

One of the most prolific of the Utah liquors firms was the Utah Liquor Company. This firm is first noted in the 1894 Salt Lake City Directory. The initial establishment was at 167 South Main Street, a locale it kept through 1902. In 1903 it moved to 223 South Main Street with a branch at 26 West Third South. The branch is not noted in subsequent years, but the Utah Liquor Company remains at the 223 South Main Street location until the advent of Prohibition.

The aggressive promotion of its products provided a panacea to modern collectors. At the 167 Main Street address the company had at least two tokens produced with an unusual combination-- on the front is 167 S. Main St / Good For / 12 1/2c / In Trade / Utah Liquor Company while on the reverse is a picture of the Mormon Temple! A bark-covered pocket flask with label COMPLIMENTS



OF / UTAH - (angel with banner being supported by two doves) - LIQUOR COMPANY / 167 SO MAIN ST SALT LAKE CITY provides a nice bottle from this early period in the company and there are, additionally, two pattern molded gray canteens with cobalt decoration and one stoneware jug.

The canteens are among the most appealing examples of Utah stoneware. Each features on the front the advertisement UTAH LIQUOR CO / 167 SOUTH MAIN STREET / SALT LAKE CITY with the reverse of one featuring three drinking men and the other a picture of two standing elk. The canteen with the drinking scene is known in the 1/4 and 1/2 gallon sizes while the one featuring the elk is a gallon in capacity. The jug for this business address is a two-tone shouldered jug known in the 1/2 gallon and gallon sizes. It is stenciled in a flower blossom rectangular border (fleur-de-lis) UTAH (fleur-de-lis) / LIQUOR CO. / 167 SOUTH MAIN ST. / SALT LAKE CITY, UTAH. Dave Emett, in his book *Utah Advertising Stoneware* indicates the following regarding scarcity:

1/4 gallon canteen	5-10 known
1/2 gallon canteen	5-10 known
1 gallon canteen	4-6 known
1/2 & 1 gallon jugs	3-8 known, each size

The amount of advertising increased following the move to the 223 South Main Street address, including calanders. Several varieties of tokens with U.L.CO. / 223 SO MAIN ST // GOOD FOR / 5c / IN TRADE are known and there additionally exists one with an errant address reading U.L.C. / 233 / S. MAIN / STR / SALT LAKE CITY // GOOD FOR / 5c / IN TRADE. A superior item is a carnival glass plate in a purplish hue with

scalloped edges embossed LEWIS 66 RYE / UTAH LIQUOR CO / PHONE 478 / 223 S. MAIN ST. There exist three varieties of this plate-- one flat, one with one edge curled upwards and the third with both edges curled upwards.

In stoneware with the 223 South Main Street address there exist at least four shouldered jug variants of the general theme UTAH LIQUOR COMPANY / 223 SOUTH MAIN ST / SALT LAKE CITY (UTAH). Capacities range from 1/2 -2 gallons and color varies from cream to two-tone. Most have at least 5 known examples. An exception is a gallon sized two-tone jug base marked MACOMB POTTERY CO. / MACOMB, ILL., of which only one example is known. There exists, additionally, an error jug stenciled UTAH LIQUOR COMPANY / 323 SOUTH MAIN STREET., / SALT LAKE CITY,





Above: 1914 Advertisement

UTAH. This two-tone jug is found both with and without the base marking MACOMB POTTERY CO. / MACOMB ILL.

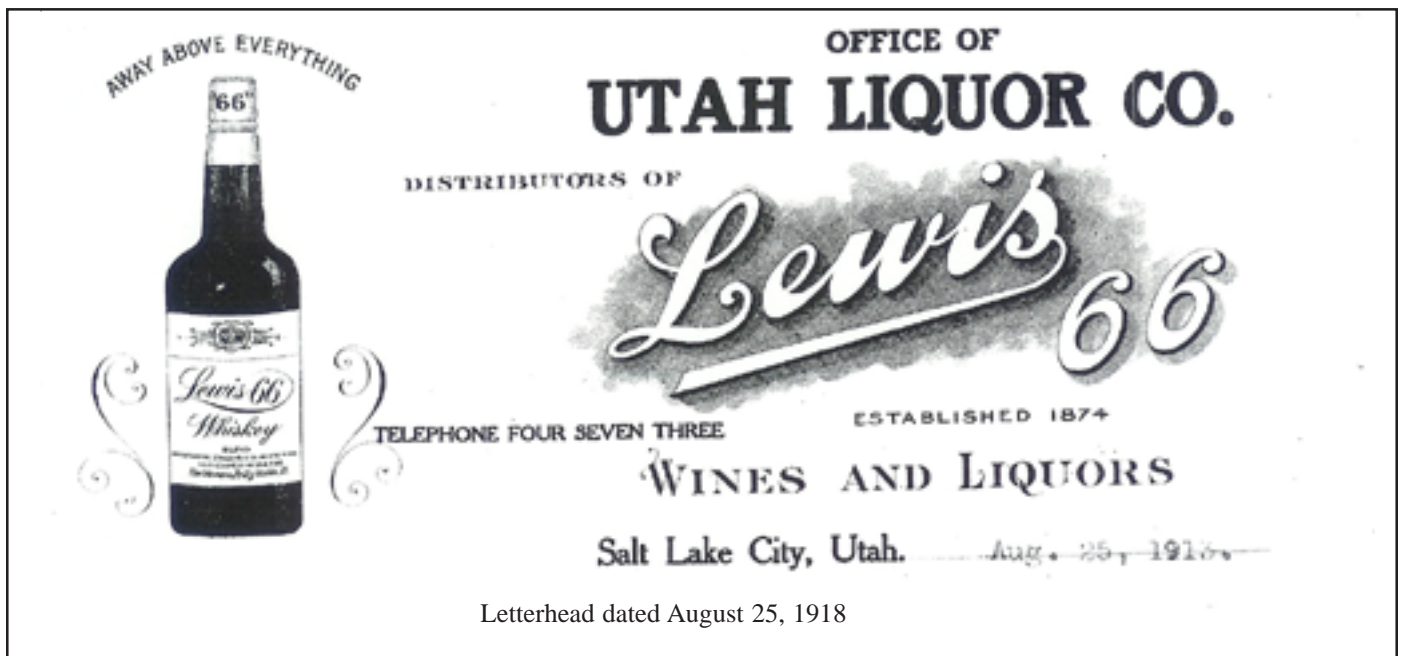
Arguably the most appealing piece of stoneware at the 223 South Main Street address would be a cream colored safety valve style wide mouth crock with lid/metal closure reading UTAH LIQUOR CO. / "THE FAMILY STORE" / 223 SO. MAIN ST. / SALT LAKE CITY, UTAH / Return this Jar and get 10 Cents in Cash. These crocks are particularly appealing due to the base marking MINN S CO / RED WING MINN. Dave Emett reports 15-20 of these known.

In glass there are several paper labeled flasks, at least three clear megaphon e-shaped cylinders embossed with UTAH LIQUOR CO and two clear half-gallon "stackers". These are all highly desirable items to the Utah and western collector.

- 1894-1902 167 South Main Street
- 1896 Telephone 473
- 1902 Jacob Bergerman, Manager
- 1903 223 South Main St & 26 W 3rd St
- 1904-1917 223 South Main Street,
Jacob Bergerman, Manager



Above: This is the Utah Liquor Company building at 167 South Main. It has been the home of Lamb's Cafe from the early 1930's until the present, 2002. This photo comes from a March 3, 1989 ad in the Enterprise.



Letterhead dated August 25, 1918