THE CINCINNATI BREWING CO.

When Peter Schwab organized The Cincinnati Brewing Company, of Hamilton, in 1879, he little dreamed that within a comparatively few years, it would become one of the best known breweries in this section of the state and that "Just Plain Uncle Peter's" would become a household word in this community.

But by establishing a strong code of business principles and adhering strictly to them, Mr. Schwab built up a brewery which for modernity and up-to-dateness, and for the purity of its product, cannot be excelled anywhere in the country. The founder of the brewery himself, Peter Schwab, became a land mark in the city of Hamilton, and when he died rather unexpectedly on Sept. 13, 1913, there were thousands who mourned his departure.

Mr. Schwab came to this country from Bavaria, landing at New Orleans in 1850. He was born on May 27, 1830. He went direct from New Orleans to Cincinnati by boat and later to Hamilton by way of the Miami and Erie canal. He learned the cooper's trade and followed it for a number of years, but being shrewd and industrious he was able to save a little money and embarked in the commission business in Cincinnati with Henry Schlosser and James Fitton. In 1868 he, with Ferd VanDerveer and Herman Reutti, bought the John W. Sohn brewery. He retired from the firm in 1870 but in 1874 bought out his former partners. in 1881, the brewery was incorporated under the name of The Cincinnati Brewing Company which it has retained ever since.

In its issue of Tuesday, Sept. 16, 1913, The Cincinnati Enquirer, one of the leading newspapers of the country, summed up the life of Mr. Schwab in the following beautiful tribute:

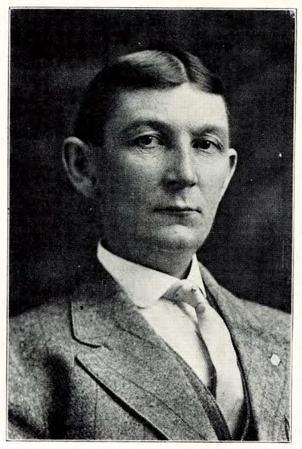
All that was best in Roman citizenship when the boast was made that "to be a Roman citizen was greater honor than to be a King," was combined in the rugged personality of Peter Schwab, who died at Hamilton Saturday night, Sept. 13.

Like a beacon that had shed effulgence for long years over hidden, treacherous and dangerous paths and highways, so had Peter Schwab stood as a fixed light among men and their devious activities, and even as the extinguishment of a friendly and familiar light at sea leaves gloom and inky desolation, so the extinction of the Butler County patriarch leaves a wake of desolation and gloom.

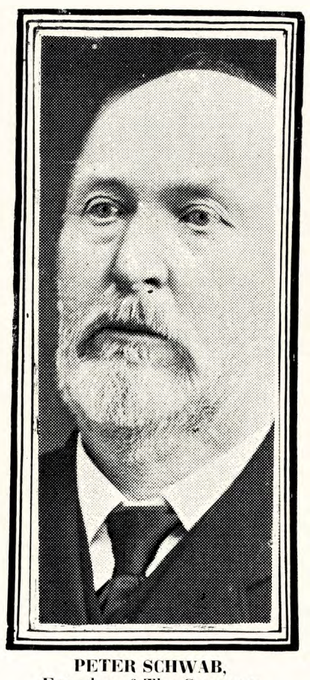
Adamantine in friendship, implacable in enmity, he was generous alike to friend and foe. Thousands will mourn a benefactor and still other thousands will long remember a heart that beat with warmth and generous impulse for all mankind.

Sprung from a race and type all too few of whom now make pilgrimage to this country, Peter Schwab burgeoned from alien into the highest type of American citizenship. To thrift he brought tireless energy and bounding industry, and their handmaiden, prosperity, smiled upon him. Occupied as he was constantly with a multiplicity of private affairs, he yet found time to interest himself in his neighbors' welfare, and overdrafts upon his time and counsel in the interest of the public were always honored without demur or protest. No friend in need ever went empty-handed from his presence.

Peter Schwab was gifted with extraordinary charity of vision, keen judgment and unassailable integrity. In the death of this valiant old gladiator of business and politics Butler County and the city of Hamilton have lost their foremost citizen; the state of Ohio and the nation an illustrious patriot.



PETER E. SCHWAB
President.



PETER SCHWAB,
Founder of The Company.

EUGENE MUELLER
Secretary-Treasurer.

DESCRIPTION OF POWER

A feature of the big plant of The Cincinnati Brewing Company is its refrigeration or ice making system. The first artificial ice plant in Hamilton was installed at the brewery in 1890 by Mr. Schwab. This plant supplied the needs of the brewery and a great deal was sold to private consumers for a number of years. In 1912, however, it was decided to enlarge the system and a 225 ton refrigeration system of the Triumph type was contracted for. The installation of the system was delayed because of the great flood of March, 1913, and as a result there was an ice famine in Hamilton in the early summer months.

The work was rushed, however, and the first ice was pulled from the new machine on July 9, 1913. There has never been a shortage of ice in Hamilton since that time and the Brewing Company will see that there is never a repetition of the famine.

The new machine would have taken care of the needs of the brewery and of the city until the population will have reached 50,000, but to make assurance doubly sure, early in September, 1913, the company contracted for the installation of a second 225 ton refrigeration plant of the Triumph type. This will be installed and in operation by May, 1914, and will give the plant a capacity of 650 tons refrigeration or an output of 225 tons of ice daily.

DESCRIPTION OF POWER AND BOTTLING PLANTS.

Within recent years a great power plant was erected and the great machinery of The Cincinnati Brewing Company is now driven by the most modern and up-to-date methods known to the industrial world. In every way this great power plant has added to the efficiency of the concern and none but the most skillful have been employed. Good beer, it is said, is brewed, not manufactured, and the methods which Peter Schwab chose to employ in the manufacture of his product, have been the means of turning out for the patrons of The Cincinnati Brewing Company the finest grade of beer that is to be found anywhere in the world.

To meet the great demand for great facilities The Cincinnati Brewing Company had plans drawn and a great bottling works was erected adjoining the brewery. The addition is 50 feet by 50 feet in dimensions and is two stories high.

The new machinery alone represents an outlay of $45,000. The Cincinnati Brewing Company has a well established reputation in the United States for the manufacture of the pure beverage. It has as great facilities for turning out the product as are found in cities many times the size of Hamilton. By the enterprise and energy which Peter Schwab put into his concern the city of Hamilton has an industry of which she may well feel proud.

The plant of the Cincinnati Brewing Company occupies a considerable territory and is located on South Front street, the Cincinnati and Indianapolis railroad running along the south side of the big industry.

The products of The Cincinnati Brewing Company are famous in many sections of the country. The carefulness with which the product is brewed and the excellence and splendid qualities of the beer have commended it to those who appreciate such a beverage and as a result the concern is engaged in sending out daily great shipments of its products to many parts of the United States. Although the factory and main offices are located in Hamilton, the Cincinnati Brewing Company is well and favorably known in many sections.

Peter E. Schwab, oldest son of the late Peter Schwab, has been chosen by the stockholders as President of the company. Mr. Schwab has been general superintendent for many years and is thoroughly conversant with every detail of the manufacturing of beer and with its marketing. He will follow the staunch business policies of his father.

Eugene Mueller, who has been secretary and treasurer of the corporation for many years has been re-elected to that office.