise.

Delicious meals were served in the large main dining room, overlooking the water. Cabins were exquisite with brass bedsteads, private baths, and soft blankets.

Command was by Captain Hugh McAlpine who saluted other ships enroot with the whistle. This was the experience of a lifetime for all of the passengers and many friendships were made during these great cruises.

**THE NORONIC:**

The Noronic was launched in 1913 at Port Arthur, Ontario. She was a Canadian Great Lakes excursion steamer. She was 362 feet long and was owned by the Canadian Steamship Lines.

On Friday, at 6:00 pm, September 16, 1949 she pulled into her berth in Toronto, Pier Number 9. Onboard were 524 passengers and 171 crew.

Around 2:30 am, smoke was detected in a linen closet. They used several fire extinguishers and then finally set up the fire hose. For some reason the fire hydrant was dry. The death toll was 118. Just remember, you have to be lucky.

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**Photos:**

2. S.S. “City of Erie.”
3. Steamship “City of Buffalo.”
4. The Steamer “Good Time.”
5. “The Sultana.”
7. 1895 advertisement for the “Old Dominion Line,” from The Cosmopolitan.
8. Tray for the “SEEANDBEE.”
9. 1895 advertisement for the Northern Steamship Co. from The Cosmopolitan.

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