

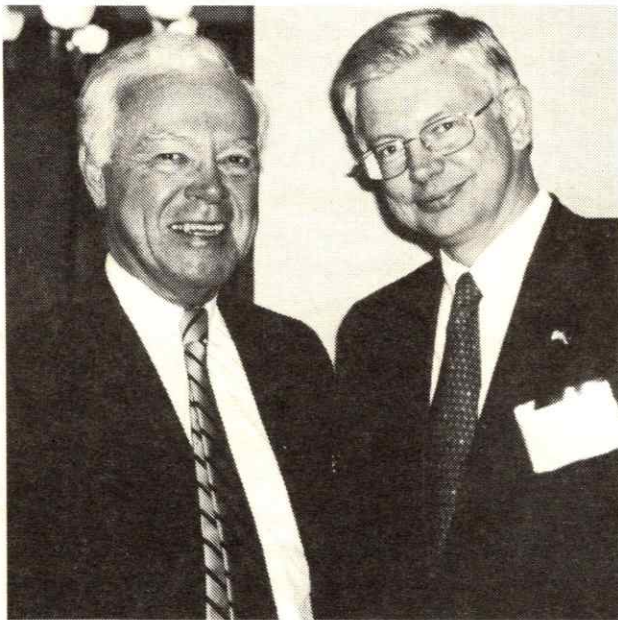
# PERSPEKTIVEN

PERSPEKTIVEN Volume 2, No. 3

Summer 2003

## French Francs Pay for German Schleisingerville

*Washington County Village Changes Name to Slinger After WWI*



Ted E. Wedemeyer Jr. (left), president of Goethe House of Wisconsin, meets Roland Koch, Minister-President of Hesse, the Federal Republic of Germany. Story on Page 2, From The President.

In 1845, with money intended for the purchase of horses for the French government, Baruch Schleisinger Weil instead bought 1,950 acres of government land in Wisconsin for the price of 25 cents an acre.

That is how local historian Larry Gundrum tells the story of the origin of Schleisingerville, a stronghold for German immigrants into the 20<sup>th</sup> century. Not until 1921, when anti-German sentiment that carried over from World War I finally prompted a name change, did the village in Washington County take its present-day, shortened name of Slinger.

Originally from German Alsace, the man born Baruch Schleisinger had followed the Winnebago Trail through Wisconsin and discovered the Kettle Moraine region, about 30 miles north of Milwaukee, where glaciers formed the hilly terrain producing some of the richest farming land in the state. Resembling the vast farmlands of European countries, the Kettle Moraine region attracted immigrant German farmers.

### Largest land purchaser

Born in Strasbourg on June 29, 1802, and settled in Washington County in November 1845, Weil was the largest purchaser of government land in the county. On the best portion, in the northwest quarter of the Town of Polk, he platted a village that would be named Schleisingerville.

He built a large store and dwelling on the corner of Main and Franklin streets and started a thriving center of trade. Weil himself kept a full assortment of goods adapted to the wants of the country trade, and he

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Goethe House of Wisconsin is a non-profit German-American cultural institute serving Wisconsin since 1958. Our mission is to serve as a statewide resource for information about the past and present culture of all German-speaking people - especially those in the Federal Republic of Germany. Goethe House of Wisconsin invites the financial support of individuals, companies and organizations who share our mission and recognize the value of this important cultural exchange. Goethe House of Wisconsin is a not-for-profit (501) (c) (3) organization. Donations are tax deductible as the law allows.

## **From the President FUTURE CHANCELLOR???**

It isn't every day that the German Counsel General in Chicago calls the Goethe House to request a favor. On May 7, he did just that. The Minister-President of Hesse - Roland Koch - was to be in Milwaukee to meet with Governor Doyle. He was to be accompanied by his wife, Anka, who to our delight expressed the desire to visit our Goethe House. Our director, Katharina Hren, quickly made all the appropriate arrangements to greet the first lady of Hesse, but alas-alack, at the last minute the visit had to be canceled due to too tight a schedule. Regardless, I was invited to attend a breakfast meeting with both the Minister-President and Frau Anka. In remarks made at the breakfast, the Minister-President expressed confidence that any disruption in heretofore smooth relations between the Federal Republic and the United States would soon be ameliorated and fade into forgotten history. He quite diplomatically avoided any questions about his political future. Later in the day in Washington, Koch had a private meeting with President Bush. Frau Anka proved to be a wonderful conversationalist, particularly on education, which is the reason she wanted to pay us a visit. She graciously apologized for the inconvenience she had caused and promised upon her next trip to Wisconsin to pay us a visit.

ALLES GUTE,

ALLES GOETHE

Ted E. Wedemeyer Jr.



# What Could Be Better Than Our Goethe House!

By Katharina Hren  
Executive Director

**M**ach's gut...besser...am besten...beim Goethe House Wisconsin! Look for our new motto to be unveiled July 25 at the start of the three-day German Fest 2003 on new buttons designed by the infinitely creative Carl Ruppert! We'll be at our booth in the Cultural Tent, and once again we will be at our Computer Contest Tent, put together for us by talented and dedicated teacher Sabine Beirold, and her able-bodied Rufus King student crew. Come visit us between bouts of dancing to oompah-pah-pah music and drinking Sprecher Black Bavarian beer!

**O**ur Spielgruppe has ended a year rich with a lively multitude of Saturday German sessions with our children. This group began last year with the commitment and hard work of a core group of involved parents, and this year we can say that we have grown in a most organic way - to two groups with two teachers. I must especially thank Susanne Riess, our native teacher of small children, Erika Frake, our early childhood specialist who gave Susanne countless ideas to translate into German, and Kathy Pederson, our new teacher of older children. We held our

first Kinderfest on a day without rain in Lake Park! Our children engaged in such games as egg races, sack races, play parachutes, pot-banging, and a bit of soccer. We then had a veritable feast, for everyone brought a delicious dish to pass. Our next season begins September 20th, and we may have room for a few new families.

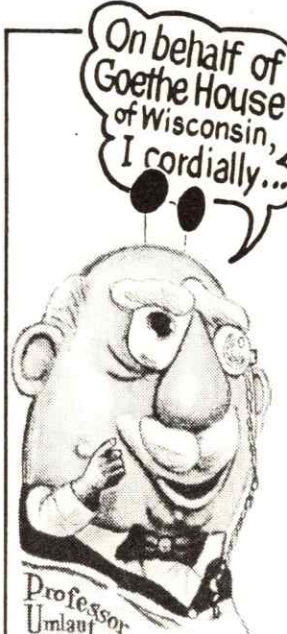
**O**ur July Kultur Café meeting will be held in the glorious garden of member Angelika Speckhard. Please call for address and directions if interested. The August meeting will be our 3rd annual potluck picnic in Lake Park, site 5, on August 16th. Please RSVP!

**W**e will have one summer adult German class for Beginners' from July 8 through September 9th with native German Benno Treu. Tell those friends who keep saying they want to start learning German some day! Our regular classes will resume in September.

**A**nd finally, I am sad to say that the Goethe House has lost our assistant Gabriele Jung, who has been in charge of our library. She has been a most meticulous keeper of books, resourceful helper of patrons, careful translator. Simply put, a dear soul. We hope to see Gabi at Kultur Café often! Laurie Bernd will be our assistant this summer. We may have another intern from Germany at the end of the summer. We will most likely be needing assistants at Goethe House - as volunteers or paid helpers - starting in September. We are especially looking for German students at university, so please tell people who may be qualified. This is a great way to meet Germans and German-speakers in our community.

**I**wish you all a very green summer - we Germans certainly love to go where it is green!

Alles Gute beim Spazieren,



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For more information on supporting Goethe House through your estate plan, contact:  
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# French Francs Pay for German Schleisingerville

[Slinger, from Page 1]

established a good local hide business. Other branches of trade and manufacture were started. There were shoemakers, blacksmiths, a wagon-maker, a hotel and tannery.



**Baruch Schleisinger Weil**

Later he built a distillery which was run by him and his associates until he left in 1869, the year that Schleisingerville was formally incorporated as a village under Wisconsin law.

It is only logical to ask: Why was the village not named Weilville since Baruch Schleisinger Weil was the name he used in America?

## German, French, Jewish Overlap

The overlapping German, French and Jewish cultures of his background and birthplace were reflected in his name. Baruch is the Hebrew word for "Blessed." His

## *What's in a Name?*

Voters in Schleisingerville went to the polls on April 5, 1921 to decide whether the name of the village should be changed and, if so, what should be the new name. There were 210 votes cast, of which 25 ballots were blank. There were 169 votes for a change and 16 against. Among those favoring change, 145 picked Slinger, 5 were for the shortened Schleisinger, 4 for Hilton, 1 for Cream City, 1 for Vim City, 1 for Towerville, 2 for Cedar Dell, 1 for Tyrone, 1 for Waneeta, 3 for Hill Side, 1 for Lawndale, and 4 "Yes" without suggesting a name. The change to Slinger was formally adopted May 3, 1921.

birth surname, Schleisinger, he pronounced Shlay-zinger, in the French manner.

Before he had emigrated, he had divorced his first wife, whom he described in a later newspaper interview as a "wicked and designing woman." The divorce and accompanying scandal were apparently motivating factors in his decision to go to America.

## Heads to America

In May 1883, he emigrated to the United States with his adult son from his first marriage, Jules, or Julius, Schleisinger. They originally lived in New York City and then moved to New Orleans where another Jewish family from Alsace named Weil - headed by a well-known rabbi and explorer - was living. There was a daughter, Eliza.

In 1845, Baruch Schleisinger married again, this time to Eliza Weil. In the same newspaper interview in which he had talked about his first wife, he said, "I added the name of my present wife to my own, a compliment often paid by Frenchmen to their wives."

Eliza was 22 years younger than her husband. The marriage produced six children.

The answer to the question of why Schleisingerville rather than Weilville is likely found in an obituary published in a German-language Milwaukee

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# French Francs Pay for German Schleisingerville

[Slinger, from Page 4]

newspaper dated March 29, 1893, three days after his death at the home of his son, Eugene, in Chicago. The residents of the Wisconsin village founded by the immigrant from German Alsace hung on to his original surname as a tribute.

"He, like no one else, faced the trust and reliance of the Germans in Washington County, and his name, like some other spirited people, was found in every farm house," the obituary declared. "When at some time the history of Wisconsin will be written, the name of Baruch Schleisinger-Weil will stand out, and his name will be placed first as a German-American with a city named in his honor."

Through the exertions and influence of Weil, the route of the old La Crosse Railroad (later the Milwaukee & St. Paul Road) was located so as to pass through the village, and the occasion of its completion to Schleisingerville was celebrated with great rejoicing on August 23, 1855. A large party of excursionists came out from Milwaukee, including the president of the railway and other prominent citizens. Salvos of artillery saluted the approach of the train, and the party was royally entertained during the day by Weil who fed and feasted the entire group in the upper rooms of his hotel. It was widely reported at the time that everyone had such a good time at the party, even the railroad officials missed their own return train to Milwaukee.

Over the next forty years, Weil devoted himself to a variety of business ventures and to politics.

"Weil was always an eager and respected politician and did so as a Democrat," according to an obituary account of his life and career. "He helped with the state Constitution. In 1853, 1856 and 1857 he was a member of the state Senate. In the years 1852, 1871, 1872, 1873 and 1880 he was in the Assembly from Washington County." He also was instrumental in setting the boundary between Washington and Ozaukee Counties.

In later years Weil lived in a home on Cedar Lake and also in West Bend. He eventually moved with his family to Milwaukee, where a sizeable Jewish community was developing. He and his wife, Eliza, who died in 1910, are buried in Greenwood Cemetery, Milwaukee.

Throughout the 20<sup>th</sup> century, Schleisingerville, and then Slinger, continued to grow and prosper. According to the Washington County Visitors Guide, 21<sup>st</sup> century Slinger, located in the center of the county, offers retail shopping areas filled with antique and specialty stores, and many fine dining and casual restaurants are nearby. For year-around recreation, Slinger is home to a ski hill, the only stock car race track in the county, and a number of golf courses are nearby.

Sources for this story include Slinger historian Larry Gundrum; Steve Simon, a great great grandson of Baruch Schleisinger Weil; and the Milwaukee Daily Sentinel, July 8, 1858.



During World War I, patriotic fervor quickly turned into anti-German hysteria, marking an abrupt end to Wisconsin's pride in its "Germanness." This Liberty Loan parade was in Waupun, Dodge County, in 1918

"Germans in Wisconsin" Wisconsin Historical Society



## Slinger Beer Toasted Before Village Renamed

**S**torck was the beer that first made Schleisingerville and then Slinger famous. For 90 years, Storck beer and its predecessor were brewed in the village and enjoyed in Wisconsin. Nothing seemed too innovative or outrageous to keep Storck in business in battling competition and Prohibition until the brewery finally fell to involuntary receivership.

For several years after the completion of the railroad to Schleisingerville in 1855 many new settlers came from the German states such as Prussia, Bavaria, Saxony, and Hesse-Darmstadt; and with them they brought a taste for beer. It wasn't long before German brewers settled in the area.

One of them was to be Lehman Rosenheimer, a native Bavarian with rare business tact and energy, who came to the village and commenced merchandising in 1856.

### Perfect For Brewing

Brewers discovered the Kettle Moraine resources to be perfect for brewing and established their breweries in Schleisingerville. Freshly-cut winter ice from Cedar Lake, at the village's north, provided enough ice for the summer. The lumber sawdust of oak, maple and elm were used to pack the ice for storage.

In 1868, a brewery that would be owned by Rosenheimer was started on Schleisingerville's south side along the LaCrosse Railroad line. The hill south of the brewery provided enough stone and lumber for building the aging cellars. Late in 1870, Lehman Rosenheimer bought the brewery for about \$3,000.

H. Charles Storck, the name the Schleisingerville brewery would later be identified with, came to America from Hesse-Darmstadt in 1868. He teamed up with a man named William Hartig in 1875 while both worked at Valentine Blatz's City Brewery in Milwaukee. They bought Rosenheimer's brewery in 1877 for \$5,000. Storck became sole owner in 1888.

### Storck Becomes Popular

By 1895, Storck's beer became so popular, he sent it as far as Stevens Point, Wisconsin by rail. After the death of H. Charles Storck in 1903, his sons took over the brewery. Early in 1904, the company reorganized as the Storck Brewing Company.

Competition from other brewers increased in the Schleisingerville area. Vogel's Brewery from South Germantown, West Bend Brewing Company, the large



Milwaukee brewers, and Joseph Schwartz brewery in Hartford, were all eager to enter Storck's market.

The Storcks fought off competition by introducing Slinger Beer, the name the village would change its name to in 1921. The Storck's began advertising their beer more aggressively in *Der Totschafter*. Although the newspaper was still a German language paper, the Storck's used English in their advertising. The advertisements touted Storck bock beer, Slinger beer, and German lager beer as pure, refreshing and appetizing. The entire ad series used cartoon characters to carry the message. The simple advertising worked and sales continued to increase in the Schleisingerville area for Storck.

The Storck family kept their brewery open during Prohibition. When the Volstead Act became law on January 17, 1920 in Wisconsin, some breweries

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# Slinger Beer Toasted Before Village Renamed

[Beer, from Page 6]

produced "near beer," a substitute for the real thing. However, this was not the case at Storck as gallons of ice cream rolled out of the cold rooms instead of barreled beer.

In reality, Prohibition did not completely shut down Storck's brewing operations. As the children ate ice cream and played outside the factory, their fathers drank real beer out of the shiny copper mugs that hung in Rathskeller. The Storck family and their employees knew exactly what to do anytime a stranger visited the plant. Real beer was easily discharged from the Rathskeller and the tapper was quickly hidden inside the Rathskeller's wall.

Henry Storck took daring chances during Prohibition. The beer was aged in the tanks stored among the ice cream manufacturing equipment. Raymond Storck cautiously ran beer to Hartford on a weekly basis. He would remove the back seat from his car and place two half-barrels of beer inside the seat, cover the barrels with a plaid blanket while making deliveries.

Some time in 1922, Chicago mobsters paid Henry Storck a visit. The mobsters, with the help of one Chicago Prohibition Officer, turned the Storck's business into a distillery and made hard liquor for the Milwaukee and Chicago markets. They told Henry to keep his family and workers away from the brewery for three weeks. After the three weeks were over, the mobsters removed their distillery equipment and informed Henry that the building was ready to manufacture ice cream again. Henry and Ray, returned to the brewery to find that everything was undisturbed and no trace of the distilling operation was evident.

By late 1932, Slinger residents voted Prohibition out with a 99 percent of the voters against it.

Many breweries enjoyed the prosperous post-World War II years. That was not the case for Storck.

The Storck brewery was forced into involuntary receivership during September 1958. But its mark still can be seen in Slinger. The brick smoke stack for the coal fired boiler has been torn down and used for an addition to Slinger's Catholic church. Brick from the brew house, some dating back to Lehman Rosenheimer's brewery days, have been used to build shelters in Slinger's Firemen's Park. The 65-barrel brew kettle top can be seen in the

chalet at Slinger's Little Switzerland ski hill, although it is now used as a fireplace.

**Source for this story: Otto Tiegs, writing  
in the American Breweriana Journal,  
July-August 1995.**

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## Tribute From München

May I take this opportunity as president of the Goethe-Institute Inter Nationes to extend my kind regards to our friends at the Goethe House in Wisconsin. It is a true pleasure to commemorate such a long lasting friendship between your Goethe House and the Goethe-Institute, especially when the principal motive behind such an enduring relation is the mutual enthusiasm for the German culture. It is indeed gratifying to pursue common goals on this basis.

Your work takes place under a unique circumstance for which many a cultural manager throughout the world, I am sure, envies you, namely that a huge number of friends of the Goethe House of Wisconsin are descendants of German immigrants and hence have a very personal relationship to Germany. This background provides a link to Germany which is founded on memories and which, through the valuable work of the Goethe House remains vital in the present and can continue on in the future.

In times like these, which are troubled by worldwide political turbulences, it is extremely important to recall historical ties, while at the same time finding the courage to explore new paths. The Goethe-Institute gladly supports the Goethe House which is represented by the strong personal commitment of its honorary President Ted Wedemeyer and his energetic assistant Katharina Hren. May the cooperation between both institutions continue to prosper for many years to come.

Lastly, I would like to wish the Goethe House and its visitors enjoyable as well as informative festivities. May this year's German Fest be an entertaining and memorable occasion for all.

**Prof. Dr. Jutta Limbach, President**

*Goethe-Institut Inter Nationes e. V. München*



# Milwaukee: A City Awash in Tied Houses



**Joseph Schlitz**  
[1831-1875]



**Valentin Blatz**  
[1836-1894]

*Schlitz, of Mainz, Germany, took over the August Krug Brewery in 1874 and began producing "the beer that made Milwaukee famous." Blatz was born in Bavaria and entered the brewing business in Milwaukee in 1848, the year of Wisconsin statehood.*

**By Jim Kupferschmidt**

In the late 1870s, keg beer made up over 85% of a brewery's annual sales. Gain or loss of market share depended heavily on the placing of draft beer in saloons. Due to the perishable nature of tapped beer and the high cost of draft equipment, the average saloon keeper could afford only one or two brands in his establishment. This made for cutthroat competition among beer salesmen and the introduction of the term "spendings."

"Spendings" were sales tactics in the form of easy credit, special secret discounts and huge expense accounts for the salesmen when they came to call on the saloon keeper. This way of doing business worked for a while, but as time went on the law of diminishing returns forced the breweries to explore a new option: real estate.

This new strategy of the breweries was to buy prime lots of real estate, erect saloons, hire someone to run them and sell only their brand of beer. These establishments were dubbed "Tied Houses" because of their obvious ties to a brewery.

By 1887, Pabst owned 12 saloons and a few vacant lots in the city. By contrast, Schlitz owned 50 saloons and hotels and more than 60 vacant lots.

The "Tied House" way of gaining market share was indisputably dominated by Schlitz and continued strong until 1907. In that year the Milwaukee Common Council passed the Barker Law, which prohibited the granting of new saloon licenses until the city's population

reached 500,000. This did not happen before prohibition took over in 1920 and ended the sale of alcoholic beverages until 1933.

Many of these Tied House structures can still be seen in Milwaukee and other cities, including the Coventry (Benjamin Brigg's on Greenfield), the Globe (Three Brothers in Bay View) and Slim McGinn's (in Walker's Point).



**Philip Best [1814-1869]**

*Also German-born, Best established the Empire Brewery in 1844 and eventually transferred leadership to his sons-in-law, Frederick Pabst and Emil Schandean..*

## Promoting Beer Promotes Milwaukee, Too

Brewing and German brewers put Milwaukee on the ethnic map throughout the United States in the 19<sup>th</sup> century and well into the 20<sup>th</sup> century. But it was not only their beer that did it; it was also their advertising. Milwaukee breweries - Pabst, Schlitz, Miller and Best were the Germanic names everyone recognized - could produce far more beer than Milwaukee could consume. After the famed Chicago fire in 1871, Chicago breweries mostly lay in ruins. So Milwaukee's breweries stepped in and learned how to market their product outside their own area. They - especially Pabst - refined advertising and promotion techniques and developed containers in which beer could be shipped safely, thus taking the lead in national distribution of a product that previously had been known only regionally. A century later, the tables were turned again, and regional and local beers began to regain their market.

*Text reprinted with permission of the Wisconsin Historical Society. Pictures of Joseph Schlitz, Valentin Blatz and Philip Best from Germans in Wisconsin, revised edition, Wisconsin Historical Society.*



## Rahr Leaves Indelible Mark on Manitowoc

*The arrival of William and Natalie Rahr at Manitowoc in 1847 coincided in point of time with that wholesale immigration of Germans to Wisconsin territory which was to bring variety to the region's enterprises and greatly modify its established French and Yankee cultures.*

**-Rockwell Kent, author of "To Thee!", a privately-printed (1946) tribute to America and the Rahr family.**

William Rahr grew up as a member of a brewing family in Wesel on the Rhine River in Bavaria. He took as his bride Natalie Geselschap, a gifted linguist and accomplished pianist of Dutch descent. Their trip to the New World was a honeymoon adventure.

Beginning in Manitowoc, Wisconsin with a brewery, Rahr and his descendants changed the face of barley farming and brewing, ultimately making a world-wide impact as a producer of quality malt and an industry leader into the 21<sup>st</sup> century.



**William Rahr, founder, Rahr Malting Co.**

Rahr Malting Co. is one of the few remaining American companies that have been in business for more than 150 years - and fewer yet that continue under the management of the original founding family, said Guido R. Rahr Jr., board chairman and great grandson of the company founder.

No one could have guessed at the generational success of the family at the time William and Natalie

arrived at the mouth of the Manitowoc River on the western shore of Lake Michigan aboard a steamship from Buffalo, N.Y. The sight that greeted them as they descended the ship's ladder to the scow that would ferry them ashore was far from promising.

### **Manitowoc a Struggling Village**

An account of the couple's arrival in Wisconsin was reported in the November 1997 of **BREWERS DIGEST**:

"When the Rahrs stepped off the boat in their new hometown, Manitowoc was a struggling village of 240 hardy pioneers, 11 horses and 89 cattle. It would be another year before Wisconsin became the nation's 30<sup>th</sup> state."

A 34-year-old entrepreneur, William Rahr soon focused his energy and ambition on a new enterprise. He built Manitowoc's first brewery - one of the first in the Wisconsin Territory - which he named the Eagle Brewery.

The enterprising young Rahr soon found that he could produce more malt than his small brewery could use, so he began to supply malt to other small brewers in the area. In the meantime, his young wife Natalie, an educated and talented woman, quickly became one of the growing village's leading residents. Her brother-in-law, a builder of pianos in Holland, had sent her a piano and she began giving piano lessons in her home. Natalie Rahr also taught English and French to the mostly German-speaking residents of the village.

Rahr's fortunes took a definite turn for the worse in 1855 when his fledgling brewery and malthouse were destroyed in a fire. But he began to rebuild immediately.

Tragedy struck again in 1880 when Rahr was the victim of a tragic accident while inspecting the brewery and died at the age of 67.

### **Sons Take Over**

His three sons - William Jr., Reinhardt and Maximilian - assumed management of the business and the company name was changed to William Rahr Sons' Co.

By 1891, Rahr had long since established a nationwide reputation as a producer of quality malt. Large brewers such as the Anheuser-Busch Brewing Association of St. Louis, John F. Betz Co. of Philadelphia and Val Blatz Bewing Co. of Milwaukee were taking all the malt the Rahrs could produce.

**[Please turn to Rahr, Page 10]**



# Rahr Leaves Indelible Mark on Manitowoc

[Rahr, from Page 9]

In 1898, the 65-kettle Rahr brewery, at that point being used mainly to test and maintain the quality of its malt output, was dismantled and the Rahr brothers turned their full attention and resources to commercial malting and the making of quality malt.

*World War II coffee rationing in the United States began in 1942, limiting civilians to one cup a day. For more than 40 years Rahr had been producing a roasted barley product which could be used in combination with real coffee beans or by itself as a coffee substitute. Rahr Malting became one of the leading manufacturers of "ersatz" coffee for a thirsty wartime public.*

In 1918, Reinhardt Rahr was looking ahead and anticipating Prohibition. That was the year William Rahr Sons' Co. was renamed Cereal Products Co. (CEPRO) and began converting some of its facilities to the production of non-alcoholic products.

## **Name Now Rahr Malting Co.**

The company was renamed Rahr Malting Co. In 1932. With the repeal of Prohibition in 1933, the plant was reconverted to the manufacture of brewer's and distiller's malts and Guido R. Rahr Sr., the son of Reinhardt, became the president and treasurer.

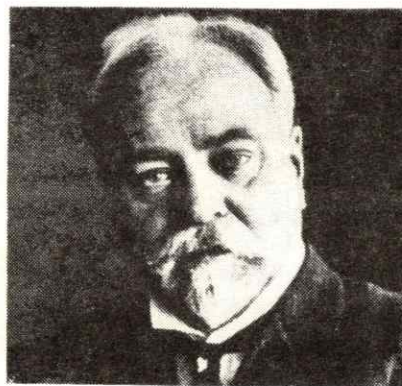
In 1936, Rahr announced plans to build "the world's most modern malting plant" in Shakopee, Minnesota.

Monumental changes taking place in the malting industry called for a dramatic redirection of Rahr's business strategies in the 1950s and 1960s.

Rahr sold its Manitowoc plant to brewer Anheuser-Busch in February 1962. General offices of the firm were moved from Manitowoc to the Minneapolis Grain Exchange. Top management continued unchanged and most department heads and staff members moved to Minneapolis or to nearby Shakopee.

Today, Guido R. Rahr Jr. is chairman of the board.

One of the Manitowoc legacy of the Rahr family is the Rahr-West Art Museum, 610 N. Eighth Street. The Victorian mansion that houses the Rahr-West was originally the home of Joseph and Mary Vilas, one of Manitowoc's pioneer families. Built between 1891 and 1893 at a cost of \$35,000, the 13 bedroom house was



**Reinhardt Rahr**

designed by Milwaukee architects George Ferry and Alfred Clas. In 1910 Rahr Malting Company president Reinhardt Rahr bought the estate for his family, who lived there until 1941 when his widow donated the house to the City of Manitowoc for the use as a museum and civic center.

*Sources: BREWERS DIGEST, November 1997; History of Manitowoc, Wisconsin 1911; Rahr-West Art Museum*



The family of William and Natalie Rahr left an indelible mark on Manitowoc. Some of the 19<sup>th</sup> century milestones include:

**1848** - William Rahr, one of the early pioneers in Manitowoc, began business in 1848, conducting a small brewery. A generation later, the malting plants of the William Rahr Sons' Company and the Manitowoc Malting Company, built by William Rahr's sons, "placed Manitowoc on the map."

**1851** - William Rahr and other German pioneers sent pamphlets to Germany, urging immigration and booming Manitowoc.

**1852** - William Rahr named a commissioner of the Manitowoc and Two Rivers Plank Road Company, which had to build a road between the communities within 10 years.

**1854** - The south side of Manitowoc is distinctively a German settlement; it contains thirty houses and three breweries (Rahr's, Roeff's and Hottelmann's).

**1884** - To William Rahr Jr. is due more credit, probably, than any other man in the county, for the provision of an asylum for the care of the chronic insane of Manitowoc County. On April 18, 1884, he introduced a resolution in the county board, providing for a committee to investigate the expense of maintaining the insane of the county and the probable cost of building an asylum. An asylum was built during the following summer.

**1884** - William Rahr Jr., member of the Manitowoc County Board.

**1886** - Reinhart Rahr, a Democrat, elected to the Wisconsin Assembly.

**1886** - Mayor, Reinhart Rahr.

**1899-1901** - Mayor, William Rahr Jr.

*Source - History of Manitowoc County, Wisconsin  
Edited by Dr. Louis Falge  
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