

The Newsletter of the Lawrence Lake Protection and Rehabilitation District

Larry Lake

Issue No. 3, Oct 2022



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WELCOME

This is the third issue of *Larry Lake*, the free Newsletter of the Lawrence Lake Protection and Rehabilitation District. The purpose of this Newsletter is to bring information to Lawrence Lake district members on the activities of the District and its mission to improve and protect the quality of Lawrence Lake.

Please help send this newsletter to all property owners at Lawrence Lake.

Forward this newsletter to your neighbors!

If you have a photo from around or on the lake that you would like published in this Newsletter, please email them to mhelmi@wideopenwest.com. Each Newsletter will feature a new photo at the beginning of the Newsletter and recognize the photographer. Please note that there cannot be any identifiable faces in the photos to be published.

This issue's opening photograph was taken by Matthew Helminski.

FUTURE DATES TO REMEMBER

Next Lake District Board Meetings

**October 15, 2022 at 9 am.
Westfield Town Hall,
W7703 Ember Avenue, Westfield
All District owners are invited to attend.**

**January 7, 2023 at 9 am.
Westfield Town Hall,
W7703 Ember Avenue, Westfield
All District owners are invited to attend.**

Lawrence Creek: A History



The Basics

Lawrence Creek begins in Adams County about one mile west of 1st Avenue. It flows out of a spring fed pond (see photo above) and as it leaves the pond the creek is less than one foot across (adjacent photo). The creek multiplies in size within 100 yards as innumerable ribbons of spring water seep from both banks. Some of these springs form streams of their own that rival the size of the creek itself. This pond is easily accessible via a 1.2 mile hike up the DNR path from a small parking lot near where 1st Avenue crosses Lawrence Creek. The multiple springs are a bit more difficult to get to since you have to walk through bushes, down steep hills and in muddy spring beds.

This initial flow of water is continuously supplemented by springs along its entire length so that by the time it reaches Lawrence Lake the volume of water flowing into the Lake is:

Average **Annual** flow = 14.0 cubic feet per second (cfs)

Average **Spring** flow = 16.6 cfs

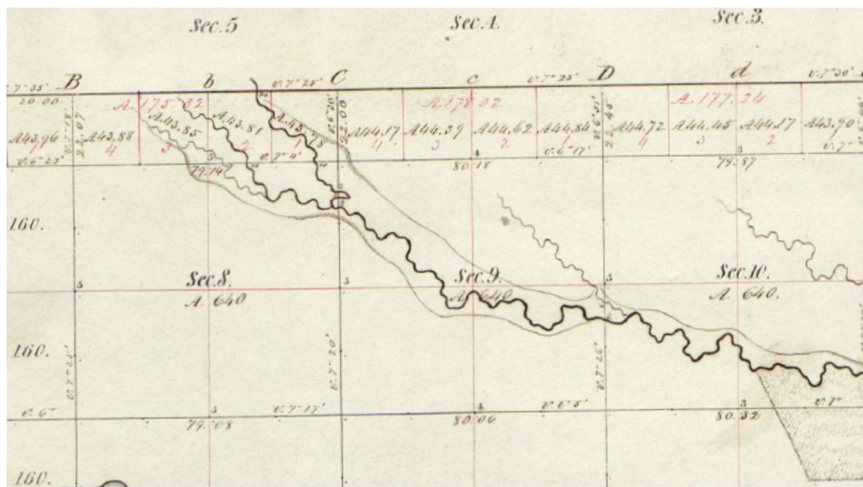
Average **Summer** flow = 12.2 cfs¹

¹ David Bolha, Water Quality Biologist-Bureau of Water Quality, Wisconsin Department of Natural Resources

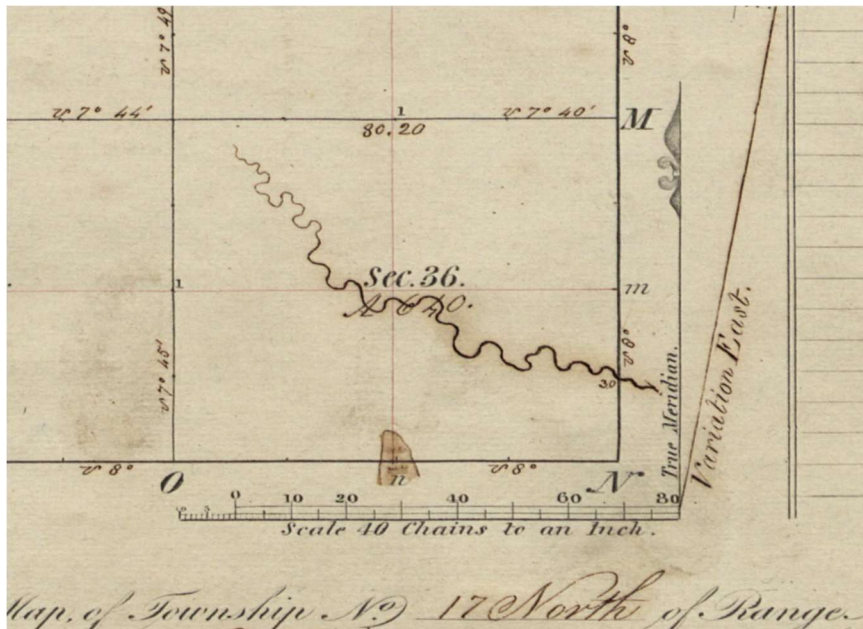
Lawrence Creek is 3.4 miles long from its headwaters to the upper end of Lawrence Lake.

It is hypothesized that Lawrence Creek flows in what is called a “channel tunnel” formed during the last ice age.² A channel tunnel is created by a river of meltwater under a glacier that carves a valley. The Lawrence Creek channel tunnel’s width varies. Its depth is obvious when you walk down to the creek which can be an elevation change of about 100 feet in many spots. The Lawrence Lake basin itself may be a part of that channel tunnel. The elevation change from the lake to the top of the ridges in the upper parts of the lake is about 40 feet and very steep. However, this tunnel channel appears to end near the lower section of the lake basin near the dam where the elevation change is much less.

A trout research study completed in 1956 described Lawrence Creek as follows: Lawrence Creek is located within Adams and Marquette Counties, Wisconsin. The soil of the entire watershed is the relatively infertile Coloma Sand. Much of the original forest cover of mixed oaks has been replaced by pine plantations and now abandoned farms. Stream side cover includes marsh-meadow, alders, and mixed oaks.³ This description is still accurate today.



The image to the left is a portion of the original (1851) survey plat map of the Lawrence Lake area⁴. The current Lawrence Lake dam would be in the lower right quadrant of Section 9. Lawrence Lake begins there and fills in around the creek through the balance of Section 9 and into the upper right quadrant of Section 8. The lake ends and turns into the current trout stream in Section 5 at the very top left.



Looking at the Adams County original survey⁵, also from 1851, the upper portion of Lawrence Creek (including its headwaters) is shown in Section 36.

² Marquette County Historical Museum Website, <https://muirboyhoodhome.oncell.com/en/site-13-lawrence-snatunnel-channel-113419.html>

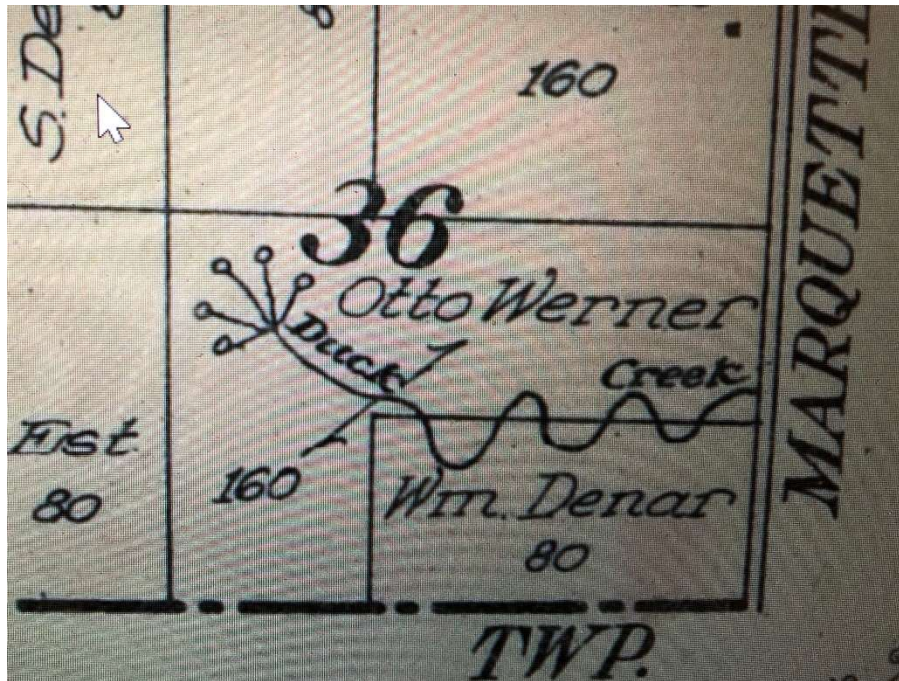
³ MacFadden, James T., Characteristics of Trout Angling at Lawrence Creek Wisconsin. (1956)

⁴ 1851 Survey of Township 16 North, Range 8 East of 4th Meridian, Wisconsin.

⁵ 1851 Survey of Township 17 North, Range 7 East of 4th Meridian, Wisconsin.

What's in a Name?

In the 1851 surveys, what is now Lawrence Creek, was labeled as the Montello River. This is not surprising since, Lawrence Creek runs into Lawrence Lake, when it leaves Lawrence Lake it is called Westfield Creek which is dammed to create the Westfield mill pond, it continues east from Westfield and is joined first by Caves Creek and then Tagatz Creek before it reaches Harris pond. When it leaves Harris Pond it is now the



Montello River. The name Montello River was also used in an article from 1868 describing a new woolen mill in Lawrence. “(W)e had the opportunity of examining a new woolen mill in Lawrence, on the Montello River, three miles above Westfield”.⁶

It did not become Lawrence Creek until much later. In 1919 the creek is shown in an Adams County Plat book as Duck Creek.⁷ See image.

It is also interesting to note that this plat does not show a single source for the creek but numerous sources representing the springs that feed the headwaters.

The accompanying image of a post card with two young boys on a bridge labeled “Scene on Duck Creek, Westfield, Wis.” is from 1912.



In a 1951 the Creek was still known as Duck Creek as stated in a Public Service Commission hearing to increase the height of the Lawrence Lake Dam, the fact statements for this hearing include the following:

“a request that the maximum level be fixed for the Lawrence Millpond as held by the Pioneer Power & Light Company at its Lawrence Dam in Duck Creek in the Hamlet of Lawrence”⁸

⁶ Marquette County Historical Museum Website, <https://muirboyhoodhome.oncell.com/en/site-13-lawrence-snatunnel-channel-113419.html>

⁷ 1919 standard Atlas of Adams County, Lincoln Township, Wisconsin Historical Society collection.

⁸ Opinions and Decisions of the Public Service Commission of Wisconsin, Volume 36

An Article in the Wisconsin State Journal may shed some light on the naming of the Creek. In the article about the same 1951 Public Service Commission hearing it states “their proposal to raise the pond level of their dam on Duck Creek, better known as Lawrence Creek.”⁹ This gives the impression that the official name in 1951 was still Duck Creek but that locals were likely calling it Lawrence Creek after the millpond and the town. This is further supported by a 1940’s post card of a private trout farm which calls it Lawrence Stream (see more below).

At some point the name Lawrence Creek stuck because when the initial trout research was published making Lawrence Creek famous worldwide for trout studies and trout stream rehabilitation in the 1950’s and 1960’s the creek was Lawrence Creek¹⁰ and has been called that since.

Pre-State Ownership

Prior to State acquisition the properties around the creek were predominated by small dairy and animal farms and the marshlands were cut for marsh hay or used for pasture. The poor soils made farming difficult, and in many cases, not profitable. The former crop areas were left idle to return to more native vegetation, including oak and dry prairie, or were planted in monotypic stands of pine.¹¹

Calugi’s Trout Farm.

For a period of time until 1950 Francis “Frank” Calugi operated a private trout fishing farm on Lawrence Creek. Frank posted no trespassing signs¹² along the boundaries of his 200 acres property which surrounded a mile and a half of the creek. He made improvements along portions of the creek and must have charged trout fisherman seeking access. An article in 1949 called Calugi’s the best known private trout

fishing preserve in central Wisconsin.¹³

The accompanying photo of his farm appears to have been taken from the hill adjacent to the current snowmobile bridge that can be accessed from a small parking lot along Eagle Drive.

After months of negotiations, Calugi sold his 200 acres trout farm



⁹ Wisconsin State Journal, 17 Dec 1950.

¹⁰ MacFadden, James T., Characteristics of Trout Angling at Lawrence Creek Wisconsin. (1956)

¹¹ Westfield Area Wildlife and Fisheries Properties Interim Forest Management Plan.

¹² Wisconsin State Journal, 20 Nov 1949.

¹³ The La Crosse Tribune, 13 Nov 1949.

to the State of Wisconsin in May of 1950. Calugi was paid \$14,000.¹⁴

The articles discussing the negotiations and subsequent purchase describe Lawrence Creek as the finest trout stream in central Wisconsin. This purchase supplemented other State purchases of smaller parcels of land surrounding Lawrence Creek.

There are some ruins and artifacts that date back to the Calugi Trout Water Farm. These include some granite stone foundations along the creek, spring raceways (that are lined with granite stones) leading to the creek, pipes spouting spring water, and coolest of all, chairs constructed of granite stones.



State Ownership

Land acquisition by the State of Wisconsin surrounding Lawrence Creek began in 1944 under the Public Hunting Grounds Program with the intent to permanently assure State protection and management of this important trout stream.¹⁵ As a part of this management Lawrence Creek was stocked with rainbow trout in 1945 and with brook trout in 1948.¹⁶

Lawrence Creek became famous the world over due to influential research projects and articles related to studying brook trout populations by varying fishing restrictions and constructing habitat improvements. The first of these research articles was published in 1956.¹⁷ The successful habitat improvements were pioneered by the WDNR on Lawrence Creek and you can see some of these improvements in this 1960's video on YouTube:

<https://www.youtube.com/watch?v=6rJn7RtWDgU>

The Lawrence Creek habitat construction project area included the entire length of the stream from the headwaters to the upper end of Lawrence Lake.

The WDNR created similar improvements to Lawrence Creek again in about 2011.

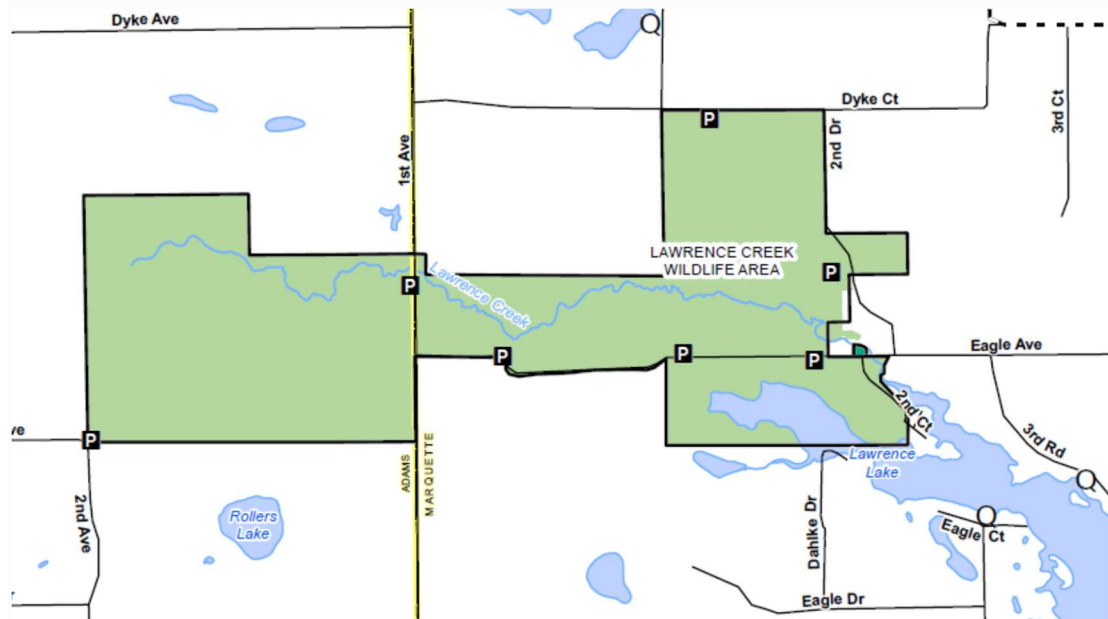
¹⁴ The La Crosse Tribune, 21 May 1950. Wisconsin State Journal 20 Nov 1949. The Journal Times (Racine) 09 Oct 1949.

¹⁵ Westfield Area Wildlife and Fisheries Properties Interim Forest Management Plan.

¹⁶ MacFadden, James T., Characteristics of Trout Angling at Lawrence Creek Wisconsin. (1956)

¹⁷ MacFadden, James T., Characteristics of Trout Angling at Lawrence Creek Wisconsin. (1956)

These initial purchases of the land around Lawrence Creek formed the backbone of the Lawrence Creek Fish and Wildlife Area a 961-acre parcel surrounding Lawrence Creek and its headwaters.¹⁸



The vegetative cover is rich in diversity with lowland brush, swamp hardwoods, upland forests and grasslands. Many old abandoned farms have either reverted to natural vegetation, planted into pine plantations, converted into native prairies, or continued to be farmed in share-crop agreements. This unique mix of woods, water and fields provides prime habitat for a variety of game and non-game species.¹⁹



Today, the stream supports a large brook trout population. Brook trout are the only stream trout native to Wisconsin. Brook Trout are characterized by small red spots surrounded by light blue halos scattered on their lateral sides with larger yellowish spots; yellowish patterns on their dorsal surface and fin; and lower fins colored in various shades of orange-red with an anterior black border with a white edge.²⁰

Lawrence Creek is a Wisconsin Class 1 trout stream. A Class 1 trout stream means high-quality trout waters that have sufficient natural reproduction to sustain populations of wild trout, at or near carry capacity. Consequently, streams in this category require no stocking of hatchery trout.

Lawrence Creek also provides much of the fresh, clean, clear, cold water that makes Lawrence Lake a great place to fish, swim, support wildlife and create beautiful scenes regardless of the season. Please help protect this beautiful

creek and lake by treading softly in and around it. By Michael E. Helminski © 2021

¹⁸ Lawrence Creek Wildlife Area, Wisconsin Department of Natural Resources, WM-7820, 18 Sep 2015.

¹⁹ <https://dnr.wisconsin.gov/topic/Lands/WildlifeAreas/lawrence.html>

²⁰ <https://dnr.wi.gov/topic/fishing/documents/species/brooktrout.pdf>

Dahlke Brewery Article (Re-Printed with permission)

Tiegs, O. & Pirie, B. (1996). A Brewery in Westfield, Wis. - The Dahlke Brewing Co. American Breweriana Journal, 79 (March – April), 4-11.

Article begins on the following page

#79

AMERICAN BREWERIANA

March - April 1996

JOURNAL

A Brewery In Westfield, Wis.

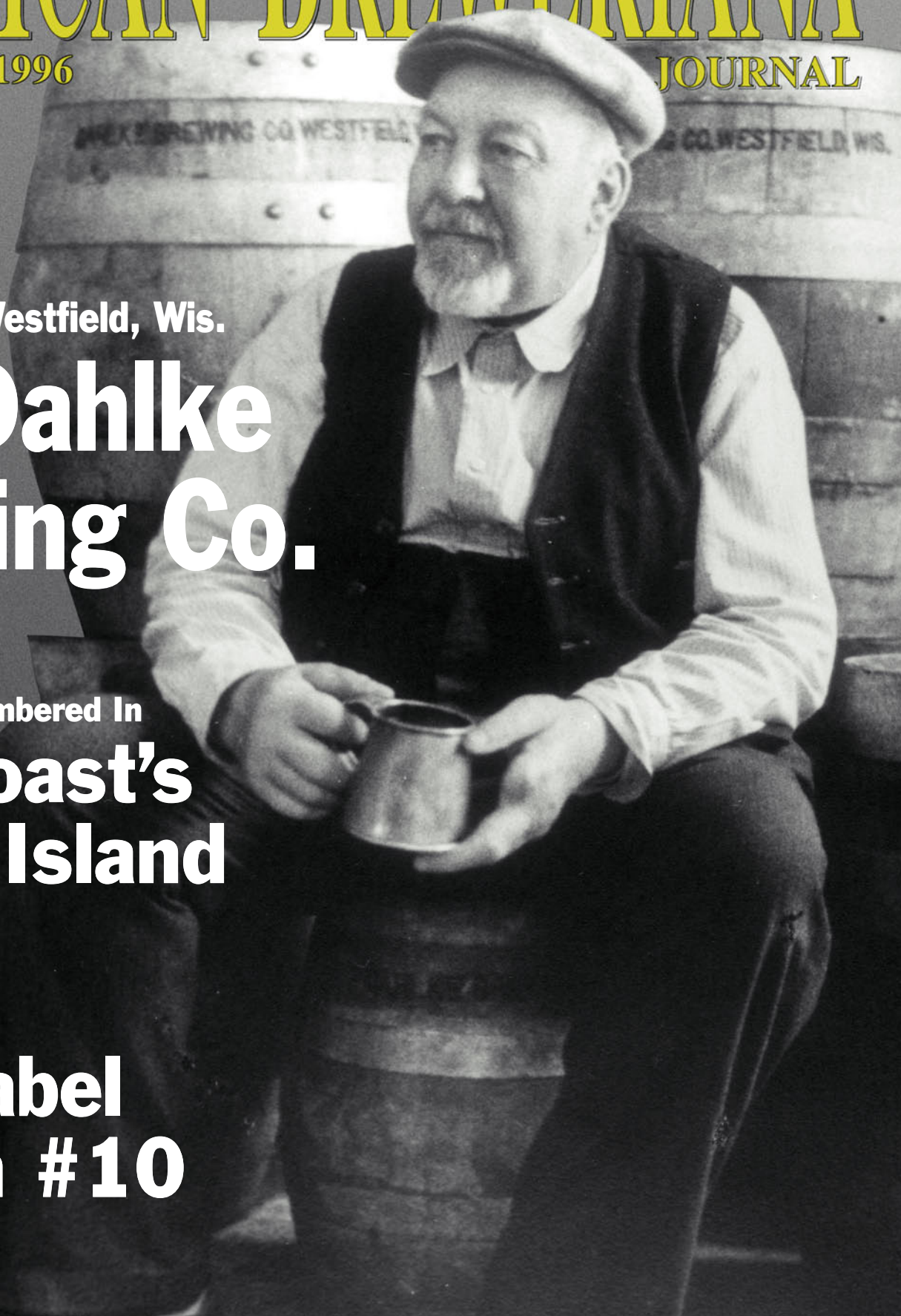
The Dahlke Brewing Co.

Breweries Remembered In

East Coast's Rhode Island

Rare Beer Labels

Beer Label Auction #10



Dahlke

Brewing Company



The Red Rock Cola Bottling Company
(aka: The Dahlke Brewing Company)
as it appeared in 1960.



Forty miles north of Madison, Wisconsin lies a farming region known as Marquette County. The territory was named after a Jesuit priest who traveled through on his way to the Mississippi River in 1773. Sixty-three years later, 14 townships remembered Father Marquette and formed a new county in central Wisconsin by preserving his name. Around 1900, when electricity was being introduced to central Wisconsin, a young man named Gustav Dahlke saw a future in the new technology and promised to bring electricity throughout Marquette County.

Working at a mill in Westfield, Dahlke learned about hydroelectric power. In 1905, Gustav, his brother Edward and a cousin purchased a mill in Neshkoro and converted it into an electrical power plant, providing the town with electricity

for the first time. Dahlke made many improvements to the plant. One improvement was the installation of the first umbrella type generator in the State of Wisconsin.

In 1917, Dahlke bought another power plant in Lawrence, Wisconsin. This would be the location where he and his family would build a brewery seventeen years later. The power plant provided electricity to the immediate area from sunrise until midnight seven days a week. Gustav started to expand the power plant service, providing 24 hour service. At the height of the power company's service, it provided electrical power to families living over 100 square miles.

After the stock market crash in 1929, the Great Depression brought the entire nation's economy to a stand still. Banks throughout the country closed their doors, businesses failed, and their employee's families lost their savings and homes.



Photo: Uncle Ernie Oest

Gustav Dahlke predicted that his business would soon suffer as customers dropped their electrical power service to make ends meet. Upon the ratification of the 21st Amendment - which ended 13 years of National Prohibition, Dahlke saw a future in building a brewery for the people in Marquette County. Dahlke began to convince his family that brewing beer should be in their future. This was no easy task. His wife, Alvina, was a teetotaler; his son Harvey, a Marquette University graduate, had a good job as an auditor for Schuester's Department Store in Milwaukee; Harvey's wife was a teetotaler; no one in the family had any brewing experience; and money was hard to come by. Somehow, Gustav convinced them all to build a brewery.

The Dahlkes decided to build their brewery south of a hamlet in Marquette County called Lawrence. The site was chosen because Dahlke

owned the land. A deep artesian well, with a six-inch head was there to supply pure, cold water for manufacturing and sanitation.

Preparing To Make "Sparkling Beer"

On July 20, 1933, the Dahlkes started excavating for the basement of their brewery. The building was designed to be 36 x 73 feet and three stories tall. The basement and first floor was to be cement and the balance of the building as brick. Articles of incorporation were filled on July 24, 1933 and was incorporated for \$40,000. The name of the brewery was to be the "Dahlke Brewing Company." The brewery was totally owned by the Dahlke family and no common stock was available to the public. Gustav has

appointed his son Wayne as President and his son Harvey as Secretary/Treasurer.

The brewery was designed by M.R. Rosman of Milwaukee and built to produce 25,000 barrels of beer each year. The Dahlke family built the brewery themselves and Gustav was the superintendent during the construction. The brewery construction was plagued with accidents. On September 25, 1933, Walter Brose was hit in head by a brick while it was being unloaded. Three days later, Aloise Swader's truck skidded off the highway. The truck was so loaded with bricks the truck smashed a telephone pole and then hit a tree. Swader suffered two broken legs, two broken ribs, a broken pelvis, and several cracked joints.

by Otto Tiegs and Bob Pirie

Gustav Dahlke



Gustav Emil Dahlke was the second child of Gottlieb and Henrietta Dahlke. Born near the town of Germania in Marquette County, Wisconsin, on July 13, 1868. He learned many trades at an early age.

He was thirteen when he worked on the Ellen Hardy, a side wheeler cargo boat navigating on Wisconsin's Fox River. One year later he was working at a mill in Westfield. Later, with his brother Edward and a cousin, he started a mill in Neshkoro.

By 1905 he had converted the mill into an electrical power plant, providing Neshkoro with electricity for the first time. He made many improvements to the plant up until the time it was sold in 1916. One of those improvements was the instillation of the first umbrella type generator manufactured by the Electric Machinery and Manufacturing Company of Minneapolis, Minnesota. He was also instrumental in bringing a railroad to Neshkoro by donating the land for a rail right of way.

Dahlke bought the Westfield Milling & Electric Light Company, in Lawrence, Wisconsin, in 1917. This would be the sight where the brewery would be built seventeen years later. The power plant provided electricity to the immediate area from sunrise until midnight seven days a week. Gustav started expanding the service area covered by the power plant and also started providing 24 hour service. At the height of the power company's service, it provided electrical power to families living over 100 square miles.

Gustav Dahlke, was the President of the Westfield Milling and Electric Light Company when he passed away on May 27, 1949.

The next day, Arthur Grahn was injured at the brewery when he fell into nail keg from 4 feet above. Gustav Dahlke himself suffered a torn ligament of his right leg while raising a plank and stepping upstairs. While he was recuperating, all building at the brewery stopped.

Wanted: One Brewmaster

Gustav Dahlke wanted the best brewmaster he could find and he shopped around the State, visiting other small breweries for recommendations. In Manitowoc, while visiting Thomas Fricke at the Riverview Brewing Company, Fricke said, "If you want the best 'sparkling beer,' Gustav Kuenzel is your man." The Dahls had found their brewmaster.

Gustav Kuenzel was acquainted with the area because he had owned the Stevens Point Brewery



The Dahlke family: (first row) Alvina, Gustav. (back row) Irene, Harvey, Howard, Carrie, Walter, Verna, Wayne

from 1897 through 1902. When the Dahls found him, he was brewing for Drewry's Lake of the Woods brewery. He willingly moved his family to Lawrence to become Dahlke's brewmaster. Kuenzel's first brew was made on March 31, 1934.

Kuenzel was an exacting brewmaster. When he made beer, everything had to be perfect. His malt came from the L. Rosenheimer Malt and Grain Company of Kewaskum, and the Star Malting Company of Lomira, Wisconsin. He used Baled Pacific Coast hops from Oregon. He was very particular on his Christmas and Bock beers as he used spices to enhance the flavor of the beer. No beer could leave the brewery without his approval.

**"If you want the best
'Sparkling Beer,' Gustav
Kuenzel is your man."**

—Thomas Fricke

Kewaunee Brewery Deal

When the Dahlke family polled their money, Harvey knew that there wasn't enough funds to purchase new brewing equipment, and immediately looked into purchasing used equipment. In late May, 1933, Gustav found a

brewery in eastern Wisconsin selling their old equipment - the Kewaunee Brewing Company.

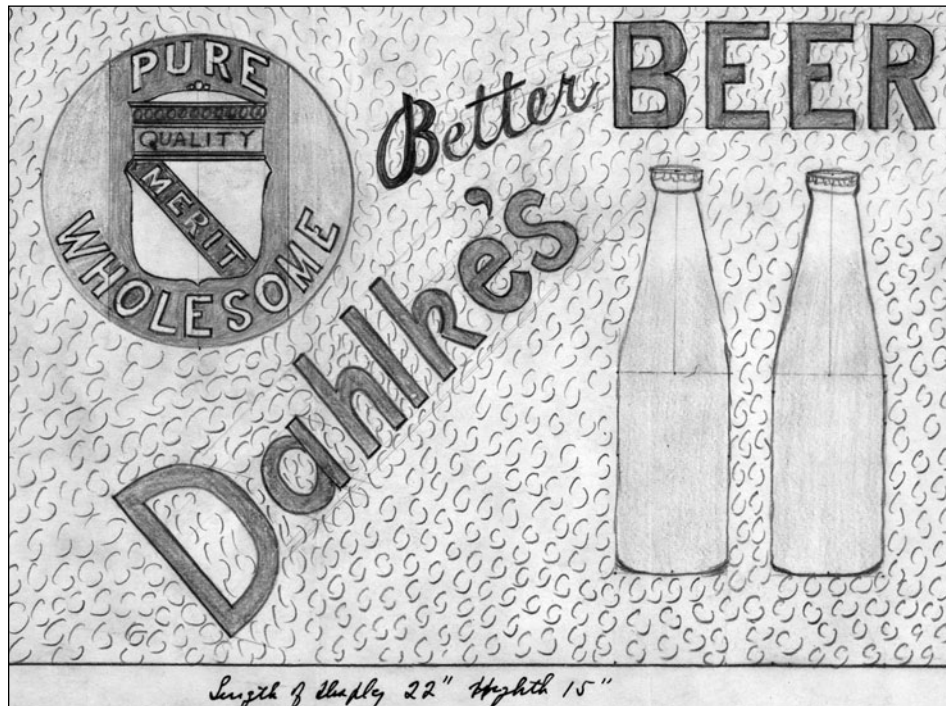
The Kewaunee Brewing Company had its old brewing equipment moth balled for over 17 years. Some items dated back to the 1870s. Instead of refurbishing their old equipment, Charles Hopp, of the Kewaunee Brewing Company purchased new brewing equipment from the Geo. J. Meyer Manufacturing Company of Chicago. Kewaunee needed to sell their old equipment to finance the new equipment. Harvey Dahlke made a \$2,000 offer to buy Kewaunee's old equipment which included:

brew kettle (47-Barrel)	crowner
mash tub	pasteurizing tank
filtered	crates
filter washer	racker
beer cooler	malt mill
bottle filler (Hens & Kelley)	keg rinser.

Charles Hopp offered to sell Dahlke an ice machine, but Harvey turned it down because it was too small for their needs. A \$200 down payment was sent to Kewaunee on June 23, 1933.

Two weeks later while Harvey and his wife were visiting the Chicago's Worlds Fair, Charles Hopp wrote back to Dahlke and indicated another buyer was willing to pay \$3,500 cash for the same equipment and offered to turn down the cash offer if Harvey met their price. Harvey took a gamble and told Kewaunee to accept the cash offer and canceled the order.

The gamble paid off, on August 1, 1933, Charles Hopp contacted Harvey again and



This was a proposed point-of-purchase display, designed by the Biolite Inc., of Chicago in July, 1936. The electric sign was to have bubbling "Dahlke" letters. Dahlke never produced them due to high costs.

reported that the \$3,500 cash deal fell through and would reconsider the Dahlke offer if Harvey would make them a better offer. Kewaunee needed the money and so did Harvey. He refused the equipment and told Kewaunee to find another buyer. After two days of negotiating, Harvey offered the original \$2,000 price again and Hopp accepted.

The equipment was scheduled for shipment after the 1st of October, but it was never delivered. Harvey contacted Hopp who replied that their new equipment wasn't installed and it would not be ready until the end of October. Once again, the equipment never arrived. Harvey continued to contact Kewaunee each week to inquire on the status of the equipment until Hopp wrote back on November 30, 1933, saying "Due to the fact that the sale of bottle beer has dropped so much, we have been unable to keep up our payments on the new bottling equipment we brought from Geo. J. Meyer Mfg. Company, and are therefore compelled to use our old equipment which will consist of the filler and crowner, filter machine and trays..."

Hopp offered to sell Dahlke the brew kettle, mash tub, beer cooler, racking machine, two pasteurizing tanks for \$1,800. Harvey refused the price and it was back to the negotiating table again. During the business deal, Harvey convinced Hopp to accept a \$1,000 offer for the five items.

The brewing equipment was not delivered to Dahlke by March 1934, and Kewaunee would not release the equipment until Wayne Dahlke signed a title note. (Wayne Dahlke made two trips to Kewaunee for the equipment). Harvey reacted by stopping payment on a \$300 check

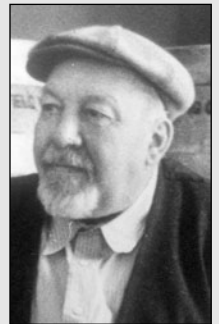
until the equipment was delivered.

Finally after ten months of sparring and many letters going back and forth between both breweries accusing each of shorting each other, the brewing equipment was delivered on March 23, 1934. The Dahlskes received: brew kettle, mash tub, crowner, two pasteurizing tanks, crates, malt mill, keg rinser, and foot crowner. Final price: \$1,800.

Harvey noticed the cooler was not delivered. Apparently, the cooler was never intended for sale and Hopp did not mention this until after the sale. Dahlke replied back indicating the cooler was in the purchase. Kewaunee stuck to their no sale position but offered it to Dahlke for \$1,000. Dahlke refused to pay the extra \$1,000 for cooler. After some more discussion, Dahlke countered for the cooler at \$300. Hopp refused and the beer cooler stayed in Kewaunee. Final payment for the equipment was completed by May 2, 1934. Sadly, Kewaunee had some difficult times itself competing against Kingsbury in Manitowoc, Wisconsin and was forced into bankruptcy by 1942.

Harvey Dahlke was an exceptional businessman. He knew how to use the economic uncertainty during the Great Depression to his advantage. He continued to negotiate discount prices on almost every piece of equipment that they purchased during the brewery's construction. The only company he could not get a discount from was the Dunk Tank Works of Milwaukee. The Dunk brothers made excellent redwood aging tanks and Gustav Kuenzel would not accept any substitutions. On February 28, 1934, nine fermenting tanks and eight storage tanks were installed by Dunk.

Gustav Kuenzel



Gustav Kuenzel was born in Asch, Bohemia in 1869 and had been active in the brewing business since he was 15 years old. He held diplomas from Leioers Brewery School in Augsburg, Germany and the Schwarz Brewery School in New York City. He was employed in breweries in Geneva, Switzerland, Frankfort on Main and Hamburg Germany, and Vienna Austria.

Kuenzel had apprenticed to a brewmaster in his native Germany and spent his life in the brewing industry. Some of his brewing secrets were learned in a monastery.

After immigrating to United States and completing his training in New York City, he purchased a brewery at Stevens Point, Wisconsin (*Which is currently the Stevens Point Brewery and is still in business*). He sold this at the end of five years and purchased a brewery at Hastings, Minnesota which he operated until Prohibition went into effect. Prior to the ratification of the 18th Amendment, Kuenzel's family and children were ridiculed by school mates because of their father's occupation.

He then moved to Lake of the Woods, Canada, where he brewed ale for Drewry's.

After Repeal, he willingly brought his family to Lawrence, Wisconsin and lived in a house, north of the brewery and across the street. (*The house was later moved to Westfield, corner of second and Thomas Streets*)

Kuenzel, passed away at his home on March 13, 1937 after a very brief illness.

Dahlke Brewery: Open For Business

From July 20, 1933 to March 30, 1934, over \$46,000 was spent on the brewery and the building was ready for business. The brewery employed around 10 workers at one time during its entire history. Gustav Kuenzel and the Dahlskes were going to use "Bavaria Beer" as their brewery's brand name. Since 11 other breweries in the country were using the same brand name, they copyrighted "Dahlke's Better Beer" as their brand at the last moment. The Dahlke Brewing Company used Westfield as its location only because Lawrence did not have a post office.

The brewery produced an average of 12,500 barrels of Dahlke's Better Beer, a Christmas brew and bock beer. During its first five years Dahlke's beers were handled by distributors in Madison, Milwaukee, Green Bay, Stevens Point, and Neillsville. Tap beer was sold in half-barrels and

PREMIER-PABST SALES Co.
GENERAL OFFICE 20 N. WISCONSIN STREET



CHICAGO, ILLINOIS

October 19, 1938

Dahlke Brewing Company
Westfield, Wisconsin

Gentlemen:

Charles Norris, Electrician, of Portage, Wisconsin who repaired one of our neon signs located at Patrick's Lake Tavern, Patrick's Lake, Wisconsin informs us that this sign was damaged by one of your trucks and that the sign was repaired on October 1, 1938.

The cost of the repaired part and the cost of repairing the sign is \$23.41. The purpose of this letter is to obtain from you the name of your insurance company so that this claim can be properly filed.

Very truly yours,

PREMIER-PABST SALES CO.



ALL ADVERTISEMENTS MUST BE OBTAINED OR APPROVED BY AN OFFICER OF THE COMPANY. EXCEPT WHERE SHOWN AND APPROVED BY THE COMPANY. THE COMPANY'S POLICY IS TO ACCEPT NO ADVERTISING CONTRACTS FROM ANY COMPANY OR INDIVIDUAL WHOSE PRODUCTS ARE NOT REGISTERED WITH THE U.S. PATENT OFFICE. THE COMPANY'S POLICY IS TO ACCEPT NO ADVERTISING CONTRACTS FROM ANY COMPANY OR INDIVIDUAL WHOSE PRODUCTS ARE NOT REGISTERED WITH THE U.S. PATENT OFFICE.



This "all-glass" Dahlke sign was produced in 1936 by the Toledo Glass Company. Two variations exist. One is used as a wall hanger and the other comes with a back bar pedestal.

"ponies". Selling price was \$2 a case or \$12 a half-barrel. A pony (1/8-barrel, or "keg") cost \$1.75. Five or ten cents by the glass at any bar.

The Dahlke Brewing Company had three delivery trucks shipping Dahlke's Better Beer throughout the State. All packaging was done by hand. While most breweries after Repeal were using cap-sealed bottles, Harvey saved money by purchasing over 300 unwanted 1/2 -gallon bottles (with metal fasteners) from General Glass Corporation of Lancaster, Ohio.

Kuenzel used about 10 bushels of malted barley each day and sold the spent grains to local farmers for 75 cents a barrel for stock feed. The wort passed over cooling coils on its way to the fermenting room at the top level of the brewery. Seven to eight days later, it was piped to the cellar for a 4-week clarification and aging period in the large redwood tanks.

The water from the deep artisan wells had a temporary hardness and a high alkalinity. After Repeal, 65 of the 80 breweries operating in Wisconsin had to use Burtonizing salts in water to reduce the alkalinity. Dahlke was no exception.

Right after the refrigeration system was installed, the Dahls did not think the system was working properly. The building had no insulation and the cooling system could not

bring the temperature down enough. Kuenzel assured the Dahls, that once the brewery had product in the room, the temperature control would work. After the first batch of 47 barrels of Dahlke's Better Beer was placed in the cooler, the system kicked in and brought the room temperature down to 38° F.

Advertising

To compete with other breweries in the area, the Dahls advertised their beers throughout central Wisconsin. In 1935, a Wisconsin law required every tavern selling beer on premises must display a sign on, or near each tap disclosing the brand of beer served. The sign had to name the manufacturer of the beer and had to be visible for a distance of at least ten feet. Any violation of this law was punishable with a fine of not more than \$15. This law forced all brands sold in Wisconsin to use tap knobs.

The Dahlke Brewing Company used many point-of-purchase displays where ever their beer was sold. The first brewery give-away was foam scrapers. The Dahls had Thos. D. Murphy Company produce 250 foam scrapers in June, 1934.

Forester Label Works manufactured 20,000 beer coasters in September, 1935. Tap knobs

were first used by Dahlke in April 1936 as 100 Dahlke Better Beer tap knobs were ordered through the Green Duck Company. The Brockway Glass Company made 250 mini Dahlke "steinie bottles" as salt and pepper shakers during the summer of 1938.

Match books were used heavily by Dahlke from 1935 through 1939. All match books were designed and printed by the Lion Match Company and were given away by over 25 different taverns in central Wisconsin.

The brewery had several neon signs produced for its major accounts, but only one indoor neon sign, saying "Dahlke's Better Beer" was made during its entire history. The neon sign hung in the Wisconsin Fishing Company office in Green Bay, Wisconsin.

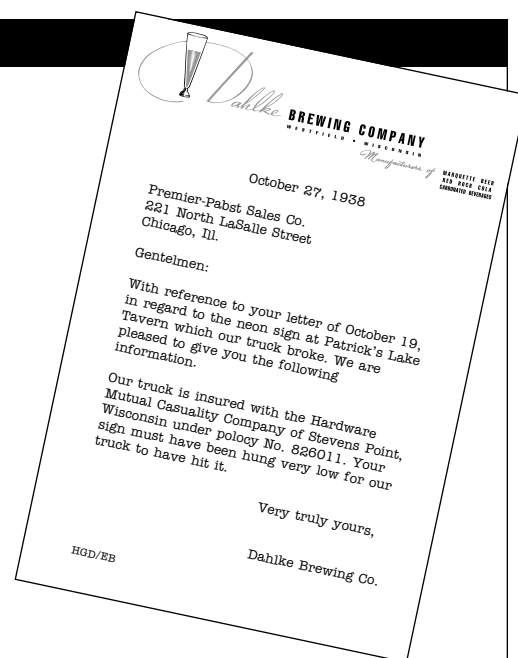
The Kemper-Thomas Company produced 100 20" x 42" all-weather "Dahlke" signs in October 1934. All of Dahlke's outdoor electric signs were either made by Royal Neon Electric Signs Inc., of Milwaukee and General Neon Products in Beloit.

The Dahlke Brewing Company had its troubles with their outdoor advertising. Royal Neon once shipped an outdoor Dahlke sign spelling "Dehlke" in June 1937 to one of their accounts. One of Dahlke's delivery drivers noticed the mis-spelled sign, one month after it had been placed there. Another incident was that all outdoor Dahlke signs made by General Neon Products had transformers that interfered with radio transmissions. All signs eventually had to be taken down to add grounding.

Dahlke's advertisement was also enhanced by a German band, consisting of a few members of the Westfield Village Band. The band played at fairs and celebrations throughout Marquette County.

Dahlke registered "Marquette Club" on October 25, 1938. A concern about "Club" was drawn by the Treasury Department, and Dahlke removed the word "Club" and settled for Marquette Beer.





Outdoor advertising was used by the Dahlke Brewing Company. When these outdoor neon signs were first hung outside, they caused radio interference and had to be fixed

Turning Point For Dahlke

By 1937 the Dahlke Brewing Company was producing over 12,000 barrels a year under Gustav Kuenzel's leadership. Gustav Dahlke decided to manage his electrical power plants and placed Harvey as General Manager of the brewery.

The Great Depression was taking its toll on the Dahlkes. Payments to the brewery were late on a regular basis from many distributors and tavern accounts. A number of tavern owners would build up their brewery tab and sell off the their taverns and not pay the brewery. The Dahlkes spent many hours trying to locate the past owners. The biggest financial blow to the Dahlke brewery was when Kraus and Becker, Dahlke's largest distributor in Milwaukee, declared bankruptcy at the end of 1936. The distributor owed nearly \$6,000. Gustav Kuenzel wanted the brewery to survive and allowed the Dahlke's to hold his paychecks until the brewery could recover the losses caused by Kraus and Becker.

The brewery never recovered. On March 13, 1937, Gustav Kuenzel died of pneumonia. He was 67 years old. Since Kuenzel's brewing experience was responsible for building the brewery's reputation of quality beer, he would be a hard act to follow. After Kuenzel's death, Irene and Walter Dahlke turned their shares over to Harvey.

The Dahlke's could not afford to hire an experienced brewmaster. Since Wayne Dahlke was the only person who worked as Kuenzel's assistant, Wayne would brew the beer. Wayne did not have Kuenzel's experience and relied on the malting companies advice to make beer. The malting companies convinced Wayne to purchase cheaper brewing malt (mostly of rice and corn grits) to help the brewery recover from its financial losses. Wayne even tried liquid hops extract during May 1939. The beer made from Hops-em's (National Hops Laboratories of

Chicago) hops extract could not hold a foamy head and Wayne rejected it.

The Dahlke family was very close to the Kuenzel's family and the friendship continued on for many years. After Gustav Kuenzel's death, Gustav Dahlke was making monthly payments to Kuenzel's widow for her husband's back pay. It took him four years to pay the debt off.

The brewery was receiving complaints about their beer and sales gradually declined. When changes were made in the beer recipe, sales dropped even faster. By 1938, Dahlke's beer sales started to take a nose dive. The beer Dahlke was producing did not have the quality Kuenzel used to brew. In 1934, Dahlke's Better Beer had an alcohol/weight 4.23% and 5.42% by volume. The color was at 8.0°. By July 1938, the same beer had an alcohol/weight level at 3.07% and 3.94% by volume. Color was below 5.7°.

Several of Dahlke's distributors stopped selling their beer and discontinued their own private labels once brewed by Dahlke. The Wisconsin Fishing Company in Green Bay, was one of Dahlke's major distributors and had this account since 1935. The Wisconsin Fishing Company even had a private label called "Wisconsin Special Beer" printed in 1937. The label and name was designed by the Wisconsin Fishing Company

and ordered 200 cases. As the quality of Dahlke's beer continued to drop, the Wisconsin Fishing Company ordered less every month. The last order from the Wisconsin Fishing Company was taken on February 7, 1938.

Harvey continued to find ways to keep his family brewery in business. When ever a brewery in Wisconsin went out of business, he would try to purchase whatever they needed from that defunct brewery. Harvey was buying used bottles, wooden and steel kegs, a delivery truck and even tap knobs from the breweries.

Switching to Soft Drinks

With the loss of their Milwaukee market, Dahlke needed another distributor in Milwaukee to handle their beer. They found that distributor in the John Graf Company. Graf was a major manufacturer of soft drinks in Milwaukee and their products were distributed all around Wisconsin. Graf contacted Dahlke, and asked the company to bottle soda for them and distribute the soda in Stevens Point. The arrangement worked from late 1937 through 1941. Bottling soft drinks seemed to be a



The first brewery give-away was foam scrapers. The Thos. D. Murphy Company produced 250 foam scrapers in June, 1934. The Dahlkes were going to use "Bavaria Beer" as their brewery's brand name but switched to "Dahlke's Better Beer" at the last moment. The Bavaria Beer foam scraper was never produced.



Beer Labels



The Dahlke logo and "Better Beer" labels were created by Roger C. Loew in Milwaukee and the first labels were printed by Meisenheimer. Printing. Only the 12 oz bottles had neck labels.



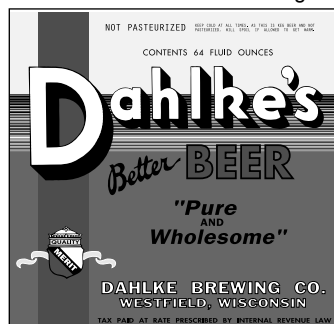
200 cases of the Wisconsin Special labels with the Wisconsin Fishing Company name were ordered on November 12, 1937. Second order for Wisconsin Special on February 7, 1938. This was the last order of Dahlke Beer to Wisconsin Fishing Company. Dahlke would drop the Wisconsin Fishing Company name after June 1939.



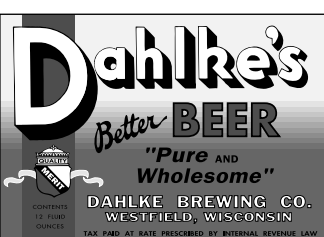
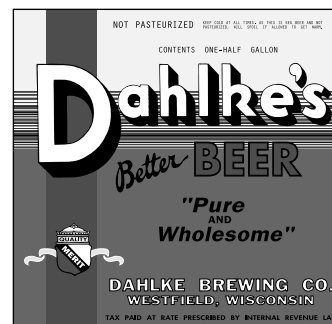
Family Special private labels were printed by the Meisenheimer Printing Company in December 1937 for the Diamond Bottling Works in Milwaukee.



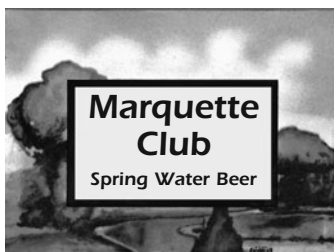
This is one of two different stock labels Dahlke used for their bock beer. The brewery ordered this version in 1936. Dahlke neck labels only after 1937.



The half gallon label was printed during November 1934. All picnic Dahlke's Better Beer labels prior to June 15, 1935 says "CONTENTS 64 FLUID OUNCES" thereafter says "CONTENTS ONE-HALF GALLON"



During June 1937, the U.S. Government did not like the "Pure and Wholesome" slogan and ordered Dahlke to remove it from their labels. Dahlke conducted a slogan contest and the winner received a \$25 cash prize. "Zest For Best" was adopted in September 1937. The new slogan first appeared on Dahlke labels and advertising in December 1937.



Dahlke registered the brand name "Marquette Club" on October 25, 1938. Concern about "Club" was drawn by Treasury Department in Washington. Dahlke removed the word "Club" and settled for Marquette Beer. - after the name of the County the brewery is located in. A new design for Marquette Beer was ordered for 12-oz bottles on April 11, 1939. Another new design for Marquette Beer was ordered for 1/2 gallon bottles on May 1939. Special Marquette labels were made for Tony Berg and were ordered on June 15, 1939. (10,000 labels) No neck labels were made for Marquette Beer.

solution for the brewery's financial problems.

Harvey Dahlke had been looking for other business opportunities to bail the brewery out of debt. It was finally decided that bottling soft drinks under their own name might save the brewery. They began to bottle several soft drink flavors by May, 1938. Plans were made to build a soft drink room in August 1939. Harvey traveled to Atlanta to meet with the management of the Red Rock Cola in 1940. The soft drink room was built and the Dahls began to bottle Red Rock sometime after May, 1941. Later, Dahlke bottled Nesbitt's Orange and Squirt soda. Soft drink sales began to pick up and the brewery's financial picture slowly improved.

Last Attempt To Improve Beer Sales

Following Prohibition, the Dahlke Brewing Company had been one of more than 80 small town breweries in Wisconsin, but like dozens of

others, it lost ground during World War II because of labor problems, increased taxes, and competition with established breweries.

In 1940, Harvey hired a retired brewmaster, R. Ernst Eggert, from the defunct Kenosha Brewing Company to become Dahlke's new brewmaster. Wayne left the brewery to work at the family's electric power company. Eggert lived in Appleton, Wisconsin but stayed at a hotel in Westfield five days out of the week. The quality of Dahlke's beer and private label beers improved but never reached Gustav Kuenzel's popularity.

In early 1943, his ten brewery workers threaten to unionize and seek higher wages. Harvey fought off all attempts for the employees to organize a union. In retaliation, many of the employees left the brewery to work at a munitions company near Baraboo. Finally, during the end March, 1943, Harvey decided to phase out all brewing operations and only produce soft drinks. The brewery finished payroll as the Dahlke Brewing Company during week of August 7, 1943.

Harvey converted a portion of the brewery into a soft drink bottling plant and sold some of the brewing equipment. Many of the Dunk redwood aging tanks were sold to the Bond Pickle Company in Green Bay. Brewing in Lawrence ended and Dahlke's Better Beer gone by the end of 1943. The company from that point on would be known as the Red Rock Bottling Company.

Over the years a number of local people were employed at the Dahlke plant, but one man stands out for his loyalty from the time the brewery opened in 1934 until well into the Squirt-Nesbitt days. Jim Curtiss worked, at one time or another, in almost every phase of the brewing and bottling works.

"Jim would be at my door and ready to go to work before I had finished breakfast in the morning," Harvey Dahlke said, "and if he thought we needed a greater variety on the next day's orders, he would suggest we go back and bottle pop at night."

Harvey Dahlke received many awards for



Radio Promos



As heard on WIBU in Portage, Wisconsin

First Radio Ad: Saturday June 22, 1934:

The Dahlke Brewing Company located at Westfield, Wisconsin is now marketing its product extensively in the central part of the state.

Our German Brewmaster, Mr. Gustav Kuenzel, with fifty years of experience in Europe, Canada and the United States has originated a formula by which we have been making and aging our beer the past months. You will recognize "Dahlke's Better Beer" by the even-bodied, even-flavored taste that satisfies more individuals than any other beer on the market today. One glass of this beer will convince you. Have you tried it today?

If your local tavern is unable to supply you, an order by mail will be given prompt attention. Deliveries in Portage on Mondays and Thursdays each week.



Radio Ad (1935):

"When you drink a glass of this liquid food, drink Dahlke's Better Beer. Why? Because it is pure - because it is wholesome! Order your case today."

Radio Ad: Sat. August 24, 1935:

Dahlke's Better Beer, pure and wholesome. Have you been enjoying this refreshing beverage during these hot summer days? A good glass of beer is a health drink too - serve it in camp after recreational activities serve it with meals - drink it in the field to help renew those worn out tissues or serve it to evening guests with a tasty sandwich. Serving beer is entirely in keeping with American standards of true hospitality. Order your case of Dahlke's Better Beer today. You may purchase it in Portage at Petersons Tavern, Paul Lueck's, Alexander & Tessman, Wm Helmann, Frank Koroch's, A.G. Pfeulher (3 miles north on highway 51) and Carl Johnson (on highway 16).

O' Dahlke Brew Jingle?

Dahlke's Better Beer (to the music of O' Tannenbaum)

O Dahlke's beer is full of cheer
and full of pep and flavor.
A little Dahlke's now and then,
is drank by all the best of men.
O Dahlke's beer is full of cheer
and full of pep and flavor.

The faults are few in Dahlke's brew
the missing kicks are fewer,
It holds its head of creamy foam
Until you get the pitcher home
Because this brew is made for you
By Dahlke's master brewer.

The time is here for Dahlke's beer
so healthy and nutritious,
When care misfortune and distress
Supplant the days of happiness.
A glass of two of Dahlke's brew
Is pleasing and delicious.

There's lots of cheer in Dahlke's beer
and lot's of joy and gladness,
You'll find without the slightest doubt
Whene'er you take the Misses out
There's never a tear in Dahlke's beer
And ne'er a drop of sadness.

When out of gear drink Dahlke's beer
and you will never rue it,
Where'er you stray by night or day
You'll hear the smiling people say,
When better beer is brewed my dear
It's Dahlke who will brew it.

When the Dahlke Brewing Company was conducting the \$25 Dahlke logo contest in 1937, a man by the name of Herman Henke from Endeavor, Wisconsin sent in a song for Dahlke Beer. Harvey Dahlke never used it. He buried the manuscript in a file cabinet and it was never heard or seen by the public. (until ABA #79 in March 1996).

excellence from the parent soft drink companies, and stayed in business until 1966. Harvey was 66 years old and looking forward to retirement. No one in the family stepped forward to operate the bottling company. As a result, Harvey sold the Squirt soda business off to a company in the Wisconsin Dells and closed the bottling plant.

Harvey Dahlke saved the family business after Kuenzel's unexpected death. By saving the small business, the Dahlke family and the residents of Lawrence and Westfield are now remembered in brewing history.

The **ABA Journal** would like to say "Thank you" to the following for their help in making this story possible.

Sharon Dahlke	Uncle Ernie Oest
Veda Dahlke	Rae Ann Martin
Wayne Dahlke	Sam Robinson
Ben Elliott	Mike Schuetz
Bob Kay	Fran Sprain
Marquette Country Historical Society	
Wisconsin Historical Society	



The Dahlke Brewing Company had several different electrical point-of-purchase signs produced. Above is a Dahlke "Neo Glass" sign produced by the Gill Glass Fixtures. Dahlke ordered eight of these signs on September 29, 1937.