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## Oshkosh Public Museum Installs Chief Oshkosh Brewery Emblem

**An iconic community symbol, the famous Oshkosh Brewing Company emblem is now on display at the Oshkosh Public Museum. The 800 pound terracotta emblem, which once graced the entrance of the Oshkosh Brewing Company, is now mounted near the museum main entrance.**

Oshkosh, WI – September 29, 2009 – The famous Oshkosh Brewing Company emblem is now on display at the Oshkosh Public Museum. The emblem, a community icon since 1912, was accessioned by the museum in March of 2008, after being removed from the outer wall of the Oshkosh Convention Center. The 800 pound terracotta icon, which originally hung over the entrance of the Oshkosh Brewing Company plant on Doty Street, is now secured in a free-standing steel ring, mounted just to the west of the museum entrance.

“The emblem is an impressive and well-known symbol,” states museum director Brad Larson. “Its installation at the museum will give people a chance to reflect on the strong brewing heritage of Oshkosh.”

Along with the terracotta emblem display, a descriptive granite plaque and take-home brochure highlight the history and significance of the emblem. Starting in the spring of 2010, the Oshkosh Garden Club will provide landscaping for the display area. In addition, an illustrative Web page outlining the history of the emblem and museum acquisition can be viewed on the Oshkosh Public Museum’s Web site ([www.oshkoshmuseum.org/exhibits/oshkosh\\_brewing\\_co\\_emblem](http://www.oshkoshmuseum.org/exhibits/oshkosh_brewing_co_emblem)).

Beer made in Oshkosh by the famous Oshkosh Brewing Company was a popular favorite for over 100 years. The brewing company’s history began in 1866, and by 1900, the brewery was producing 50,000 barrels of beer annually. To meet the growing popularity, the brewing company opened a new plant in May of 1912, and the famous emblem featuring the image of Chief Oshkosh was placed over the main entrance.

The brewery was in full swing into the mid 1900s, but in 1971, after a ten year decline in production, the Oshkosh Brewing Company was sold to the Peoples Brewing Co. of Oshkosh, which soon after went out of business. Although it has been more than three decades since the company’s operation, many Oshkosh residents still remember the Oshkosh Brewing Company and its trademark logo of the legendary Menominee Indian chief, Oshkosh. The emblem’s display at the Oshkosh Public Museum brings into view the strong beer brewing heritage of the city.

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Installation of the famous emblem is an unbudgeted expense for the museum. If you would like to make a financial gift towards the preservation of the brewery emblem, donations marked "Brewery Emblem" can be sent to: Oshkosh Public Museum, 1331 Algoma Boulevard, Oshkosh, WI 54901.

**About the Oshkosh Public Museum**

The Oshkosh Public Museum was founded in 1924 and is accredited by the American Association of Museums. The museum houses artifacts, photographs, film and archival materials that represent the material culture, ideas and values of Oshkosh and the Lake Winnebago Region. It is dedicated to bringing history and heritage to life through creative, quality exhibitions, programs, publications and other educational experiences. The museum is a center for the preservation of local culture and encourages citizens to discover their community and its heritage. The Oshkosh Public Museum is located at 1331 Algoma Boulevard. For admission, hours and more information on the Oshkosh Public Museum, call (920) 236-5799 or visit [www.oshkoshmuseum.org](http://www.oshkoshmuseum.org).

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