

THE AVERY N. LORD BOTTLING WORKS, UTICA, NY.

by Howard Dean.

A very Newton Lord was born in Saratoga Springs in 1835. After a limited amount of schooling he learned the carpentry trade, but he soon tired of this and went into photography. This didn't suit him either, so he moved to Schenectady with his wife in 1854 where he entered a bottling establishment of his uncle. After a year he had mastered the secrets of a trade and in 1855 he moved to West Troy where he opened his own bottling business. He continued in business here bottling "soft drinks" and small beer until 1861 when he moved to Utica.

Avery Lord was known as the pioneer bottler of Utica. There had been one or two unsuccessful attempts to establish a business of this kind here, but they were short lived, so he became the pioneer bottler in Central New York. He was a very cautious man and did not move his family to Utica until he had proved that he could make a go of it here. His little establishment at 62 Broad St. gradually expanded. City directories indicate he was at this address from 1861 to 1870. From pushcarts, wheelbarrows and horsedrawn wagons, he expanded his business until every town within 30 miles was served by his products. He also had salesmen who traveled to more distant points by rail. The directories from 1871 to 1874 give 68 Broad Street as his address and from 1875 to 1904 they gave 66-68 Broad Street.

Apparently Avery ran the business alone from 1861 to 1889. The records indicate that from 1890 to 1900 one of his sons, Charles N. also of Utica, came into the business too. Avery died on May 17, 1901 at his residence at 391 Mary Street after a bout

with the grip and pneumonia. The business was apparently continued until 1904 under the direction of his son Charles. During this time, Mrs. Avery Lord (Mary E. Norris whom he married in New York) and another son Dr. Edward N. Lord of Pittsburgh lived at 314 Mary Street in Utica and later at 29 1/2 Lansing Street. Avery and Mary had other children: William A. of Utica; Mrs. J.C. Van Spiegel of Elmira and Mrs. George N. Rockwell of Syracuse. He had a sister Frances in Brooklyn.

In 1905 the directories show that 66-68 Broad Street was occupied by a bottler by the name of Fred B. Schaub, but this is another story.

As far as can be determined the Avery N. Lord Company bottled root beer, ginger ale, mineral water, and beer. He had obtained the local agency for the Rochester and Bartholomay Brewing Companies and had built up a large trade for those companies in this area.

Probably his first bottles were the stoneware type in common use in the early days. These are embossed Avery N. Lord or A.N.L. The early glass bottles were blob tops embossed both vertically and in a half circle "Avery N. Lord, Utica, N.Y.". (This writer has one of each of these in 8-oz. size.) It is known that at least some of these bottles were made by the A. & D. H. Chambers Company, of Pittsburgh. This company produced bottles from 1841-88. They are aqua in color, Hutchinson type bottles are also known from this bottler. A very interesting bottle is a Lockport color in 10 oz. size, with a blob top, and is embossed vertically "Avery Lords Premium Beer." This is a beautiful bottle

that I was able to get a beautiful example of from a collector in Virginia. I was surprised to see an Avery Lord of this color in his collection. As soon as he realized it was from Utica he just handed it to me and said "ENJOY". Bottle collectors are great people!) Since The Lockport Glass Works did manufacture many beer bottles and the color is so similar to Lockport glass it is safe to say this is a product of that company. A later 16 oz. bottle with a lightening stopper and a slug plate type circular embossing was made by Karl Hutter, New York. One of my first Avery Lord bottles is a large aqua blob top, 30 oz. size that I dug while on a fishing trip to West Lake on Sept. 27, 1968. This dump was near the famous French Louie's old camp. Bottle digging can be done anyplace; if the fishing is poor, try digging. Another, and probably the most desirable of the Avery Lord line is the mineral water. From 1873 to 1885 Avery Lord was a distributor for Geyser Spring mineral water from Saratoga Springs, N.Y. His name and address appears on the back of quart bottles and are known in aqua and green color. ANYONE HAVE ONE?

Avery Lord had been Vice President of the State Bottlers Association. He was of Revolutionary stock, being a descendent of Charles Newton who was Captain of a war vessel during the Revolutionary War. He was quaint of speech, quick of wit and was rarely bested in an argument. He was a charitable man who made money and gave most of it away. He was known in the rough, but there was character beneath the unpolished exterior.

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