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OCTOBER 1999

# WHERE

**BOSTON**

## HARVEST NEW ENGLAND

**AUTUMN ATTIRE**  
SUIT UP FOR THE SEASON

**ARE YOU SCARED YET?**  
**THE WITCH CITY**

**ALL HOPPED UP**  
WITH HOMETOWN BREWS

# Salem's Haunting History

From thriving seaport to Halloween mecca,  
Salem's history entralls

by Michael Bourne



Trial of George Jacobs, one of many items at the Peabody Essex Museum.

**W**ITHIN AN OMINOUS Gothic structure, the floor of a high-vaulted hall ignites with a blood-red glow. As the minor chords of an organ swell in a chilling refrain, a shrill scream echoes in the darkness and a ray of light illuminates a grotesque horned demon overhead. Images of prisoners in tiny jail cells and a hanging corpse appear from the shadows at the sides of the hall, and a deep voice intones an eerie, morbid tale.

It may sound like something cooked up in Hollywood's celluloid shop of horrors, but it's just another day's work at the **Salem Witch Museum**, one of many attractions that will bring half a million thrill-seekers to the scenic coastal city this Halloween season (page 33). As the runaway success of the summer's sleeper hit *The Blair Witch Project* indicates, Americans are obsessed with the occult and all things that go bump in the night. Even after three hundred years, the Salem witch trials of 1692 continue to captivate the imagination and quicken the pulse.

ings" this month. But for all of the fantasy that's evolved, the "Witch City" was once rocked with all-too-real terror, trials and accusations. A visit to Salem lets you experience some fanciful frights, but it also transports you back in time to explore the city's fascinating history.

The original Native American inhabitants of this harsh region on the Atlantic shore called it Naumkeag, "the fishing place." The first settlers arrived from Cape Anne in 1626 under the bold leadership of former Plymouth colonist William Conant (whose imposing statue in front of the Witch Museum is often mistaken for a witch). As more Puritan settlers arrived from England in 1629, the village was renamed Salem after "shalom," the Hebrew word for peace. Soon fisheries were organized, a wharf was established and a salt works for salting and drying codfish was constructed.

This peaceful fishing community, fostered by the religious belief that piety would lead to prosperity, thrived by trading the "sacred cod" with other colonies. The townsfolk strictly adhered to the Reverend Hugh Peter's sermon that "an hour's idleness is as bad as an hour's drunkenness," but, ironically, Salem's

true success as a trading port came from the sale of rum. With sugar imported from the West Indies, Salem manufactured molasses and rum that were then traded abroad at ports as far away as Japan (they also shipped ice wrapped in sawdust along with the rum to make it "on the rocks"). At the time, Salem's presence abroad was so strong that some foreigners thought Salem was a country.


As you roam quaint Derby, Essex and Chestnut Streets today, you can visit many of the palatial residences built by successful merchants, as well as the **House of Seven Gables** made famous by

Salem's own author Nathaniel Hawthorne (page 32). The city's romantic maritime history is well preserved at the **Peabody Essex Museum**, which also runs historic house tours (page 33).

During Salem's rise, the infamous witch hunt left an indelible mark on the town. The same work ethic and piety that led to financial success in the 17th century must have seemed repressive to the circle of young girls who met in the house of the Reverend Samuel Parris to hear enchanting tales of magic and witchcraft told by Tituba, a servant from Barbados. When the daughter of the reverend began to fall into trance-like "spells" and his niece started barking on all fours like a dog, the superstitious townsfolk believed that the Devil had a hand in their illness. Under the scrutiny of adults, the hysterical girls began to accuse innocent neighbors for their bewitching, and to exact revenge on their enemies.

Based on unsubstantiated "spectral evidence" presented at the witchcraft court, thirteen women, six men and two dogs with the "evil eye" were hung and others languished in tiny cells. To witness a live reenactment of the trials, be sure to visit the **Witch Dungeon Museum** (page 33).

Today, Salem is home to around 2,500 witches who share nothing in common with Hollywood's kitschy flying broomstick creation. Myriad sights are guaranteed to raise the hairs on the back of your neck, and others like **Pioneer Village**, a recreated 17th century community, provide a window into the past (page 30).

Whether you're here for the festivities, historic sites, or a stroll through Salem Willows Park to play a couple rounds of skee ball, you're sure to fall under the spell of this "bewitching" seaport. 



The floor of the Salem Witch Museum

Modern Salem has embraced its dark past with gift shops, theme restaurants and three weeks of "Haunted Happen-

# Striking Liquid Gold

Tap into the best watering holes to slake your thirst and indulge your appetite

by Michael Bourne

**S**INCE THE EARLY '90s, A wealth of stylish brewpubs has arrived on the scene like shimmering oases in the desert. Together with local breweries like Harpoon, Tremont and Samuel Adams, they're restoring Boston's reputation for refreshing ales and stunning stouts to its pre-Prohibition heyday. For a real taste of the city, drop by these happening watering holes where customized creations brewed by talented craftsmen satisfy any palette, and the cuisine is light years away from the stale beer nuts and pretzels of yore. If you haven't gotten hooked on microbrews yet, you soon will.



Treats, not tricks, at Boston Beer Works.

## NORTH EAST BREWING COMPANY

AFTER GRADUATING FROM CHICAGO'S SEIBEL Institute, where he earned a degree in brewing technology, Scott Patten joined up with his business partners to completely renovate the former Armadillo Café on Commonwealth Avenue. They exposed the brick walls, installed white oak floors and teak tables inlaid with ash wood, and built a fireplace in the cozy lounge. The result is the **North East Brewing Company**—a shrine to beer that would impress even Ibis, ancient Egyptian goddess and mythical creator of the heavenly beverage.

With seven to thirteen beers on tap at any moment, first-time visitors to the North East might feel a bit overwhelmed. But the sample platter, featuring six 4-ounce glasses of each beverage of your choice, is a great way to start. The Naughty Monkey Abbey Ale, a smooth Belgian style amber ale made with a yeast strain from an actual Trappist monastery, is a knockout—and not just because it's 8% alcohol. If you prefer darker beer, then the Black Sow Stout, with its coffee and chocolate accents, is the one for you.

After working up an appetite throwing darts and sinking the 8 ball in the basement rec room, bite into the baked Brie in a puff pastry served with raspberry compote and toasted French bread—it's a meal on its own. Then try one of the nightly specials like the pan-seared oysters, lightly breaded and fried, and accompanied by crisp potato gnocchi and sautéed spinach in a garlic and butter sauce. The wood-grilled petit filet of beef is a smoky, tender cut complemented by asiago-laced mashed potatoes, garden vegetables and a demi glace of roasted garlic (page 62).

## THE BACK BAY BREWING COMPANY

WITH HIS FLOWING RED BEARD AND WIDE grin, Tod Mott, **The Back Bay Brewing Company's** celebrated head brewer, looks like a modern-day Bacchus. "I start every day at 7 o'clock with a mouthwash of beer when I check the brews for freshness," he says with a laugh.

That commitment to freshness and quality has earned Mott the respect of the local brewing cognoscenti. The Back Bay Brewing Company's India pale ale is the standout of the six brews on tap (as it should be, since Tod worked at the Harpoon Brewery and developed their signature IPA). Modeled after the original British pale ale that was shipped to officers and troops in India, it has a fragrant, flow-



Decisions, decisions ... Cambridge Brewing Company's cool, colorful selection of brews.

ery aroma and hoppy bite. Fortunately, Tod's creation doesn't take four months of travel around the Cape of Good Hope to arrive in a frosty glass at your table.

The ale complements the wild mushroom dumplings appetizer, made with criminy, oyster and porcini mushrooms in a rice paper crêpe dressed in a pungent sesame hoisin sauce and a drizzling of cilantro purée—it will make you want to lick the plate clean. Chef Jim Casey also impresses with main courses like the baked cod, a delicate flaky piece of white fish in breadcrumbs crowned with a bull's-eye of red pepper relish lying atop spicy chili parmesan toasted orzo pilaf and broccoli.

The Back Bay Brewing Company's two floors feature a spacious dining area and a long bar, but we like to hang out on the *Friends*-inspired sofa and chairs on the second floor. Still no sightings of Jennifer Aniston, though (page 62).

## THE CAMBRIDGE BREWING COMPANY

AT THE CAMBRIDGE BREWING COMPANY, atmosphere is everything. Patrons sit at the open, airy bar beneath the skylights, trying to guess the identities of caricatures in a giant painting done by illustrator-bartender Lee Wolf. See if you can spot local luminaries Larry Bird, Mike Dukakis and "Marvelous" Marvin Hagler. On warmer days, there's really nothing better than sitting outside beneath the patio

awning enjoying one of head brewer Will Meyer's creations.

The brews are exactly what you'd expect from a man who graced the cover of *The Yankee Brew News* and trained under Tod Mott—flavorful, but not overpowering. The hefe-weizen, a German wheat beer in the traditional style, is served with a slice of lemon, and has a slightly yeasty flavor with a hint of clove. The rich and creamy "blackout stout," reminiscent of Guinness, commemorates the time when Cambridge experienced a blackout and Will almost lost a batch.

The food has a diversity that suits Cambridge's eclectic nature. From a Cajun blackened chicken sandwich and jambalaya, to goat cheese and caramelized onion ravioli and crab rangoons—there's something for everyone (page 62).

### BOSTON BEER WORKS

THIS SPACIOUS locale across from Fenway Park's green monster is the brainchild of the Slesar brothers. Steve has degrees in restaurant and hotel management, business and law, and Joe is a veteran of the Commonwealth Brewing Co. and graduate of the Seibel Institute. They came together in '92 to create this high-concept brewpub with style, marketing savvy and, of course, great beer.

The décor is industrial but comfortable, and you know it's a working brewpub from the scent of yeast in the air. The brew kettle, mash tun and tanks dominate the right side of this former Salvation Army warehouse, and the left side has ample booths and tables. The centerpiece is an art nouveau display of 1,000 bottles of beer on the wall.

The Boston Beer Works offers up to 16 beers on tap with 50 to 60 styles produced during the year. Some, like the Pumpkin-head Ale made with pumpkin, vanilla, allspice, cinnamon and nutmeg, are specially designed for the holidays. Joe has also

pioneered fruit beers like the watermelon ale and the "blueberry" ale that comes with real blueberries floating in the glass. Both tasted great with the juicy Boston Red Burger with steamed onions and cheddar cheese, and the firm Mako shark skewers marinated in "raspberry" ale and grilled with cherry tomatoes and onions (page 62).


### JOHN HARVARD'S BREW HOUSE

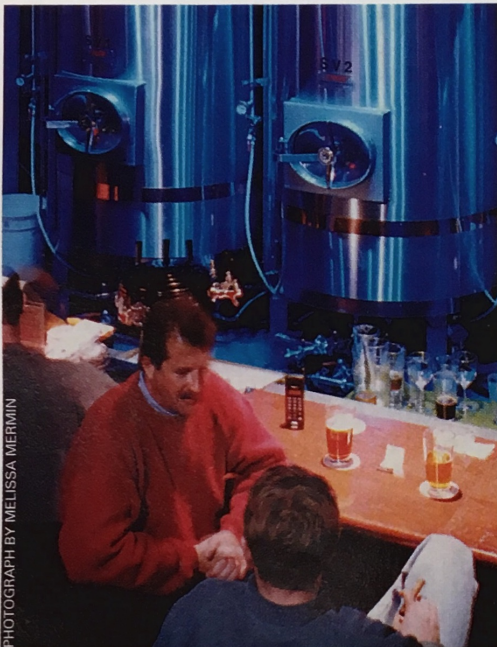
THOUGH IT'S ONLY SEVEN YEARS OLD, THIS quaint basement establishment looks like it's been around since the early 1600s, when John Harvard first came to New Towne (now Cambridge) and donated his book collection to help start Harvard University. According to the Brew House, the beers on tap are based on the original recipes in a book John Harvard

received from Shakespeare, the brewing bard.

Whether or not it's a true story, the beers are wonderful and may even inspire you to write sonnets. While seated at one of the dark wood tables, admiring the stained glass windows with likenesses of Humphrey Bogart, Joe N a m a t h , Richard Nixon and W.C. Fields,

you'll want to try the sinfully delicious milk stout. It's made with lactose sugar and tastes just like chocolate milk with a little carbonation. When Oktoberfest hits Cambridge on October 10, John Harvard's entire selection of ales and stouts are available outside in the sunshine of Harvard Square.

Every item on the menu is made from scratch and consists of "comfort food" like the filling chicken pot pie (regulars usually turn it upside down before digging in) and margherita pizza with a thin beer-flavored crust and savory sauce. A "brewery dinner" on the second Wednesday of each month features special items made with John Harvard's own beer (page 62). 



PHOTOGRAPH BY MELISSA MIERMIN

Chilling out at the Back Bay Brewing Co.

## JIM KOCH

### Samuel Adams' Beer Nut

THE SMILING, BOYISH FACE AND FRIENDLY VOICE OF Boston Beer Company president Jim Koch greet visitors on a tour of the Samuel Adams brewery. From a video monitor, Koch (it's pronounced "cook") waxes poetic about the qualities that produce great beer and, with a glimmer in his eye, pours himself a Sam Adams. Rushing to finish his speech, Koch raises the glass and takes a long drink that leaves a moustache of suds on his lips. *WHERE* recently spoke with Koch to learn the secret to his success.

**MB:** After you attended Harvard as an undergrad and then received an MBA and JD there, why did you go into the brewing business?

**JK:** My decision was simple. After a 150-year-long unbroken tradition of family brewing going back six generations, I felt it was my destiny.

**MB:** What qualities make for a good beer?

**JK:** A good beer has all of the ABCs—amount, balance and complexity of flavors. I compare a good beer to a symphony in your mouth. The Sam Adams' lager, for example, hits a variety of flavor notes, while most beers taste like some guy playing one note over and over. That's why I've been drinking the lager every day for 15 years.

**MB:** Why did you decide to call it Samuel Adams rather than "Koch's beer"?

**JK:** Well, it's my family's recipe and the problem with naming it after myself is that it's often mispronounced in an obscene way. Sam Adams was a brewer and a patriot who started a revolution to establish political independence, and like him we've shown the world that we don't have to rely on the foreign market to get great-tasting beer.

**MB:** Why is Sam smiling on the new labels?

**JK:** After all these years we thought he ought to lighten up and have a beer.

**MB:** Do you often go diving in your beer?

**JK:** I let people throw balls at a dunking tank and sink me with my suit on every year. The tank's filled with beer that's past the freshness date, and I do it to prove the point that if our beer isn't fresh I'd rather swim in it than sell it.



Samuel Adams, Harpoon and Tremont Brewery tour information on pages 32 and 35.