



1945

1845

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STAR UNION PRODUCTS COMPANY ★ PERU, ILLINOIS

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O N THIS, anniversary, let us take a look over the course of the years ago, in 1845, by a man named Fred on the site now occupied by the brewery.

Even then the brewing of beer was in vogue, and Mr. Kauffman successfully for fifty years sold the property to the Civil War period. It was then that the brewery was established in the ownership of the brewery . . . and the Winheim.

Following the purchase by Phil Meyer, Fred Meyer, and incorporated as the Beer Company. After the war, he managed the brewery.

In the year 1880, the holders except Phil Meyer, the Star Union Brewery. Until today, the Star Union ownership and management of the business and learned in a traditional manner.

In those days, the product was the same as the demand was much more to the brewing of beer. The ice was harvested from the back of the brewery and stored deep in the cellar from the river.

Many plant improvements in the first years of the new century made it possible to produce and the company grew.

Prohibition came along to keep the growers from casting about for legal products. The

ONE HUNDRED YEARS OF STAR UNION

ON THIS, the year of our 100th Anniversary, let us take a brief look backward over the course we have traveled. Back 100 years ago, in 1845, before the War with Mexico, a man named Fred Kaiser established a brewery on the site now occupied by the Star Union brewery.

Even then the fine flavor and careful brewing of beer earned an enviable reputation, and Mr. Kaiser continued in business successfully for fifteen years, when in 1860 he sold the property to Benjamin Ream. During the Civil War period several men were associated in the ownership and management of the brewery . . . among them Grasmick, Eck, and Winheim.

Following the Civil War the plant was purchased by Phil Link, Charles Bereiter, William Meyer, Fred Schulte, and Fred Seepe, and incorporated under the name of Union Beer Company. At one time Henry Helmig managed the brewery.

In the year 1880 Henry Hoerner bought out all of the stockholders except Phil Link. The corporate name was changed to the Star Union Brewing Company. From that day, 65 years ago, until today, the Star Union brewery has remained within the same ownership and management. Sons and daughters came into the business and learned it from their fathers, carrying on in the traditional manner.

In those days, while the basic formula for the brewing of the product was the same as today, the equipment at their command was much more primitive. Refrigeration is very important to the brewing of quality beer . . . so back in those early years ice was harvested from the river, placed in caves up in the hills back of the brewery. The beer was brewed in the winter and stored deep in the caves and cooled by the cakes of ice harvested from the river.

Many plant improvements were made between 1880 and the first years of the new century. The coming of the motor truck made it possible to distribute Star Model Beer over a wider area and the company grew steadily.

Prohibition came in 1918, and the plant closed down. Wishing to keep the great brewery intact and in good condition, the owners cast about for a method of continuing in business with legal products. They met the situation courageously, and invested



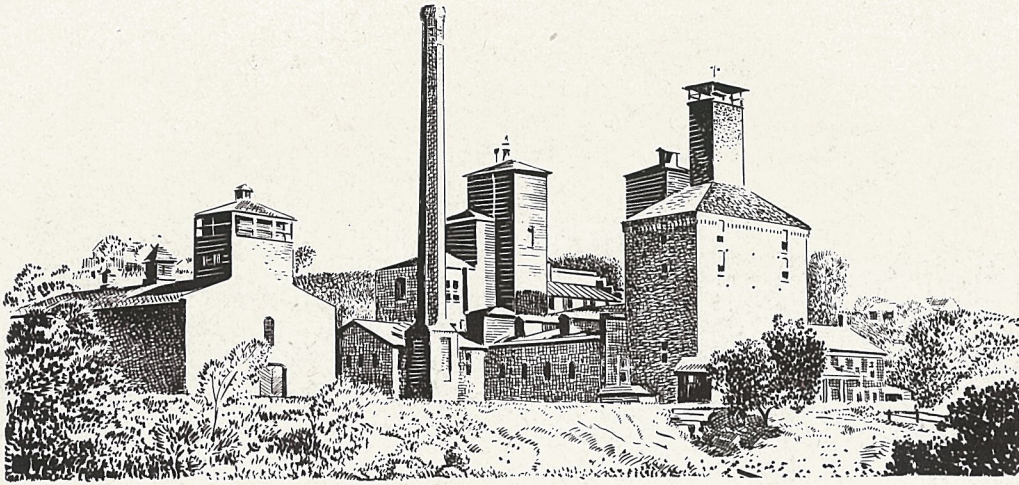
HENRY HOERNER, president and general manager of Star Union Brewery from the year 1880 until his retirement in 1930, was a strong factor in the building of the business. He was a good businessman, a friend of all, and a man of character. He took great civic pride in Peru and served nine terms as Mayor of the city. Many civic improvements of note were accomplished under his leadership. After retiring as active executive head of the brewery, he was still active about the plant until 1938. He died October 24, 1940.

new capital to install a complete plant for the manufacture of artificial ice, and also set up a plant for the manufacture of a line of sodas, ginger ale, etc. and distributed Star Model near beer. Accordingly the name of the company was changed in 1927 to Star Union Products Company.

Thus, when the manufacture of beer was legalized in 1933, Star Union had an organization and hundreds of outlets all over this area who had not forgotten the familiar Star Model name.

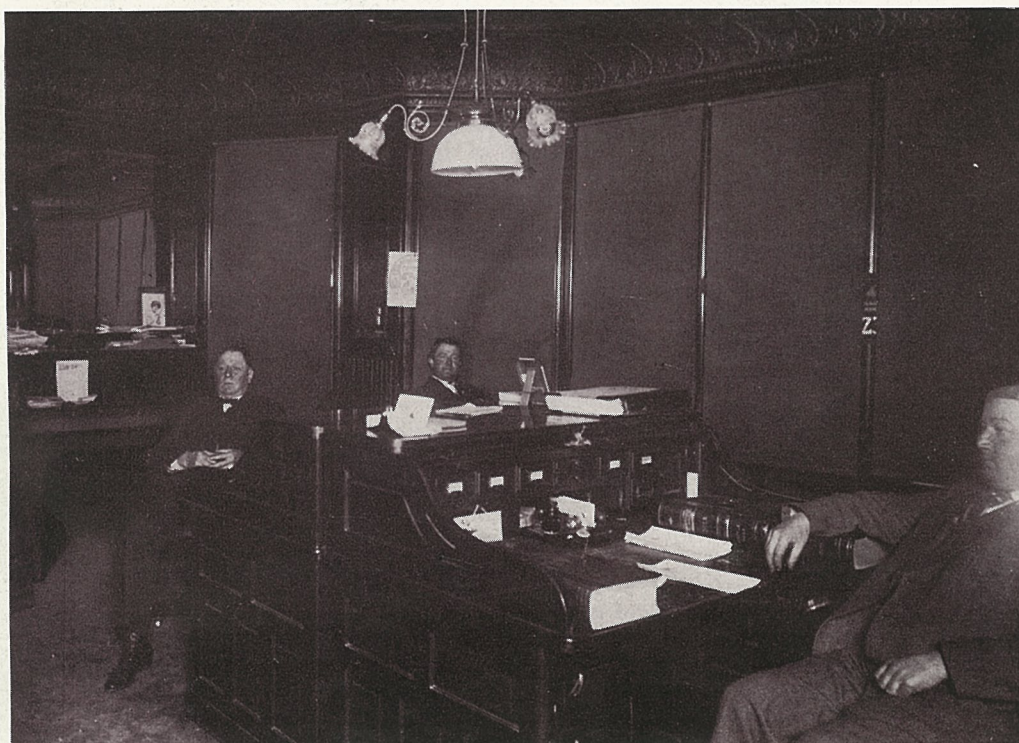
The company's pledge to maintain the quality of its beer is shown by their announcement of a program of improvement and further modernization calling for the expenditure of \$150,000 for equipment and buildings, in this coming post-war period. The name Star Model and Star Union has top acceptance in this area . . . Star Model is the largest selling beer in this area and is one of the largest sellers in Peoria. It is a familiar name in all surrounding cities where Star Model is handled by distributors.

One hundred years — surely a long time. It makes Star Union probably the oldest concern to have a continuous history, in the entire Valley region. And as for the public acceptance of Star Model . . . we think our annual federal tax payments of approximately three-quarters of a million dollars proves that Star Model has grown with the passing years.



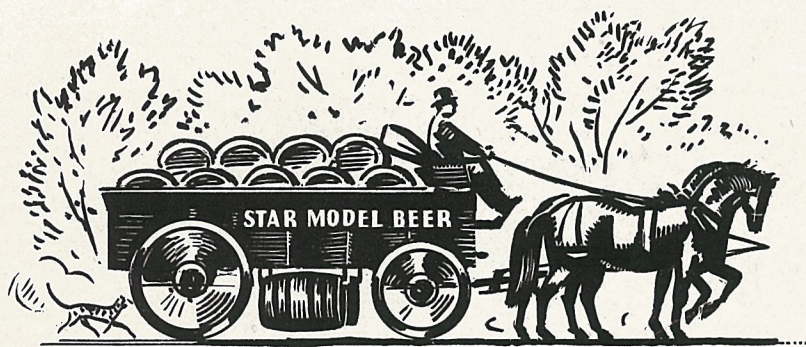
ALTHOUGH LOCATED on its present site since its beginnings in a modest way in 1845, very few pictures of the early brewery have been preserved. Here is our artist's version of how the plant looked back in the Civil War days, sketched from old-time tintypes and from available data.

EVEN IN the 'nineties, a sizeable force of men were employed in the Star Union brewery. Here is a group of brew plant employees — handlebar mustaches and all — taken back in the days before modern bottling equipment . . . when all Star beer was sent out in wooden cooperage. In those days many brewers were itinerant young men, who went about from job to job and slept in barracks. Now brewery employees are substantial citizens, with families and homes of their own.



AND HERE is a picture taken in the Star Union office shortly after the turn of the century. Leisurely seated at the roll type desks are Henry Hoerner, Frank Hoerner, and Martin Hoerner. In those days, the well-appointed office invariably boasted mirror paneled walls and ornate gaslight fixtures.

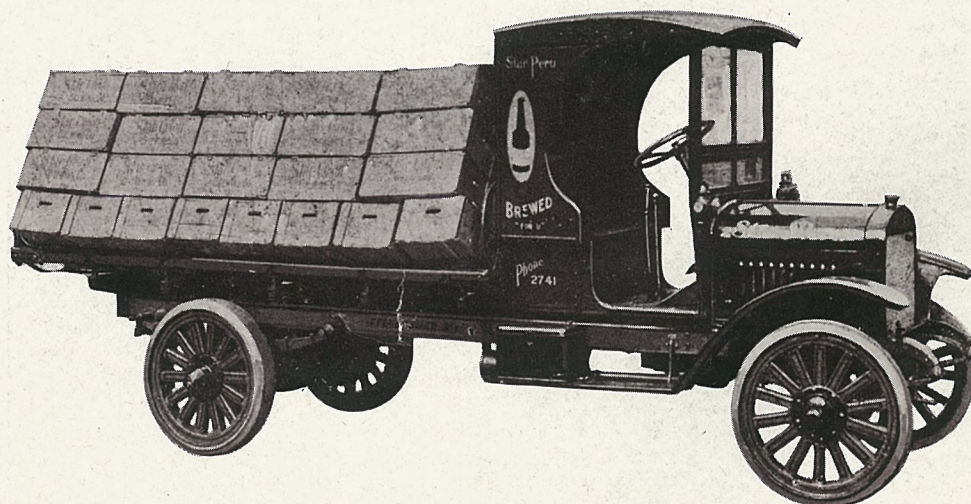
THE Star Union horse barn, was a place of bristling activity back in the days before the advent of the motor truck. Now it is used merely for storage . . . back in the days before 1910 this was a stately barn, housing sixty fine draft horses, used to deliver Star Union beer locally and in surrounding towns. An ingenious alarm clock arrangement automatically dumped the morning ration of oats and hay into the sixty feed bins, to start the day at the horse barn.



A FAMILIAR SIGHT in those early days along the river front and on the unpaved streets of Peru, were the brightly painted Star Union and Star Model delivery wagons, filled with barrels of the tasty beer preferred even then by beer drinkers in this area. Harness was kept bright and the brass and nickel harness trim always polished.

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WHEN motor transportation began to displace the use of horses, Star Union boasted such (then) modern trucks as this one. She was a beauty then, and its greater speed enabled it to deliver the company's product quicker and over a larger area. Formerly Star beer was shipped to ice houses in Peoria and small surrounding towns, where the beer was stored for local delivery.





THIS IS the modern Star Union brewery of today, occupying with its many buildings and establishments a city block in area. As it grew many additions were added. In its growth it even absorbed Henry Hoerner's brick residence, located adjacent to the brewery . . . it is now part of the "racking" room where barrels are filled with sparkling Star Model beer. One hundred employees work here. Since Repeal close to a half million dollars have been spent in improvement, repairs, and modernization of plant and equipment.



VIEW of the brewery today taken from the hillside back of the plant. A vast area of paved surface is roadway for trucks which load and unload raw materials and the finished product. Unless you take a leisurely stroll around the brewery grounds, there is much by way of buildings and equipment that misses the eye as you drive up or down Pike Street.

THE "CELLARS," a building of six stories originally built in 1880 and several times added to and modernized. It is built of Joliet limestone. Here the beer is cooled, fermented, aged, stored and filtered in refrigerated "cellars."



SHOWING in this picture is the office and brew house. At the left, connected with a high overhead bridge, is the "Cellars" building. Just to the right of where the photographer stood is the bottling house, soon to be enlarged and modernized.

FROM HIGH up on the Cellars building we see a view down upon the brew house and the bottling plant across the street. High at the left looms the plant chimney. And stretching away in the distance is the majestic Illinois river, the trees lining its banks reflected in its placid waters.

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A PLENTIFUL supply of pure, cold water is an essential in the brewing of fine beer. Not only is water used for steam, washing, ice-making, and cooling . . . but of course it is a prime ingredient in the brewing of the beer itself. The deep, free-flowing artesian well which supplies the water for the making of Star Model Beer goes down 2600 feet and taps veins of pure, cold water. This deep well, drilled and placed in operation at a cost of approximately \$40,000, has a free flow of 300 gallons per minute . . . and with the operation of a deep well pump the water output can be stepped up to 1,000 gallons per minute. When you taste that delicious Star Model, part of the secret of its clean taste and purity is the pure artesian water used in this brewery.





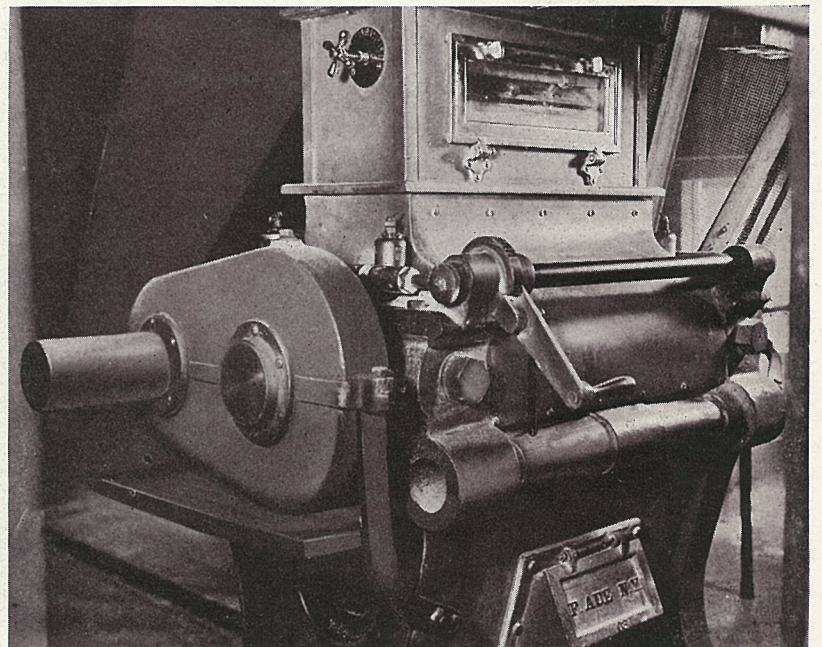
LOOKING FROM inside a car of barley malt, which is being emptied into a hopper, where it is carried by conveyor to one of Star Union's three huge silo type malt bins. Only the highest

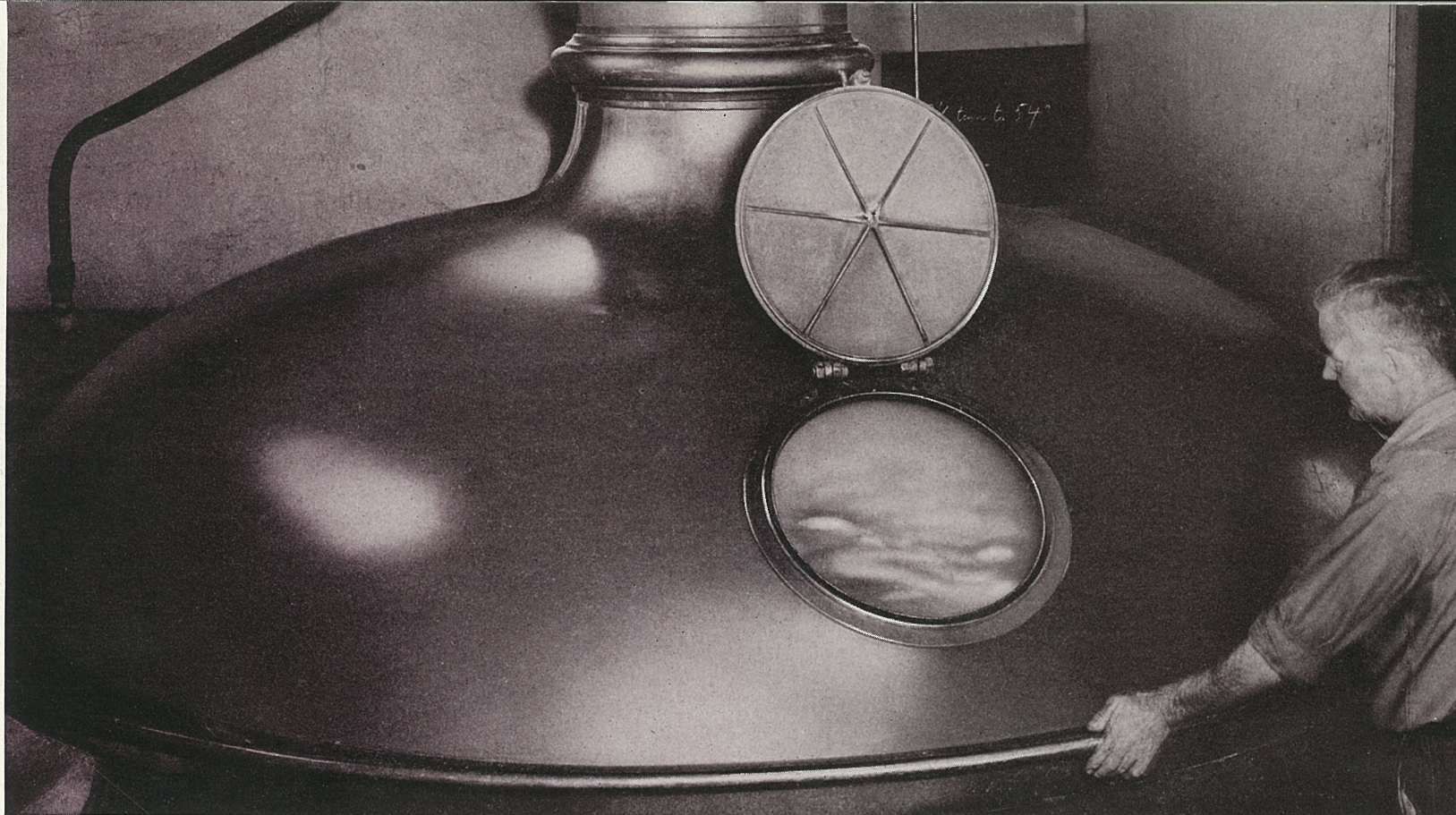
grade of malt is used. Each year many thousands of bushels of malt shipped in by rail are used in the brewing of Star Model Beer. The bins have storage capacity for 7,000 bushels.



IMPORTANT in the fine, tasty flavor of Star Model beer is the use of hops. These come from Oregon, Washington, California — they are bought in 200-lb. bales and kept in this refrigerated vault until used. It is necessary to keep them refrigerated so as to preserve the hop flavor and aroma.

HERE is the malt grinding mill which cracks the barley malt so it will be in readiness for making of the mash. In addition to fine malts, Star Union uses each year close to a million pounds of refined corn grits.



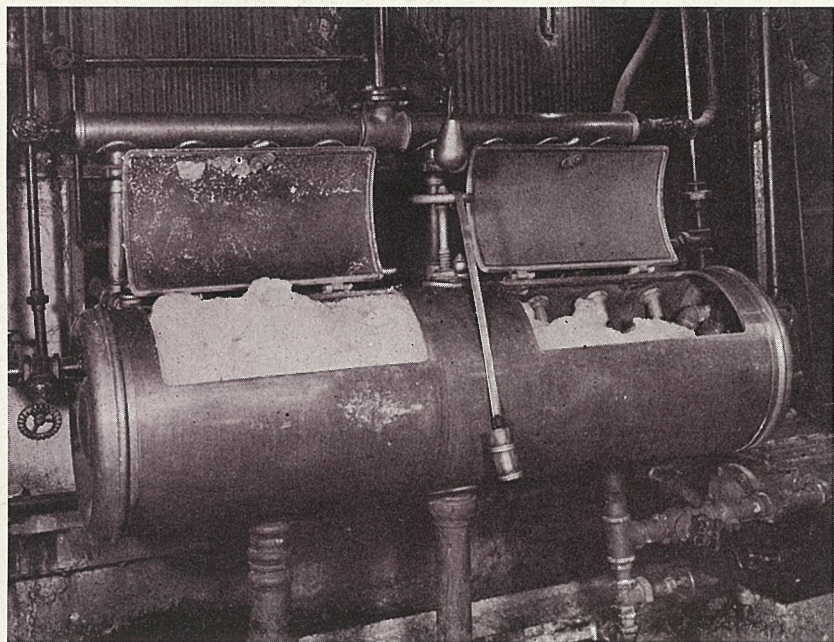


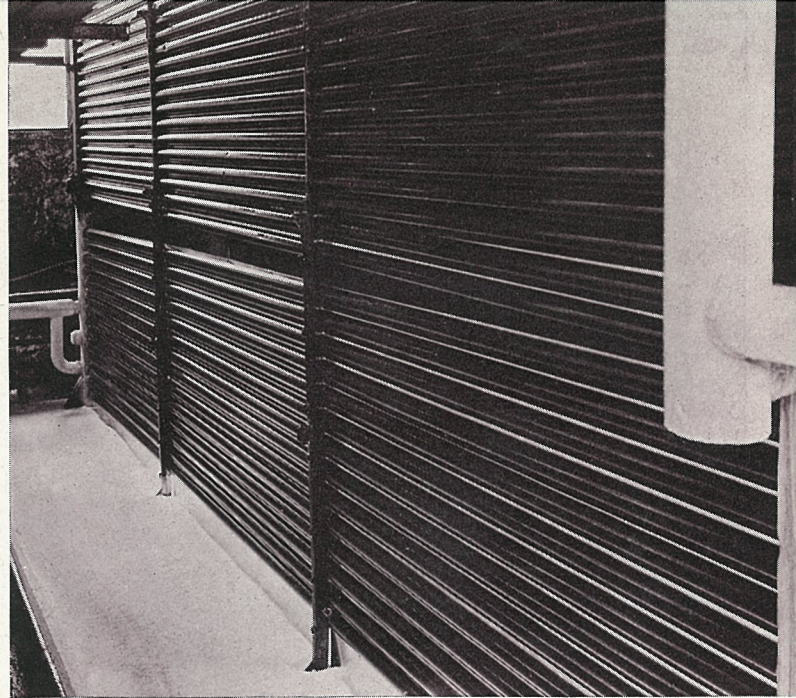
THIS GLEAMING, giant brew kettle made of finest copper is probably the most dramatic part of the entire fascinating art of the making of beer. As the malt extract is slowly run into the kettle, it is brought to a boil . . . the brew assistant watches

through the round "port-hole" opening, regulates the rapidity of brewing. Here the brew is flavored with hops. It is fascinating to watch the batch of brew boil and foam . . . it almost resembles a turbulent cataract. Brewing is truly one of the fine arts.

HERE is the Star Union brewmaster . . . a very important man in the brewing. Star's master brewer is O. Wablin. He knows his art — learned from a long apprenticeship beginning in Sweden, and years spent in brewing practice in Germany, in Russia, Finland, and in leading American breweries. He has been Star's brewmaster since the brewery was reopened. He is here shown sizing up a sample of the brew.

HERE is the Mash-Tun, into which the malt extract is run from the cooker. The extract, called "wort" is here being drawn off into the brew kettle. Its foamy, sudsy appearance makes you think it is beer . . . but in reality it is only the beginning. There are many operations still to go and much time for aging.





After being brewed, the wort is pumped high to the top of the Cellars, where the brew trickles down over these hundreds of cooling coils. The upper coils contain cold water; the lower ones are filled with refrigerant to bring the liquid from a temperature of 200 degrees down to about 40 degrees. The liquid must touch no metal other than copper.

NOT ONLY does Star Model beer employ the finest of materials that money can buy, but it also is brewed using the same formula and with the same careful methods as years ago. Every lesson learned by modern experiments and modern equipment, however, is employed. After the brew is cooled, it receives a culture of yeast. Then it remains for 24 hours in starting tanks. It is then drawn off into fermenting tanks, such as those pictured at the left. The wort is now called beer. In these tanks the beer is thoroughly fermented. After fermentation stops, the beer is thoroughly aged in wooden vats and then carbonated and stored in glass-lined vats. Yeast which has settled to the bottom is partly re-used. The excess will be shipped for processing into vitamin products. The carbonic gas is collected from the closed fermenters and then compressed and used in carbonating the beer after it is fully aged, thereby giving it back its original sparkle and goodness.

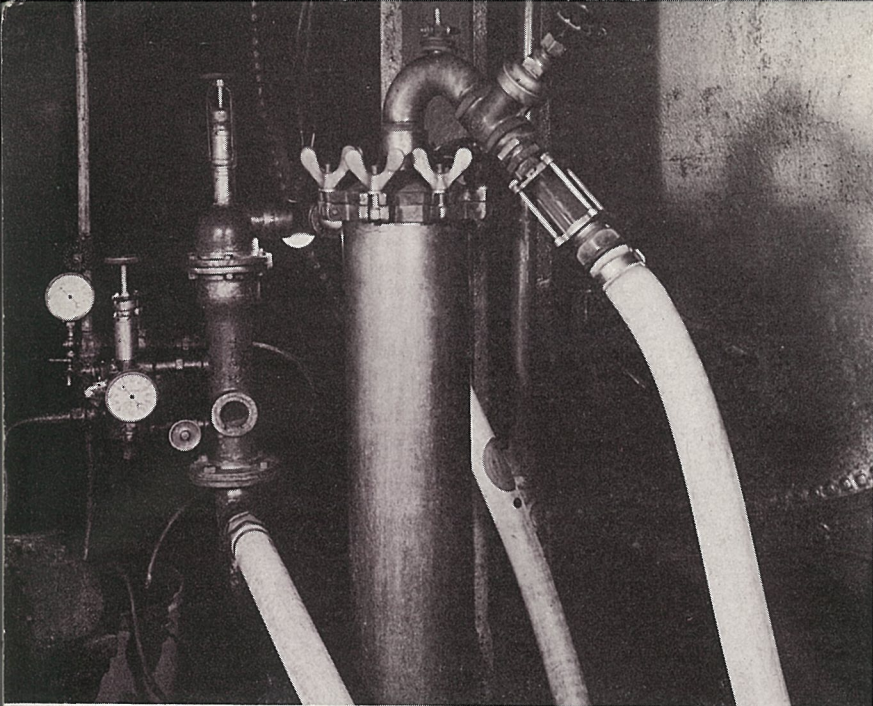
WE DOUBT if there is a more picturesque place in the entire brewery than the several floors of refrigerated cellars, lined with row upon row of gleaming white, wooden fermenting and aging vats. After each fill the tanks are thoroughly cleaned. Workmen are kept busy constantly scrubbing and cleaning these vats. Important to the making of good beer is the condition of these wood vats. The Star Union Brewery has storage capacity for 15,000 barrels.

AT THE RIGHT we get a glimpse down the narrow passageway between two rows of the gleaming, aluminum painted storage tanks, where Star Model Beer is stored until ready for bottling or racking into kegs. These vats are glass-lined, for Star Model Beer may not touch metal except copper, lest its flavor be tainted. Here again, after each emptying, the vats are scrubbed and cleaned for purity.

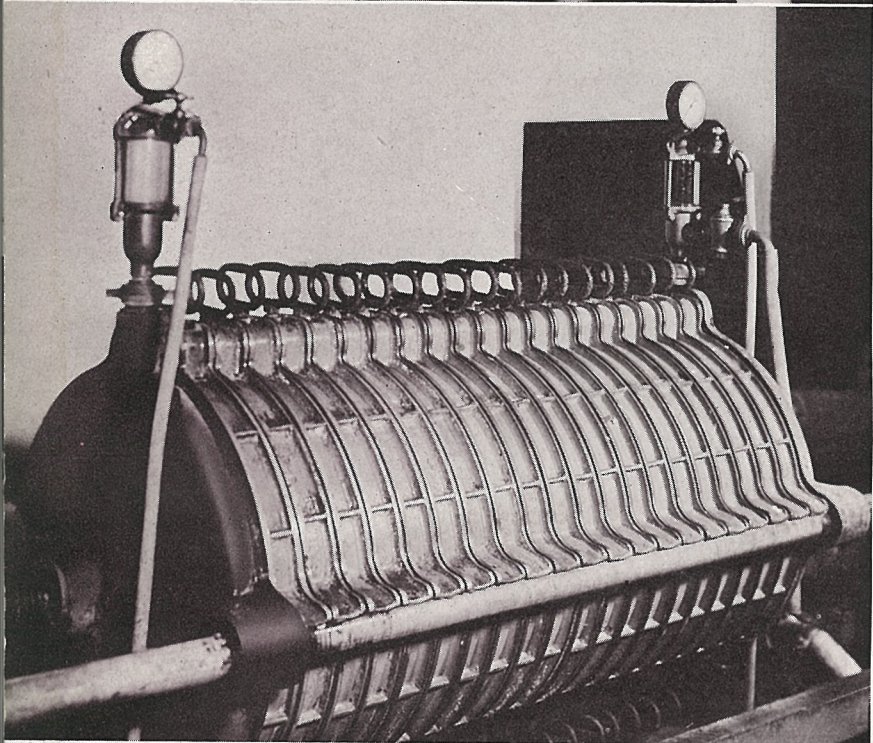
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CLIMB UP a narrow ladder with us to the top of one of the white, round wooden fermenting vats. In the picture shown below you see what one of these fermenters looks like from the top. Here the beer is fermenting. The beer is covered with a thick, white foam . . . a faint movement of the foam, bursting of tiny bubbles, all assures us that it is indeed "working." In other vats, far below on lower refrigerated floors in the Cellars, beer is being leisurely aged to the peak of perfection; aged to bring out the distinctive zestful flavor that is so characteristic of Star Model Beer.



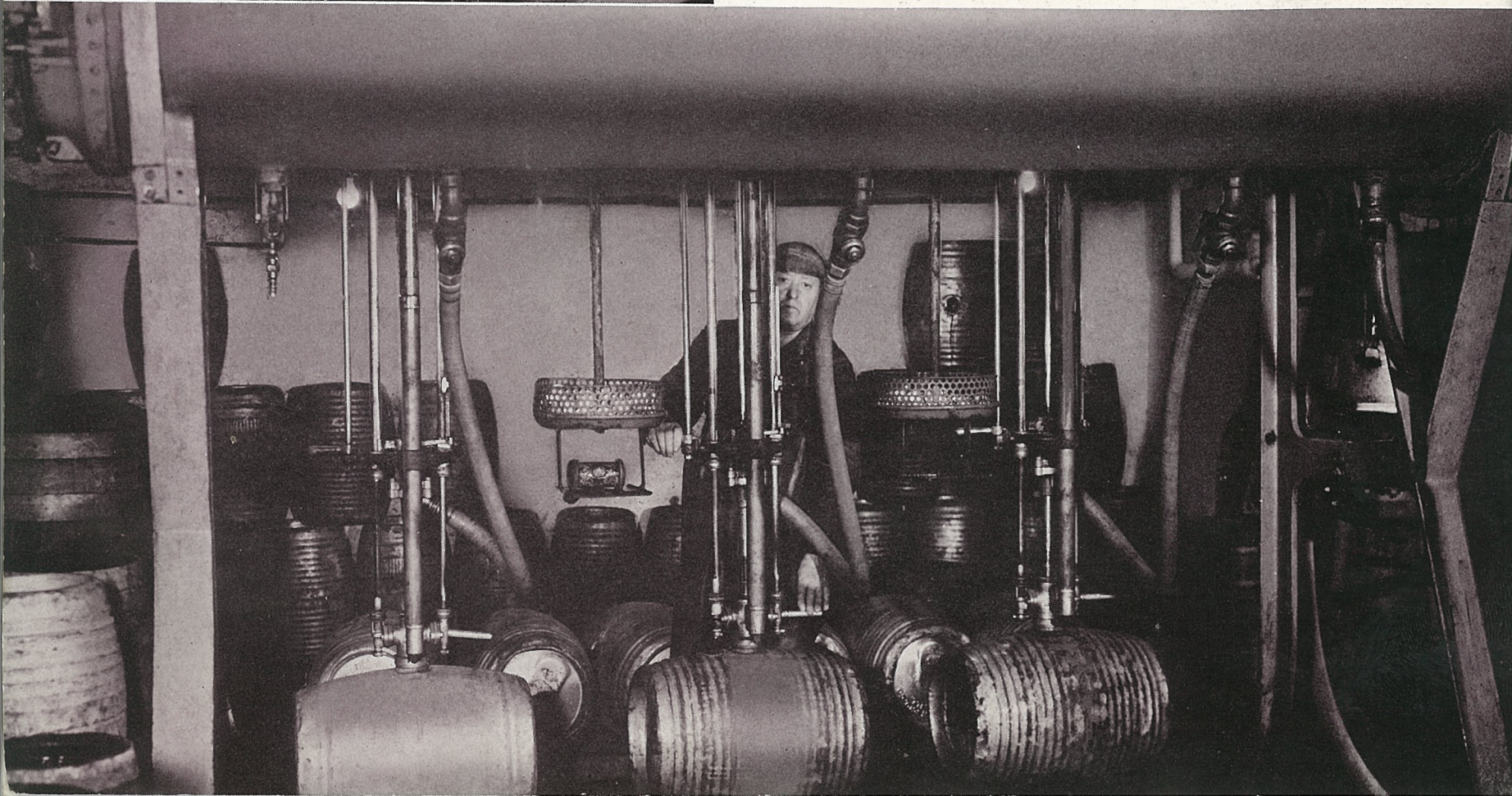


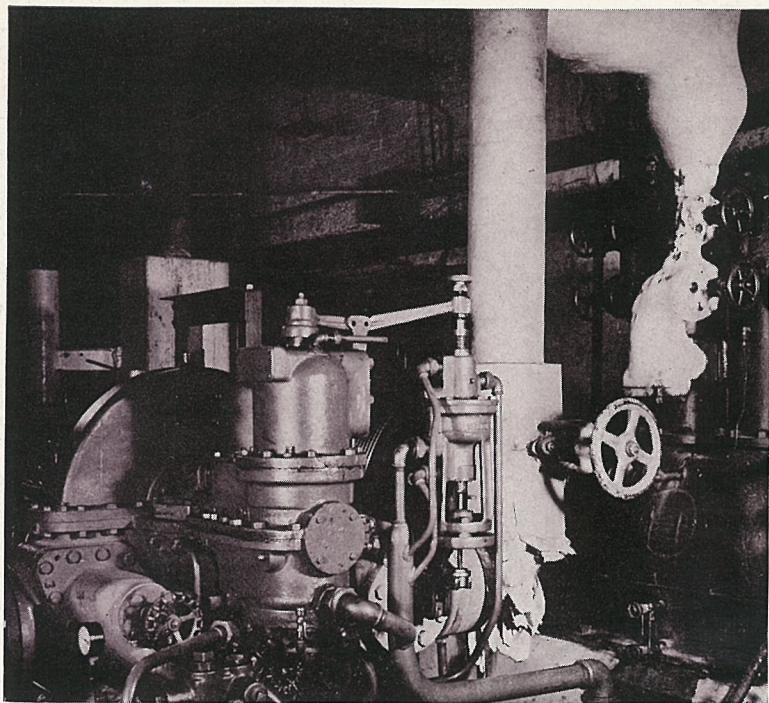
BY MEANS of the carbonater, shown at left, carbon dioxide is re-injected into the beer, which gives it its sparkle and foam, as well as qualities of preservation. The carbon dioxide used is the same as withdrawn from the beer in the closed fermenters during the first stages of fermentation.



THE BEER is run through special filters before being bottled or kegged. This gives it additional sparkle and clearness.

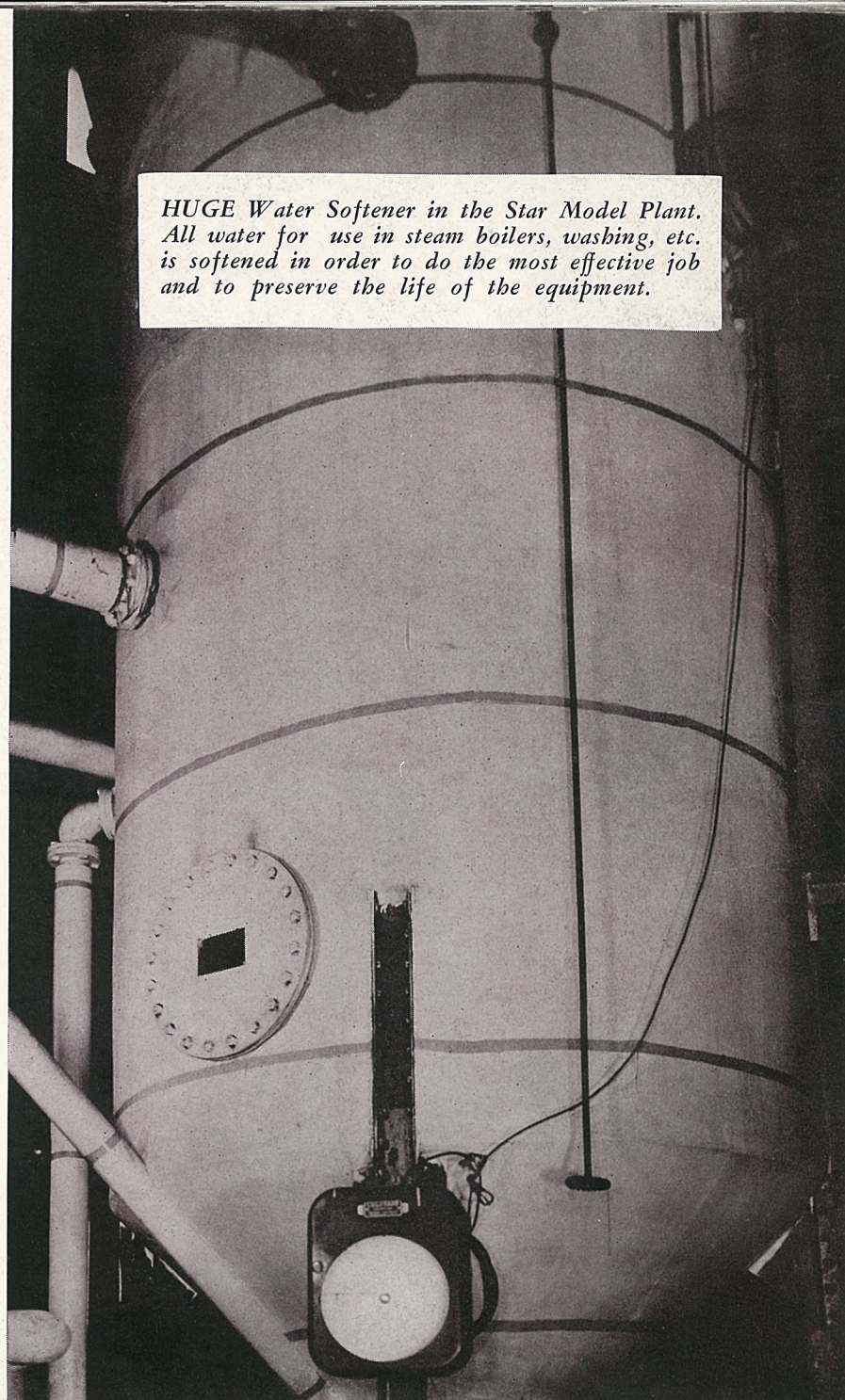
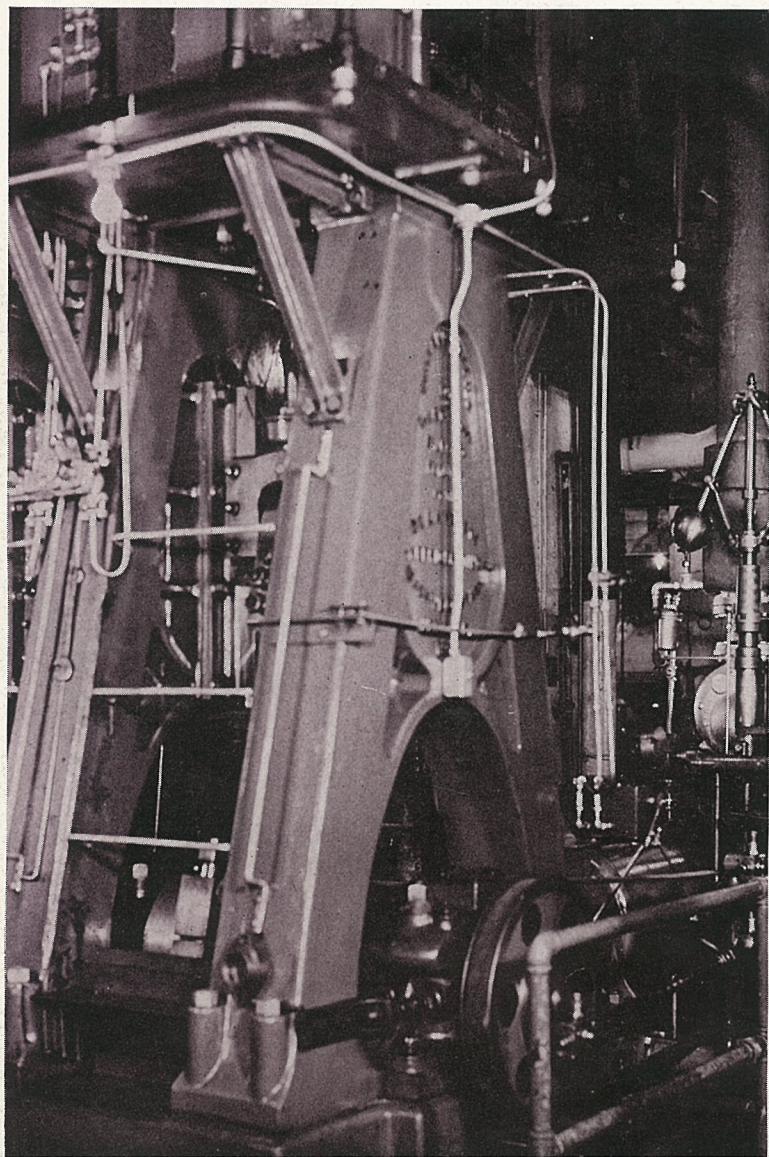
BELOW — Star Model beer is being put into kegs in the racking room. This room is refrigerated, and the beer is kept cold until delivered to taverns and bars where it is drawn as draught beer.





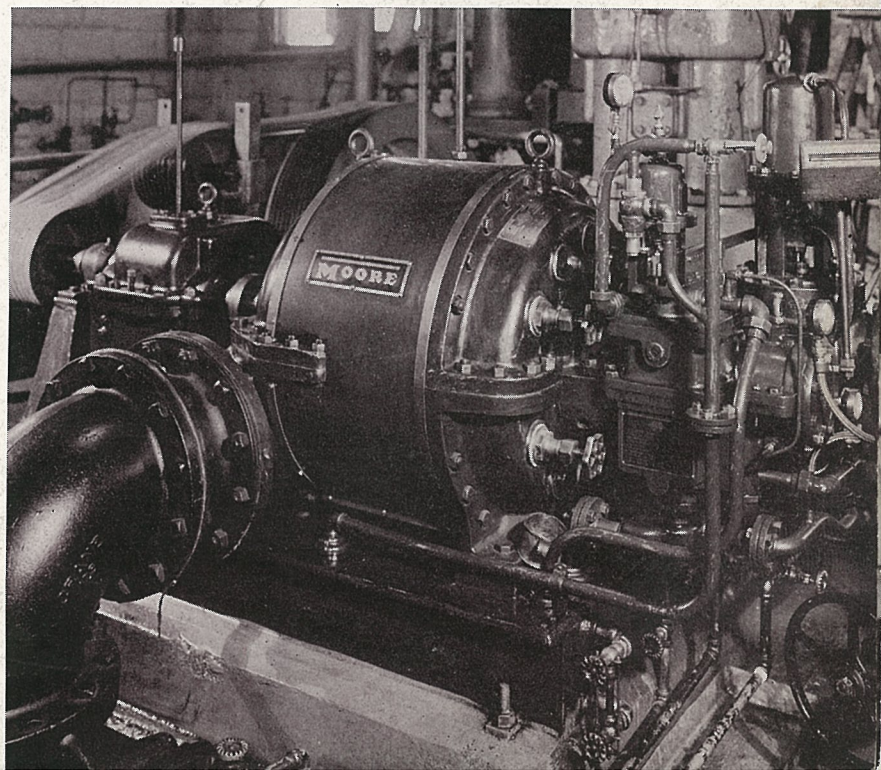
REFRIGERATION plays a large part in the manufacture and proper preservation of beer. Here is just one of the modern refrigerating machines, turbine driven, which makes up the complex machinery of the engine room.

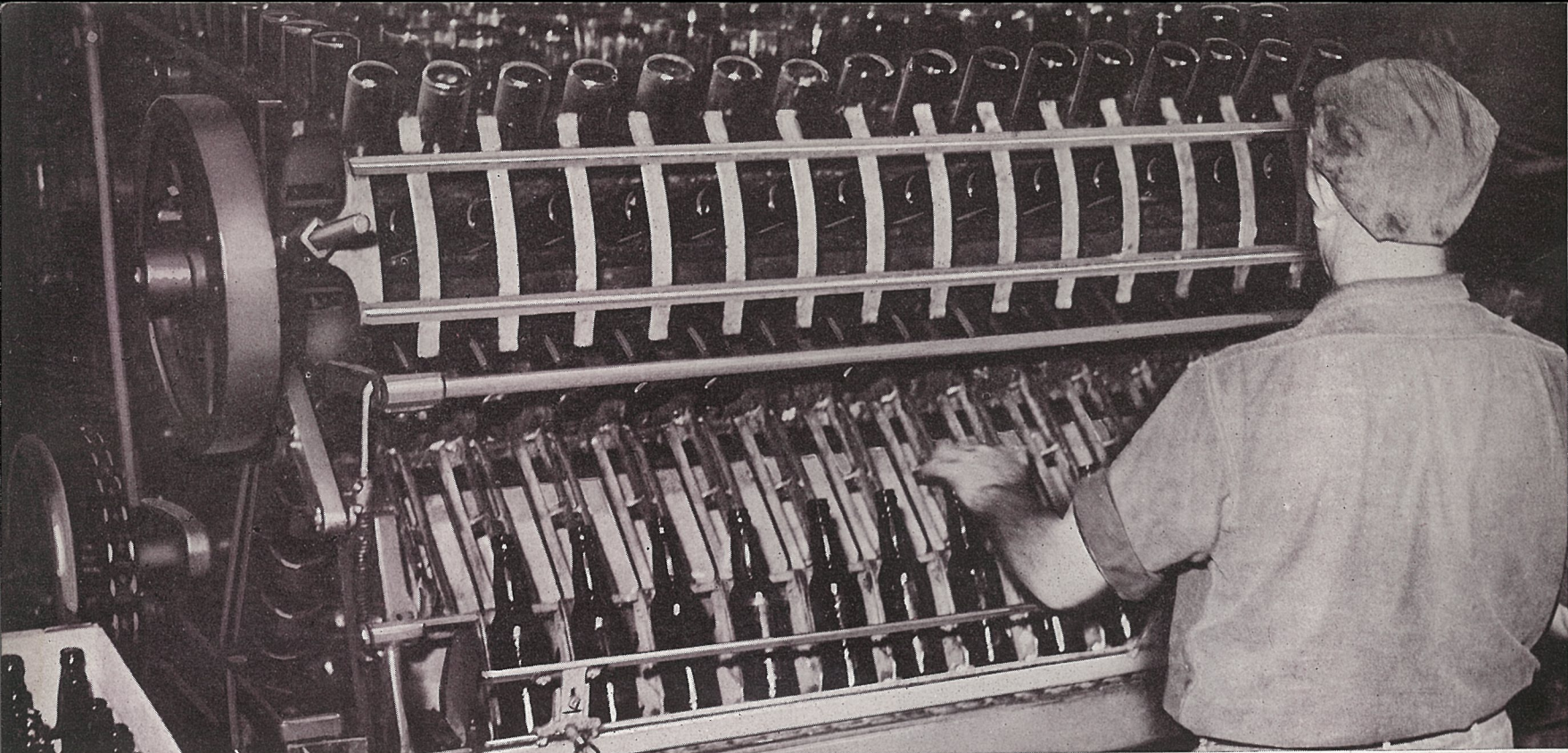
THIS majestic fellow (below) is a refrigerating machine of a little older vintage, used mainly as a standby machine and for use in the summer, when the Star Union Brewery uses 250 tons of refrigeration per day. This engine, with its long-stroke piston and twirling governor is still a fascinating machine to watch in operation.



HUGE Water Softener in the Star Model Plant. All water for use in steam boilers, washing, etc. is softened in order to do the most effective job and to preserve the life of the equipment.

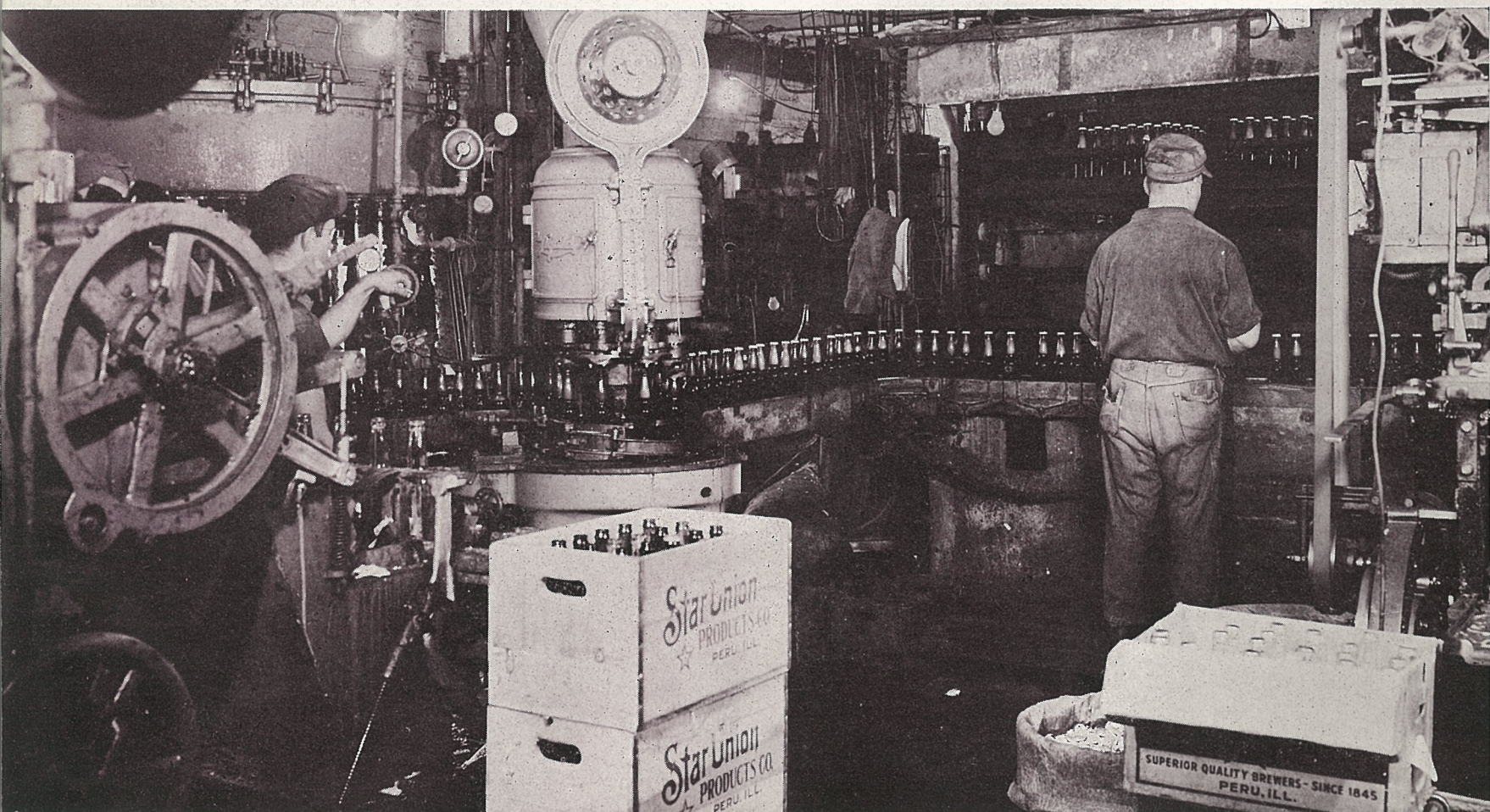
ANOTHER refrigeration machine in the Star Union brewery plant. This is a low pressure turbine which uses exhaust steam which, before its installation, was wasted. The Star brewery maintains a consulting engineer who constantly studies operation costs and makes recommendations for changes in equipment and methods for more economical plant operation.





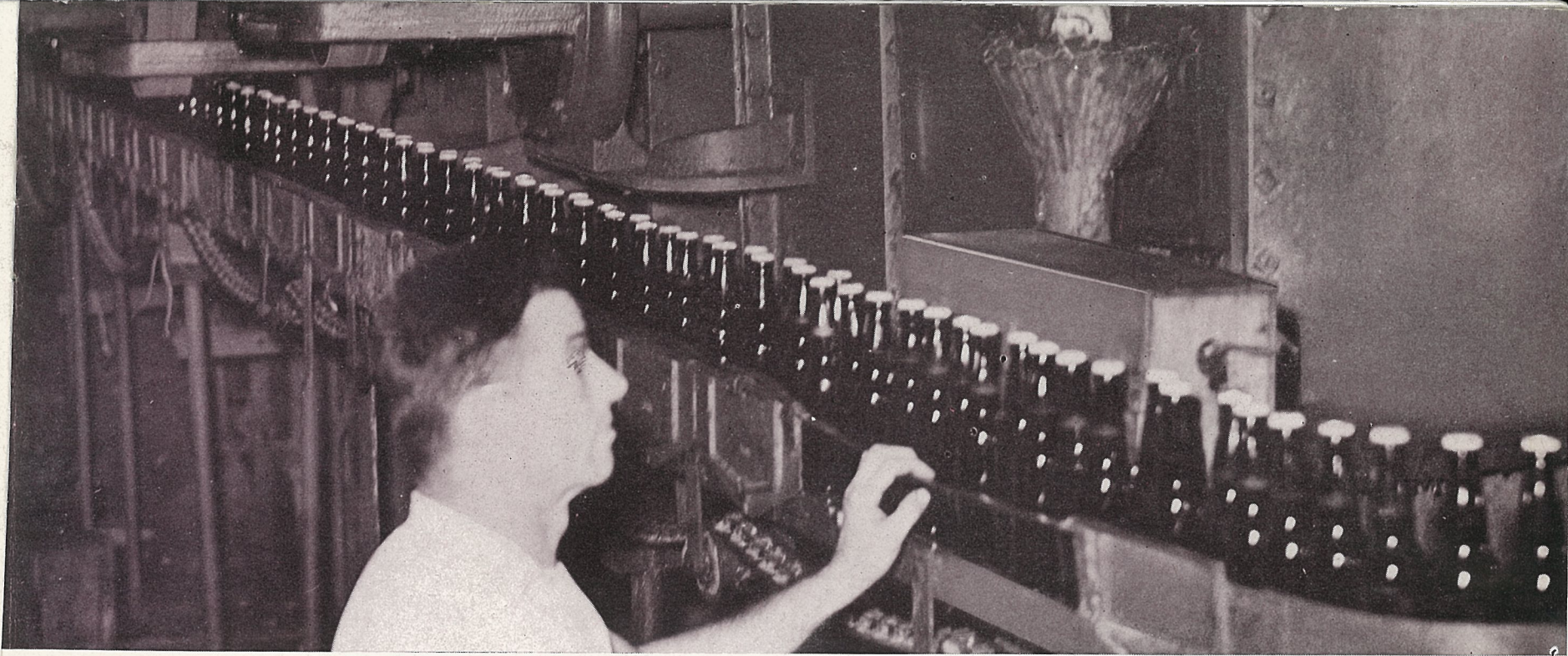
BOTTLES are here emerging from the bottle washer and sterilizer in the Star Union bottling department. The old labels are removed, the bottles sterilized, washed, and soaked in a strong caustic solution, and thoroughly brushed. The bottle receives one

hour's soaking in a very strong caustic solution at a temperature of 160 degrees, and two brushings by rotary brushes and four rinsings, before being re-used.



THIS is a view of the modern bottle filling and capping equipment in the Star Union plant. Beer is automatically drawn into the bottles and capped with cork-lined crowns. It is a fascinating

operation to watch. Two bottle lines are operated — one for standard "pints", and the other for quarts and half-gallons.

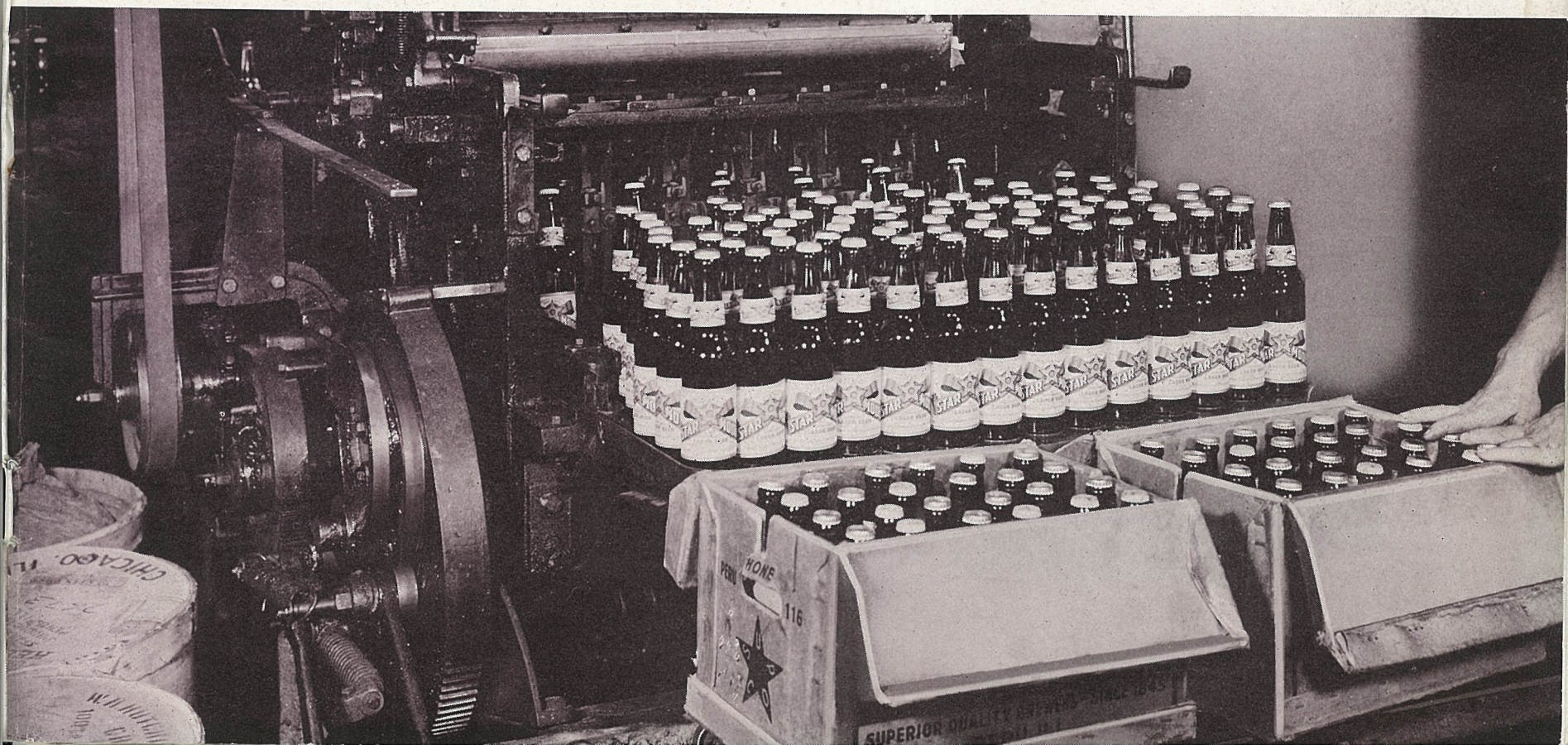


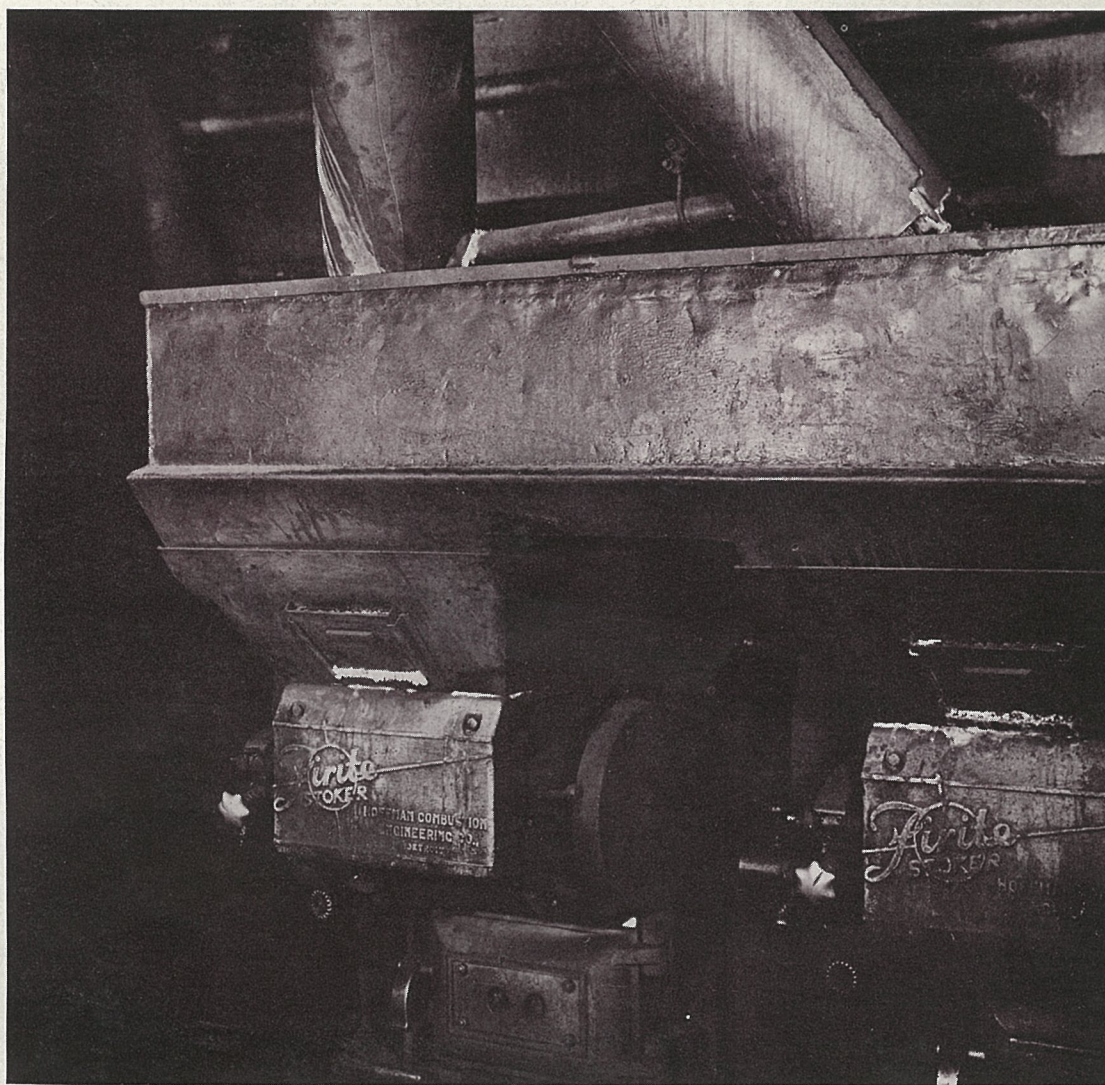
AFTER BOTTLING and capping, Star Model beer goes through a pasteurizing machine. The pasteurizing process takes one hour, and the bottles go through a series of temperatures. Here a bottle plant workman is inspecting each bottle, which passes on a conveyor before a strong light which illuminates the contents.

STAR MODEL is ready for delivery. Cases of that good beer, so carefully made, are here being loaded from moving conveyor lines into one of the many Star Model trucks. This one is a big covered trailer unit. In a few hours these hundreds of cases of Star Model will be delivered to taverns all over the Illinois Valley.



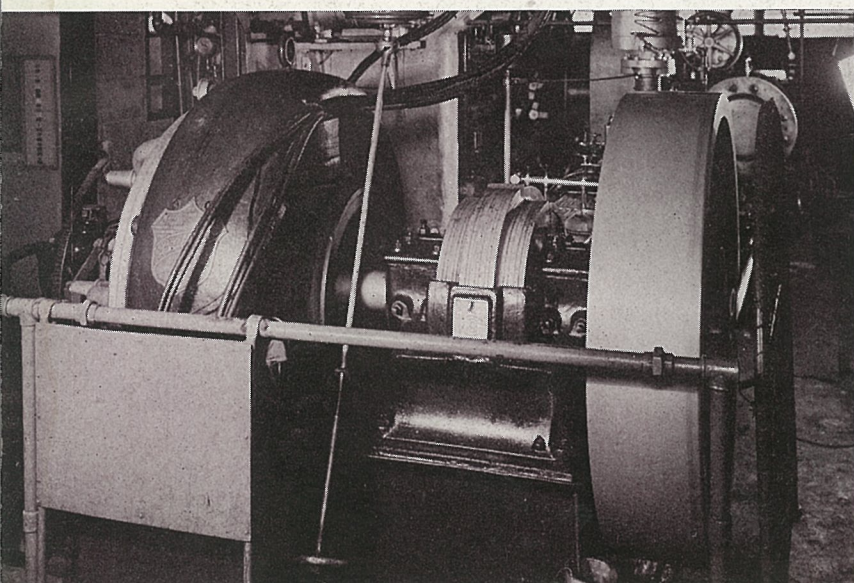
THE FINAL operation in the bottling department. The bottles of Star Model have just been labeled with the familiar Star Model ribbon label and neck label, and are packed in wooden or fiberboard containers. This year, Star's 100th Anniversary year, a special neck label is affixed commemorating the 100th birthday of this Peru institution.



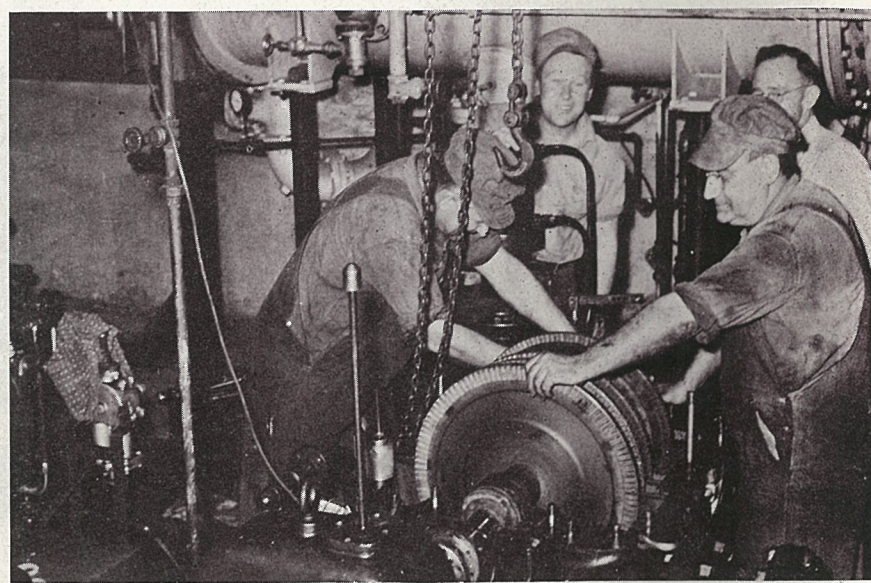


IF YOU think your furnace at home consumes a lot of coal, you should see these fellows eat it up. The steam plant is called upon to furnish steam for power to run motors, pumps, engines, turbines and power generators, as well as for cooking, water softening and operation of bottling and pasteurizing equipment. Eight

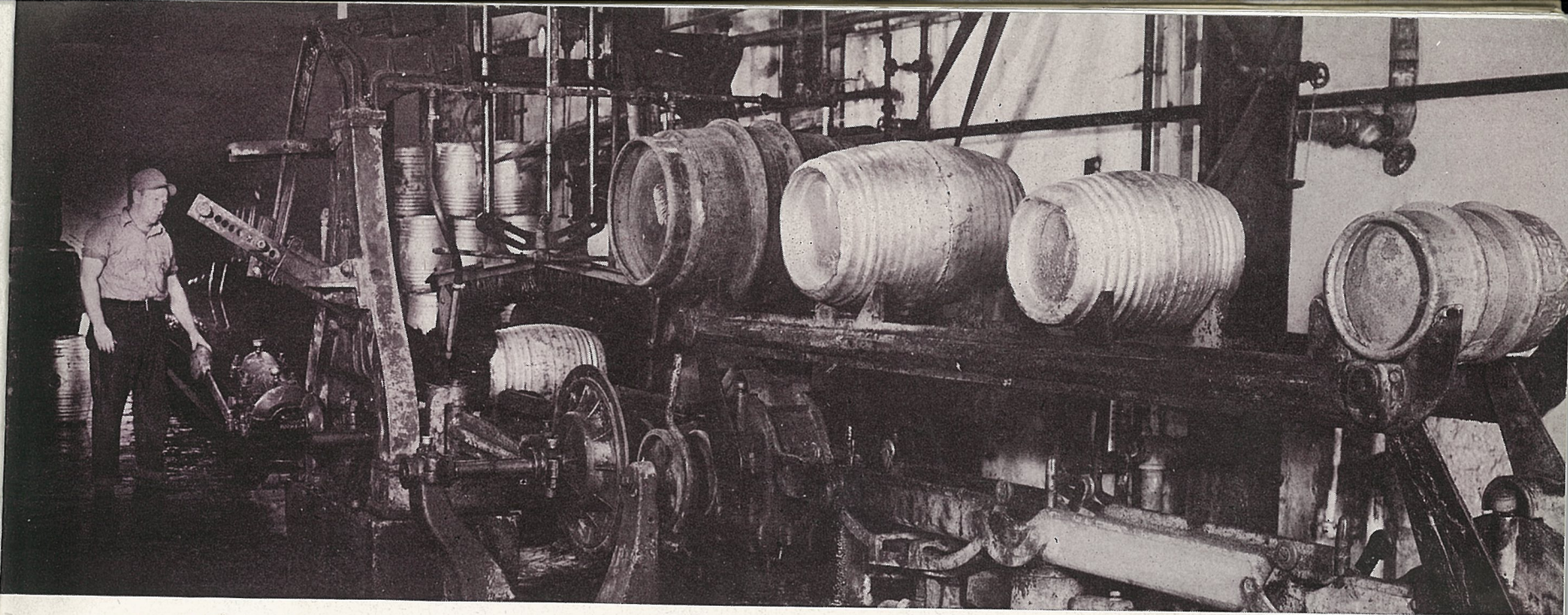
cars of coal per month is its grist — 5,500 tons per year. In all, 7½ million pounds of steam per month is called for. Here you see coal feed hoppers leading to the stokers. Star Union has a standby steam plant, used only in case of emergency. The boilers produce super-heated steam, which is faster, drier, more efficient.



HERE is one of our two power generators. It takes a lot of electric power to light and operate a modern brewery. We use 600,000 Kilowatt hours per year.

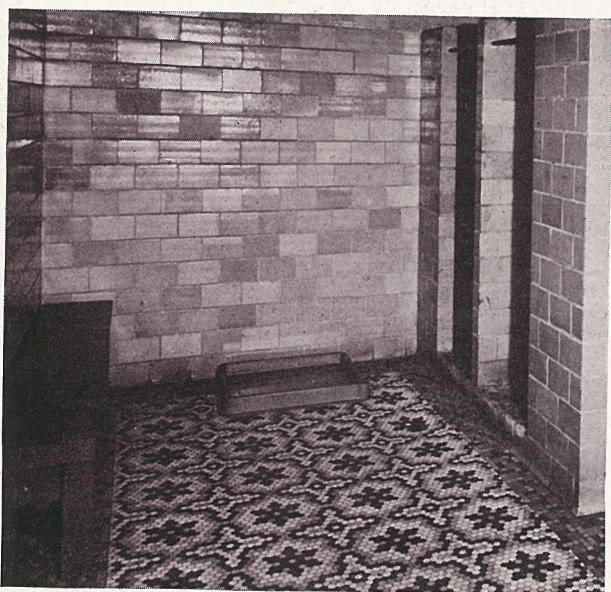


AS YOU can see, it takes a lot of machinery to operate a brewery, and machinery has to be kept in good working order. Here you see a maintenance crew overhauling a steam turbine which is a drive for one of the refrigeration machines. Jay B. Boylan (without hat), Star's chief engineer, is here supervising work on the turbine.



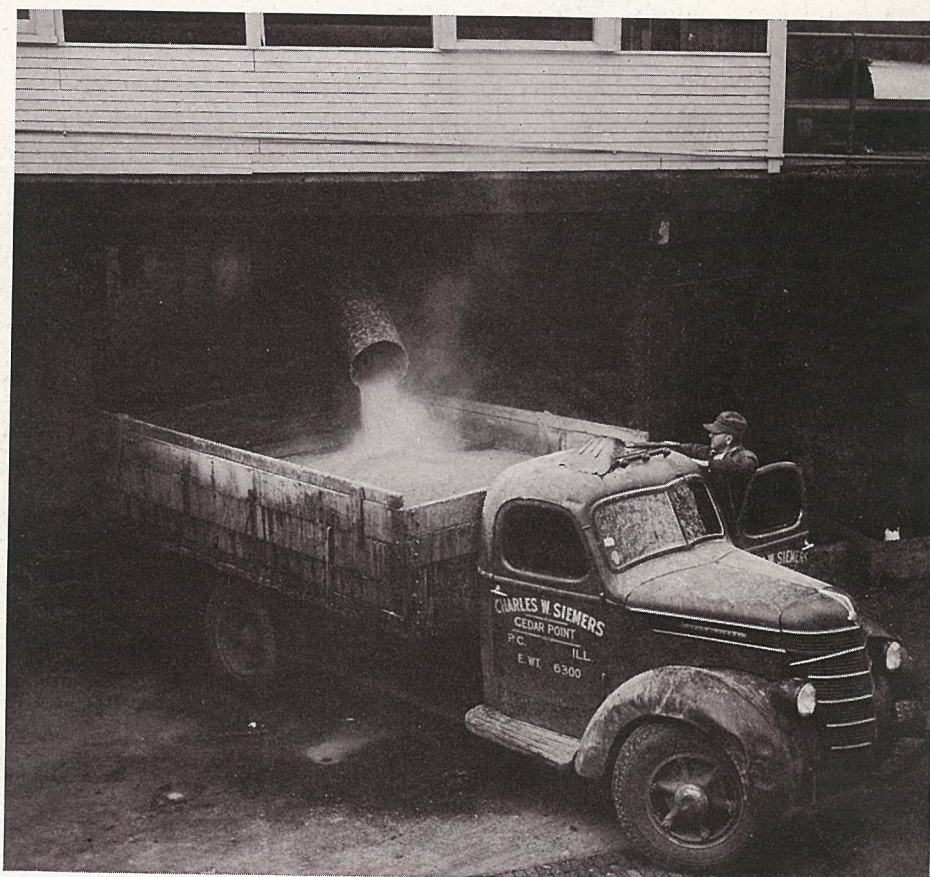
GREAT CARE is taken in the Star Union Brewery of the wooden and steel cooperage. It is sprayed and thoroughly brushed, washed, and rinsed on this machine. All kegs are inspected and repitched

each time the barrel is returned for re-use. All cooperage is insulated to help keep Star Model beer cold in storage and in transit.



A SECTION of the shower room in the Star plant. Not only is every modern facility offered to encourage cleanliness, but maintenance crews of men who scrub, clean, wash and paint are kept in constant service.

THE spent grain is loaded onto trucks each morning, where it is hauled away to farms, where it makes admirable feed for livestock. In the olden days, residents of the city used to see the familiar sight of wagons, dripping water from the mash, as they went by. There is even more of this mash hauled away today . . . but it goes by truck early in the morning. Not so many people see it. Yes, Star Model Beer is made of fine barley malt the same as it was 100 years ago.



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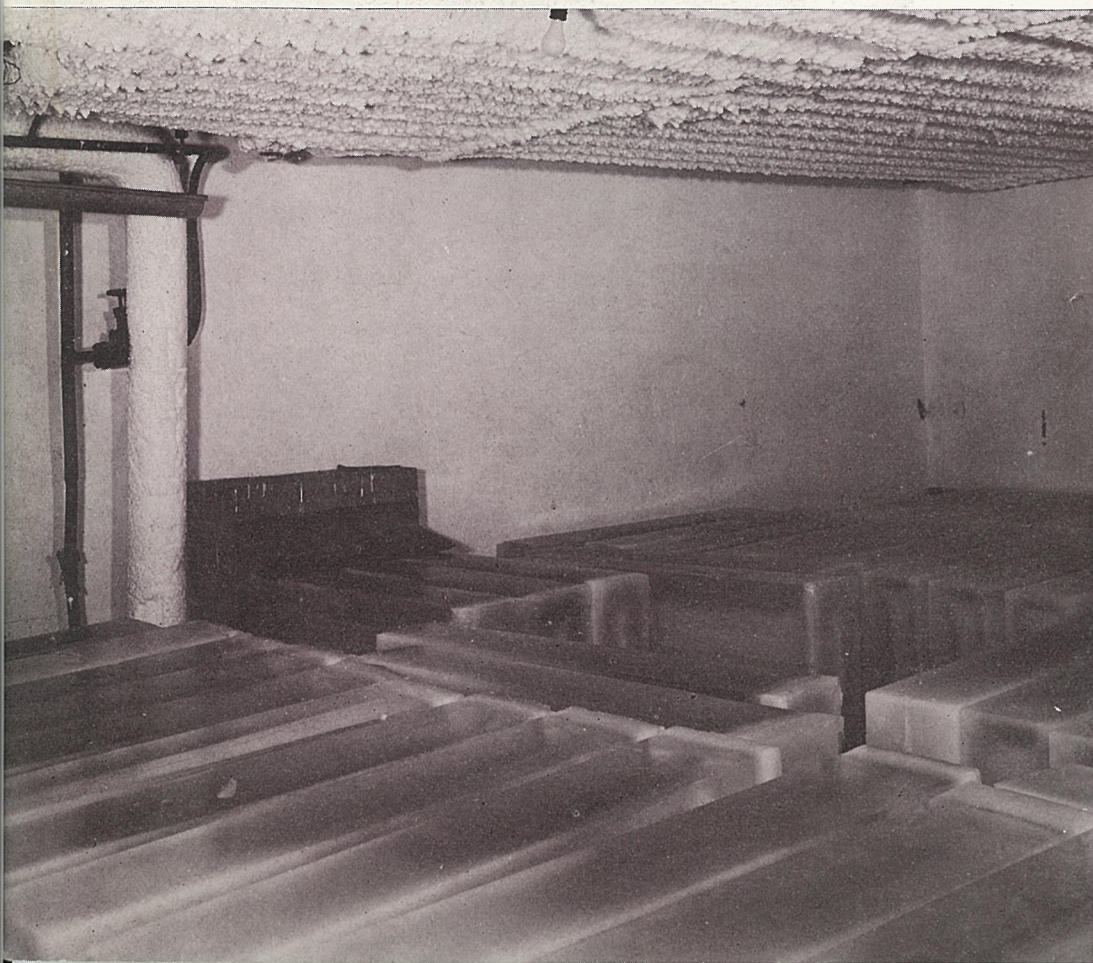
Real draught (keg) beer is sold to lovers of Star Model beer, distributed through taverns and other retail sales outlets. This half-gallon size is very popular for take-home use.

Pasteurized quart-size Star Model is also very popular, and available at most taverns. This is the economical way to buy Star Model for home use. A quart gives five or six servings.

The famous Star Model bottle beer in the 12-ounce export size. More and more beer drinkers call for Star Model in bottles. This year each bottle has the special 100th anniversary neck label attached.

Another favorite from the Star Union brewery is the Star Pilsner style beer. Many beer lovers prefer this type of beer and they call for it by name — "Star Pilsner."

And here is the premium beer from the Star Brewery — Sepp'l Brau. We call it the beer of unquestioned excellency. If you want a special taste thrill, try a bottle of Sepp'l Brau.



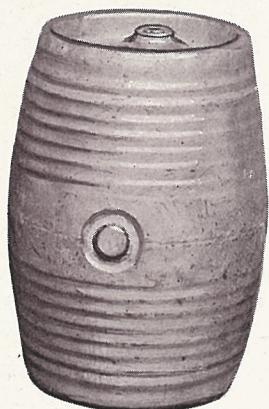
A CORNER of the storage room of the ice manufacturing department in the Star plant. Ice is made from pure artesian water — clear and crystal. The ice is frozen in large 400-lb. blocks and delivered by local distributors to hospitals, bakeries, railroads, defense plants, dairies, ice cream manufacturers, canning factories, hotels, restaurants, other lines of retailers and home consumers — all in La Salle-Peru and surrounding area.



Star Model draught beer in the full barrel size.



The "pony" size of Star Model draught beer — holds one-eighth barrel.



The half-barrel container for Star Model draught beer.

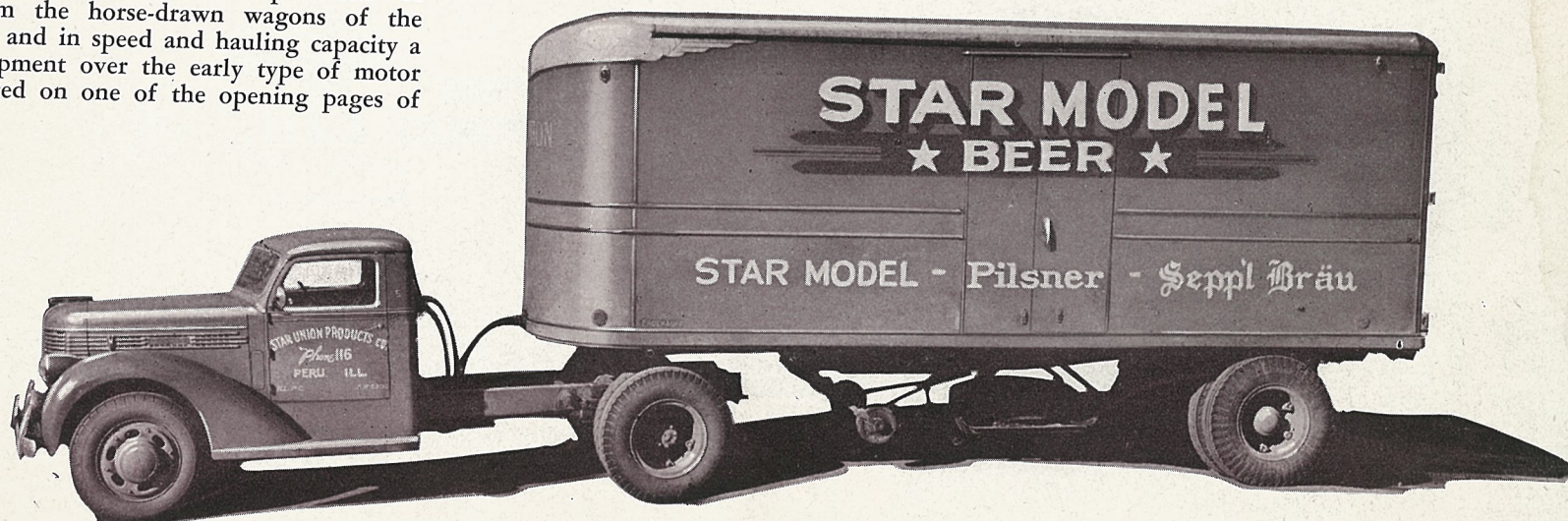


The popular quarter-barrel of Star Model draught beer, here shown in the steel container.



Wherever you see fine beers sold you see the familiar Star Model carton which holds 24 bottles. Many families buy Star Model by the case for home use from their favorite dealers.

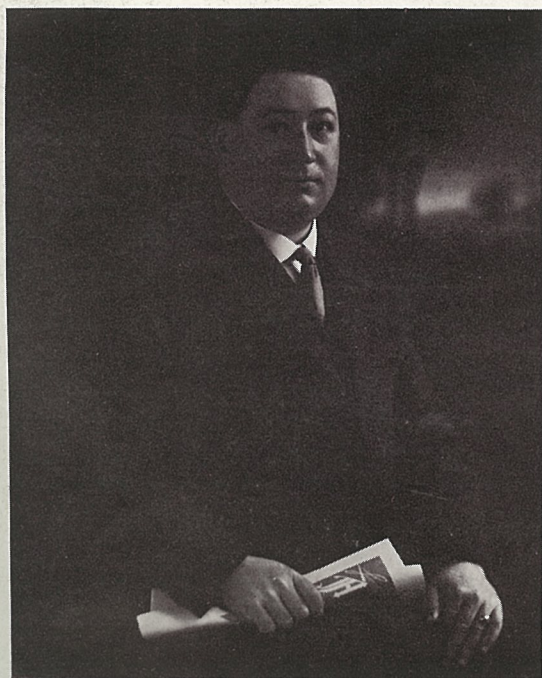
Here is one of the modern Star Model delivery trucks — one of our fleet of 32 vehicles. These huge vans hold 500 cases of Star Model, and are used for distribution of our products. A far cry from the horse-drawn wagons of the nineties . . . and in speed and hauling capacity a great development over the early type of motor trucks pictured on one of the opening pages of this booklet.





MRS. KATHRYN ELLIS, President and Board Chairman, has served the company many years in various executive capacities. She first became interested in the business office of Star Union when her father, Henry Hoerner, was President. She became President in 1937, succeeding to this office upon the death of her brother, Martin Hoerner. Mrs. Ellis is active in the management of the company, and regularly can be found at her desk in the company's offices in Peru.

FRANK HOERNER, genial sales manager of Star Union Products Company, has been with the company for the long span of fifty-three years. During that time he has seen great strides in the growth of the company. Mr. Hoerner is known widely over the Illinois Valley area, and can boast thousands of friends among the retail outlets for the company's products. "Frank" is Star Union's contact man and good will ambassador.



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MARTIN HOERNER became President and General Manager of Star Union in 1930, just before the legalization of beer. His was the task of re-fitting the plant and preparing it for the brewing of fine beer according to Star's old-time formula. He served as chief executive officer until his death in October, 1937.



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FRANK J. KLEIN, shown at the left, is the brewery's general manager. His is the general responsibility for the company's purchases, production and sales. He is conferring with HOWARD LINK (right) who is the superintendent of the Star Model plant and in charge of operations. The smooth operation of a great brewery requires real co-ordination and foresight. Right now these men are busy laying plans for the new, enlarged bottle house and equipment to be built during 1945 — the year of the brewery's 100th Anniversary. Mr. Klein has been with the company since 1938 and Mr. Link since 1930.

ERNEST CASSON, Consulting Engineer of the great Star Union plant. He is shown here at work with his slide rule and charts, mapping out ways to improve the efficiency of the plant's steam boilers, power generation, refrigeration or pumping. Another "behind-the-scenes" man . . . but an important one.



HERE is a picture of the office staff of the company. They handle with efficiency and pleasantness the multitudinous details of purchases, billing, accounting, time-keeping, payroll work, order filling, government accounting, and many other important details.

They are always ready to please, and work under the supervision of Mrs. Ellis. In the picture, left to right, are: Edith Birkenbeuel, Mrs. Kathryn Ellis, Annetta Kobbeman, Priscilla Burke, Albina Mancini, and Shirley Frederick.



AN IMPORTANT office in the distribution of Star Model Beer and other products is that of the Peoria branch. Located at 3026 So. Adams Street, Peoria, this fleet of trucks, staff of efficient drivers, and office personnel under the direction of FRANK B. LEONARD, handle the large sales of Star Model Beer in Illinois' second largest city. Star Model has long been a favorite brew of Peorians, and much of this is due to the efforts of Mr. Leonard, who has been with the company for many years. We picture below office employees of the Peoria branch at work transacting the business of the office. They are, left to right: Gilbert Butsch, Fred Eckert (deceased), Frank B. Leonard, Mary Butsch, Mary Butsch, Gilbert Butsch, and Edna Heusted.

