

IMAGES

...THEN AND NOW

From the Indian Hill Historical Society

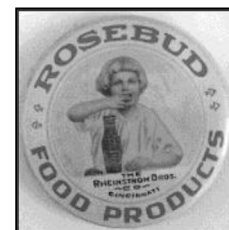


**Buckingham Lodge
1861**

Two Small Treasures of Buckingham Lodge

When the Indian Hill Historical Society was founded 45 years ago, it sought both to preserve local history by saving the Little Red Schoolhouse and to create a community based organization that collected and disseminated information of historic interest pertaining to Indian Hill. In 1990 the group moved its office to Buckingham Lodge and created a repository for its collection. Over the years artifacts were donated that were, and still are, historically relevant.

Two such donations were the 3" x 3" square Rheinstrom glass paperweight and the 3 ½" round Rosebud hand held mirror. These items were typical 1900s inexpensive gift items made for advertising purposes. They were given to customers as promotional materials. Many companies of that era distributed such advertising devices. The wide variety of novelties that promoted sales included rulers, spoons, thermometers, calendars, pens and pencils, toothpick holders, bottle openers, ashtrays, key chains, billfolds, and hand held fans. Thousands of such objects associated with the American advertising past have now become collectibles, even though their original purpose was an advertising gimmick.



The Rheinstrom Bros. paperweight and Rosebud mirror have the same image: a blue-eyed blond girl about 10 years old, garbed in white, who is tasting the product – Rosebud glazed cherries. The Rheinstrom brothers (Abraham and Isaac) were immigrants from Bavaria who initially lived with and worked for J. & A. Frieberg in Cincinnati. Abraham was a bookkeeper and Isaac was a clerk at the Frieberg liquor business. By 1876 the brothers established their own liquor outlet, and together they sold at least 50 different labels of liquor over the 41 years they were in business. To advertise their products, Rheinstrom Bros. distributed shot glasses to saloons, restaurants, and bars that offered the company's booze. Both brothers married and had children. Their sons were employed in the family enterprise. Rheinstrom products were marketed not only with shot glasses, but also through signs, newspaper advertisements, and match holders.

In 1909 Abraham died, and his 18 year old son, James "Jimmy" assumed the presidency of Rheinstrom Brothers, manufacturing liquors and cordials. When Prohibition began with the 19th Amendment (1920) the company changed its focus to glazed fruits. Jimmy Rheinstrom traveled around the world procuring fruits and spices to make these gourmet products. He was also involved in the Kiefer Machine Company, a manufacturer of industrial machines used in packaging products such as mayonnaise, peanut butter, and drugs.



In 1926, the 35 year old businessman moved to 8105 Graves Road where he built Clearwater Farm. The house was a shingle style structure and the large barn complex was U- shaped with a wishing well in the center. Jimmy Rheinstrom loved horseback riding, a skill he acquired at Manlius, a military boarding school in New York. He joined the Camargo Hunt and rode to the hounds at least twice a week, and often went hacking with friends on days he did not hunt. He was always immaculately attired, and his horses were impeccably clean – their hooves were painted with oil, their manes were clipped, and their bits were polished. Jimmy liked riding fast. Members of the Camargo Hunt remember Jimmy being the first person to transport his horses to a meet by vehicle, rather than hacking to the starting location for a hunt. He hosted many Hunt Teas, entertained lavishly, and loved people, the camaraderie of the Hunt, and the trails of Indian Hill.

A lifelong bachelor, Jimmy Rheinstrom died in 1977 at age 86, and he willed the 30 acre Clearwater Farm to Indian Hill. He was determined not to have his property developed. After years of study, the Village razed the buildings and created Rheinstrom Park, with its one mile long trail around the perimeter of the property. It is one of the most popular parks in the area.

The Rheinstrom glass paperweight and the Rosebud Food Products mirror were donated to the Historical Society by Phil Sickinger, the son of Jimmy Rheinstrom's friend/employee who lived for decades at Clearwater Farm. Other advertising collectibles from Rheinstrom Bros. can currently be found online for sale, including ashtrays, bottles, shot glasses and candy boxes. The two small treasures at Buckingham Lodge bring the mind the history of Rheinstrom Park and its generous donor.