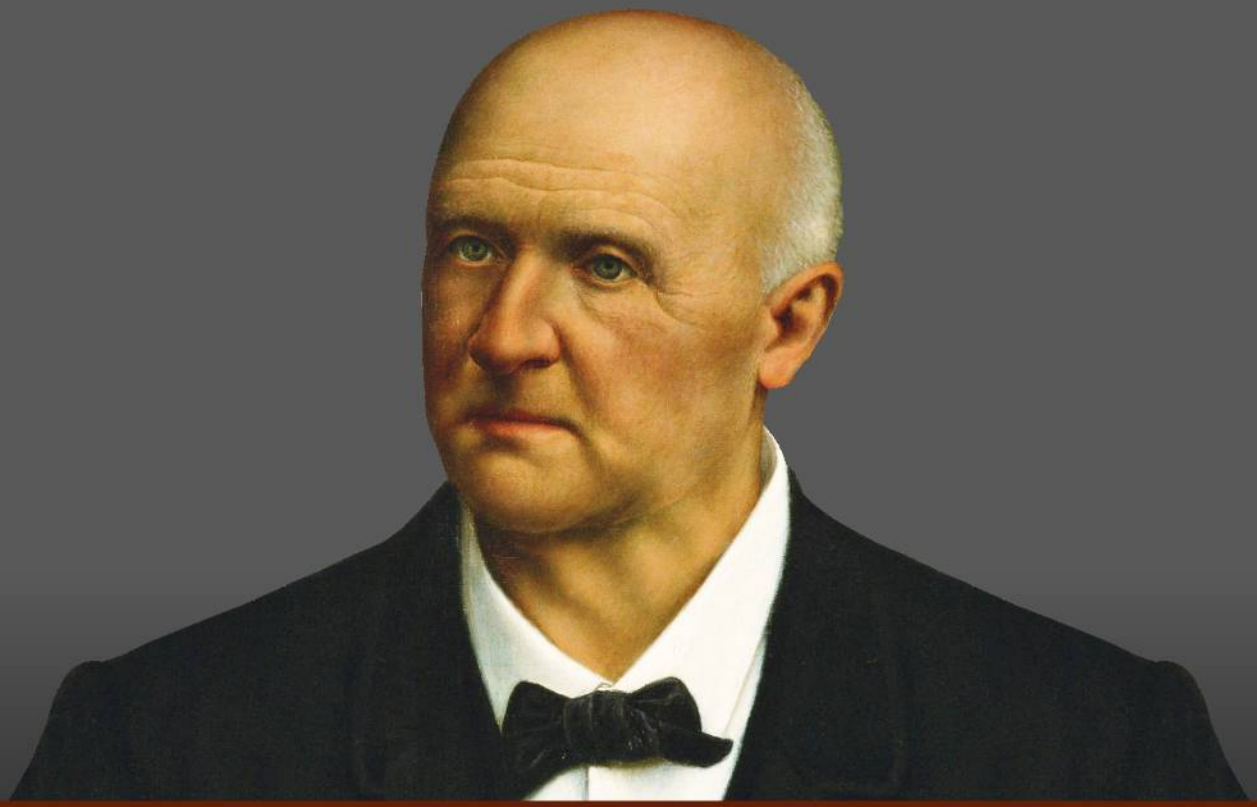


25

Exhibition & beer



Beer brewer Anton Dreher jr



Owner of Dreher Park in Meidling



The « Schwechater Lagerbier » was premiered by Anton Dreher senior in 1840-1841. It caught on in Vienna, and spread rapidly through the Austro-Hungarian Empire. The beer became known as « Vienna-style lager » or more commonly as « Märzen » , as it was brewed in the month of March (when the water was cold, and ice was still available) and stored through the summer until September. Eventually, the « Weiner Lager » became the official brand name.



Anton Dreher's Brewery

Schwechat near Vienna (1888)

Anton Dreher senior acquired extensive landholdings totalizing 57,000 hectares in Lower-Austria ; Bohemia ; Saaz and Brumow in Moravia ; and also in Kőbánya around the city of Budapest, Hungary. There, he revolutionized beer production by inventing in 1841 the bottom-fermented « lager bier » - the production of which he built huge ice cellars. The brewery distinguished itself as a pioneer in the railway industry by creating (and operating) the « Dreher Railway Co. » since 1848. Dreher was the first brewer to use a steam engine. It was also a leader in electrification. In addition, Dreher established beer depots in all the Austrian crown lands and in numerous European cities, where he also owned beer restaurants, which he leased out.

Anton Dreher.



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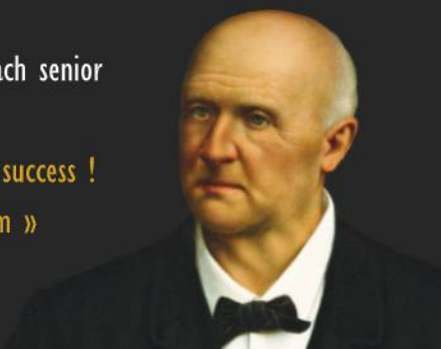
The erection of a multi purpose rectangular shaped auditorium for symphonic concerts, which accommodates seating in rows but can also be arranged with tables and chairs, and equipped with facilities for serving food and beverages, is placed under the supervision of the « Exhibition Commission » in cooperation with the rich brewery owner Anton Dreher junior.

Philipp Fahrbach sr.



Thursday, 23 June 1887 Summer song festival at Dreher Park in Meidling sponsored by the Dreher brewery

the honorary choir-master, professor Rudolf Weinwurm
conducts the « Wiener Männer-Gesangverein »
with the participation of the music band founded in 1835 by **Philipp Fahrbach senior**
now under the « bâton » of his son
the performance of the patriotic cantata « Germanenzug » is a resounding success !
Anton Bruckner, who is attending, is « called out with great enthusiasm »

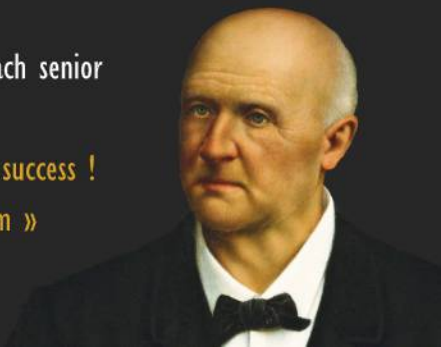


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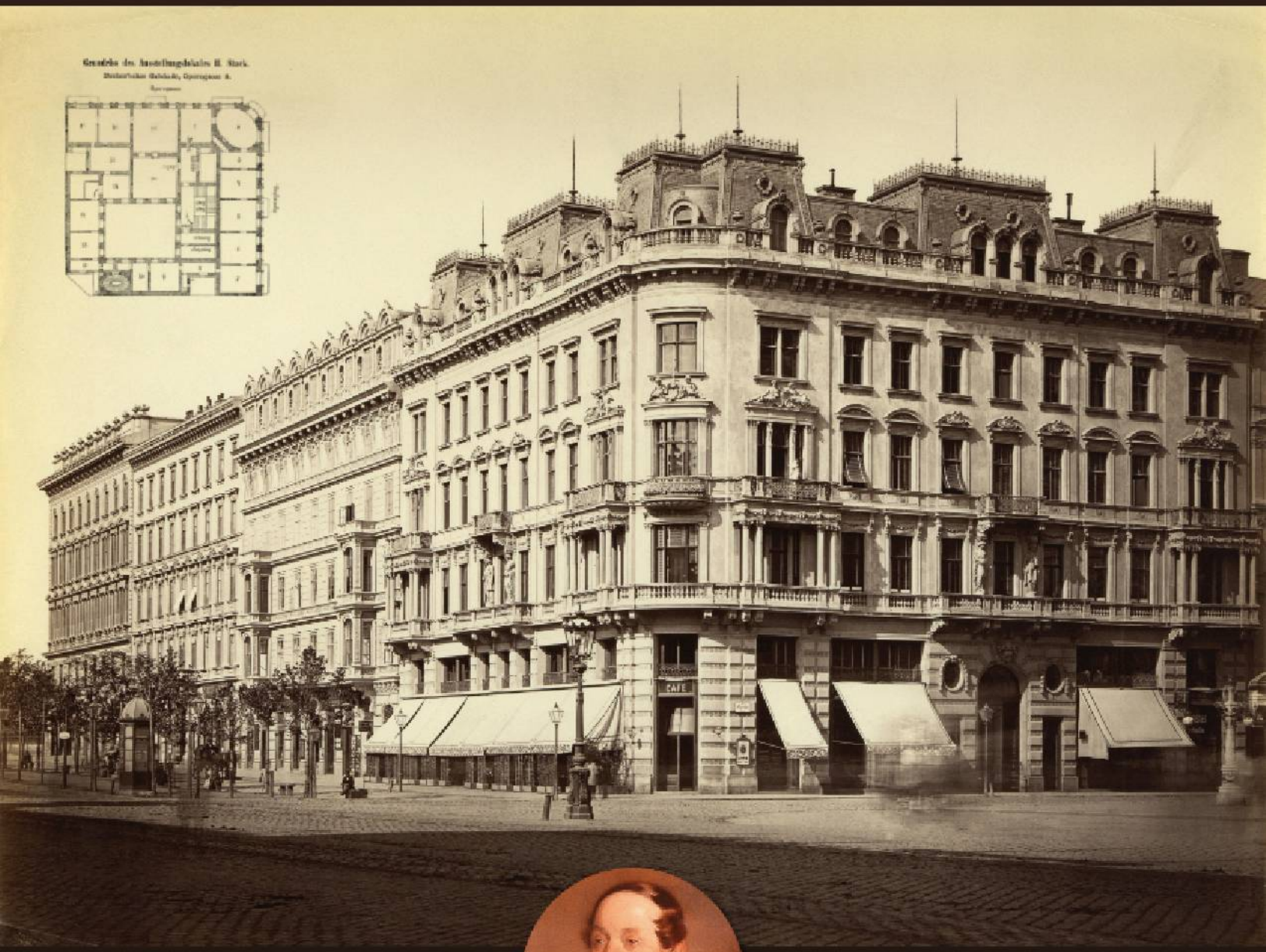


Oxen harnessed to a beer wagon in front of Palais Dreher



1854
Dreher

Palais Dreher, adjacent to the " Hofoper "





There were large beer halls inside the Palais Dreher (designed and owned by Anton Dreher senior) , which was located at Opernring number 4, right across from the Hofoper. The massive Dreher'sche Bierhalle inside the Palais featured a large restaurant, a dance hall, and an open air garden. It could host thousands of patrons. It was renowned not just for its beer, but as a major cultural stage for local music ensembles, including Das neue Wiener Damen-Orchester (the New Vienna Women's Orchestra) , which was established in Vienna in 1873 (the year of the World's Fair) by violinist and pianist Josephine Weinlich (later named Josephine Amann-Weinlich) . She conducted her female musicians with much success in Vienna, and on extensive tours throughout Europe and the United States. Her own compositions were often featured on the orchestra's concert programmes.

Viennese folk singer Edmund Guschelbauer (1893)

« Dreher Hall » (« Drehersaal ») , also named Dreher's « Établissement » , was located at « Landstraßer Hauptstraße » Number 97 in the third district of Vienna. Anton Dreher senior originally purchased two small inns (one of them was called « Zur grünen Weintraube ») and replaced them with an elegantly furnished dining room, which included a large outdoor dining area. The new facility officially opened on 25 December 1859, and rapidly became one of the largest restaurants in the capital. Various festivities took place in the dance hall, where masked balls were held from 1865. Band-master and guitarist Carl Drahanek (brother of Johann Alois Drahanek) , who composed numerous polkas and waltzes (the most famous being « Carnival Greetings » [Carnevalsgrüße]) , performed there. Military bands and the « Eduard Strauß Orchestra » did the same. Philipp Fahrbach senior, who composed dance music and marches, also performed there. He played in the first « Strauß Orchestra » and later led his own ensemble, which followed the great tradition of the « Strauß Orchestras » ; he was also director of a military band. The popular singer Edmund Guschelbauer, who personified the typical Viennese man (« Urwiener ») , performed a total of 74 times at « Dreher Hall » between 1869 and 1899 ! After 1945, the restaurant underwent a complete renovation and continued operating under the name « Schwechaterhof » . Part of the building was subdivided in 1959. At the end of the 1980's, it was completely redesigned. The multi-functional shopping centre « Galleria » (at Number 99) , comprising fifty shops, opened on September 25, 1990.

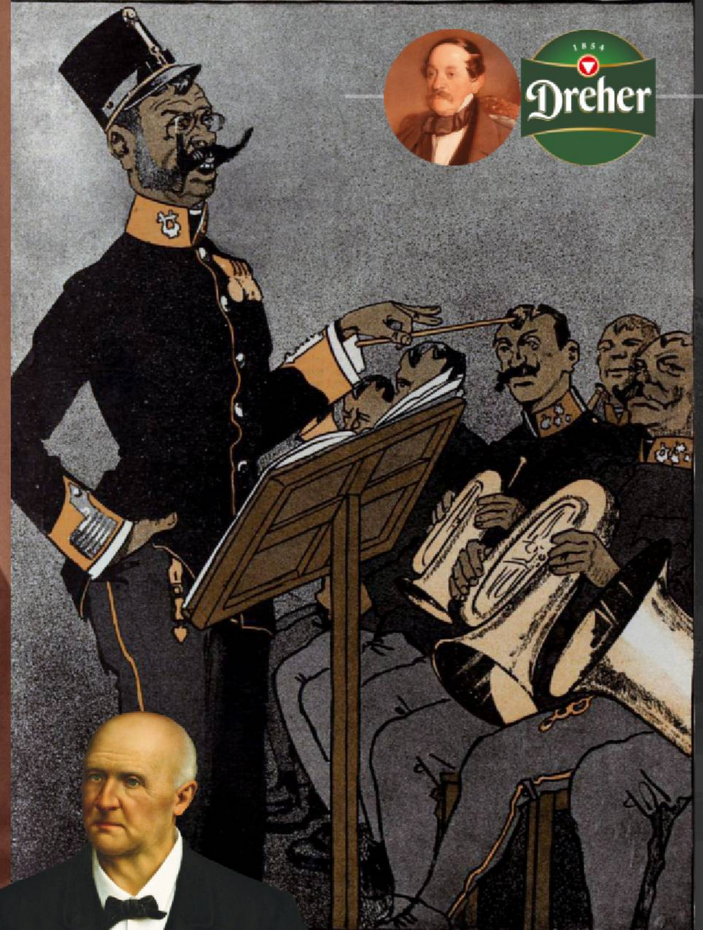




« Schwechaterhof »
(1955)

Philipp Fahrbach sr.





Restaurant Johann Lembacher & Son









Palais Dreher near the “ Hofoper ”

The « Palais Dreher » (designed and owned by Anton Dreher senior) , which was located at « Opernring » Number 4, right across from the « Hofoper » , offered a lot to the Viennese. Originally, Dreher senior purchased two small inns (one was called « Zur grünen Weintraube ») and replaced them with an elegantly furnished dining room, which included a large outdoor dining area. The new facility officially opened on 25 December 1859, and rapidly became one of the largest restaurants in the capital. The massive « Dreher'sche Bierhalle » featured a large restaurant, a dance hall, and an open air garden. It could host thousands of patrons. The Lembacher family (Johann and his son Rudolf) ran the restaurant and the recruitment office. Various festivities took place in the dance hall, where masked balls were held from 1865. The « Établissement » was renowned not just for its beer, but as a major cultural stage for local music ensembles. « Das neue Wiener Damen-Orchester » (the New Vienna Women's Orchestra) , which was established in Vienna in 1873 (the year of the « Weltausstellung ») by violinist and pianist Josephine Weinlich (later named Josephine Amann-Weinlich) performed there. She conducted her female musicians with much success in Vienna, and on extensive tours throughout Europe and the United States. The band-master and guitarist Carl Drahanek (brother of Johann Alois Drahanek) , who composed numerous polkas and waltzes, also featured. Military bands and the « Eduard Strauß Orchestra » did the same. Philipp Fahrbach senior composed dance music and marches ; he played in the first « Strauß Orchestra » . He later created his own military band, which followed the great tradition of the « Strauß orchestras » . He performed regularly at the « Palais » but also at Johann Weigel's « Dreher Park » in Meidling. The popular singer Edmund Guschelbauer, who personified the typical Viennese man (« Urwiener ») , performed a total of 74 times at « Dreher Hall » between 1869 and 1899 !

Galleria shopping centre in former Dreher's " Établissement "





Anton Dreher senior

GALLERIA
SHOPPING