

**Title:** Pabst Brewing Company

**Call Number:** Mss-0780

**Inclusive Dates:** 1836 – 2003

**Bulk:** 15.2 cu. ft. total

**Location:** LM, Sh. 177-178 (3.8 cu. ft.)  
GV, Sh. 054 (5.2 cu. ft.)  
ER, Sh. 219-220 (5.2 cu. ft.)  
RC2, Sh. 007 (0.2 cu. ft.)  
RC8, Sh. 005 (0.4 cu. ft.)  
RC9, Sh. 006 (0.4 cu. ft.)  
LC, Sh. 006 (0.2 cu. ft.)  
OS LG “B” (1 item)  
OS LG “P” (3 items)  
OS SM “P” (9 items)  
MV, Sh. 80 (1 item)

**Abstract:** The collection consists of a variety of material, donated by many individuals. The material relates to the Pabst Brewing Company, as well some material relating to the Philip Best Brewing Company. The collection is arranged by the following series: Records, Video Recordings, Audio Recordings and Scrapbooks/Oversized Items.

**Administrative Note:** Steve Daily processed the collection in October 1997. Amanda Wynne re-processed the collection in June 2009

**Contents List:**

<b>SERIES I – Records (Location – LM Sh. 177-178)</b>	<b>Box</b>	<b>Folder</b>
Philip Best, Advertising Material c. 1880s	1	1
Philip Best, History	1	2
Philip Best, Souvenir Booklets c. 1880s	1	3
Advertisements (Pabst) 1930s	1	4-5
Advertising Material (Pabst) 1880s-1980s	1	6-16
Annual Reports, 1952-1974	1	17
Annual Reports, 1979-1983	1	18
Art in Buildings	2	19
Artifacts and Memorabilia, Book 1	2	20
Artifacts and Memorabilia, Book 2	2	21
Artifacts and Memorabilia, Book 4 (Missing #175)	2	22
Artifacts and Memorabilia, Book 5 (Missing #131, #150)	2	23
Artifacts and Memorabilia, Book 6 (Missing #199)	2	24
Artifacts and Memorabilia, Book 7 (Missing #220, #232)	2	25

Artifacts and Memorabilia, Book 9	2	26
Artifacts and Memorabilia, Book 10	2	27
<i>Blue Ribbon News</i> , 1913	2	28
<i>Blue Ribbon News</i> , 1914	2	29
<i>Blue Ribbon News</i> , 1915	2	30
<i>Blue Ribbon News</i> , 1934, 1936-1939	2	31
<i>Blue Ribbon News</i> , 1940-1942	2	32
<i>Blue Ribbon News</i> , 1943-1944	2	33
<i>Blue Ribbon News</i> , 1945	2	34
<i>Blue Ribbon News</i> , 1946	2	35
<i>Blue Ribbon News</i> , 1947	3	36
<i>Blue Ribbon News</i> , 1948	3	37
<i>Blue Ribbon News</i> , 1949	3	38
<i>Blue Ribbon News</i> , 1950	3	39
<i>Blue Ribbon News</i> , 1951	3	40
<i>Blue Ribbon News</i> , 1952	3	41
<i>Blue Ribbon News</i> , 1953	3	42
<i>Blue Ribbon News</i> , 1954	3	43
<i>Blue Ribbon News</i> , 1955	3	44
<i>Blue Ribbon News</i> , 1956	3	45
<i>Blue Ribbon News</i> , 1957 & News Bulletin, 1958	3	46
Circulars, 1897-1906	3	47
Circulars, 1907-1914	3	48
Circulars, 1915-1919	3	49
Correspondence, 1884-1953	3	50
Court Case, <i>Pabst v. Hanley and Casey Brewing Co.</i> , 1899	3	51
History	3	52
Ledger, 1892-1904	3	53
Ledger, 1874-1910	3	54
Ledger, 1903-1909	3	55
Menus	4	56
Miscellaneous	4	57
Newspaper Clippings 1928-1936, 1973-2003	4	58
<i>Pabst Blue Ribbon Cheer</i> , 1941-1948	4	59
<i>Pabst Times</i> , 1935-1936 (incomplete)	4	60
Programs from Events, 1933-1967	4	61
Saloons	4	62
“Secrets” Booklets	4	63
Sheet Music	4	64
Souvenir Booklets	4	65-66
Whitefish Bay Resort	4	67
World War II Pabst Brewery Letters	4A	
<b>Series II – Video Recordings</b>	<b>(Location – GV, Sh. 054)</b>	<b>Box</b>

Pabst Historical Library: The Kenyon & Eckhardt/Chicago Years, 1958-1971, Reels 1-6 (3/4" Tape)	5	
Pabst Historical Library: The Kenyon & Eckhardt/New York Years, 1972-1977, Reels 7-8 (3/4" Tape)	5	
Pabst Historical Library: The Y&R/Chicago Years, 1978-1979 (3/4" Tape)	5	
Pabst Historical Library: The McCann-Erickson N.Y. Years, 1980- 1984, Reels 1, 10-12 (3/4" Tape)	5	
Pabst Historical Library: Pabst Extra Light Beer, 1976-1983 (3/4" Tape)	5	
Pabst Historical Library: Red, White & Blue Beer, 1970-1976 (3/4" Tape)	6	
Pabst Historical Library: Henry Weinhard Beer & Furstenberg Beer, 1982-1983 (3/4" Tape)	6	
Pabst Historical Library: Olympia Beer, 1983-1984 (3/4" Tape)	6	
Pabst Historical Library: Hamm's Beer, 1983-1984 (3/4" Tape)	6	
Pabst Brewing Co.-Presentation Reel, May 18, 1982 (3/4" Tape)	6	
Pabst Brewing Co.-Presentation Reel, May 28, 1982 (3/4" Tape)	6	
Pabst Extra Light Milwaukee Classic, Nov. 22, 1980 (2 tapes) (3/4" Tape)	6	
Pabst Extra Light Women's Tournament of Champions (2 tapes) (3/4" Tape)	6	
Pabst Collegiate Bowling Show, 1979 (3/4" Tape)	6	
Pabst Bowling Show, 1980 (3/4" Tape)	6	
Pabst Bowling, Jan. 31, 1980 (2 tapes) (3/4" Tape)	6	
Young & Rubicam, Pabst, 1978 National College Bowling (3/4" Tape)	6	
Pere Marquette Symphony, Milwaukee Symphony Orchestra, and Apollo 11 Astronaut Award Presentation, Nov. 9, 1969 (3 tapes)	7	
Milwaukee County Historical Society, Students View Historical Milwaukee Art Exhibition, Public Service Announcements	7	
<b>Series III – Audio Recordings (Location – GV, Sh. 054)</b>	<b>Box</b>	<b>Tape #</b>
Pabst Program, Ben Bernie with Al Jolson, Jan. 1, 1935	8	1
Pabst Program, Ben Bernie with Joan Bennett, Jan. 15, 1935	8	2
Pabst Program, Ben Bernie with Ginger Rogers, Feb. 12, 1935 (2 copies)	8	3
Pabst Program, Ben Bernie with Jack Dempsey, April 2, 1935 (2 copies)	8	4
Pabst Program, Ben Bernie with Ethel Schute, April 16, 1935	8	5
Pabst Program, Ben Bernie with Frank Parker, June 11, 1935	8	6
Pabst Program, Ben Bernie with Jackie Heller, Aug. 27, 1935	8	7
Pabst Program, Ben Bernie with Benny Fields, Sept. 17, 1935	8	8
Pabst Program, Ben Bernie with Daring Sisters, Sept. 24, 1935	8	9
Pabst Program, Ben Bernie with Sophie Tucker, Oct. 15, 1935 (2 copies)	8	10
Pabst Program, Ben Bernie with Sophie Tucker, 1936	8	11
Pabst Program, Ben Bernie with Phil Baker, n.d.	8	12
Pabst Program, Danny Kaye Show, Jan. 15, 1945	8	13
Pabst Program, Eddy Cantor Show, Jan. 30, 1947	8	14
Pabst Program, Eddy Cantor Show, various, 1947	8	15
Pabst Program, The Thin Man, n.d./Eddie Cantor with Al Jolson, 3/6/1947	8	16
Pabst Program, Eddie Cantor with Hildegarde, 12/4/1947, and Harry	8	17

VonZell, 11/26/1948		
Pabst Program, Eddy Cantor Show, 11/12/1948	8	18
Pabst Program, The Thin Man, 7/13/1948	8	19
Pabst Program, Mercury Summer Theatre, Orson Welles, 1946	8	20
Pabst Program, Screen Director's Playhouse: Fort Apache with John Wayne and Ward Bond, 8/5/1949	8	21
Pabst Program, Bob Hope-Jack Benny, excerpt of show, 10/4/1953 (2 copies)	8	22
Pabst Program, Eddie Cantor Show, 11/5/1948	8	23
Pabst Program, Eddie Cantor Show with Ceasar Romero, 11/11/1948	8	24
Pabst Program, Blue Ribbon Town with Groucho Marx & Jack Benny, 1944	8	25
Pabst Program, Blue Ribbon Show, 11/9/1945	8	26
Pabst Program, The Life of Riley, 10/6/1950	8	27
Pabst Program, Ten Little Indians – "Dixieland", n.d.	8	28
Pabst Program, "Tonight" show interview with Groucho Marx, 5/28/1973	8	29
Pabst Program, Father Marquette Tercentenary Day, 1968	8	30-32
Pabst Program, Pere Marquette Tape	8	33-37
Pabst Program, All Star Football Game, 8/10/1956	8	38-40
Pabst Program, Marquette/Apollo 11 Album – First Composite Dubbing, 1969	8	41
Pabst Program, Marquette Symphonic Project, n.d. (2 copies)	8	42
Pabst Program, Pabst/Aliza Thandeka Ngonu, n.d.	8	43
Pabst Blue Ribbon Bouts, 1955-1957	9	44-75
Pabst Blue Ribbon Interviews – Larry Finley, 1953	9	76
Radio Commercials, Pabst Beer Radio, 1970	9	77
Radio Commercials, Pabst 1971 Radio	9	78
Radio Commercials, Pabst 1974 Radio Productions (2 copies)	9	79
Radio Commercials, Bob Woolson & Associates, 1983 Productions	9	80
Radio Commercials, Bob Woolson & Associates, 1984 Productions	9	81
Radio Commercials, Selection of Beer Commercials (Various breweries)	9	82
Radio Commercials, Burgie Radio?, ca. 1975	9	83
Ben Bernie... "it's time for Pabst!"	10	84
Spanish Radio, 5/19/1975	10	85
Spanish Radio	10	86
Vib's Logo?, 3/16/1970	10	87
Fleischmann Malting Co. Presents "Highlights of Brewing History"	10	88
Pabst Brewing Co., Back to Basics... 1974	10	89
Local Aircheck, June 26, 1974	10	90
1965, Dub of 39931-B	10	91
1965, Dub of 39931-C	10	92
Pitch In! Commercials, U.S. Brewers Association	10	93
Patton Speech	10	94

Brewery Music	10	95
Ben Bernie Show with Ginger Rogers, 2/12/1935 (cassette)	10	96
WTMJ Radio-Jacob Best Light Beer-N. Diamond Giveaway, 1983 (cassette)	10	97
Andeker Beer, 3/29/1983 (cassette)	10	98
Old English 800/Al Downing Ad Lib/Sketch Demo (cassette)	10	99
Pabst (cassette)	10	100
<b>Series IV – Scrapbooks and Oversized Items</b>		<b>Location</b>
Scrapbook #1: Pabst Tonic Advertising – Magazines, 1914-1918	ER, Sh. 219-220	
Scrapbook #2: Brewery Newspaper Clippings – Pabst Advertising, Henry Weber’s Death, German Envoy Here, Pabst Industrial News, In the Good Old Days	ER, Sh. 219-220	
Scrapbook #3: Pabst Advertising Labels, 1911-1917	ER, Sh. 219-220	
Scrapbook #4: Pabst Advertising – Signs, Labels, Tonic	ER, Sh. 219-220	
Scrapbook #5: Pabst Advertising on Sign Boards, in Street Cars, in Magazines; Miscellaneous Contracts, Advertising	ER, Sh. 219-220	
Scrapbook #6: Miscellaneous Newspaper Clippings from Milwaukee Sentinel, 1901-1907	ER, Sh. 219-220	
Scrapbook #7: Miscellaneous Newspaper Clippings from Milwaukee Sentinel, 1907-1915	ER, Sh. 219-220	
Scrapbook #8: Pictures of Brewery and Interior; Pictures of Pabst’s Homes, Hotel, Theatre, Office Buildings; Advertising for Coupons, Prizes, Premiums	ER, Sh. 219-220	
Scrapbook #9: Pabst Programs and Special Advertising, 1913-1920	ER, Sh. 219-220	
Scrapbook #10: Pabst Advertising, Reports, 1914-1917	ER, Sh. 219-220	
Scrapbook #11: Newspaper Clippings from News, Herald, Germania, 1907-1915	ER, Sh. 219-220	
Scrapbook #12: Newspaper Clippings from Free Press, 1901-1912	ER, Sh. 219-220	
Scrapbook #13: Newspaper Clippings from Evening Wisconsin, 1901-1917	ER, Sh. 219-220	
Scrapbook #14: Pictures of Fred Pabst; Pictures of Famous 6-Horse Team; Pictures of Brewery Interior from “The Scientific American,” 1904; Pictures from “The Western Brewery,” Clippings from Milwaukee Herald; Miscellaneous Clippings from Various Newspapers in the U.S.	ER, Sh. 219-220	
Scrapbook #15: Pabst Advertising, ca. 1901-1909	ER, Sh. 219-220	
Scrapbook #16: Brewery Newspaper Clippings, 1894-1902	ER, Sh. 219-220	
Scrapbook #17: Clippings from Milwaukee Journal, 1901-1917	ER, Sh. 219-220	
Scrapbook #18: Clippings from the News, Herald and Germania Papers, 1906-	ER, Sh. 219-220	

1909	
Scrapbook #19: Newspaper Clippings, 1909-1911; Advertising Labels, Posters; Pabst Extract Tonic	ER, Sh. 219-220
Scrapbook #20: Advertising – Pabst Extract Tonic, Post vs. Labels	ER, Sh. 219-220
Scrapbook #21: Correspondence Regarding Pabst; Advertising Posters, Labels	ER, Sh. 219-220
Scrapbook #22: At Graphics Conservation	ER, Sh. 219-220
Scrapbook #23: Pabst Buildings; Newspaper Clippings, 1898-1900; Clippings from New York Sunday Telegraph, 1902, New York Times, 1902, New York Daily Times, 1903	ER, Sh. 219-220
Scrapbook #24: Brewery Advertising – Malt Extract; Internal Revenue Laws; Window Displays; Retailers Agreements, Contracts; , ca. 1890-1897	ER, Sh. 219-220
Scrapbook #25: Newspaper Clippings, 1879-1897	ER, Sh. 219-220
Scrapbook #26: Pabst Extract Stork Calendar; Correspondence, Posters, Labels, 1904-1909	ER, Sh. 219-220
Lithograph book of Pabst Ads	GV, Sh. 054
Daily Weather Report, 1890-1900	GV, Sh. 054
Daily Weather Report, 1901-1910	GV, Sh. 054
Ledger – Contracts and Memorandas, Philip Best Brewing Co., 1879-1887	LC, Sh. 006
Scrapbook of World War II Christmas card greetings and photos, 1943	RC2, Sh. 7
Scrapbook of clippings of the Pabst sponsored Milwaukee auto races collected by Gustave Pabst, 1912.	RC8, Sh.5
In Memorium scrapbook of clippings, pictures, obituary notices of Frederick Pabst, 1836-1904 (2 copies).	RC9, Sh. 6
An award from L'Exposition Universelle a Paris to Pabst Brewing Company, 1900	OS LG "P"
Membership certificate from Wisconsin Consistory of Ancient Accepted Scottish Rite for Capt. Fred Pabst, 1889	OS LG "P"
Award from Exposition Centro Americana, 1898	OS LG "P"
Certificate of honorable mention from World's Industrial and Cotton Centennial Exposition, New Orleans, May 30, 1885	OS LG "B"
Resolution from Milwaukee Brewers' Association upon death of Frederick Pabst, Jan. 2, 1904	MV Shelf 80
Advertising "This is Blue Ribbon Country" 1940	OS SM "P"
Advertising Pabst menu covers (2) blank on inside	OS SM "P"
Advertising Pabst Snap-cap quart can for 4 <sup>th</sup> of July	OS SM "P"
Promotion "Pabst Operation All-Star" for distributors	OS SM "P"
Advertising in "Illustrated Sunday Magazine"	OS SM "P"
Certificate from Brand Names Foundation for 50 years of Public Service	OS SM "P"

Pabst Extract promotion fold-out 1909	OS SM "P"
Pabst Blue Ribbon advertising "Land of Blue Ribbon" 1910	OS SM "P"
Pabst-ett food product newspaper advertisement, 1939	OS SM "P"
<b>PHOTOS:</b> MV, Sh. 78-79 & F18 See also: Pabst horse team oversize image (OOS #16)	