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20th century malting methods. [1909]

[Manitowoc, Wisconsin]: [William Rahr Sons' Co.], [1909]

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TWENTYET

William Rahr Sons' Company

20TH.
CENTURY
MALTING
METHODS

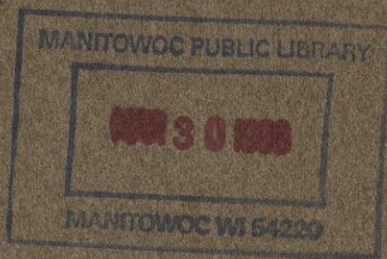


The WILLIAM RAHR
SONS' COMPANY
MANITOWOC WIS.

THE
CENTURY
MAPPING
METHOD



WILLIAM
SONS COMPANY
MANHATTAN N.Y.

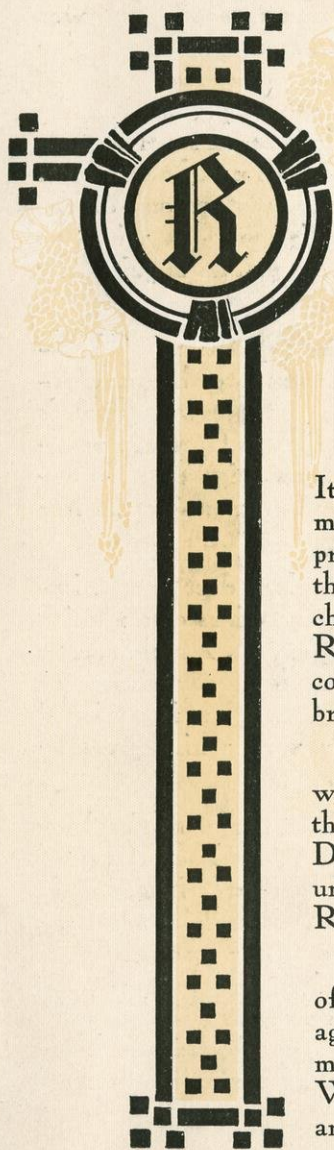


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20th century malting
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SIXTY-TWO years ago the late William Rahr erected a brewery and malt house at Manitowoc, Wisconsin.

It was his intention to manufacture just enough malt for the requirements of his own brewery. A prominent Eastern brewer who happened to pass through Manitowoc was attracted by the rare, choice, fine flavored malt manufactured by Mr. Rahr and he at once contracted with him for all he could produce above the requirements of his own brewery.

Mr. Wm. Rahr died during the year 1880 when the business was continued by his sons under the firm name of "William Rahr's Sons." During December, 1893, the business was incorporated under the corporate name of "THE WILLIAM RAHR SONS' COMPANY."

Our sole ambition was and is the production of malt possessing ideal brewing qualities, such as agreeable, aromatic taste and flavor, sweet odor, mellowness, brilliant wort, quick conversion, etc. With this in view Mr. Reinhardt Rahr, Secretary and Treasurer of the Company spent a number of years abroad where he studied European methods of brewing and malting in the famous Munich Schools and at the same time became familiar with methods of manufacture, buildings, appliances and machinery employed in the European Breweries and Malteries.

On the return of Mr. Rahr plans were made and a modern plant was erected. Even with this increased output we were unable to take care of our orders and leased the Weiss Plant at Chicago. Due to the smoke, dust and uncleanness of larger cities, high-class malt could not be produced at the Chicago plant. The lease was terminated and operations begun for the erection of another pneumatic, fire-proof Malt House and Kiln at Manitowoc.

The new plant, was completed in 1908 and is now rated as one of the largest, most complete and modern in existence. It is equipped with the most efficient machinery and appliances, and the malting process is guided by men of the highest attainments and experience.

Rahr's Patent Caramel Malt has a world wide reputation. Three-fourths of the brewers in America use it, in fact, it enters into the manufacture of the choicest and best known brands of beer and malt tonics. Rahr's Special Malts such as Black, Amber, Vienna and Dublin Corn are well-known and generally used by brewers who aim to produce high-class beverages. Rahr's Malts received the highest award--Grand Prize--at the late St. Louis Worlds Fair.

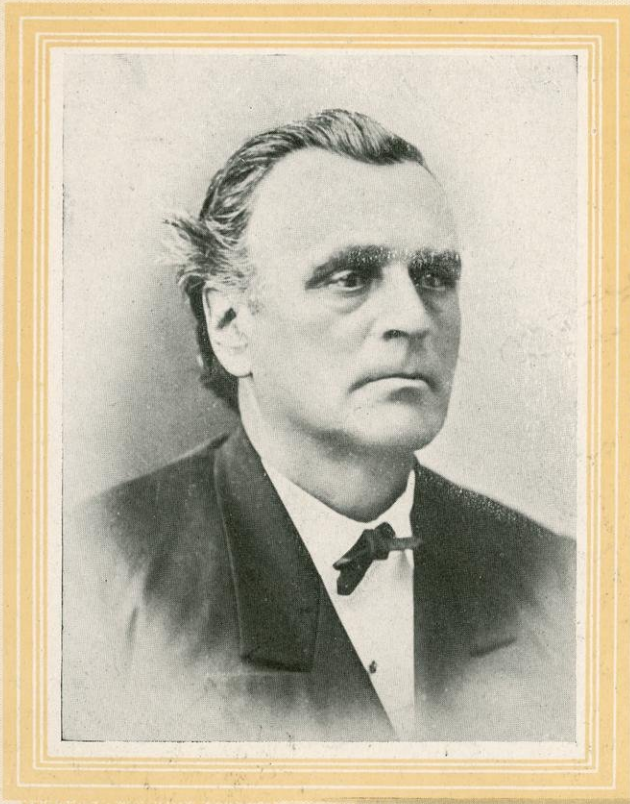
Malt is very susceptible to outside influences, such as dust smoke, impure air and water, etc. The location and sanitary conditions of a malting plant and its surroundings are therefore of vital importance. An abundance of pure air, clear cool, sparkling water and scrupulous cleanliness are essential to the production of fine flavored malt. Our Plant is equipped with smoke consumers and we have a large artesian well which gives an unlimited supply of pure, clear, sparkling cool water.

Manitowoc, because of its natural beauty, excellent drainage, fine harbor, clear, bracing air, sparkling, pure water is called "The Pearl City of The Great Lakes." Its summers are delightful. Manitowoc is located in the heart of the "Blue Ribbon" barley district of Wisconsin where the choicest malting barley is grown. We own and operate our own elevators in this district, buying direct of the farmers, thus insuring the barley to us unmixed, which is an important factor in the production of high-class malt. Barley purchased in the large markets such as Minneapolis, Duluth, Winoona, Chicago, Buffalo, etc., is handled through public elevators, becomes mixed and is likely to be bleached, purified, etc.

The soil of our County is adapted to the production of high-class barley. Our farmers take great pride in the reputation thus earned, and eagerly use special seed barley, which we regularly distribute, thus maintaining a high barley standard.

THE WILLIAM RAHR SONS' COMPANY.

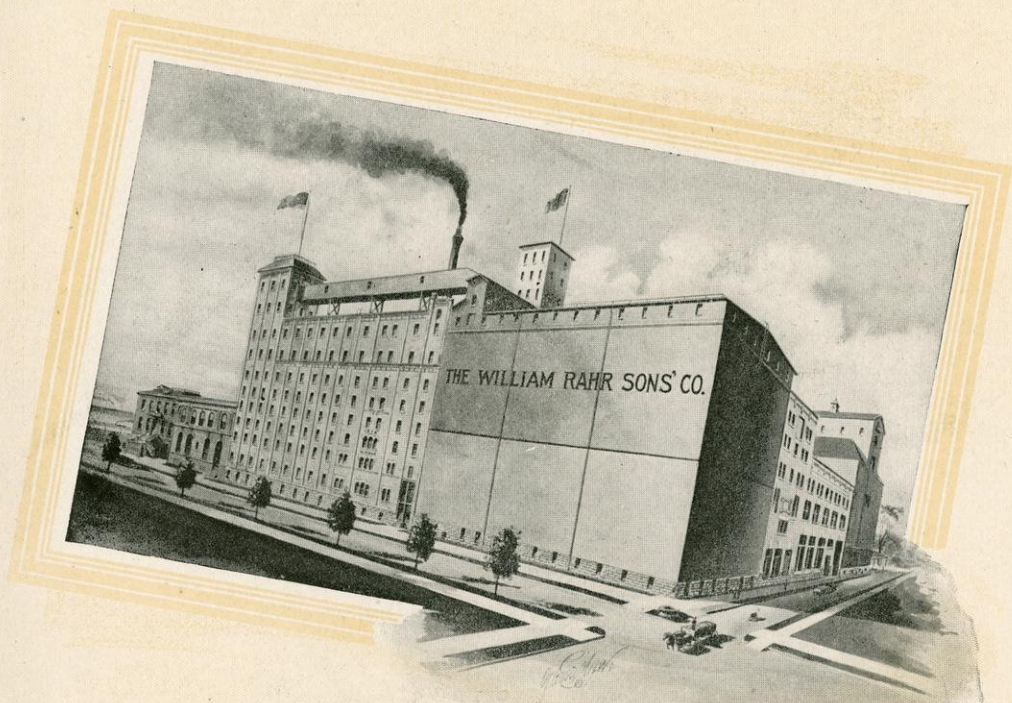
Manitowoc, Wis., May First, Nineteen Hundred Nine.



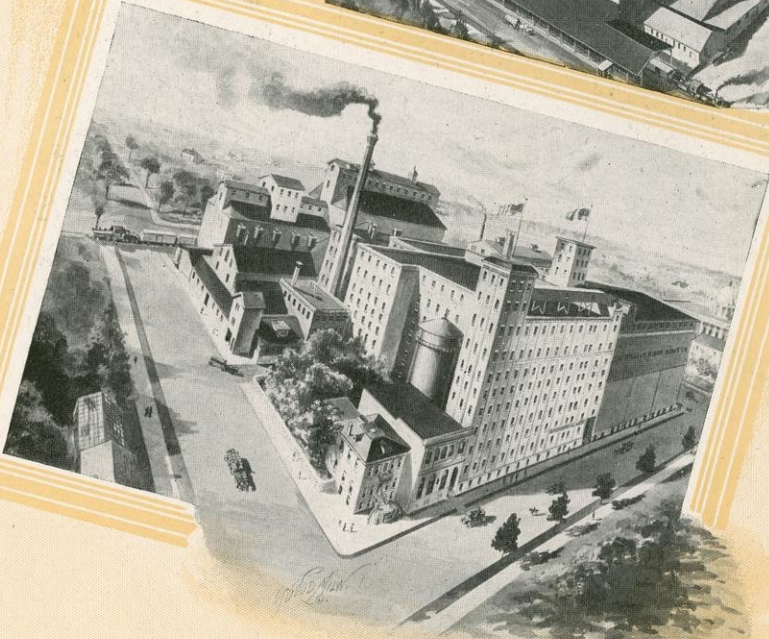
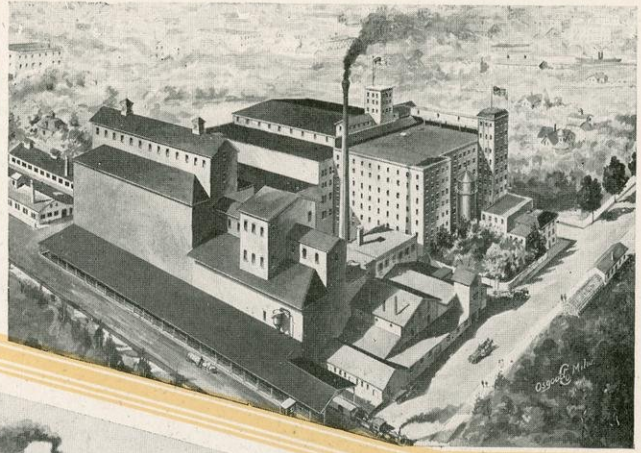
Photograph of William Rahr Sr., founder of the business of
The William Rahr Sons' Co.



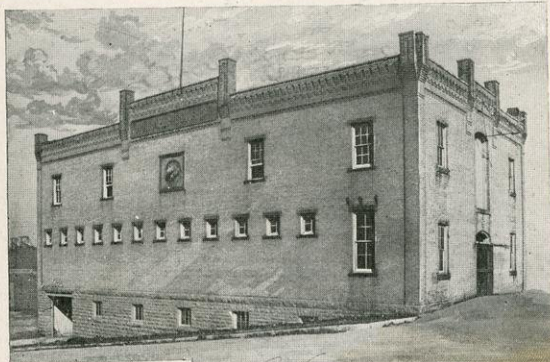
Exhibit at the St. Louis World's Fair and Medals awarded the William Rahr
Son's Company, who received Grand Prize, highest award for malt.



View of Plant of The William Rahr Sons' Co. from the N. W.



View of Plant of The William Rahr Sons' Co. from the N. E.
View of Plant from the S. E.



View of Plant of The William Rahr Sons' Co. from the S. W.
Stable.

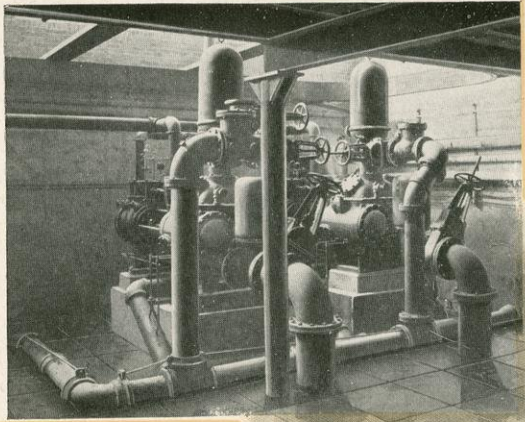
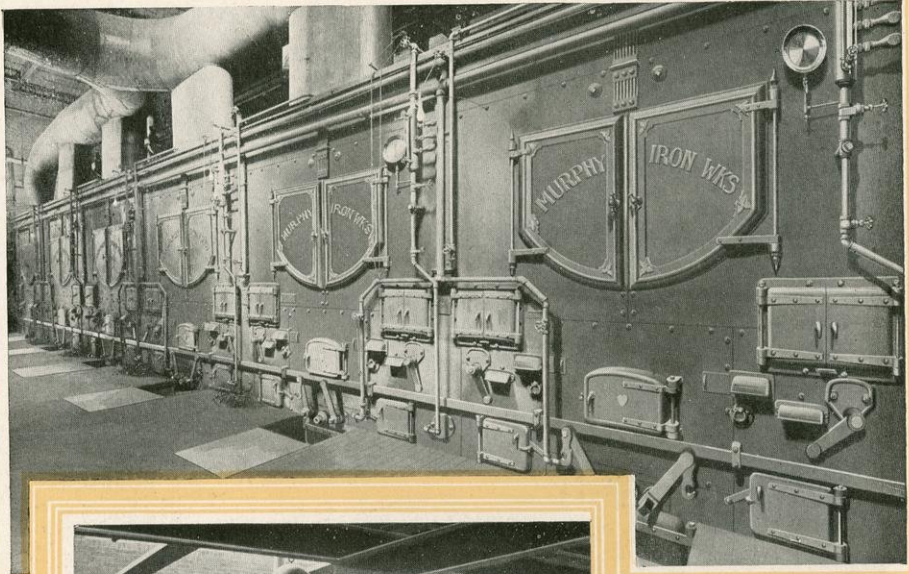


OFFICE

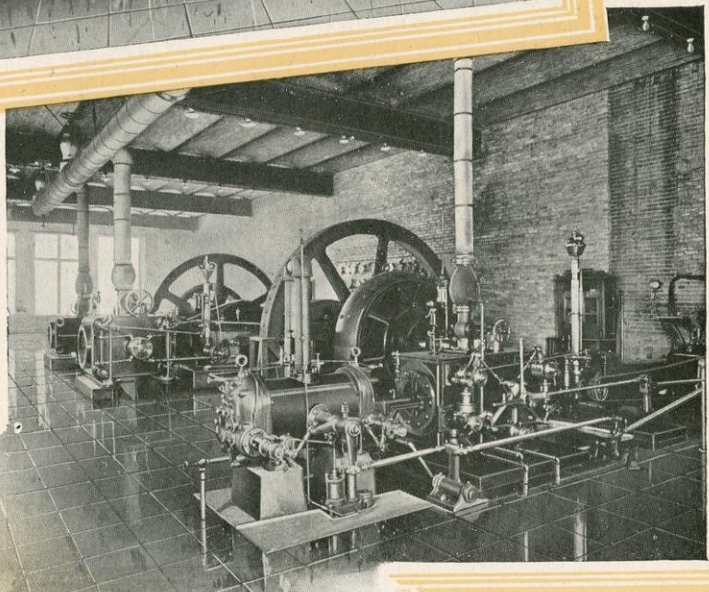
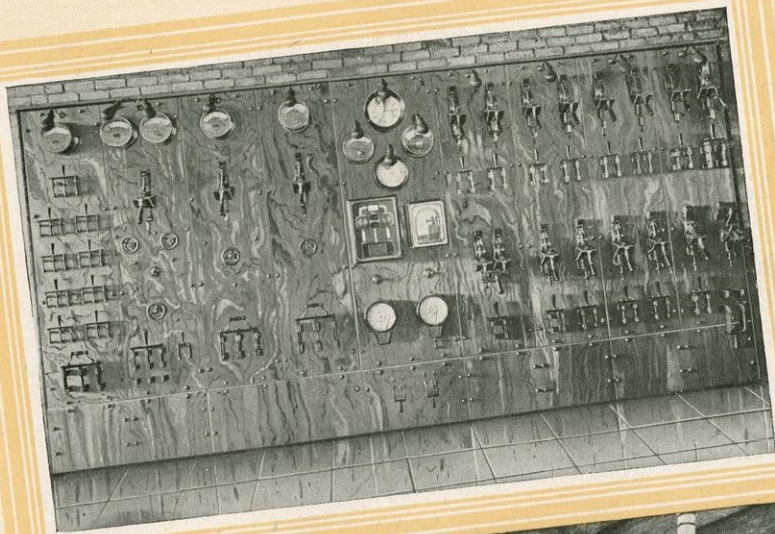
Office and Entrance



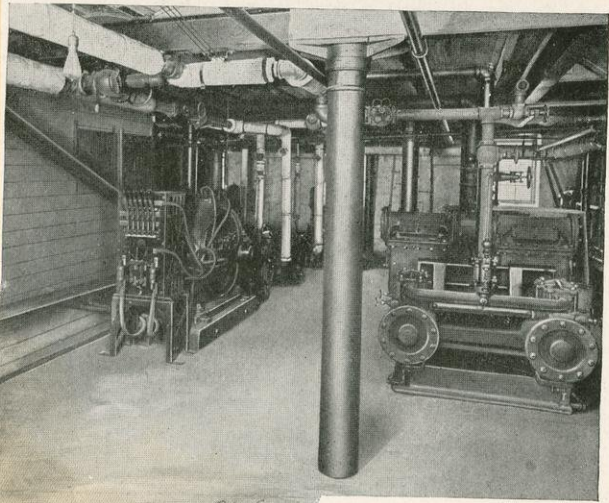
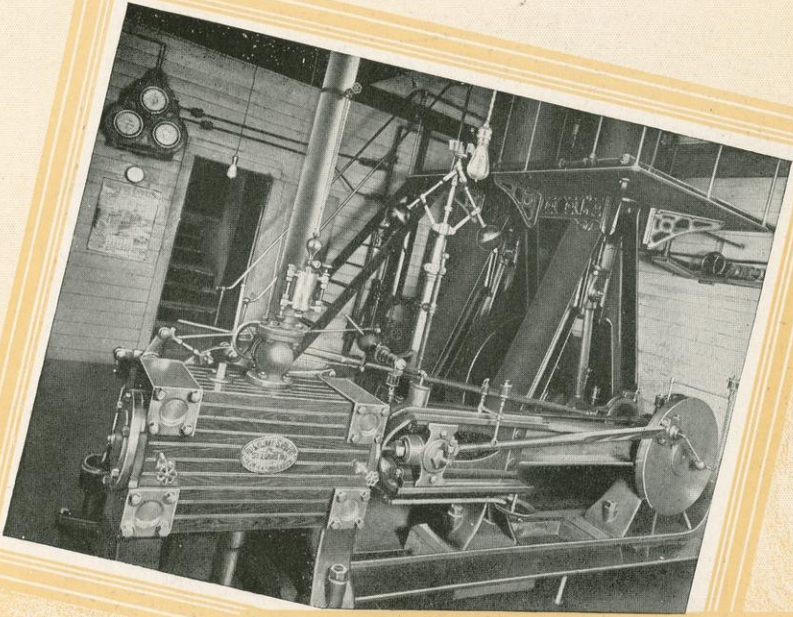
Office--Correspondence and Filing Department.
Office--Accounting Department.



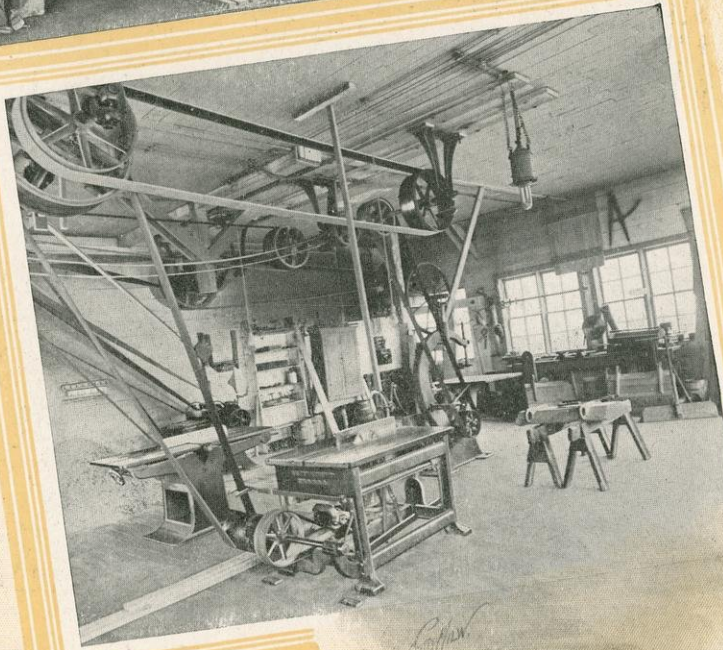
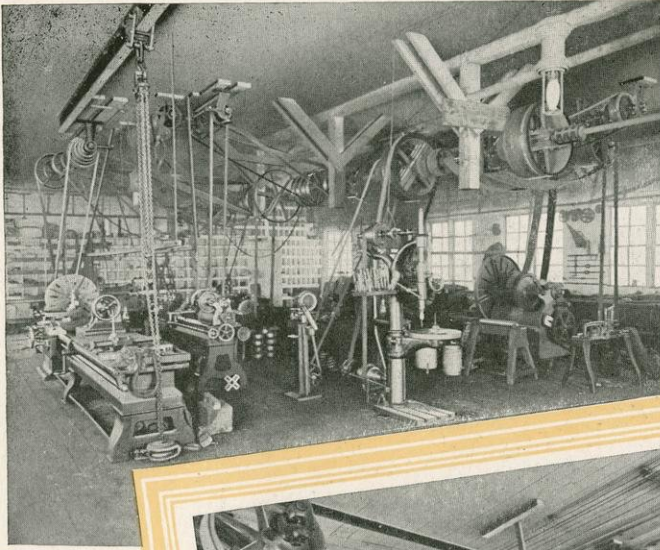
Boiler Room *and* Powerful Underwriter's Fire Pumps.



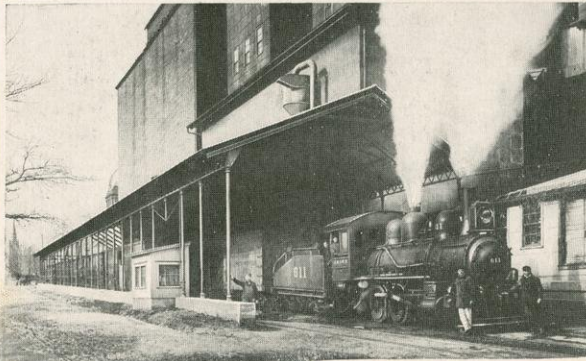
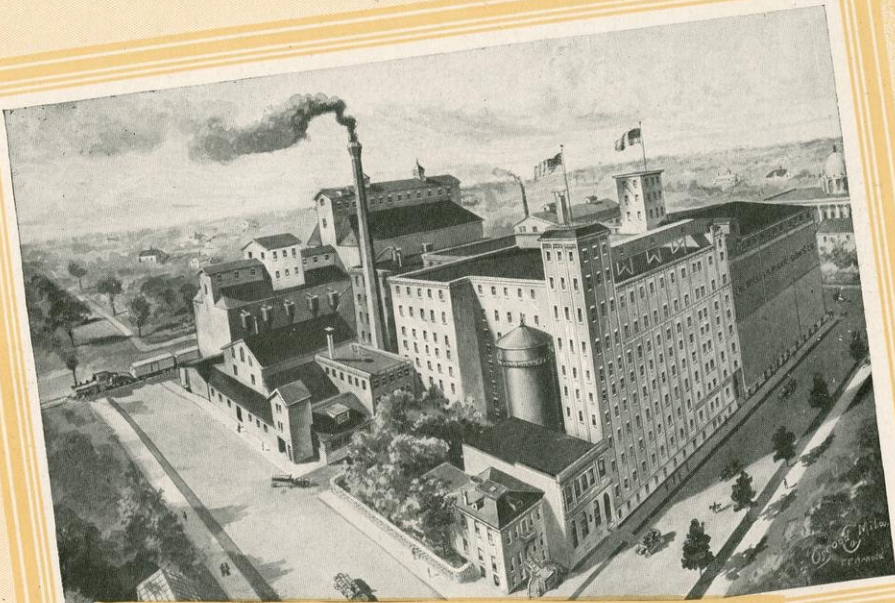
Switch Board and Electric Power Generators.



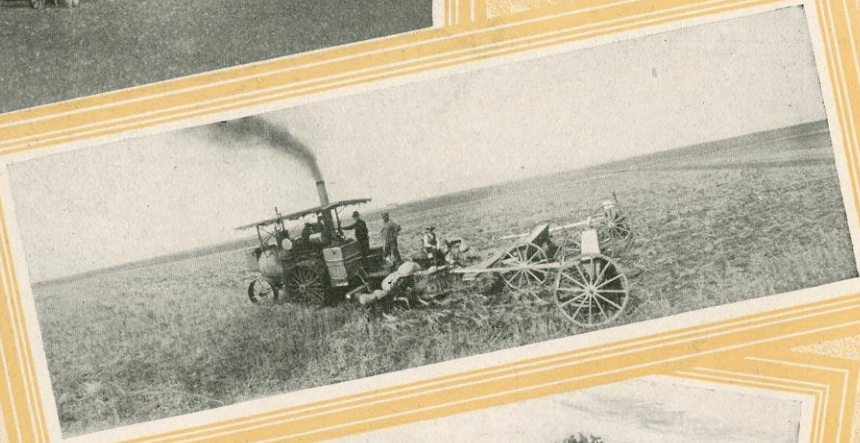
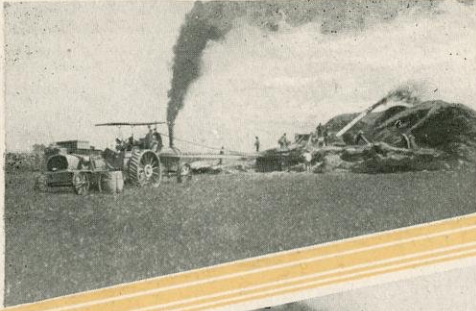
Refrigerating Plant and Pump Room.



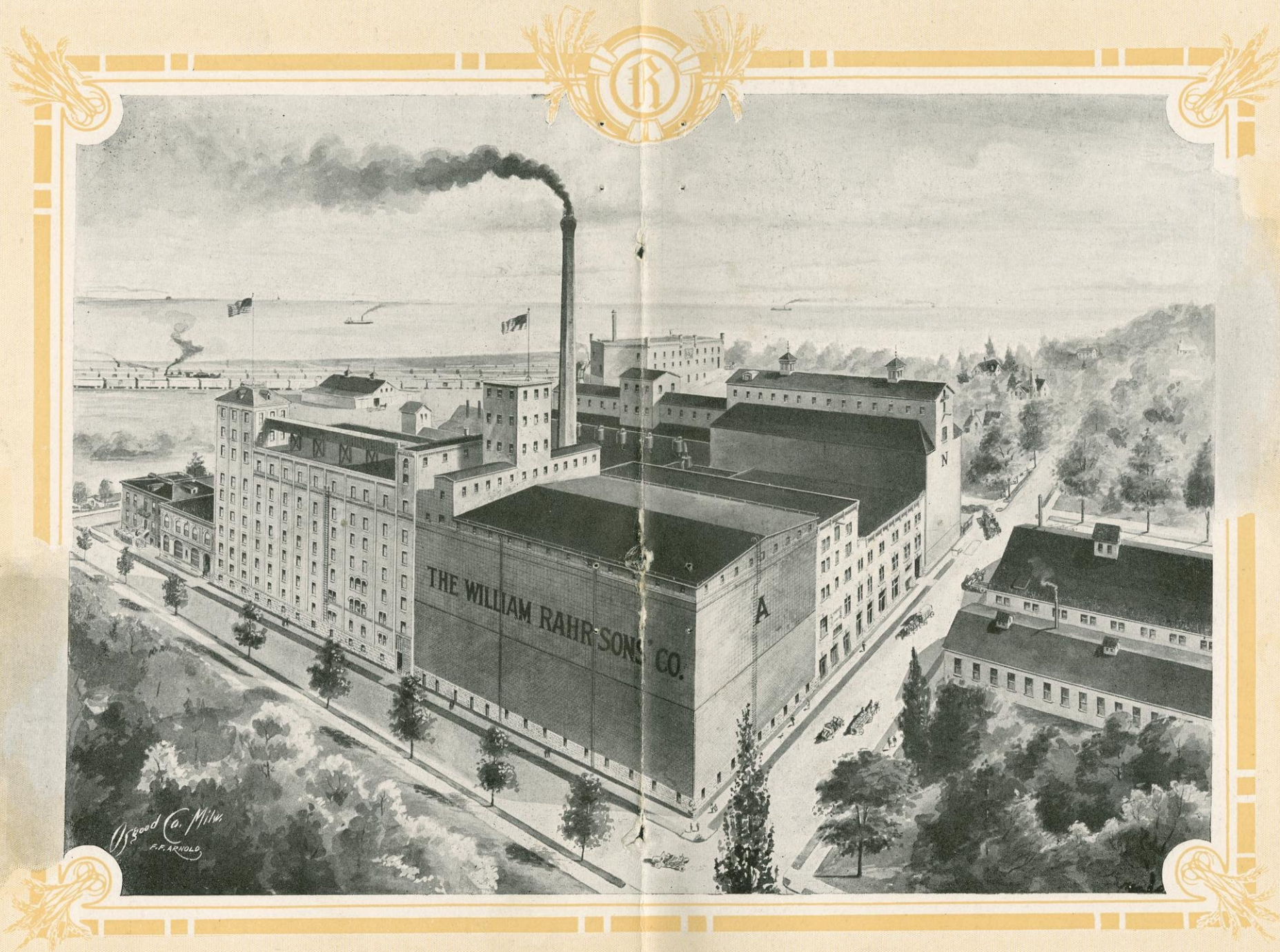
Machine Shop and Carpenter Shop.



View of Plant from the N. E.
Shipping Yards--Track Scale--Steel Shipping Shed.



Seeding and Cultivating Barley--Threshing Barley--Harvesting Barley.

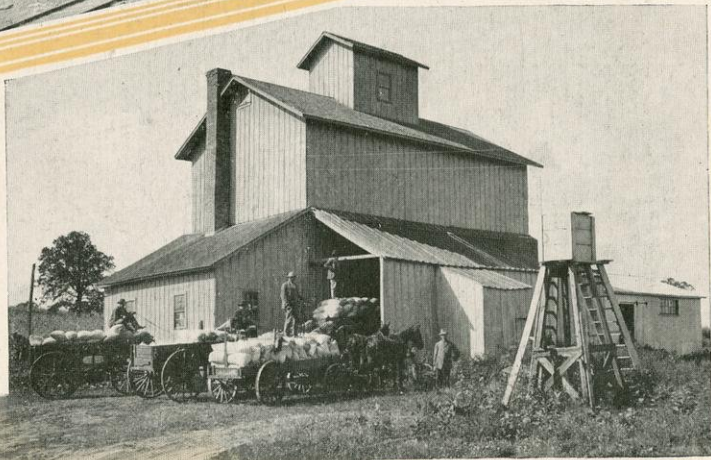


Birds Eye View of Plant of The William Rahr Sons' Co.



Wm. Rahr

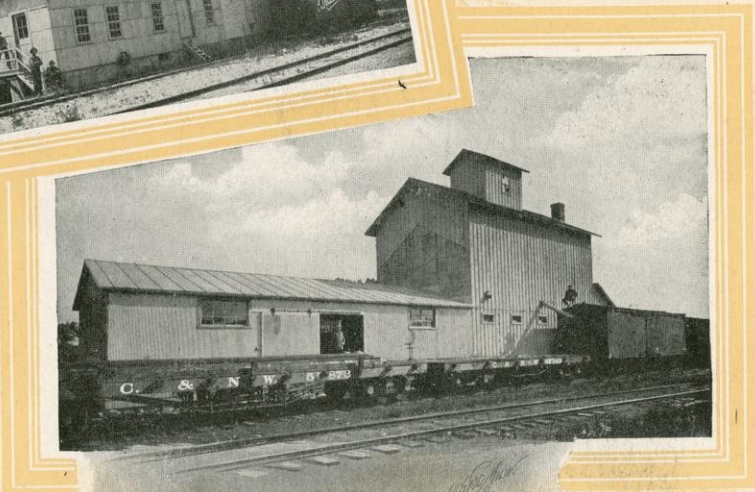
Farmers marketing barley at the Plant of The William Rahr Sons' Co.



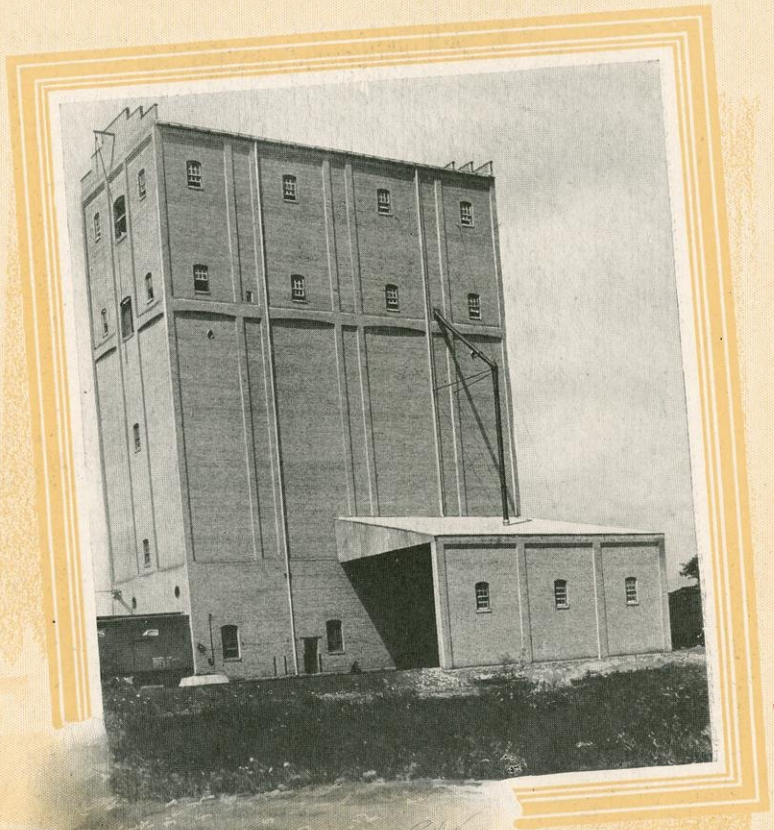
Rosendale Grain Elevator.
St. Cloud Grain Elevator.



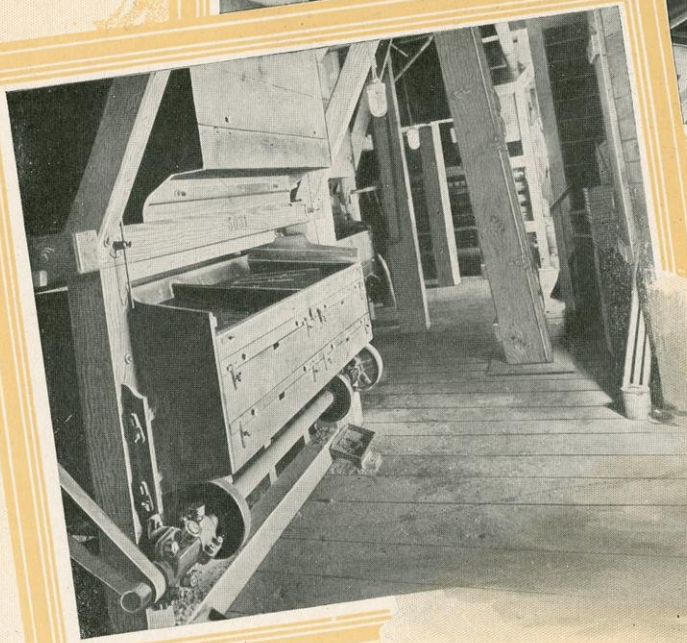
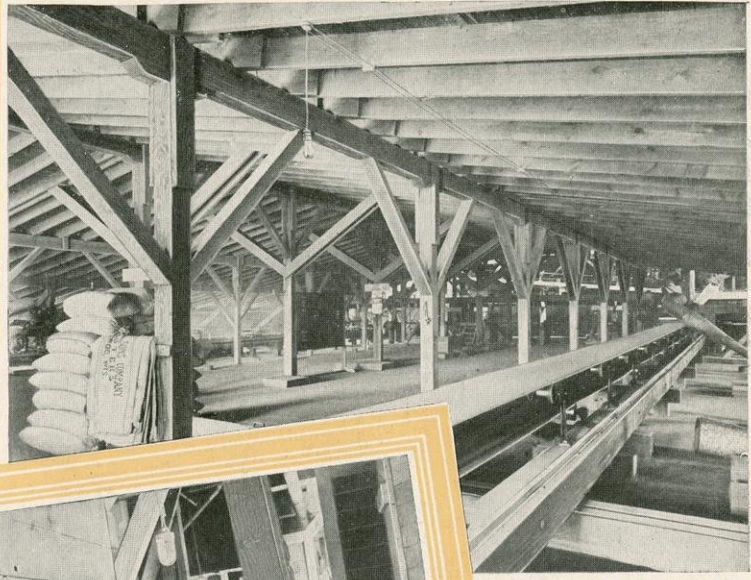
Forest Junction Grain Elevator.
Brillion Grain Elevator.



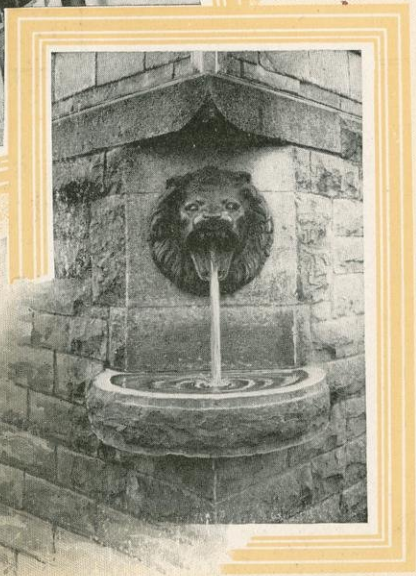
Maribel Grain Elevator.
Malone Grain Elevator.



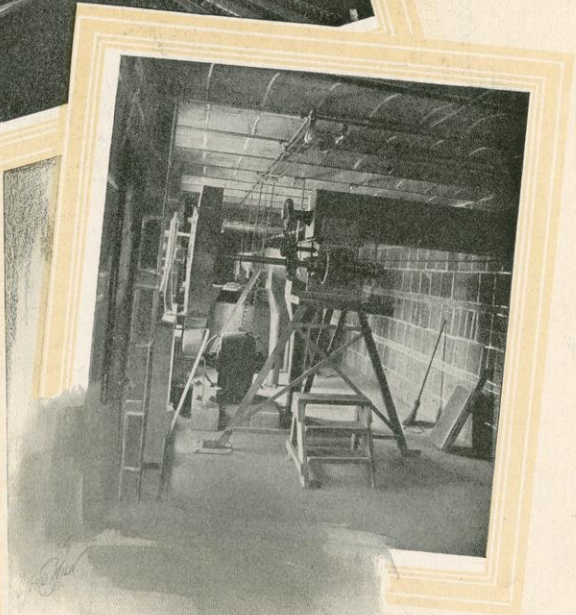
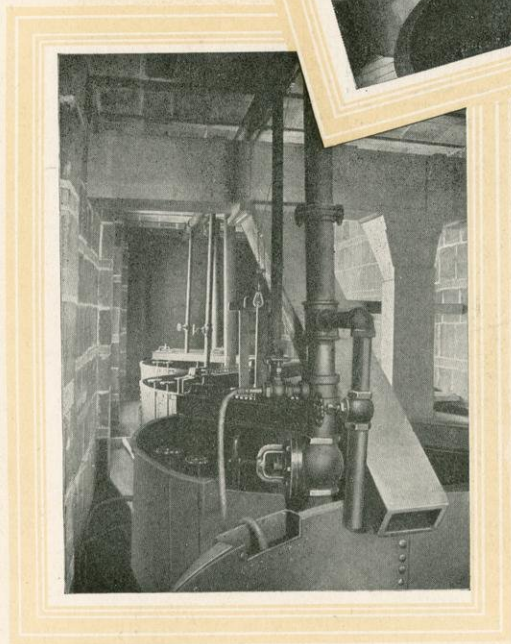
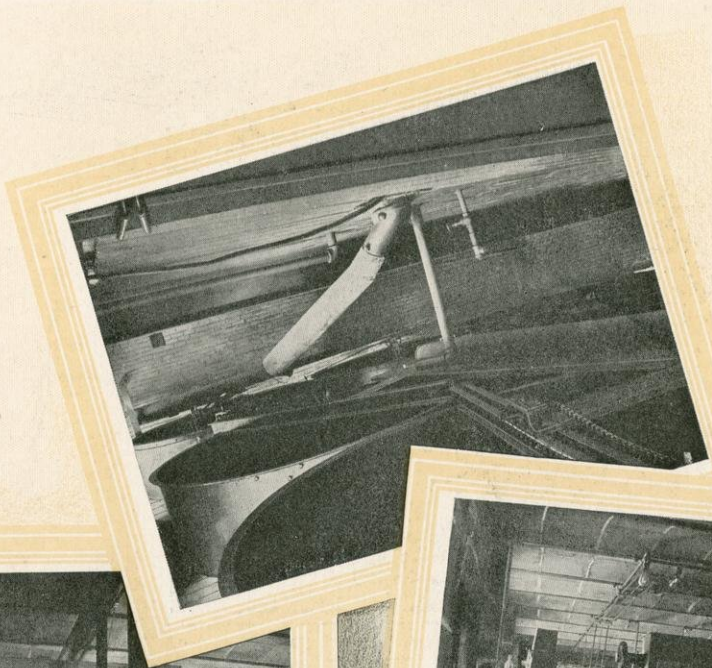
Minneapolis Fire Proof Cleaning and Storage Elevator.



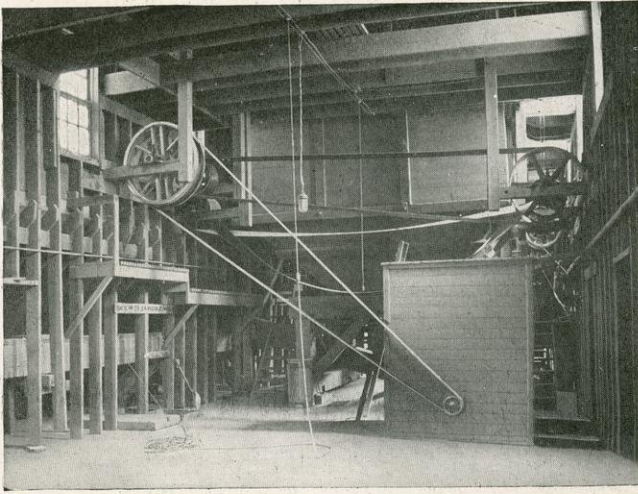
Corner of Cleaning Elevator "M."
Barley Elevator "A."



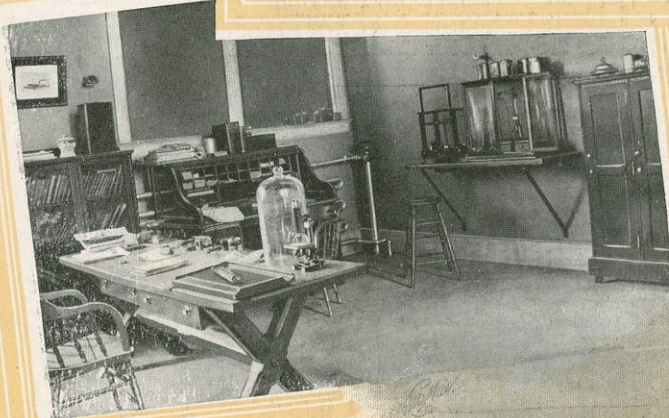
Laboratory for testing barley.
Lion's Head Fountain at corner of Elevator "A."



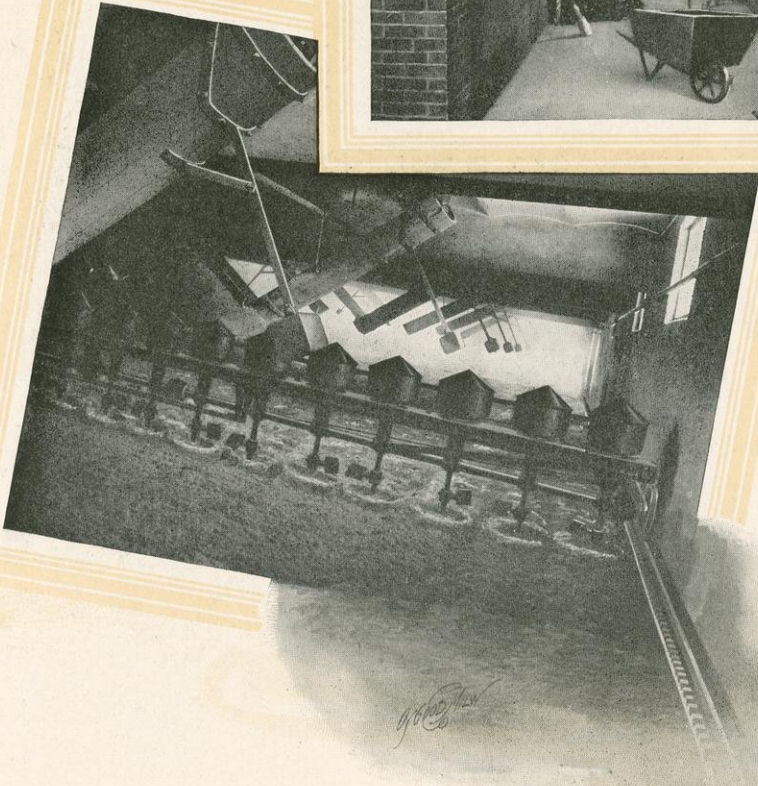
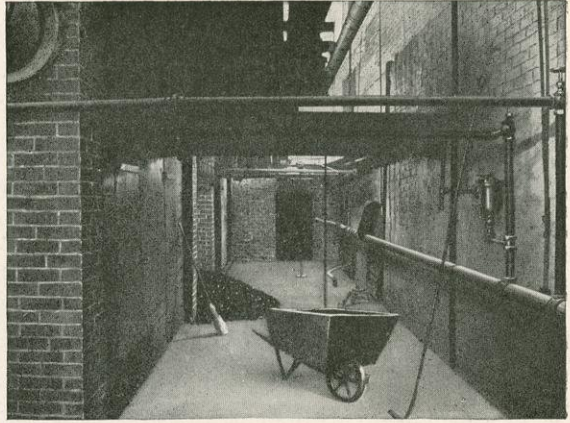
Steep Tanks--6th floor, 7th floor and 8th floor.



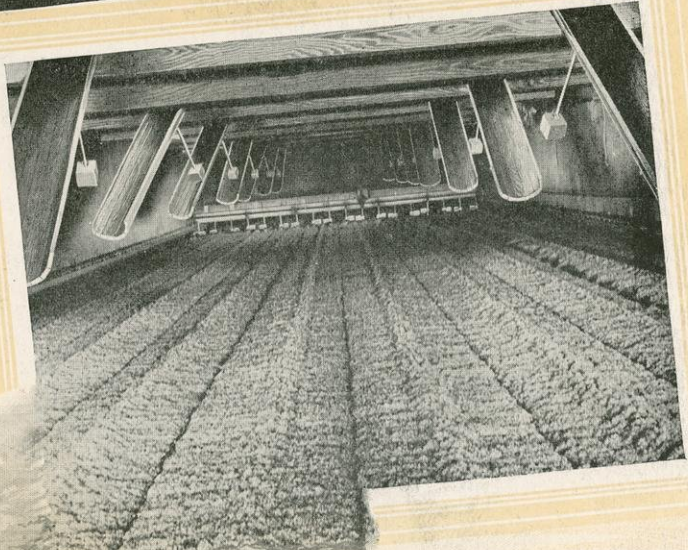
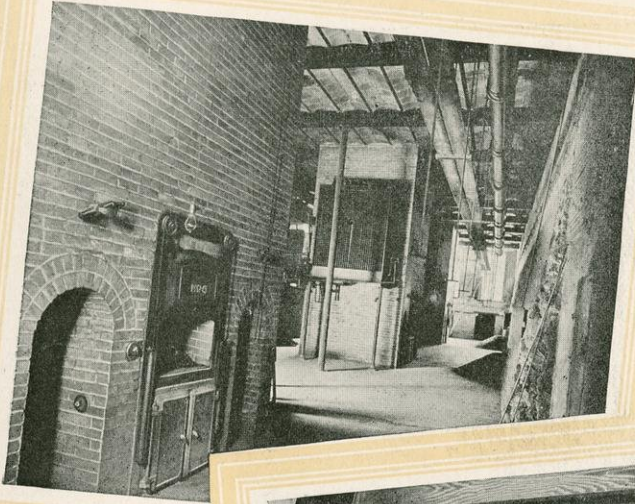
View of Upper Malt Storage Elevator "N."
Chemical Engines.



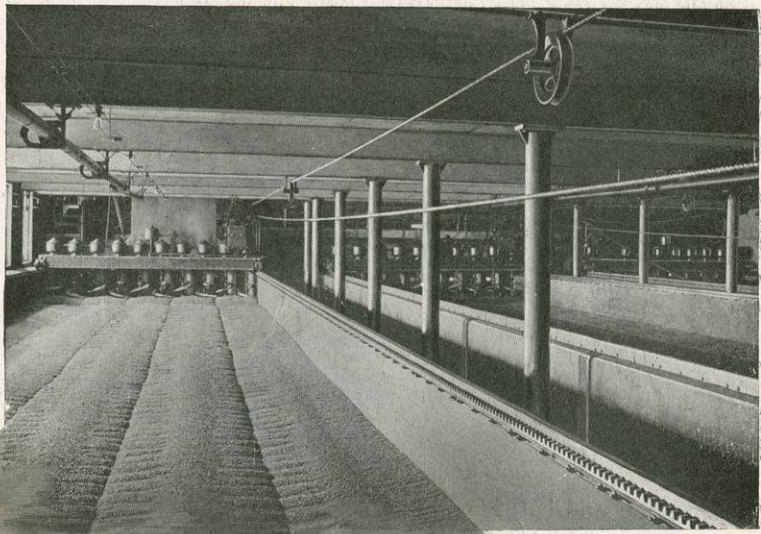
Chemist's Malt Testing Laboratory.



One of the Dumping Floors of Fire Proof Kiln No. 1 and Kiln Fires of Kiln No. 1.

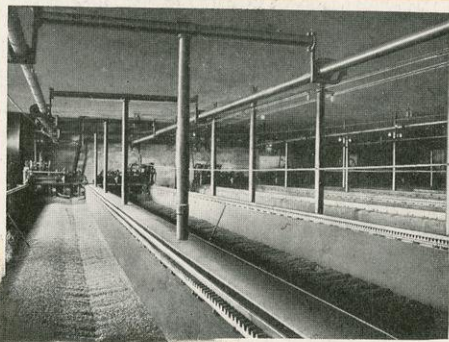
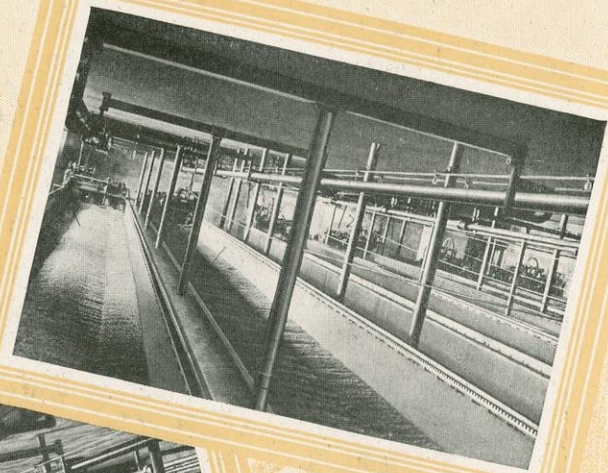


One of the Dumping Floors of New Fire Proof Kiln No. 2.
Kiln Fires of Kiln No. 2.

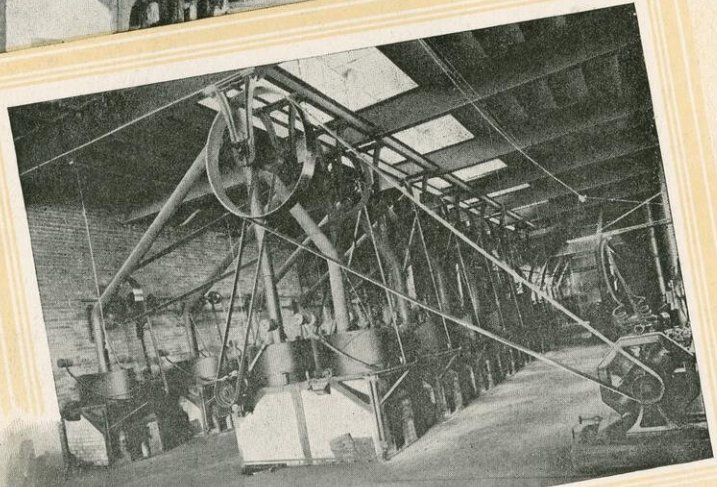
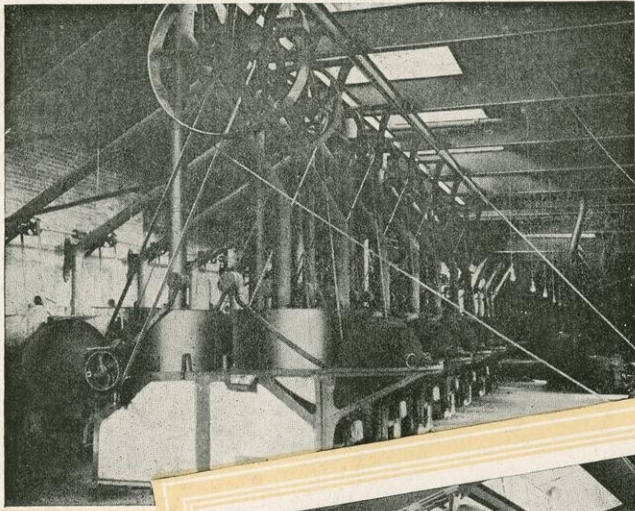


John M. ...

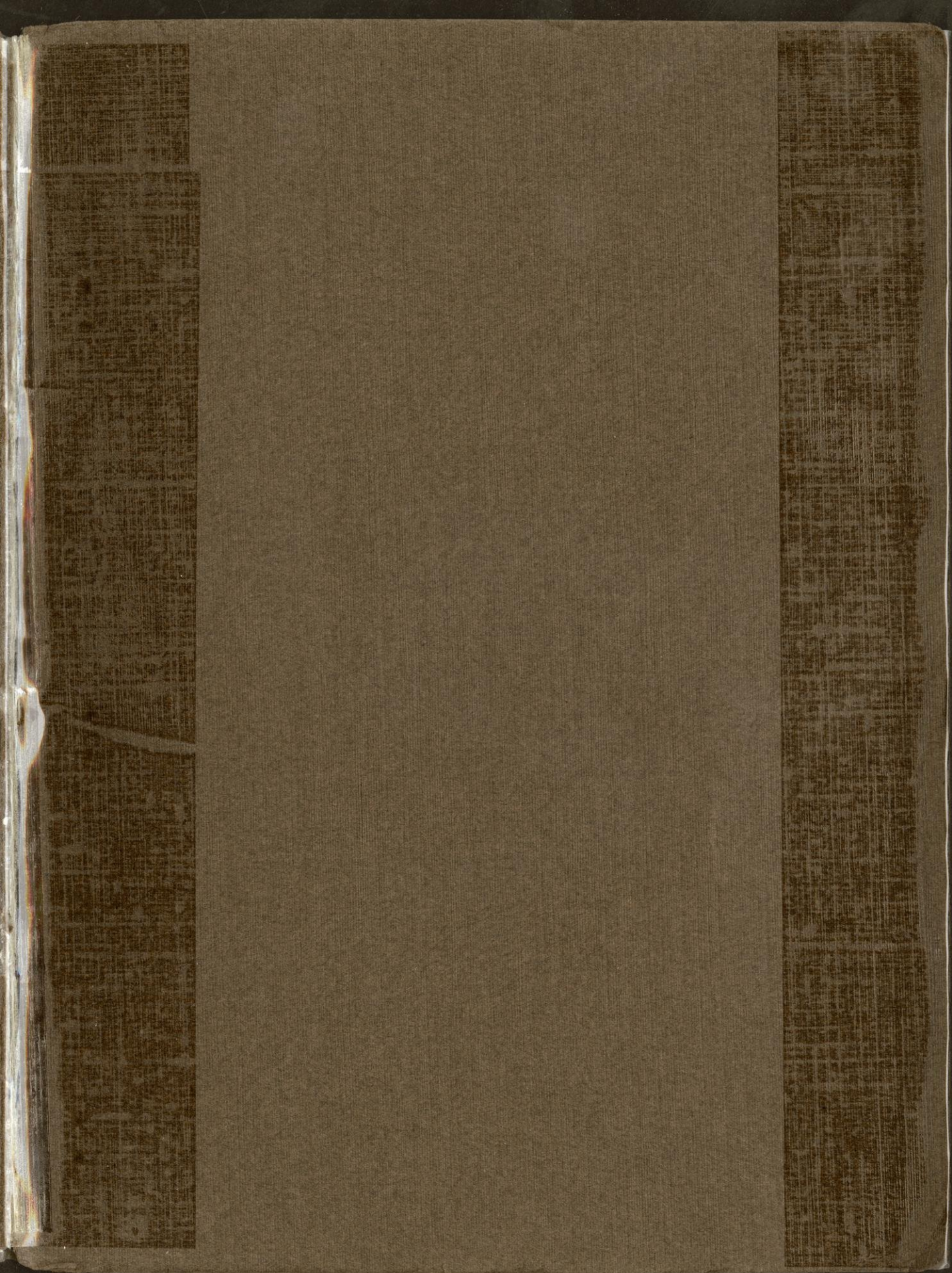
Large Germinating Compartments, 1st, 2nd and 3rd floors.



Large Germinating Compartments, 4th, 5th and 6th floors.



Malt Roasting Department.



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