

Wholesale Liquor Business

Harald Schmidt

By Steve Lang



Harald Schmidt closeup of the Label

Harald Schmidt was a long time business man in Indianapolis. He appears in the City Directories from 1867 to 1928. Almost his entire life he worked in the Wholesale Liquor business. Schmidt started as a clerk for Rudolph Schmidt who is listed in the 1867 directory as a dealer in Wines & Liquors and was located at 125 E. Washington St. In 1869 he became a bookkeeper

for John Mueller who was an importer and wholesale dealer in wines, liquors and cigars at 306 E. Washington St. From 1870-1873 Schmidt again worked with Rudolph Schmidt selling Tobacco and Cigars before becoming a traveling salesman for undisclosed business until 1876 where he is listed as a bookkeeper for Phillip M. Gapen who is listed as a Wholesale Dealer



Bottle with Label for the Schmidt Whiskey business

in Wines & Liquors at 54 S. Meridian. In 1877 he is listed in business with Henry Emmerich selling wines & liquors at that same 54 S. Meridian address. The next year he went into business with Casper Doenges and had two stores selling Groceries. He ended the 1870's starting his own business, H. Schmidt & Co, selling Teas and Groceries at 97 E. Washington.

From 1880 to 1898 Harald Schmidt is listed as a traveling agent or salesman but no companies are mentioned. He lived at 425 S. New Jersey. In 1899 after probably being very tired of being a traveling salesman, Schmidt went to work as the manager of the Louisville, KY based August Coldewey & Company (Indianapolis Branch) wholesale Liquors business. The store was located at 132 S. Delaware. Coldewey was only listed in the Indianapolis City Directory that year. Schmidt apparently purchased the business from the estate/lawyers of Coldewey that were liquidating assets after August's death.

Schmidt operated this business at the 132 S. Delaware location until Prohibition arrived in 1919. He advertised heavily in the Indiana Tribune, a German newspaper, during this time. His Wholesale Liquors business was successful and he moved into Woodruff Place at 1860 Cross Drive. He repped Wholesale Whiskies from Kentucky including Fairmont Whiskey, Rhine



City Directory listing wholesale whiskies



Harald worked for Pettis Dry Goods after moving on from selling Whiskies

Wine, Diamond Lithia Waters, Concentrated Pluto and Natural Waters.

During prohibition Schmidt worked for Pettis Dry Goods Company - a New York Store - located downtown Indianapolis. He worked in several clerk / stock keeper / stockman positions until 1928 when he retired. 61 years as a local businessman.