



*Peoria home of Pabst Blue Ribbon  
"finest beer served . . . anywhere!"*

# The beginning of Pabst in Peoria

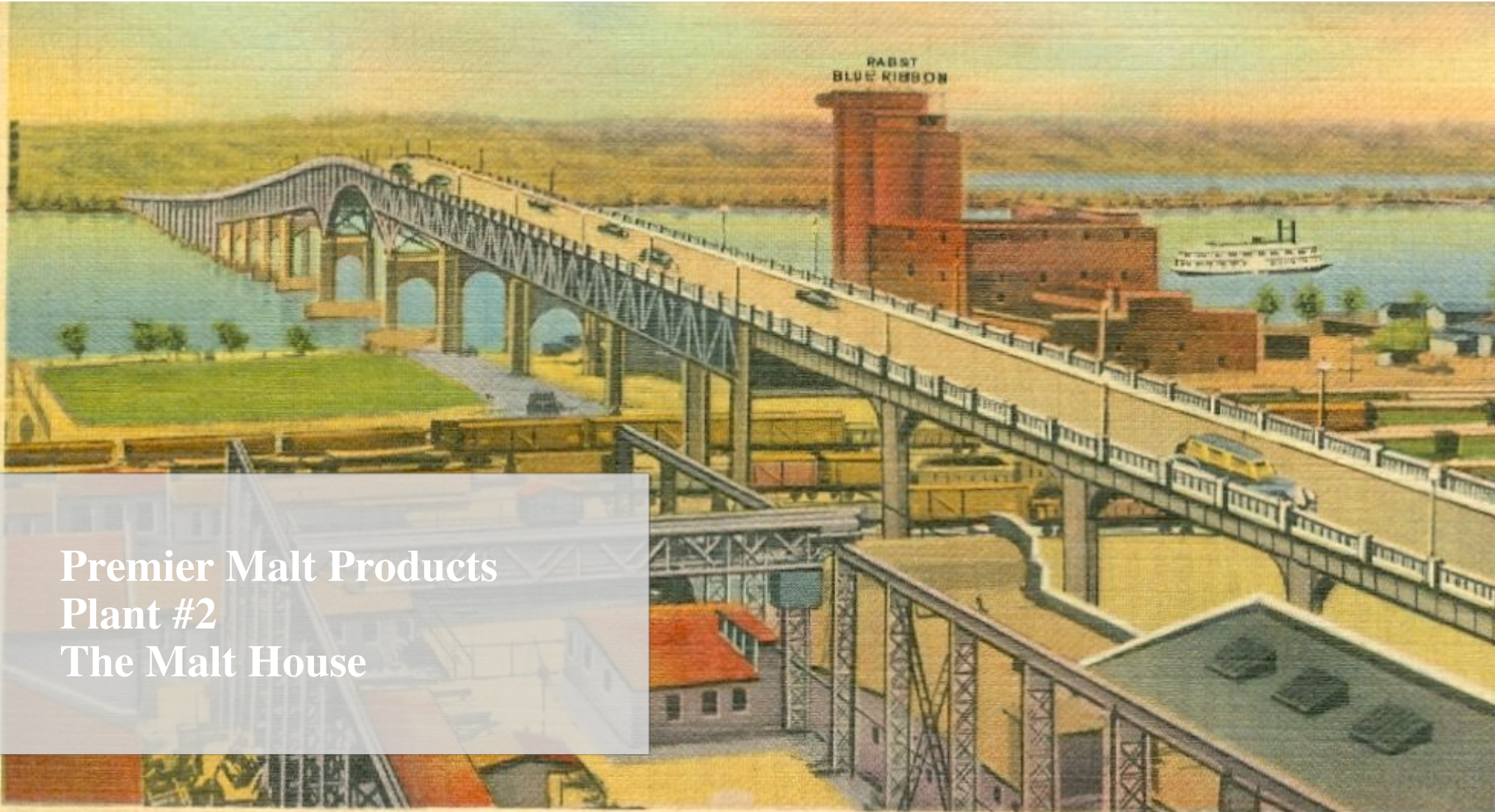
- 1881 - Pabst Brewing Co. of Milwaukee, opens a “branch” in Peoria.
- Branches back then acted as a distributor and sometimes bottler depending on distance from the Milwaukee brewery.
- They also worked as real estate agents for land purchases for tied houses.





## Leading up to prohibition.....

- Because of World War I sugar rationing, USDA recommended Maltose as a sugar substitute.
- Maltose is a syrup used in cooking and home brewing.
- Decatur Brewing Co. – Began manufacturing Maltose before the onset of Prohibition, as a way to increase sales, and to prepare for national prohibition.
- 1918 Decatur Brewing Co. first used the name Premier Malt Products Co.
- 1924 - Due to increasing sales and the need for expansion, PMP built a Malt House in Peoria, and bought an old factory in Peoria Heights to install equipment to manufacture malt products.
- PMP Offices *officially* move to Peoria from Decatur.



Premier Malt Products  
Plant #2  
The Malt House

# Premier Malt Products – Plant #3



THE OUTING MAGAZINE ADVERTISER

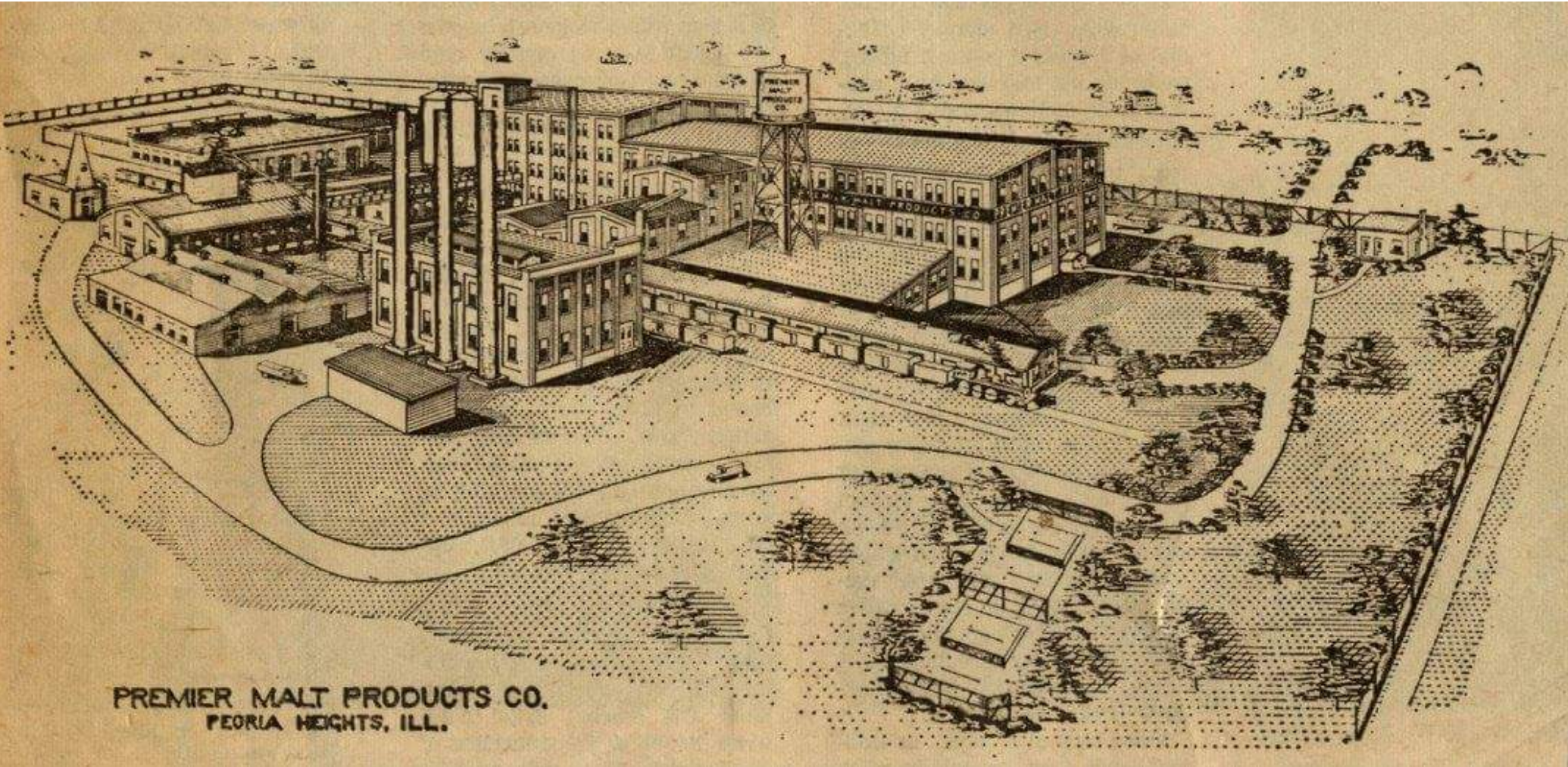


This *Glide* Car Sells for \$2500 and Represents \$2500 of Automobile Value

*e of car which is advertised to revolutionize the industry. It is as good as it is and sell at revolutionary prices. The value of automobiles is a business—but little other. Standard goods cost standard prices and fluctuating prices and values are the standard make—create that standard. By paying a large sum you are sure to get a car with the care and common sense in any business investment. It represents full value for the price—because all the cars are built in—made an integral part of the car. The features are special or revolutionary only and in the very low-priced cars—but few cars. They form a part of the Glide reasons only. Here are the most important is a 4-cylinder (cast separately) 45 H.P. (Kuttenber) engine. This is a grade widely heralded low-priced cars. The most possible in the Glide.*

- An improved form of the standard selective type of transmission which absolutely eliminates jerks when starting and jolts when stopping. A bevel driving gear of ample size—held always in mesh by its own special bearings.
- Vanadium steel springs which do away with the need of shock absorbers. A double-hinged hood—power plant instantly accessible. An improved type of multiple disc clutch that cannot get out of order. A lubricating system which is positive—requiring no attention. A double set of brakes—distinct from the axle—internal expanding and external contracting—will hold the car on any grade. 36 x 4½ tires all around—wheel base—120 inches.
- All the features of the Glide are built in. It wouldn't be a Glide if it didn't have them all. There is no more graceful roadster made. Its appearance suggests strength, speed, reliability and that quiet purposeful performance which gives it the name—Glide.
- Detailed information will interest you if you are seeking a standard car of the best type at a price fixed at the point of safety. Write us today. We invite comparison and an opportunity to demonstrate.

**1925 – Production starts at the new Peoria Heights Factory.**



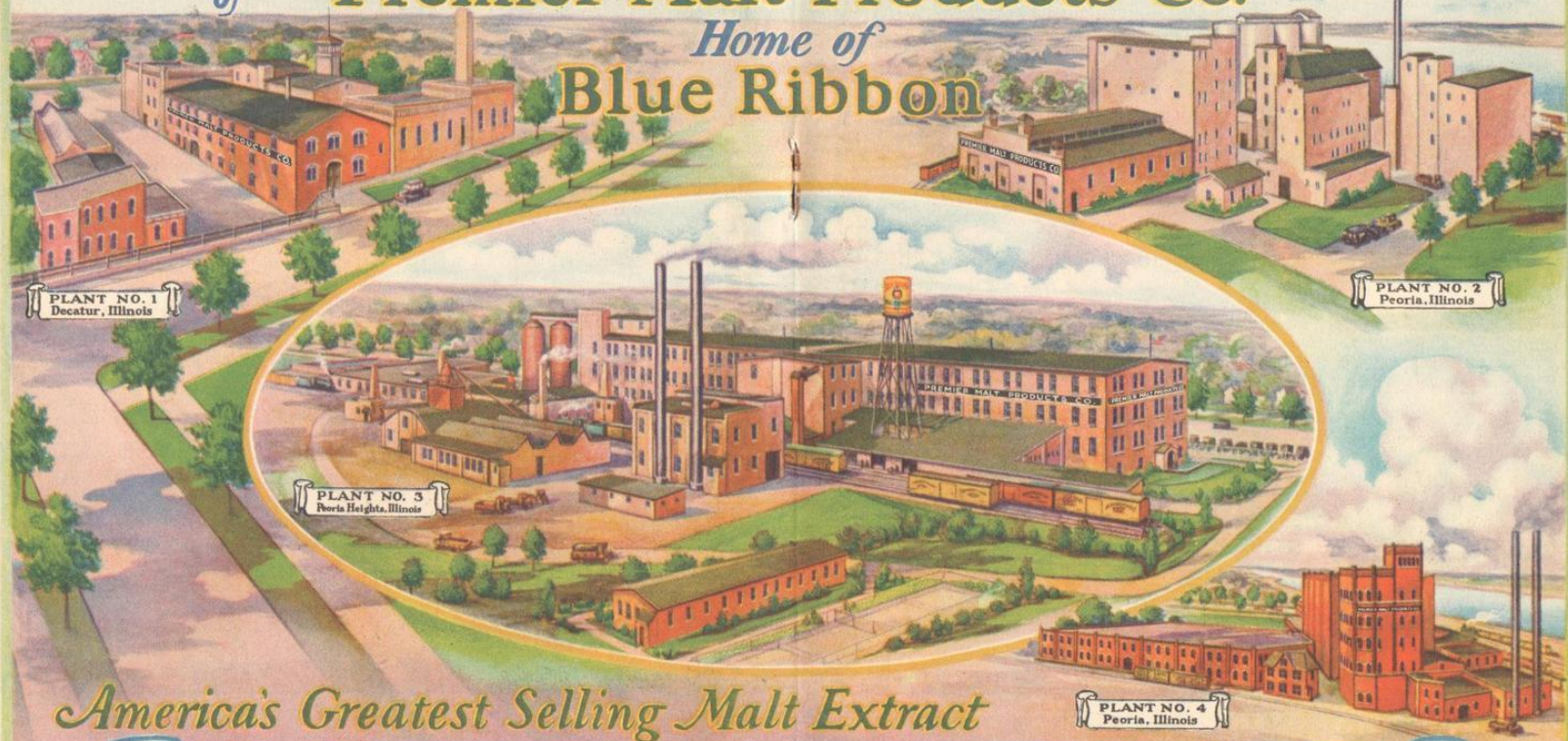
PREMIER MALT PRODUCTS CO.  
PEORIA HEIGHTS, ILL.



- *In 1927, PMP bought the assets of Bosch Food Products Co., who were making malt syrup in the old Leisy Brewery. The Grist Mill was added on in 1938. (Located near the RiverPlex)*

**Premier Malt Products  
Plant #4  
The Syrup Plant & Grist Mill**

# The Four Plants *of the* Premier Malt Products Co. *Home of* Blue Ribbon



PLANT NO. 1  
Decatur, Illinois

PLANT NO. 2  
Peoria, Illinois

PLANT NO. 3  
Peoria Heights, Illinois

PLANT NO. 4  
Peoria, Illinois

*America's Greatest Selling Malt Extract*

It makes a big difference where your Malt Extract is manufactured. The special facilities of these immense modern factories are back of every can of Blue Ribbon. These plants contain the finest Malt Extract equipment in the world. *Merit built them—merit keeps them running at capacity.*



# Premier Malt Products (1924-1932)

**Malt Syrup:** used by; bakers, other food producers, and tobacco manufacturers.

**Pharmaceutical Syrups:** sold to manufacturing chemists.

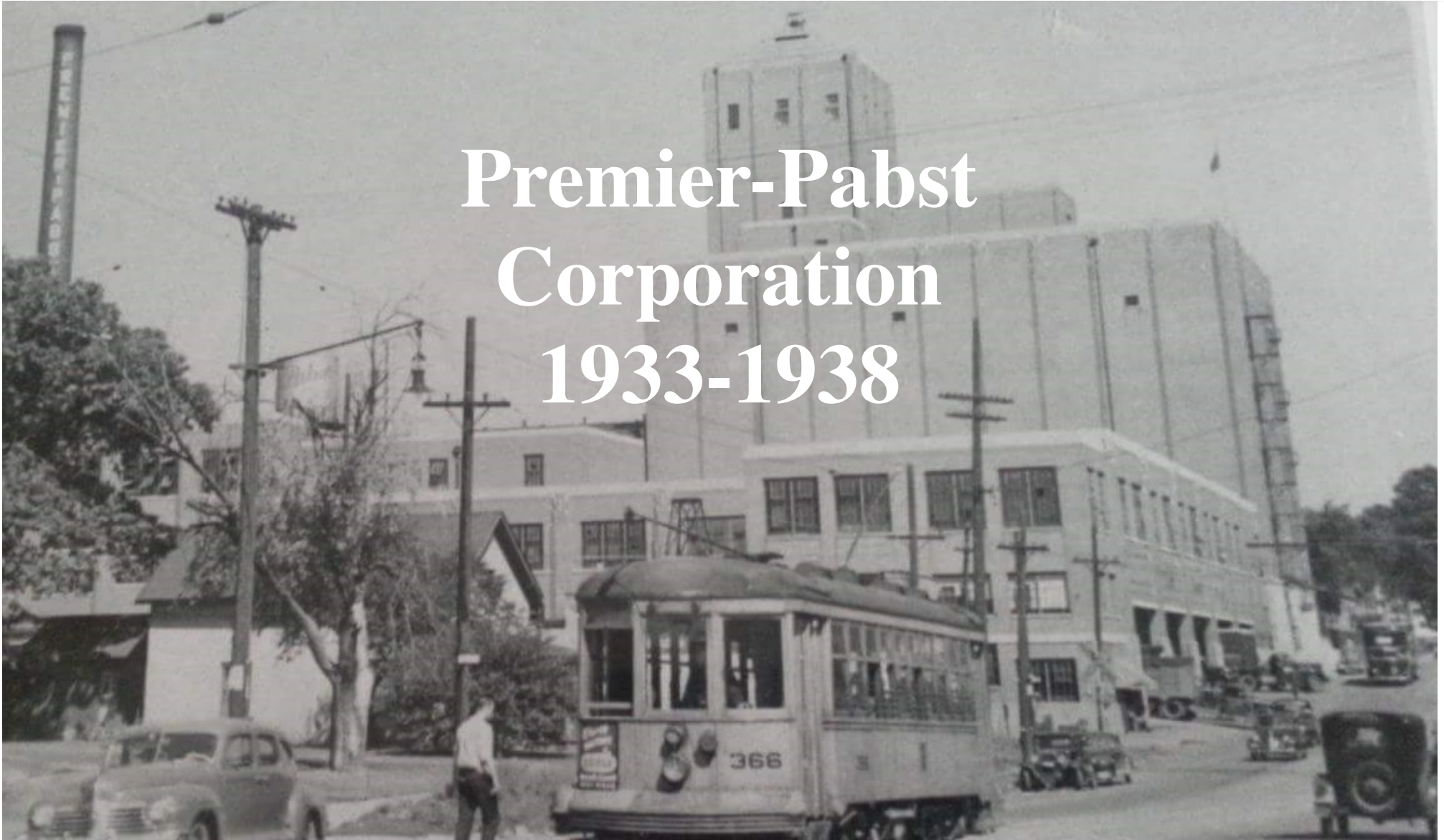
**Maltose:** A syrup made from the action of malt diastase on corn, rice or other starchy substances



# Repeal of Prohibition?

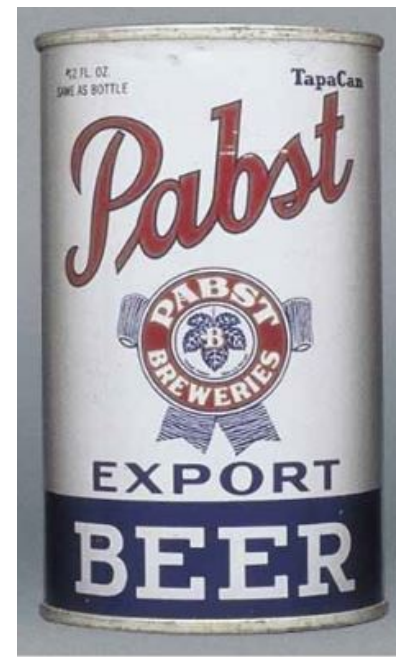
- With national support leaning to the repeal of Prohibition, breweries that stayed in business making other products started gearing up for return to beer making.
- Pabst Brewing Co. in Milwaukee was ready to resume full scale production, but was low on capital and would have to borrow.
- Premier Malt Products had great capital and could easily transform its manufacturing facilities to making beer, but lacked a nationally recognized beer.
- The Presidents of both firms were business acquaintances who met while serving on the National Malt Products Manufacturers Association Board.
- They agreed to *merge* the companies to form the *Premier-Pabst Corporation*, and the final agreement was signed on Oct. 28th, 1932.
- Apr 7th, 1933, beer was again legal, and Premier-Pabst was ready to start manufacturing Pabst Blue Ribbon Beer and Ale in Peoria Heights.

# Premier-Pabst Corporation 1933-1938



# Peoria Heights in the 1930's.....

- Production began in 1934 at the Peoria Heights plant.
- Pabst Blue Ribbon Ale and Beer were the first brands produced in Peoria Heights by Premier-Pabst in 1934.
- In 1935, beer in **CANS** were introduced for the first time.

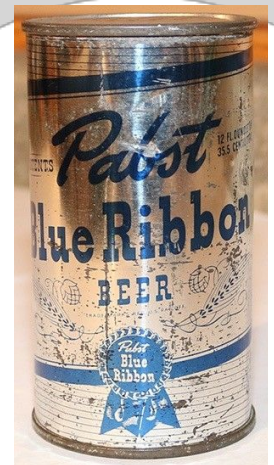
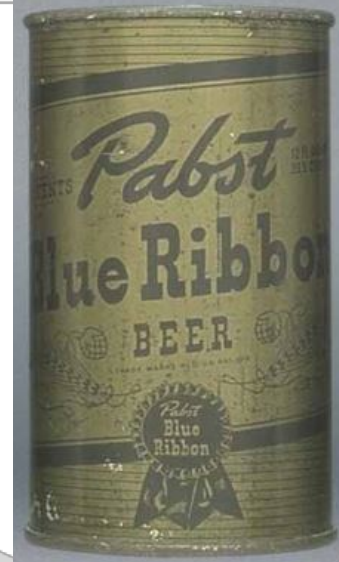




## Pabst Brewing Co.

- On Dec 20th, 1938, the stockholders voted to return the name of Pabst Brewing Co. to the business.
- Business was booming for Pabst.
- In 1941, the Peoria Heights plant had a 1 000 000 barrel







*Post War*  
**(1947) Construction**  
**starts on the new**  
**Office Building and**

- Brewery Renovation**
- Modernized the brewery.
  - Added Main office building with a Hospitality room.
  - Celebrities brought in for dedication ceremony.
  - Dedication was the week of March 21st, 1949.

# The "33" Room





*More than just Pabst Blue Ribbon Beer was produced in Peoria Heights.....*

- Casino Beer (1934)
- Old Tankard Ale (1935)
- Eastside Old Tap
- Big Cat Malt Liquor
- Blatz
- Red White & Blue





# Journal Star

Serving Central Illinois For 126 Years

PEORIA, ILLINOIS, FRIDAY, JANUARY 1, 1982

Vol. 126-No. 14

36 Pages

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25 Cents



Photo by Al Horkroder

THE INTENDED CHEERFUL GREETING "Happy Holidays," with the doomed Pabst Brewery looming darkly behind it, takes on a bitter

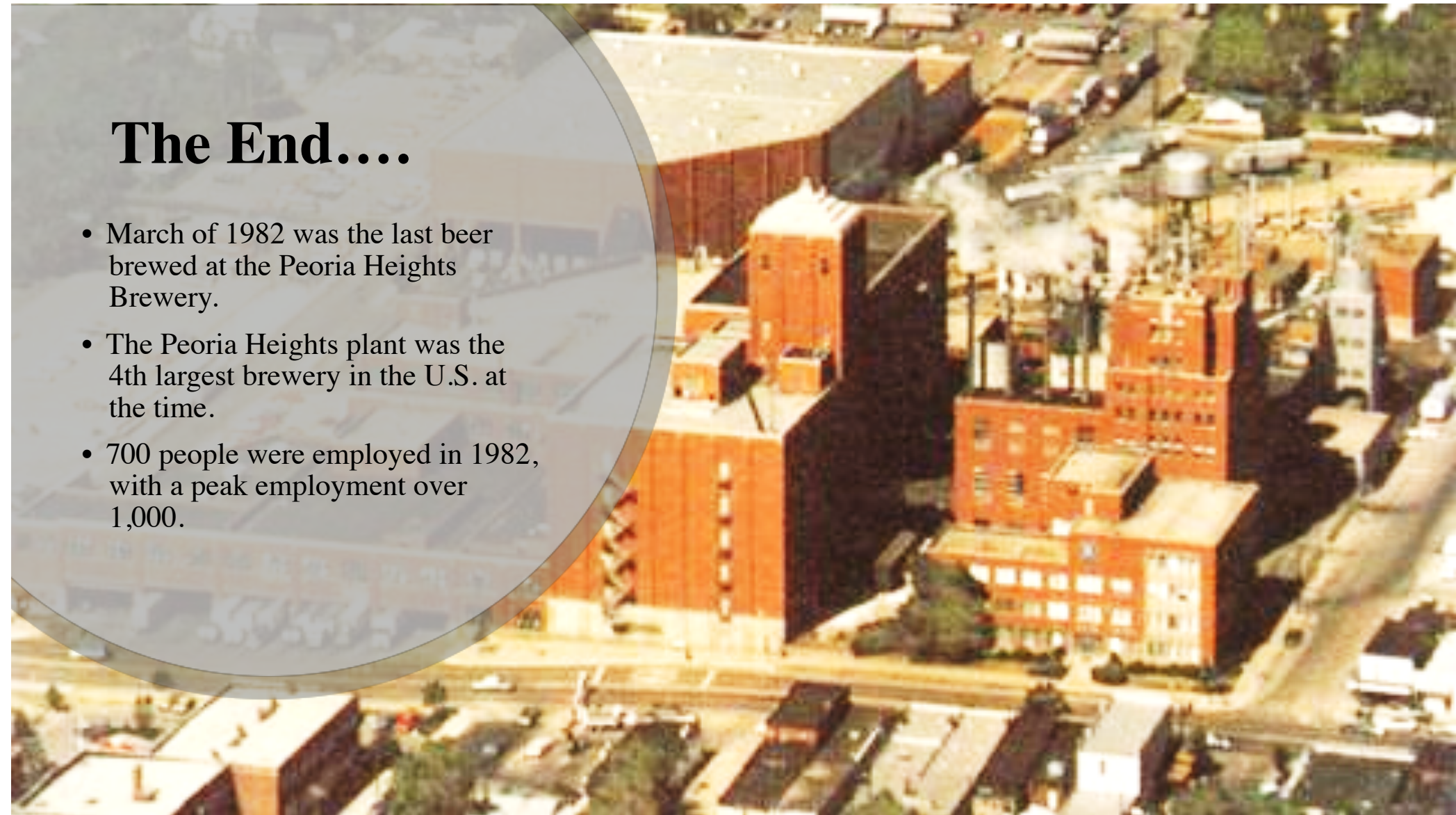
tone now that Pabst has announced it will close down its Peoria Heights operations completely within three months.

FRIDAY, JANUARY 1, 1982

## Manager Sees No Hope For Pabst Plant

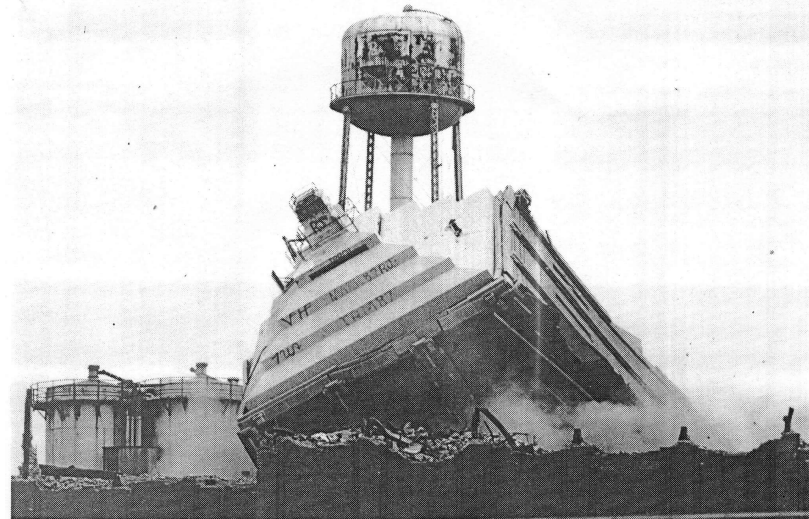
# The End....

- March of 1982 was the last beer brewed at the Peoria Heights Brewery.
- The Peoria Heights plant was the 4th largest brewery in the U.S. at the time.
- 700 people were employed in 1982, with a peak employment over 1,000.





JOURNAL STAR, Peoria, Friday, M



**PABST TOWER DOWNED.** The 80-foot tower at the former Pabst Brewery in Peoria Heights was felled in a controlled demolition shortly after 8 a.m. Saturday. The D.A. Clark Construction Co. used huge hydraulic jacks to push out the west supports and cause the collapse of the brick structure. The fall lasted less than five seconds.  
JOURNAL STAR, Peoria, Sunday, March 22, 1987

# The fire and demolition.....

Fire on March 20th, 1986.

Buildings torn down March 21st, 1987.

# The Heights Brewery site today:



## Photo Resources:

- Peoria Historical Society
- Les Jones Personal Collection
- Peoria Journal Star
- Marty Wombacher, PJ Star

## Other Resources:

- The Pabst Blue Ribbon Story, by Thomas C. Cochran
- Premier Malt Products website.

