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You are invited to the Brown Bag Lecture Series

Wednesday, October 24, 2012 from 12 noon to 1 pm
Texana Room, DeGolyer Library
6404 Hyer Lane & McFarlin Blvd.

**A LAGER LANDSCAPE:
The Cultural Economy of Beer in the Great Southwest**

Paula Lupkin

Clements Center Fellow for the Study of Southwestern America



Light, effervescent, and cold, Budweiser was a welcome drink in the frontier saloons of the Southwest, but the impact of this commodity extended far beyond the bar. Along with cotton and oil, lager beer from St. Louis was instrumental in the modernization of a the region called “The Great Southwest.” Brewers like Adolphus Busch were active participants, seeking not only new markets for their products, but an opportunity to infuse German culture in the modern fabric of growing cities like Dallas. This talk will situate the building activities of the St. Louis brewers as an integral part of a cultural economy that linked Missouri and the Great Southwest at the turn of the 20th century.

Paula Lupkin is a professor of art history at the University of North Texas and received her PhD in architectural history from the University of Pennsylvania. During her fellowship year, she will complete for publication, “The Great Southwest: Trade, Territory, and Regional Architecture.”

Image: “High-Grade Beer: The Beer That is Liquid Food” advertisement, Galveston Brewing Company, c.1907.

For more information or if you need special accommodations, please contact swcenter@smu.edu or 214-768-3684.

