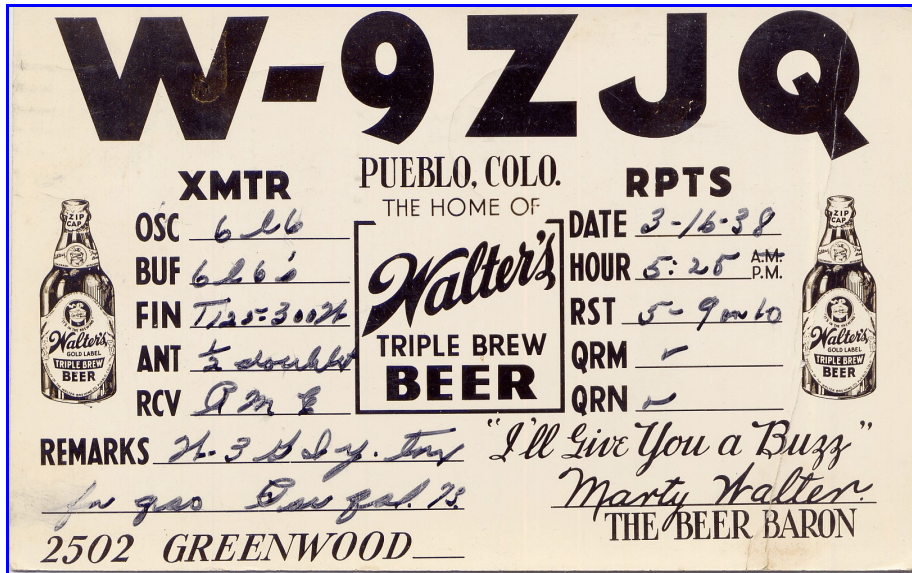


Here is the Walter Family story with their contribution of the brewing industry in America. As German immigrants in the late 19th century, fleeing war and unrest in their homeland. Arriving in America, our German brothers with minimal funds but a will to succeed. They brought with them a thirst for lager beer. Their first start was in Wisconsin and in 1898 Martin Walter Sr started operations in Pueblo, Colo.

A matter of a few years the brewing industry sprang up, primarily in the mid-west, to the increasing demand for German style lager beer. In the 1950's the extended Walter family were the largest

brewers in America, operating 6 breweries located in Wisconsin and Colorado. They produced 27 different brands in the Walter Brewery Co and distributed in 14 western states. 1962 brought all time high sales. In 1964 Walter Brewing had their 75th Anniversary and had come a long way since their original beer "Mountain Dew" yes, the original Mountain Dew! The first product



would shortly be renamed "Walter's Gold Label." The problems of closure through the Prohibition period, Walter SR. turned his interests towards real estate and prospered. His obituary hailed him as "one of Pueblo's foremost and best beloved citizens." The founder expired in 1920.

Martin Walter Jr W9ZJQ *1912-1981* boyhood home is now on the National Register, built by a west coast architect circa 1907 who designed plans for a massive "Classic Box" or "Foursquare" blond brick home that would meet the requirements of the family of 10.

Marty was an avid amateur ham radio operator and was very active from Pueblo. He would assume officer in charge of Walter Brewing in 1933 right in the middle of hard times and succeeding. Marty



played an important roll in brewing for over 43 years. Not much is known about Martin's amateur activity but it is interesting that he came along pre war before the tenth district was developed.

He ran medium power A.M. and had a state of the art RME receiver. For sure Marty, "I'll Take a Buzz"

Story developed from the collection of W3GIY. Falstaffbrewing.com and abriendoinn.com – W8SU 2008