THE WEST SIDE MOTOR COMPANY

With efficiency as the keynote, The West Side Motor Company has built up a business in Hamilton of which it may well feel proud. Pioneers in the automobile business in Hamilton and Butler county the members of the firm have never for one instance let down in their efforts and their constant aim has been better service, with the result that today the company is known all over the lower half of the State of Ohio.

Nothing is too difficult or nothing is too expensive for this company if it will better the service in any degree and the improvements are continual. One of the greatest improvements in the minds of its patrons is the fact that the company will adjust Goodyear and Racine Tires. The autoists do not have to wait for the factory to take action, but if they have purchased tires which have not lived up to their mileage *The West Side Motor Company* adjusts them *on the spot* and there is no delay whatever.

The growth of the automobile trade in this city has been nothing short of phenomenal and much of the interest and enthusiasm which now exists in the motor car business in this city may be traced to The West Side Motor Company, because since the partnership was formed between Charles E. Schmitt and John E. Schmitt, in the year 1891, a steady increase in the number of machines sold and the interest in the industry has been manifested.

The West Side Motor Company started in business, occupying two floors at 216 Main street, Hamilton, but the business increased so greatly that it was necessary for them to remove into a larger building and they are now located at 118 Main street, where they have a building ten times as large as the one in which they started.

The lower floor is used as a garage and salesrooms and is occupied by many machines of all types and values. The second floor has, in recent years, been converted into a repair department where assembling of parts, and a general repair work in being carried on exclusively by the well known company.

Both John E. Schmitt and Charles E. Schmitt are known today for their skill in the working with automobiles. They seem to have been born to the business and so great and widespread has been their reputation that The West Side Motor Company is known far and wide among automobilists and cars that pass through this city going either north or south, east or west never fail to stop at the West Side Motor Co's. garage, even if only to make their visit there.

JOHN E. AND CHAS. E. SCHMITT.

The two brothers by hard conscientious work, have built up a remarkable trade, being agents for the famous Reo, the Premier, the Chevorlet, the Buick, machines so well-known that it is an impossibility to travel any place in the country without seeing them being used for all purposes, pleasure, profit or business.

The machines that are handled by The West Side Motor Company are machines that have been tried and found not wanting. They are built to run under all conditions and at all times. They are reliable, therefore they are very popular.

Schmitt Brothers have worked faithfully to increase the interest in automobiling in this county. They have been closely identified with all movements which had for their object the assisting in the work of helping the automobile game in this city and county.

Their garage is finely equipped with every modern convenience known to the automobile world and the location is a mecca for tourists who pass through this city.

Many important changes have been made in order to accommodate the increasing demand made upon The West Side Motor Car Company. The floor space has been enlarged, the equipment added to and the whole business increased by more than ten fold since the original opening of the company's garage and plant. The largest line of automobile accessories in the county, is carried by The West Side Motor Company. The place is open day and night and the best of service is guaranteed.

Everything that is needed to make automobiling a pleasure at the lowest cost is kept constantly on hand and the company is enjoying, as it is entitled to enjoy, the highest confidence of automobile owners and the greatest respect of all business men of Hamilton.

THE MARTIN MASON BREWING COMPANY

No Hamilton concern has a more interesting history than The Martin Mason Brewing Company, which today is famous throughout the State of Ohio for the purity and general excellence of its products, and the wisdom and liberality of its policy.

The concern is well and favorably known in many places, where its product has been shipped in large quantities. The careful and conscientious methods employed in the manufacturing of products of The Martin Mason Brewing Company have resulted in a constantly enlarged patronage and in order that the increasing demands may be met the company has been obliged to enlarge its plant, install new and labor-saving machinery and in every way equip its building with the latest and most up-to-date features used in the manufacture of beer.

In the present large and finely equipped plant is noted what seems almost a miraculous change and transformation from the humble conditions that prevailed in the early days of the concern.

The South C street property of The Martin Mason Brewing Company has been used for brewery purposes since the year 1852.

It must not be inferred, however, that the present buildings were constructed that far back. They were, in fact, built in recent times and are of modern construction.

The Rossville brewery was built in the year mentioned above by Daniel Beck and John Koeninger. The following year the plant was utterly destroyed by fire and was burned to the ground and Jacob Stahl purchased the interest of Mr. Koeninger.

Mr. Stahl retired from the business in the latter part of the year 1855. From this time Jacob Stahl was the sole owner of the brewery until the year 1869, when Henry Eger, of White Oak, Hamilton County, purchased the business.

For several years the plant was operated in a rather unsuccessful manner, and H. P. Deuscher becoming interested in the business purchased the brewery. Subsequently, Martin Mason bought an interest in the industry and added various improvements and new equipment to the plant, providing The Eagle Brewing Company, as the plant was then known, with all the facilities for manufacturing a great quantity and a fine quality of beer.

It was in the year 1896 that the business was incorporated under the name of The Martin Mason Brewing Company, which name is still retained by those who are now interested in the management of the concern.

The officers elected under the incorporation were: President, Martin Mason; secretary and treasurer, William Mason.

So much for the history of The Martin Mason Brewing Company.

Coming down to present and late history of the concern, what is the position of The Martin Mason Brewing Company at the present day, and who are the men who have placed it in the high position which it now holds in not only the local community but in many other business communities of the State of Ohio.

In Hamilton "Mason's Beer" is synonymous for purity and perfection in its field of activity. Only the best in everything that is employed in the manufacture of its products, is used by The Martin Mason Brewing Company. "Quality" is the thing most emphasized at the big South C street plant. And in thus striving to manufacture the best possible product, a product is insured which for excellence has stood every test.

Nothing that is not up to the very highest standard is permitted to enter into the make-up of Mason's beer.

The plant is large and well built, a model of neatness, cleanliness and expert direction. The malt, hops and other articles used in the manufacture of the well known beer, are handled in a thoroughly scientific manner which assuredly accounts for the uniform purity and flavor, and general excellence for which the local product is famous.

The plant has an extensive storage capacity and the beer is placed in cool cellars and allowed ample time to age before being put upon the market. The annual output averages twenty thousand barrels.

The men at the head of The Martin Mason Brewing Company are all men of wide experience and unquestioned judgment. The officers of the company are: President, Charles E. Mason; vice-president, William F. Mason; secretary and treasurer, William O. Schlosser.

Under the able and efficient direction of these men the industry is enjoying great prosperity.