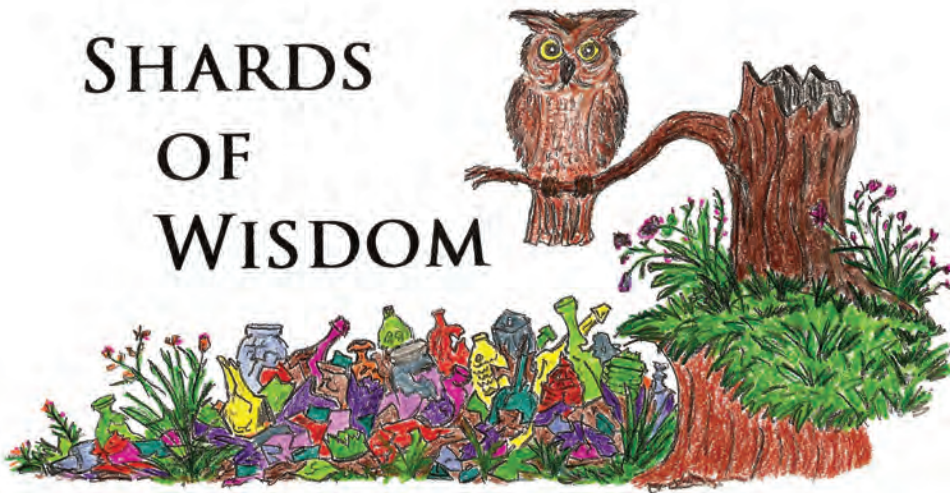


# SHARDS OF WISDOM



## The Three Part Mini-Series : Informational Websites: Part III

By David Tingen

Hopefully, some of you have had an opportunity to use the resources covered in parts 1 and 2 and have a good start on creating your history project. This issue will cover ways to enhance your data search by using business directories, Sanborn maps and government reports.

Many of these informative websites can be found with a simple Google search such as: city directory archives, Sanborn map archives or government report with your location as part of the search. An invaluable source of digital data can probably be found at the nearest university library. During a recent project on North Carolina bottlers, I was lucky enough to find a history grad student at the Wilson Library on the University of North Carolina campus who was able to give me links to information that would have been nearly impossible to find without such guidance.

When searching the directory volumes, you will likely see options to view or download as a .pdf file. Most of these directories have a section for businesses as well as an alphabetical listing of residential and commercial locations. If downloading is not desired, you can use the Window snipping tool or a program such as Gadwin for screen capture. With a little practice you will be able to pick a page number very close to your target. The 1897 images shown here are typical of a directory ad and listing.

Sanborn maps are available for most cities and towns of reasonable size and population and searching these maps can be time consuming but very helpful by adding another piece to the history puzzle. Some of the maps have an alphabetical directory on page one that is a guide to street locations. Others show only the street names and map page location. Hopefully, the information gathered in previous searches and the directories will help to locate your target building. Like the business directories, a screen capture tool will allow you to save the results of your search. Shown here is the Portner location on College Street under construction in 1896. Keep in mind, these street numbers often changed as the areas grew.

Last, but not least, is the information gathered by your local

**PORTNER'S**

**LAGER**

**EXPORT**

**BEER**

Acknowledged by a Critical Beer Drinking Public

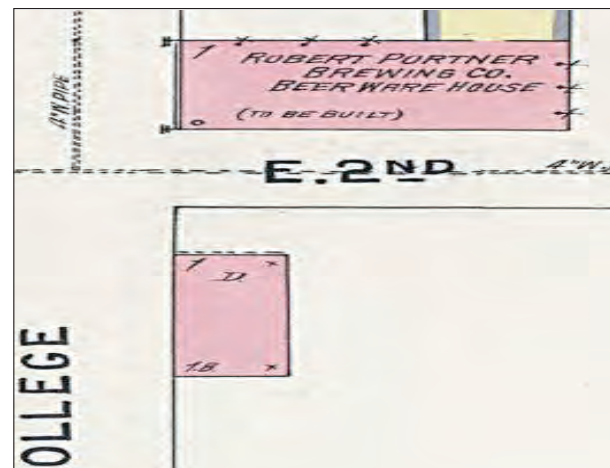
To Be **T**he Purest in Quality,  
he Finest in Flavor,  
he Best Beer in the South.

All Orders Promptly Filled by

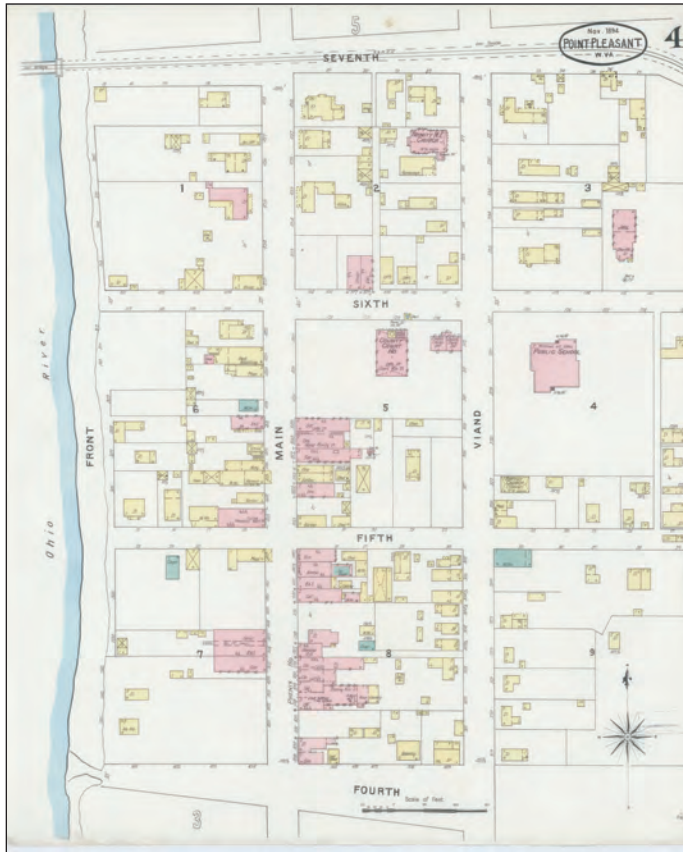
Charlotte Branch  
**Robert Portner Brewing Co.,**  
C. VALAER, Agent.

Beer Agents.  
Augusta Brewing Co.,  
207 S College.  
Portner, Robert Brewing  
Co.,  
317 S College.

The 1897 images shown here are typical of a directory ad and listing.



Portner location on College Street under construction in 1896



Typical Sanborn map with streets, alleys and building locations

W. J. Postell, Asheville.....	Soda water, imitation lemon flavor and color; not properly labeled.
W. B. Yoder, Asheville.....	Soda water, imitation banana flavor and color; not properly labeled, misbranded, sale illegal.
M. B. Taylor, Asheville.....	Soda water, root beer.
.....do.....	Soda water, imitation vanilla flavor and color; misbranded, not properly labeled, sale illegal.
R. S. Fuller & Co., Brevard.....	Soda water, koko punch; not properly labeled.
.....do.....	Soda water, imitation grape flavor; not properly labeled.
Brevard Bottling Works, Brevard.....	Soda water, root beer.
.....do.....	Soda water, gingerale.
.....do.....	Soda water, imitation lemon flavor; not properly labeled.
C. C. Bryson, Hendersonville.....	Soda water, gingerale; not properly labeled.
A. E. Spainhour, North Wilkesboro.....	Soda water, artificial flavor; misbranded, sale illegal.
J. F. Fuller, Mount Airy.....	do.
Red Top Bottling Works, North Wilkesboro.....	do.
H. E. Walker, Littleton.....	Soda water, artificial flavor and color; misbranded, not properly labeled, sale illegal.
.....do.....	Soda water, gingerale.
.....do.....	Soda water, imitation lemon flavor; misbranded, not properly labeled, sale illegal.
.....do.....	Soda water, sarsaparilla.
W. C. Proctor, Rocky Mount.....	Soda water, compound gingerale; misbranded, not properly labeled, sale illegal.

Department of agriculture showing test reports for bottle goods such as milk, beer and soda.

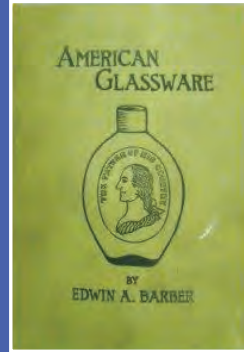
government agencies. This data can take many forms and can come for reporting groups such as the departments of labor, revenue or even agriculture. Much of this has been digitized and made available through any number of sources. Once you find your way to this information the list of items can be huge. Several I discovered during a broad search were: liquor licenses issued for numerous years, department of labor reports showing bottling locations and number of employees, product lists for every type of industry and even one from the department of agriculture showing test reports for bottle goods

# HISTORY'S CORNER

In Memory of Dick Watson  
longtime FOHBC Historian

Today whenever we need to research something we go directly to the internet. Years ago, and not really that long ago, people had to use books and printed materials. Sometimes I find myself looking at those old books and catalogs, and its kinda fun.

Have you ever wondered when the first bottle book was printed? Research, on of course the internet, shows the first book printed about bottles was in 1900 by the David McKay Co., Washington Square, Philadelphia, PA. and written by Edwin A. Barber



Oldest printed bottle book by, Edwin A. Barber

Watch each issue for a new installment of History's Corner.

Special Tax (Not called license.)	
Eastern North Carolina District.	
R. L. D.—Retail Liquor Dealer.	
W. L. D.—Wholesale Liquor Dealer.	
R. D. M. L.—Retail Dealer in Malt Liquors.	
W. D. M. L.—Wholesale Dailer in Malt Li-	
quors.	
J. A. Alston, Weldon, R. L. D.	
R. P. Alston, Weldon, R. L. D.	
M. L. Adams, Goldsboro, R. L. D.	
Mattie Allen, Wilmington, R. L. D.	
W. H. Albert, Washington, R. L. D.	
W. W. Andrews, Pactolus, R. L. D.	
G. R. Adams & Co. (A. D. Pender, Norfolk,	
Va.), Washington, R. L. D.	
J. S. Aldridge, Dudley, R. D. M. L.	
Ahrens Brothers, Wilmington, R. L. D.	
L. P. Adams, Whitakers, R. L. D.	

Agriculture report from 1910 showing the content analysis of samples submitted and a revenue list of those who operated a business selling alcoholic beverages is from 1908

such as milk, beer and soda. Shown here is a Dept of Agriculture report from 1910 showing the content analysis of samples submitted and a revenue list of those who operated a business selling alcoholic beverages is from 1908. The latter contained hundreds of entries.

