

# Enterprise Brewery Co.

## Began Operations 1898

The Old Colony Brewing Co., first to operate here, and now the Enterprise Brewing Co., began operations in 1898.

Prior to 1911 there were three breweries in Fall River, the Old Colony Brewing Co., Enterprise Brewing Co., and the King Philip Brewing Co.

During 1911 these three breweries consolidated and operated under the name of the Old Colony Breweries Company Inc. until Prohibition.

During Prohibition the buildings of the present Enterprise Brewing Co. were used as a bonded warehouse and also for the manufacture of oil burners and the wholesaling of near beers.

These operations were under the management of Adolf F. Haffenreffer, Sr., who prior to prohibition was assistant manager of the Old Colony Breweries Co.

When prohibition was eliminated in 1933, A. F. Haffenreffer, Sr., completely re-vamped the brewery plant with the most modern equipment obtainable and started in the production of Old Tap Ale and Bohemian (Boh) Lager Beer.

At the time of the starting of the brewery again after prohibition in 1933, a great number of employes, who prior to prohibition

were working in the brewery, associated themselves again with the firm, now called the Enterprise Brewing Company.

Quite a number of the employees are still with the company. Some have been with the firm for over 50 years.

The company employs approximately 100 persons.

The Enterprise Brewing Co. was the first brewery in the United States to install centrifugal refrigerating equipment, which a great number of the larger breweries in the United States have since adopted.

Adolf F. Haffenreffer Jr., the son of Mr. Haffenreffer, after graduating from Lehigh University in 1940, became associated with the company. He is now assistant manager and assistant treasurer of the company.

Prior to the use of motor trucks for the delivery of beer, the Enterprise firm delivered its products throughout the city mostly with horse drawn vehicles, the greater number of which required three horses, owing to the weight of the loads and the hills, which were necessarily encountered in the city of Fall River.

The first motor operated trucks in this city were put into use by

the present management of the Enterprise company.

Prior to prohibition, beer was delivered to the various dispensing spots mostly in what, at that time, were called hogsheads, which is the equivalent in capacity to four of the presently used containers, which are called half barrels.

In the early days there was not much beer sold in bottles and none in cans, but a big percentage of the beer consumed at home was obtained from the pouring spouts in pails, large pitchers and other carriers of that sort, which has since been replaced by bottles and cans for home consumption.

At the present time one unit of the Bottling Equipment of the Enterprise Brewing Company can turn out 90,000 containers in a single eight hour shift, which was considered an impossibility in the earlier days.

### EGHT-ROD WAY

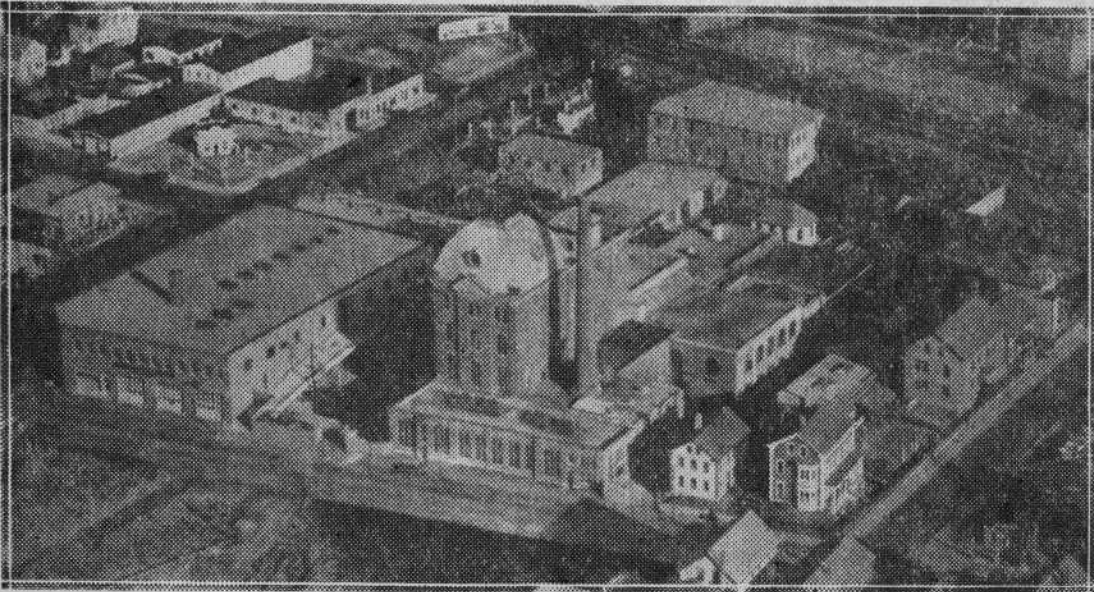
The founders of Plymouth Colony had designed to build an eight-rod way between Newport and Plymouth. The present stretch of the way in Fall River is Plymouth Avenue.

### FREEMAN'S PURCHASE

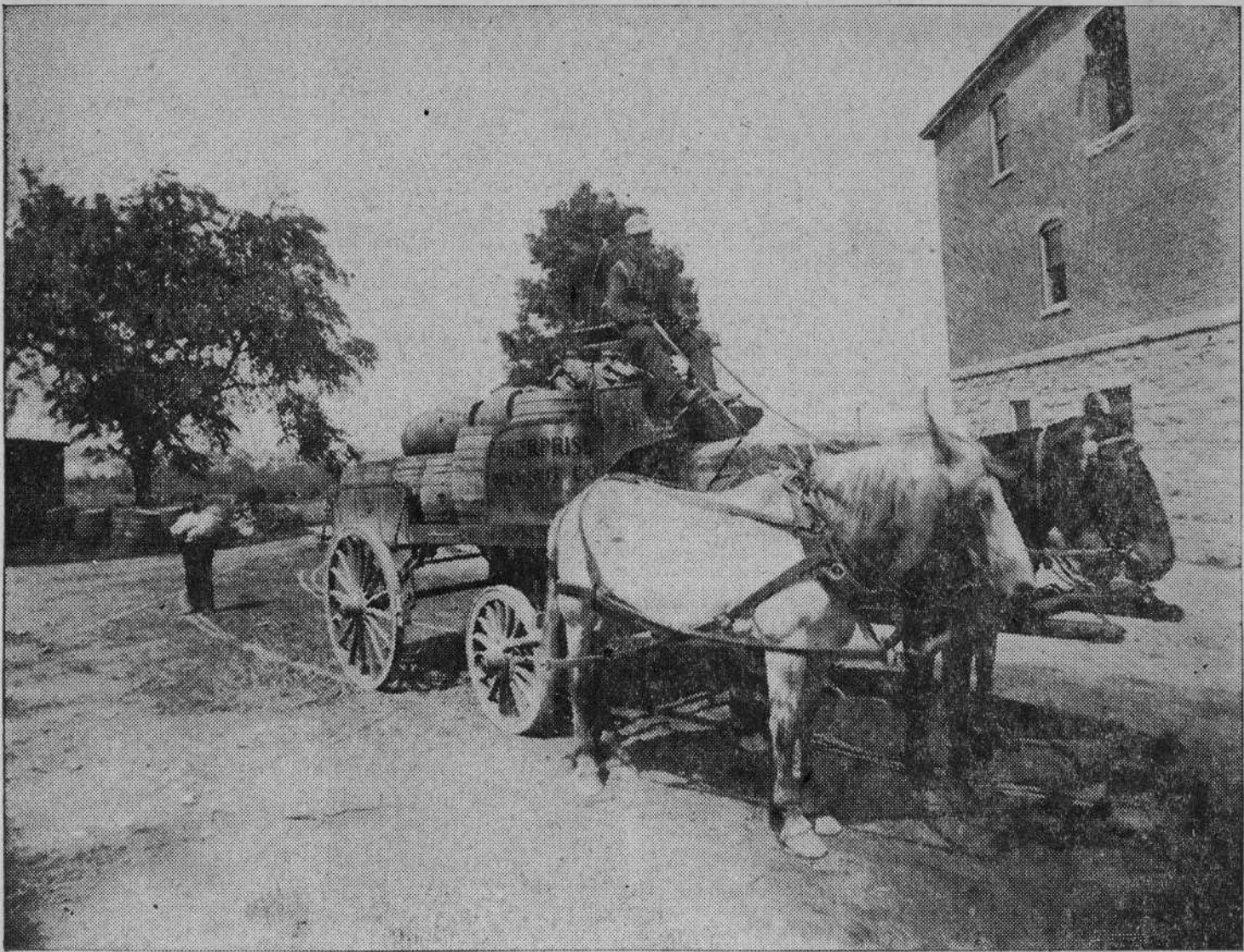
Freeman's Purchase was a tract of land about four miles wide and about seven miles in length.

### MILLS WERE MANY IN 1897

Eighty-two mills were devoted to the making of cotton fabrics in Fall River in 1897.



**THIS IS THE OLD COLONY BREWING CO.:** Square dome of the modern brewing establishment is familiar to Fall Riverites, and visitors to the city, using Davol Street as an approach to and from the city. President Avenue runs through left of the picture, passing under tracks of the New Haven Railroad. Pearce Street is seen at lower right as it enters Davol Street.



**BEER GOES TO DISPENSERS:** A sight familiar in this city years ago was this type of horse-drawn wagon used to haul the kegs of beer to dispensers throughout the area. This mode of conveyance has given way to motorized equipment. In photo is hitch used by the Enterprise Brewery when Old Dobbin was king.



**ORIGINAL HORSEPOWER:** Before the automobile, horses supplied the power for business transportation. Pictured above is a two-horse brewery team. The horses were usually the "cream of the crop" and demanded almost as much attention as the cargo they were hauling. Brewery horses were usually selected for their strength and stamina.