

# Julius Goldbaum: Arizona's Pioneer Whiskey Man

By Jack Sullivan



(Figs. 13) . Shown here advertised as  
"Jule's (Six Stars) Bourbon"

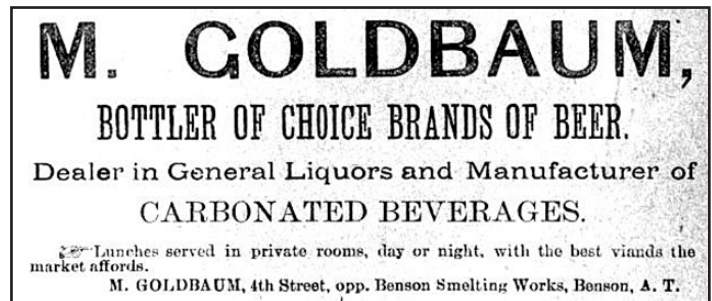


(Fig. 1) Julius Goldbaum

Born in Colorado 15 years before it became a state, his father murdered and scalped by Geronimo's Indians, Julius Goldbaum (Fig. 1), was accounted a pioneer in Arizona with a reputation for providing strong drink to the denizens of Tucson in bottles and labels of exceptional design.

Before Julius, there was Marcus Goldbaum, born in Prussia in 1835. With wife, Sara, in the mid-1850s, he emigrated to America, settling in Denver, Colorado. There, the second of seven children, Julius was born in 1861. Trained in the butcher's trade, Marcus in 1869 moved his growing family to Tucson where he set up the Pioneer Butcher Shop. Tucson and all of what is now Arizona had been part of New Mexico Territory until 1863, when Congress created the new Arizona Territory. From 1867 to 1877, Tucson was the capital and the population was growing. In an ad Marcus, with fractured English, told townsfolk his shop was "ready to supply all customers with as good beef at as low rates as can be done elsewhere in town."

Tucson's growth apparently was too slow for Marcus. With his wife, Julius, and other family members in tow he soon moved his butcher shop 80 miles north to Florence, Arizona, a newly created town on the banks of the Gila River. The fertile land there was expected to draw farmers to the area. Apparently not fast enough



(Fig. 2) Advertised making his own carbonated beverages and running a restaurant serving meals "in private rooms, day or night," suggesting libidinous activities

for Marcus. After a brief stay in Florence, in 1870 he moved his family again 130 miles north to Wickenburg, Arizona, where he subsequently was elected justice of the peace.

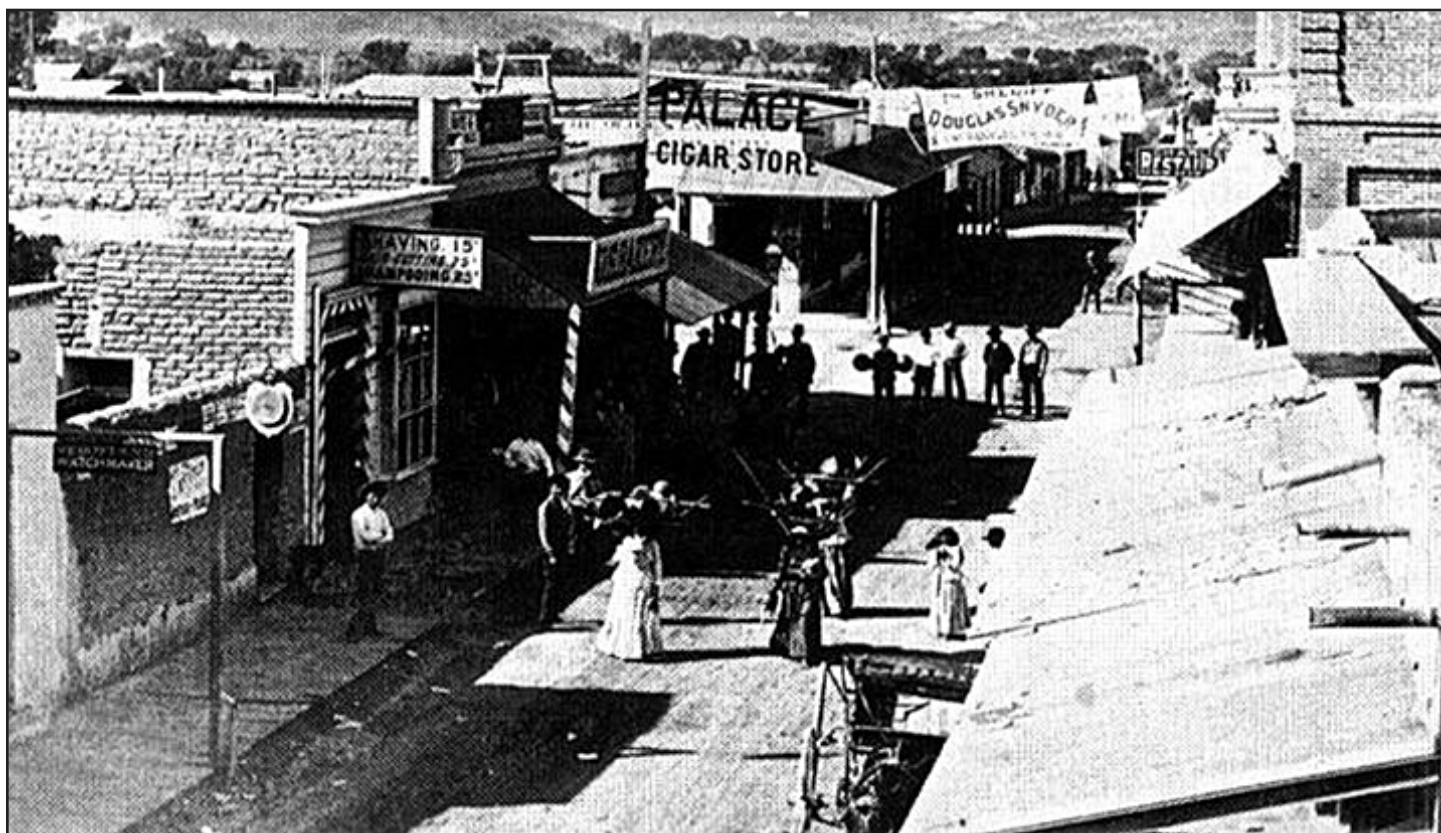
Ever restless, by the early 1880s Marcus moved again, this time to Benson, Arizona, a rail terminal about 45 miles south of Tucson. Now he had expanded beyond butchering to dealing in beer and liquor. He also advertised making his own carbonated beverages and running a restaurant serving meals "in private rooms, day or night," suggesting libidinous activities (Fig. 2). Still Marcus was not content. Catching gold fever, he turned over operating the businesses to his wife and set out prospecting alone in the nearby Whetstone Mountains.

As one writer has observed: "It was a bad idea." Geronimo's Apaches were on the warpath. They raided Marcus's mountain cabin, killed him, ransacked the place and took what they wanted.



(Fig. 3) A etching by the famous Western artist, Frederic Remington, in the book "On the Bloody Trail of Geronimo," caught the scene





(Fig. 4) Within eight months of opening Goldbaum relocated his establishment to busy Congress Street

A cavalry patrol found him days later but did not immediately recognize that the prospector was Marcus Goldbaum because he had been scalped. A etching by the famous Western artist, Frederic Remington, in the book “On the Bloody Trail of Geronimo,” caught the scene (Fig. 3). The dead man was only 51.

Julius was 25 and living in Tucson when his father was killed. He had relocated there in 1877, working as a bartender at the Park Saloon and subsequently at the Gem Saloon, the latter owned by an uncle. Several years later Goldbaum moved to open his own establishment. The Arizona Daily Citizen reported that in 1885 he had purchased a saloon on Church Plaza. He called it “Jule’s Club Saloon” where he sold beer, liquor, cigars and other smoking materials. “On account of his thorough knowledge of the business, with courteous treatment of his patrons, such a business was established that he found his location too small to do justice to a steadily increasing trade,” the newspaper later reported. Within eight months Goldbaum relocated his establishment to busy Congress Street (Fig. 4). He called it Julius Goldbaum Company, shown here in 1888 (Fig. 5).

Meanwhile Julius was having a personal life. In October 1889, he married Jennie A. Konigshofer at the home of her parents in Alameda, California. How the two met is not on the record. The daughter of a prominent Alameda businessman, she was 20 and Julius was 28. The couple would have three children, Martha, Harold and Sarah. In addition to being hailed as a mother, Jennie proved to have been an asset to Julius in running his businesses.

She actively assisted with the work and when Goldbaum formally incorporated in 1899, she was made a member of the board. A photograph here shows Julius and Jennie in their middle years (Fig. 6).

In addition to his business acumen, Goldbaum had a sense of design that translated into the styling of his liquor bottles and labels (Figs. 7-11). He was not a distiller but a “rectifier,” that is, mixing and blending raw whiskeys obtained by rail from distillers in Kentucky and elsewhere in the East, and selling the results as his own proprietary brands. Among them were “Old Hoss Pony Whiskey,” “Three Star Bourbon,” “Jule’s Bourbon,” “Liberty Bell Bourbon, and “Jule’s Diamond Monogram.” Goldbaum also was responsible for an iconic “back-of-the-bar”

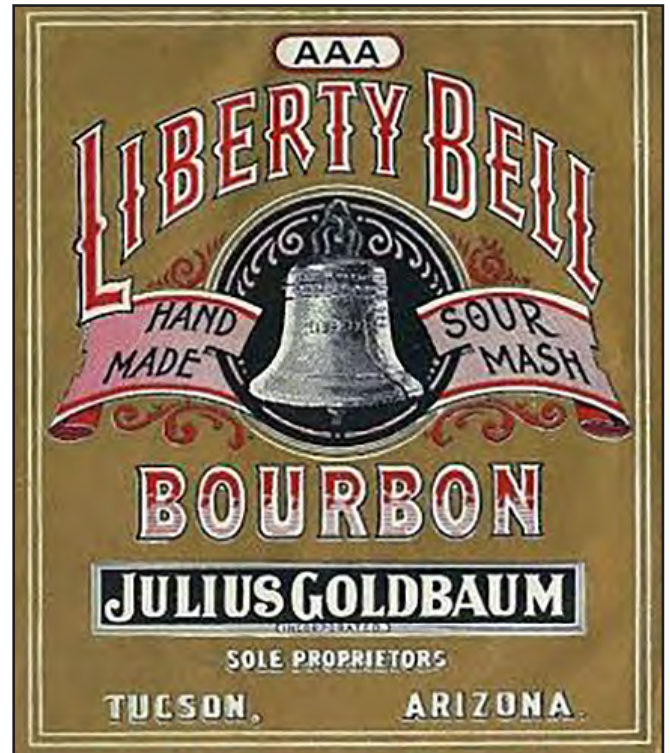


(Fig. 5) Julius Goldbaum Company, shown here in 1888





(Fig. 6) Julius and Jennie in their middle years



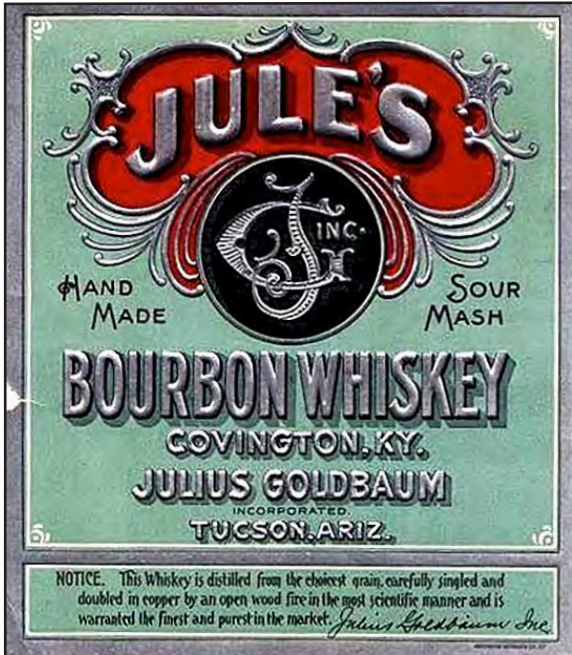
bottle, a quart-sized container that is highly sought by collectors (Figs. 12,13). Shown here it advertised "Jule's (Six Stars) Bourbon. It is particularly notable for its rich amber color, with the enameled stars and lettering blending perfectly into the gold decor. One observer has called the bottle "a magnificent display of craftsmanship and art" adding: "Some back bar collectors will view this example as possibly the finest back bar bottle in existence." One sold several years ago for \$22,000 plus the 15% auction house premium.



In Tucson Goldbaum's gained a reputation for being highly literate. Not only was he able to write eloquently in English, he also was able to read and write in both Spanish and German, the latter likely taught him by his parents. He was well established in Tucson after two decades of residence there, having early joined the town's volunteer fire department, an avocation that could be a means of upward social mobility. After

(Figs. 7-11) Additionally to his business acumen, Goldbaum had a sense of design that translated into the styling of his liquor bottles and labels "Old Hoss Pony Whiskey," "Three Star Bourbon," "Jule's Bourbon," "Liberty Bell Bourbon, and "Jule's Diamond Monogram."





Above - (Figs. 12) Shown here the famed Jules's (Six Stars) Bourbon bottle  
Left - Three additional images of his labels

attaining memberships in several local fraternal groups and helping organize a building and loan organization, Goldbaum was elected to the Tucson City Council in 1890. The Arizona Daily Citizen wrote that "the clear-headedness which has always distinguished him renders him eminently fit to do justice to the progress of our city in the administration of its affairs."





(Fig. 14) Goldbaum's mercantile endeavors expanded to selling German gourmet foods and a variety of cheeses

Julius' business activities also were singled out for praise in an 1891 book that focused on businessmen and firms "Who Have Made the Territory." Of Goldbaum, it enthused: "He started his business in 1886, and by careful attention to his patrons and close application to his business, it has increased until now it ranks as the first of its particular kind in the city. Mr. Goldbaum is also very much interested in public affairs and, having a genial, courteous and affable manner, his friends are legion."

Over time, Goldbaum's mercantile endeavors expanded to selling German gourmet foods and a variety of cheeses (Fig. 14). He also became the area distributor for Pabst beer from Milwaukee, Anheuser Busch beer of St. Louis, Mescal Baganora liquor and Los Dos Naciones All-Mexican Tobacco Cigars. In the late 1890's, he bought the Café Richelieu, an upscale local restaurant. He also was selling products all across Southern Arizona, and even into northern Mexico, using a cadre of traveling salesmen, including several of his brothers. Customers included mining camps and individual merchants.

Eventually this expansion brought down Julius Goldbaum & Co. The economy of many Arizona towns was dependent upon mining. As gold, silver and mineral strikes waxed and waned, local merchants either prospered or went broke. Known for his generous spirit, Julius provided many of his goods on credit.

Beginning in 1902, his salesmen had trouble collecting outstanding debts as mining camps closed and settlements increasingly were becoming ghost towns.

By 1903, Goldbaum was forced into bankruptcy, an event that clearly was highly painful to him. In his papers, now with the Arizona Historical Society, is an undated scrap on which Julius



(Fig. 15) A photograph is shown here of the aging Goldbaums and a toddler who likely was their grandson

had written his innermost thoughts: "Will I be compelled to quit? I guess I will, but wait a while, have made a world of acquaintances during 20 years, would like to bid them good bye."

Although Julius Goldbaum, Inc. was defunct, the Arizona entrepreneur remained in Tucson for about five years selling real estate and operating the Café Richelieu. As a sign of the townspeople's continued faith in him, he was offered and took an active role in running the Tucson Grocery Company.

In 1908, after his "long goodbye," Julius joined Jennie in retiring back to her home town and family members in California. The 1910 census found the couple residing at 2141 Santa Clara Avenue, Alameda, next door to the Konigshofer ancestral home in which lived her brother, a prominent local business man. Their unmarried daughter, Sarah, was with the couple. Asked about his occupation, Goldbaum told the census taker, "none." He was, however, very active in the Alameda Elks Club and investing in California real estate. A photograph is shown here of the aging Goldbaums and a toddler who likely was their grandson (Fig. 15).

In 1927 Julius Goldbaum at the age of 66 died at home after what the local paper said was a brief illness. His funeral services and interment were private, and I have been unable to find his final resting place. By that time all of his immediate family had left Arizona.

Note: Much of the information and the illustrations provided here were through the website of the Arizona Historical Society's History Museum in Tucson with its extensive amount of Goldbaum material available online. The collection is a valuable resource and its availability for this article most appreciated.

