

Just For Openers

JAN. 1989
ISSUE #41

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It is with great joy and fear that I am starting the 11th year as Editor of this highly specialized newsletter. Attempting to follow in the footsteps of Don Bull and Ed Kaye is like camping in the woods with a case of cold beer and no opener! It would seem to me that everything that could be printed about openers has already appeared in the JFO (or has it)?

I will continue to edit the JFO with the same enthusiasm, energy, fun and humor that Don and Ed did in the past. I want to thank all of you who wished me well in my new job, and to Don and Ed for trusting me with their baby. The JFO belongs to all the members, I just put it together. I welcome all items of interest to all or some of our members.

I wish all of my fellow JFO members a Happy New Year and good hunting.

NEW DISCOVERIES

The new discoveries will appear in the Oct. JFO. They will then be entered in the Jan. additions list. For the members who sent me information on N.D., I have them on file. If anybody else has a N.D. please send me the information by Aug. 1. Thank you for your cooperation.

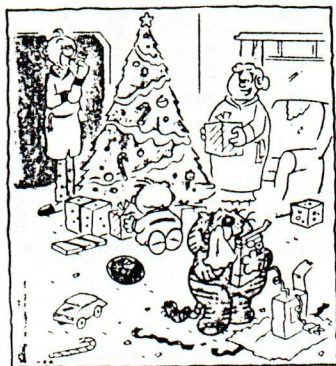
ED KAYE

Unfortunately there is not enough room in this newsletter to give full credit to Ed Kaye for his past service. We will do that in a later JFO.

OPENER CONVENTION

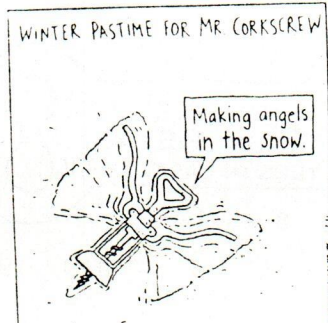
I hope to see all of the many members who attended past conventions in Frankenmuth, Mi. I also hope to see many new faces. For more information about the convention see page 14.

HEATHCLIFF / By George Gately



"It's quite a touching moment... His very own can opener."

Counter Culture / By Maratta and Maratta



HP The Christmas wine

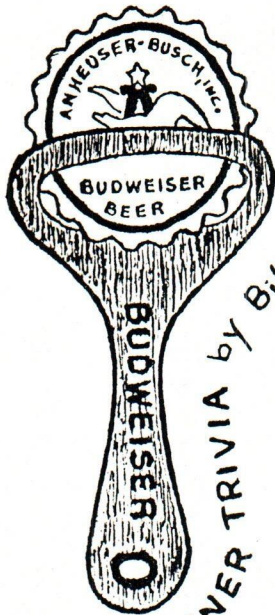
PHYLLIS AND DICK CREUZIGER



PEG & BOB NUGENT



Have the Merriest



OPENER TRIVIA by Bill McKenzie

In The Beer Book, page 88, Will Anderson, the author, writes:

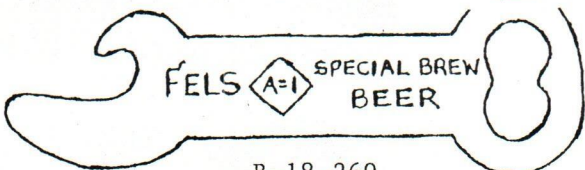
"Private label beer has meant different things over the years. Now pretty much relegated to supermarket and liquor store discount brands, private label beer was once the opposite—the top-of-the-brewery's line". On the next page he illustrates two private beer labels which read:

- (1) JOHN F. BETZ MANHATTAN BREWERY Extra Lager Beer
Bottled expressly for Empire Wine & Liquor Co.
92 9TH AVE., NEW YORK.
- (2) Geo. Ehret's Special Brew Hotel Astor New York
Wm. C. Muschenheim. Ferd. Neumer. Bottler,
149 to 157 West 20th St., New York.

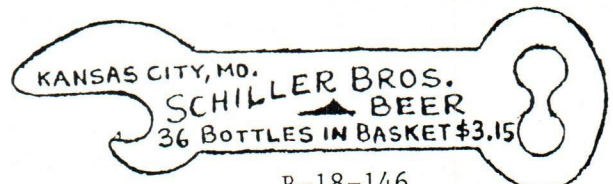
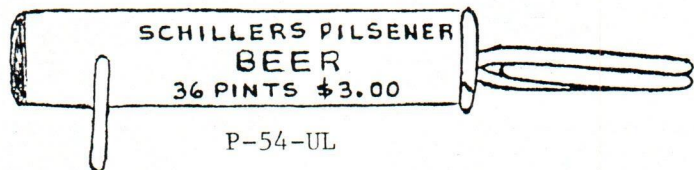
During pre-prohibition times it was not uncommon for breweries to brew a special brand of beer for hotels, liquor companies, or even distilleries. Bearing witness to this fact is the ad on the following page. The Kellerstrass Distilling Co. had their own private label "St. Louis Beer" brewed for them by the Obert Brewing Co. of St. Louis (see lower left hand area of label).



THE HOME OF
"America's Greatest Mail Order Liquor House."



B-18-269



B-18-146

DO YOU WANT A CASE OF ST. LOUIS BEER FREE?



Read every word of this remarkable offer carefully. It cannot fail to interest you. It is the most amazing—the most liberal—the most unheard-of offer ever made by a reliable concern.

THINK OF IT

24 full bottles of delicious sparkling beer absolutely free with every three gallon order of the famous KELLERSTRASS WHISKEY. We ship by freight and prepay all charges.

WE ARE NOT SELLING BEER

Our entire business is devoted to distilling and selling direct to the consumer the finest, purest, mellowest, and best tasting whiskey on earth—the celebrated KELLERSTRASS WHISKEY.

Why, then, are we giving away beer so generously? This is the reason: On account of the fact that many counties, towns, and townships in various states have recently gone "dry," a large number of breweries are restrained from shipping beer into those localities. This limitation of territory has caused some breweries already to decrease the quantity of their output.

One large brewery, noted all over the country for the purity, excellence, and general superiority of its beer, did not wish to do this. The management did not care to lay off any hands, or cut down salaries, or make any change whatever. They wished to go right on making just as much beer as formerly. But they must find a market for it, and, being cut off from "dry" territory, and already having a large distribution in saloon territory, it seemed for a while as though it would be a perplexing problem to solve. Finally, however, they made arrangements with us whereby for an indefinite period, we are to take over all their surplus—the amount which they formerly sold in what is now "dry" territory. We get it for practically the exact cost of production. It is bottled under our own label, expressly for us.

Remember, we are not going to sell this beer. We are going to give it away absolutely free to our customers.

Our one thought when we made this deal was that here is a splendid opportunity for us to show our appreciation of the loyal patronage extended to us by our customers through all these years—a patronage obtained and held solely on account of our honest business methods and the uniform superiority of our whiskeys—and which has enabled us to build up the largest from distillery to consumer whiskey business in the world.

We knew that thousands of our customers would gladly avail themselves of the opportunity to get an occasional case of REALLY GOOD beer, during the summer months in order to have a few bottles always handy on ice or hanging in the well.

There are absolutely no strings whatever to this magnificent offer. The full two dozen bottle case of fine beer is yours for the asking. All we ask is that you send us your order for twelve full quarts (3 gallons) of KELLERSTRASS WHISKEY at \$3.15 per gallon or higher priced brands, and the case of beer will be sent freight prepaid with the whiskey.

We do not ask that you even return the case of "empties." You may keep the bottles. The women folks will find them convenient for putting up catsup, etc.

REMEMBER THESE TWO THINGS

FIRST. That the whiskey we send with this offer is precisely the same as we have always sold. It is the genuine old reliable KELLERSTRASS WHISKEY which for years has been generally recognized as America's finest family whiskey.

SECOND. That the beer is one of the finest brews in the United States; that it is not a job lot of left-over beer we are offering you, but the regular product of a large, scrupulously clean and sanitary brewery; that the beer is pure, delicious, and wholesome; and that YOUR MONEY WILL BE PROMPTLY REFUNDED IF FOR ANY REASON AT ALL YOU ARE DISSATISFIED WITH THE GOODS.

SEND US YOUR ORDER TO-DAY, AND HAVE A COUPLE OF DOZEN "COLD ONES" ON US.

Kellerstrass Distilling Co. . . . St. Louis, Mo.

OPENER TRIVIA CONTINUED

On the first page is a picture of the Kellerstrass "Liquor House". This distillery had its own public outlet where it sold its products directly to the consumer, either by mail or I imagine over the counter. I wonder where this building was located and if it is still standing.

Beneath the picture are three pre-pro openers which advertise private label beer. The 1915 Kansas City city directory offers the following information on these businesses:

Fels Distilling Co., 415-17 Delaware

Schiller Bros. liquor, 308 W 6th

I wonder who brewed their beer. I suppose only a label would offer that information.

Send your info for OPENER TRIVIA to:
Bill McKenzie 6360 So. Jellison St. Littleton, CO 80123

ROSTER

Because of late returns, the roster will be in the April JFO.

CLASSIFIEDS

Will buy your openers (Beer Adv.) in lots of 200, you send me a list of them and the price you want. I'll either accept the offer or I will make a counter offer. If not acceptable, I can sell them for you at a 20% commission. Joe Cardone 1833 Rosemont Blvd. Dayton, OH 45420 513-254-6796.

Important Mail Auction—the collections of Don and Bonnie Bull will be offered for sale in three mail bid sales closing in April, July, and November, 1989. Send \$5.00 for Auction No. 1 or \$10.00 for all three to Bonnie Bull 20 Fairway Dr. Stamford, CT 06903.

WANTED

Older Cincinnati, Covington KY, Newport KY, Hamilton OH, openers. Need a Brass Kauffman Brewing Co. from Cincinnati. Henry Smith 5459 Woodhaven Dr. Cincinnati, OH 45248.

Lexington Brewery (Dixie Beer) and Coca-Cola openers. Want to buy older styles, unusual types, especially figurals. Best prices paid. Write! Thom Thompson Huntertown Rd. Versailles, KY 40383.

TRADE / SELL

I have D-11-1 Hagerstown, F-7-1 Columbia, M-9-1 Ballantine and N-10-1 Krueger, available for Pennsylvania openers that I need.

Zang's Minia Auction: B-15-15 Pur-ox, C-2-4, Sivler top and K-5-2 Schlitz, openers go to highest bidder(s) received by 1/31/89.

QUESTION: I saw a B-1 opener marked: Yellow Head Beer, "It's Fare For Sure". Does anyone know what Brewery this opener came from?

Anthony T. Zanghi Rd 1 Box 404f14 Coopersburg, PA 18036.

The results for Zang's Mini Auction, 10/88 Edition were: B-14-46 Yuengling \$12.60, I-20-1 Adlerbrav no bids, and M-7-1 Silver Top \$50.00. Thanks for your bids.

The **DEADLINE** for the **APRIL** JFO is **MARCH** 1st.

LETTERS TO THE EDITOR

(This is a new endeavor. If anybody has any: comments, rebuttals to past comments, silly comments, questions, answers to questions, or any other very important opener information to pass on to the JFO membership, I will print it verbatim in this column.)

JAN. 1989

1989 ADDITIONS TO THE "HANDBOOK" & TO THE JAN. '85, '86 '87 & '88 ISSUES OF JFO.
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A-1

(A-1/A-25)

- 70. ALLIANCE BREWING CO. ALLIANCE, OHIO
- 71. BELOIT MALT PRODUCTS CO (SEE #43)
- 72. GRAF'S DRINK LEMON-LIFE
- 73. COMPLIMENTS OF ROYAL BOHEMIAN MEL SUNDEN

A-3

- 29. JIFFY BRUMALT DISTRIBUTORS STACY MERRILL FRUIT CO. DULUTH, MINN.
- 30. USE SOUTHERN QUEEN MALT FOR BEST RESULTS
- 31. STONE MALT CO. 233 2ND STREET N.E. CANTON OHIO

A-4

- 42. DRINK GERMAN STYLE BEER WAPAKONETA O.

A-5

- 54. GREAT FALLS BREWERIES, INC. BOHEMIAN BEER PHONE 3271
- 55. POPPY MALT CENTRAL BEVERAGE CO. 801 W. PICO
- 56. SCHMIDT PRODUCTS CO MALT, HOPS AND SUPPLIES PHONE NORTHWAY 5934
1046 HOLDEN AVE AT HAMILTON
- 57. SOUTH BEND MALT CO. PHONE 3-6581
- 58. WESTERN MALT CO. 12 MAIN STREET PHONE 4995 HAMILTON, O. (SEE #34)

A-7

- 26. MARX CUT-RATE MALT STORE PHONE MAIN 8261 186 SO. 4TH ST
- 27. WHITE CAP CAPS THEM ALL (SEE #15)

A-9

- 30. BETHLEHEM MALT CO. 515 E.3RD ST. 303 E.3RD ST. PHONE 3917
- 31. DETROIT MALT EXTRACT CO. 46 E. 2ND ST. 710 E. 5TH ST. DAYTON, O.
- 32. FRIED'S MALT & HOP PHONE 20240 411 HAMILTON ST. ALLENTOWN, PA.
- 33. RAINIER BEER KIRCHNER & MANTE OAKLAND, CALIF.
- 34. WHITE EAGLE BR'G CO. TEL. YARDS 158 CHICAGO

A-13

- 13. EVERY DAY DRINK HAUCK'S RED MONOGRAM
- 14. LEMP'S BEER H.C. KREIENKAMP, CONCORDIA, MO.
- 15. S.ROSENBERG MALT & HOPS STATIONERY & CIGARS 839 BROADWAY

A-15

- 43. MASCOUTAH BREWING CO. ILLINOIS ELECTRIC BREW
- 44. INTER-STATE BREW CO. DRINK NULIFE BEER / INTER-STATE BREW CO. DRINK
AUSWAHL BRAU
- 45. L.W. MALT & HOPS 8330 W. JEFFERSON
- 46. DRINK WAVERLY'S "GOLDEN AGE" BEER

A-16

- 10. PORTSMOUTH BREWING COMPANY PORTSMOUTH, N.H. / (ROPE & ANCHOR LOGO)

A-17

- 33. DRINK BARMANN'S THURINGER HOF BRAU NONE BETTER

A-18

- 21. "HIGH POWER'D" MALT HOPS REMEMBER THE EMPTY BOTTLE
- 22. DRINK LIKE A FISH USE JL MALT JOE'S MALT STORE 4TH & MAIN STROUDEBURG

A-19

- 3. GUTSCH BREWING CO. / RED LION

A-21

- 69. ATLAS SPECIAL 3.2. BEER ATLAS SALES CO. FORT DODGE IA. EAT, DRINK
AND BE MERRY

- 70. BLATZ BEER PETE'S PLACE STOUGHTON, WIS
- 71. EULBERG'S BEER PORTAGE, WIS.

- 72. YOU PAY FALSTAFF STAG DAD'S ROOT BEER HAROLD L. PAUL DISTRIBUTOR
- 73. GIVE GRAIN BELT A WHIRL LAWRENCE KAISER

- 74. DISTRIBUTOR OF HAMM'S PREFERRED STOCK MILK RIVER CREAMERY CHINOOK, MONTANA

A-23

- 6. BUDWEISER GENESEE-DOBLER THOS. GIAMMARIA DISTR.-

A-25

- 10. PITTSBURGH BREWING CO. TECH BEER PITTSBURGH BREWING CO. PITTSBURGH, PA
CONTENTS 11 FLUID OUNCES (SEE #7)

(A-28/B-19)

A-28

33. THE EILERT BEVERAGE CO. 2539 LORAIN AVE CLEVELAND, O. DRINK CONSOLATION

A-29

59. ARCADIA BREWING CO. ARCADIA, WIS.

60. BUDWEISER BEER DISTRIBUTORS / CARBON CO. CREAMERY CO. RED LODGE, MONTANA

61. DRINK BUSHKILL BEER BAKER AND MULLEN PHONE MET 8001

62. RAINIER OLD GERMAN LAGER (SHRINE LOGO) / RAINIER LIME RICKEY (SEE #7)

63. FOR BETTER RESULTS USE RISING SUN MALT EXTRACT 4819 N. FRONT ST. PHILA. PA.

64. THE WESTERN BOTTLE CO HOME BOTTLING SUPPLIES 818 WADE ST WEST4436 WEST 0229
CIN'TI. OHIO (SEE A-5-13)

A-35

29. MARX MALT COMPANY 186-S. 4TH ST. 1068 BROAD ST. CALL MA. 3261

30. DRINK SCHLITZ IN BROWN BOTTLE, J.P.MURRAY, AURORA, ILL. / SCHLITZ BUFFET,
J.P. MURRAY, PROP AURORA, ILL.

31. YOU WON'T KICK IF YOU DRINK SCHOONER BREW-BOTTLED BY MONROE RASCOE
REIDSVILLE, N.C.

A-42

15. INDEPENDENT BREWING AND MALTING CO. DAVENPORT, IOWA OLD BLACKHAWK BOTTLE BEER

A-44

4. GOLD NUGGET BEER "MONARCH OF THEM ALL"

B-5

26. REPUBLIC BREWING CO. REPUBLIC, WASH.

27. R.I.B. CROSS COUNTRY BOTTLE BEER

B-6

17. A.B.C. BOHEMIAN ST. LOUIS / GEORGE JACKSON PUEBLO, COLO.

18. MATHIE BEER COST NO MORE / BUT TASTE LIKE MORE

B-8

8. STAR MALT CO. MALT, HOPS & SUPPLIES 74 E. TOWN ST. COLUMBUS, O.

B-13

81. BLUE RIBBON MALT EXTRACT CO. 917 BROADWAY CAMDEN, N.J. / BLUE RIBBON
MALT & HOPS

82. ELDREDGE PORTSMOUTH ALE

83. GEO. MUEHLEBACH BREWING CO KANSAS CITY, MO. / DRINK NEW BREW

84. STERLING BEER DIST'R / ELMER HERRON 907 N. GREEN ST.

B-14

158. DRINK GIPPS BARLO AN INVIGORATING BEVERAGE

159. DRINK GOLDEN GLOW

B-18

442. AMBRIDGE-ECONOMY BREWING CO. ECONOMY, PA.

443. THE BAVARIAN BREWING CO. WILMINGTON, DEL. DRINK LUXBURGER BEER

444. BERG AND SON QUALITY MALT SYRUP

445. WHOLESALER OF VAL BLATZ BEER T.P. NAVIN, MITCHELL, SO. DAK.

446. KEY TO CAPITOL BREWERY CO'S BOTTLE BEER

447. COMPLIMENTS OF CROAK BREWING CO.

448. THE CONSUMERS BREWING CO. DENVER, COLO. / "MILE HIGH BEER"

449. DECATUR BREWING CO / KEY TO UDARIS THE WATER OF PERFECTION

450. FORT PITT BREWING CO. SHARPSBURG, PA. / (ILLEGIBLE) BEER

451. KEY TO HAUENSTEIN'S BEER NEW ULM, MINN.

452. KAMM & SCHELLINGER COMPANY, MISHAWAKA, IND./DRINK ARROW JULADE-EMRAL(SEE#197)

453. KINGS BOHEMIAN BEER

454. KEY TO KRANTZ OLD DUTCH BEER

455. KEY TO LEXINGTON BREWING CO. *DIXIE* (ON BANNER)(SEE #434 DIXIE)

456. THE FAMOUS NARRAGANSETT LAGER

457. PURITAN MALT EXTRACT & HOPS/RABBITT & HUNTER CO. 919-D ST. N.W. DISTRIBUTORS

458. P.SCHOENHOFFEN BREWING CO. KANSAS CITY BRANCH / KEY TO HEALTH DRINK
EDELWEISS BEER

459. TAYLOR'S MALT 992 GENESEE ST. BUFFALO

460. KEY TO TEXAS BREWING CO. FORT WORTH

461. KEY TO ABE TRATTNER'S-BEER-144 SOUTH GEORGE ST. YORK, PA.

462. VOIGT BRY. CO. DETROIT KEY TO VOIGT'S RHEINGOLD OR "NURSHIN" MALT

B-19

186. DRINK CONSUMER'S FINE BEERS

187. ASK FOR EAST SIDE BEER BEST BY EVERY TEST

- 188. DRINK EAST SIDE THE PERFECT BREW
- 189. DRINK FUHRMANN'S REEDSBURG BEER
- 190. KEY TO HAUSMANN'S BEER (2 INITIALS IN SHIELD)
- 191. CHAS. D MOULS BEERS YORK, PA.
- 192. THE REX CO'S OLD HEIDELBERG
- 193. DRINK U.S. BREWING CO'S SAVOY SPECIAL BREW.
- 194. DRINK SPACHT'S BEER / SAME
- 195. WALLA WALLA BREWING CO. WALLA WALLA WASH. / KEY TO "KLOSTER BRAU" AND EXTRA PALE BEER

B-21

- 437. ALEXANDRIA BREWING CO. ALEXANDRIA, MINN. / DRINK WUERZBURGER BEER
- 438. DRINK AMERICAN BEAUTY "THE BEER THAT MAKES LIFE WORTHY LIVING"
- 439. UGUSTA BREWING CO. DRINK BELLE OF GEORGIA AUGUSTA, GA.
- 440. KEY TO BROWNSVILLE BEER
- 441. CRYSTAL LAGER BEER JOS. C. SCHUTTE, SAN JOSE, CAL.
- 442. THE FAIRMOUNT BREWING CO. CINCINNATI, OHIO / SAME
- 443. GARDEN CITY BREWING CO. MISSOULA, MONT. / THE HIGHLANDER PALE BEER(SEE #422)
- 444. FOR HASTINGS BREWING CO'S PRAIRIE PRIDE BEER
- 445. KEY TO JULIUS C. HELB'S BEER
- 446. CALL FOR INDEPENDENT BREWING & MALTING CO'S OLD BLACKHAWK BEER / RETAILED BY INDEPENDENT JOBBERS CO. DAVENPORT, IOWA
- 447. CALL FOR KERN'S CREAM OF MICHIGAN / PT. HURON MICH.
- 448. OTTAWA BR'G ASS'N BEER
- 449. ROBT' PORTNER BRG. CO. STAUNTON, VA. ANDREW BELL AGT.
- 450. TANNHAEUSER EXPORT GEORGE ROESCH/2435 N. SYDENHAM ST. PHILADELPHIA (SEE #310)
- 451. ASK FOR SHERIDAN EXPORT

B-22

- 94. HAEHNCE BEER
- 95. DRINK "OUR SPECIAL" THE PRAIRIE DU CHIEN BEER
- 96. THE THIEME & WAGNER BREWING CO. YE TAVERN BREW / T&W SPECIAL
- 97. KEY TO VOGL'S BEER MAUSTON, WIS.

B-23

- 135. DRINK ALE 81 "A LATE ONE"
- 136. ALPEN BRAU KUECKS LIGHT LUNCHES
- 137. USE XXXX BELMONT MALT 38-40 FRONT ST. ROCHESTER, N.Y.
- 138. BUDWEISER HOFMANN AND REES
- 139. USE RED ARROW MALT & HOPS 9300 MACK AVE. DETROIT LINCOLN 2689
- 140. RETURN THESE KEYS TO SALEM BREWERY ASSOCIATION, SALEM, OREGON AND RECEIVE REWARD / 936

B-24

- 100. VALLEY BREW BEER

B-25

- 11. THE GOEBEL BREWING CO. DETROIT / KEY TO SHIELD BEER

B-30

- 7. USE PEERLESS YEAST INSIST ON SUPERFINE EXTRA DRY KENWOOD 6098

B-34

- 2. PECHSTEIN & NAGEL CO. KEOKUK, IOWA / PURITAS

B-35

- 13. DRINK MILWAUKEE BREWS / SAME
- 14. GILT TOP BEER NORTHERN BEVERAGE CO.
- 15. MADISON HOME SUPPLY CO. 11626 MADISON AVE / MALT & HOPS BOULEVARD 1076
- 16. QUINALT PRODUCTS CO. PHONE 55 ABERDEEN
- 17. QUINALT PRODUCTS CO. INC. PHONES ABRDN. 55-655 ABERDEEN, WASH / QUINALT CLUB SPECIAL BREW

B-36

- 5. ATLAS MALT PROD. CO 314 W. MILWAUKEE ST JANESVILLE WIS
- 6. ROCKFORD MALT EXT. CO 1030 S. MAIN ST. USE ENEGY MALT (SEE #2)
- 7. STORZ BEER / SAME

B-42

- 8. THE MATHIE BREWING COMPANY LOS ANGELES, CAL. / RED RIBBON BEER

B-50

- 3. FAMOUS HOP GOLD

(B-55/E-3)

B-55

14. LONE STAR BEER (IN SHIELD WITH STAR)

B-57

2. BUD LIGHT BEER
3. BUDWEISER LIGHT BEER LABEL
4. COORS
5. LITE A FINE PILSNER BEER LABEL
6. MICHELOB LABEL

B-58

8. BUD LIGHT (SPUDS MACKENZIE IN WHITE & BLUE BEACH SHIRT)(BLUE & RED ON WHITE)
9. BUD LIGHT (SPUDS MACKENZIE IN BEACH CHAIR)(RED, BLUE & YELLOW ON WHITE)
10. BUD LIGHT (SPUDS MACKENZIE-PAW PRINT)(BLUE & RED ON WHITE)
11. LITE (LABEL)(BLUE, RED & GOLD ON WHITE)
12. MILLER HIGH LIFE (LOGO)(RED ON WHITE)
13. OLD MILWAUKEE BEER (LABEL)(RED & BLACK ON WHITE)
14. SCHLITZ A GREAT AMERICAN BEER SINCE 1849 (WORLD & RECTANGULAR LOGOS)(RED ON WHITE)
15. SCHLITZ MALT LIQUOR (BULL)(BLUE & BLACK ON WHITE)

B-60

2. DRINK EAGLE BEER MADE IN UTICA PEERLESS LAGER (EAGLE) MONARCH ALE (STEEL)
3. COMPLIMENTS STARK-TUSCARAWAS BR'W'IES CO. CANTON, OHIO AL KOREN SHRINERS SEPT. 10 1914 (SHRINERS CAP & EMBLEM).

C-1

7. BUDWEISER (EAGLE IN A)

C-5

15. JOHN WAGNER SONS BRG. CO. / PALE AMERICAN (SEE #5)

C-9

34. MICHEL (SCRIPT)

35. SEBEWAING OLD STYLE BEER (SEE #10)

C-10

45. REGAL KING OF BEERS DETROIT, MICH. (LION HEAD) / "GOOD BEER FOR YOUR GOOD TIMES" (SEE #19)

C-11

33. THE CLEVELAND-SANDUSKY CO. CLEVELAND, O. SANDUSKY, O. / ALWAYS DRINK GOLD BOND
34. MILWAUKEE TAVERN THE MELLOW MALT / HOME SUPPLY CO. PACKERS OF QUALITY-PLUS EVERETT, WASH.

C-12

159. SCHAEFER BEER AT ITS BEST MADE IN U.S.A. / SCHAEFER BEER AT ITS BEST
160. GOOD OLD TADCASTER BEER

C-13

271. HARVARD BREWS NEW ENGLAND'S FINEST / HARVARD (BOTTLE)
272. MAUSNERS LAGER BEER "LIKE THE OLD DAYS" (SEE #143)
273. ORANGE COUNTY BREWERY INC. MIDDLETOWN, N.Y. GOLDEN FOAM BEER

C-15

21. KRUEGER BREWING CO. NEWARK, N.J. / AMBASSADOR EXPORT BREWED BEER

C-18

21. FALSTAFF / JOHN HIRSCHFELD DISTRIBUTOR CHAMPAIGN, ILLINOIS

C-20

26. LEBANON VALLEY EXPORT BEER-ALE-PORTER (LV LOGO) (SEE #5)

D-1

39. STROH'S BEER / DETROIT MICH

D-3

21. REISCH / GOLD TOP

D-4

8. FRONTENAC / EXPORT ALE

D-8

2. LION BREWERY CINTI, O. / ASK FOR LION BEER

E-1

50. DRINK BUSHKILL LAGER BEER / SAME

E-3

71. PET RITZ BEER "IT SATISFIES"

E-4

- 301. GOLDEN STATE BREW / MILWAUKEE MALT BREWS
- 302. THE HOLLENCAMP PRODUCTS CO PHONE GAR. 433
- 303. METZ BEER / SAME
- 304. PEERLESS PRODUCTS CO PHONE KILBOURN 2714/PEERLESS CARBONATED BEVERAGES
- 305. TALLY-HO BEER ALE & PORTER / SAME

E-6

- 195. OIL CITY BREWING CO. / O.C. SPECIAL BEER
- 196. PIONEER ABERDEEN, WN. / SAME (1934-1944 BREWERY)
- 197. SCHULTZ BREWING CO. INC. UNION CITY, N.J. / SAME
- 198. DRINK SUNSET BEER / SAME (SEE #181)
- 199. DRINK "SUNSET" BEER / PRIDE OF THE COEUR D'ALENES

E-7

- 59. NARRAGANSETT BREWING CO. PROVIDENCE, R.I.

E-8

- 87. BURKHARDT'S QUALITY BREWS
- 88. THE GERMAN BREWING CO. CUMBERLAND, MD. / SAME
- 89. IROQUOIS INDIAN HEAD BEER / SAME

E-14

- 717. ACME BREWERIES SAN FRANCISCO, CAL. / ENJOY ACME BEER
- 718. ACME BREWING CO. PHONE-31611
- 719. ATLAS PRAGER BEER GOT IT-GET IT
- 720. BURTON BR'G CO. VITABREW / MORLEIN SCHULTZ
- 721. J.B. EXPORT HAMMONTON, N.J. / SAME
- 722. KIEWELS KIEWELS
- 723. KIM'S BEER HYDE PARK, PA.
- 724. KOLB BREWING CO. BAY CITY, MICH.
- 725. KUEBLER BREWING CO. INC. EASTON, PA. / MELLO-LIGHT KUEBLER PREMIUM
- 726. PICKWICK ALE LIGHT PICKWICK / SAME
- 727. RAINIER BREWING CO. INC. SAN FRANCISCO, CAL. / RAINIER BEER-ALE (SEE #229)
- 728. REGAL AMBER BEER REGAL AMBER ALE / SAME
- 729. O.C. SALTZMAN BEER
- 730. SCHLITZ BEER MILWAUKEE, WISCONSIN / SAME
- 731. SCHLITZ BEER SCHLITZ BEER
- 732. STROH'S BEER A.T. BEBEE
- 733. "TOME PILSENER" "TOME PILSENER" / SAME

E-17

- 7. I.S.D. CO. SIOUX CITY, IA. ? NULIFE BOTTLED BEER

E-19

- 5. AMERICAN BREWING CO. NEW ORLEANS DRINK REGAL BEER T.R. LANDER
HOUSTON, TEXAS PRESTON 3333

E-23

- 18. WIELAND'S EXTRA PALE / SAME

E-25

- 4. FIDELIO BREWERY NEW YORK / SAME

E-28

- 3. HUDEPOHL BREWING CO. / CINCINNATI, OHIO

F-3

- 11. FALSTAFF BEER GOOD CHEER ALL YEAR HARRY S. FLODIN

F-6

- 63. DRINK HOSER'S FAMOUS BEERS / E.T. REMPE & CO., 219 2ND ST. MARIETTA, O.
- 64. KEELEY BREWING CO., TEL. CALUMET 349 / A CHILL AND LIGHT PROOF BEER
- 65. REISCH BREWING CO. / DRINK "GOLD TOP"
- 66. BUY UTICA-"HIGH TEST MALT" / THE MARKET BASKET 478 COLUMBIA ST., UTICA, N.Y.

F-7

- 4. LONE STAR HALLETTSVILLE DISTRIBUTING CO. GENE & FRANCIS VALENTA LONE STAR
& OLYMPIA BEER

F-18

- 7. DALLAS BREWERY DALLAS. TEX. WHITE ROSE BEER.

F-21

- 2. GOOD OLD RAINIER BEER (IN BOWL) / HANFORD BOTTLING CO. THE HOME OF MIKO
BEVERAGES PHONE 45

(F-28/M-29)

F-28

2. TWO RIVERS BEVERAGE CO. GOLDEN DROPS BOBBIE ALE
G-1
62. KESSLER BEER (BOTTLE)
G-6
22. GIBBONS BREWERY WILKES-BARRE PA IF IT'S GIBBONS...IT'S GOOD / SAME
G-9
80. SCHEIDTS VALLEY FORGE BEER (WHITE ON RED)
81. STAR ALE & LAGER / SAME (WHITE ON RED)
82. STAR ALES & LAGER
G-12
14. OLD STYLE
15. SPECIAL EXPORT
16. YUENGLING-POTTSVILLE, PA AMERICA'S OLDEST BREWERY
H-2
156. NATIONAL BEVERAGE DISTRIBUTING CO HOME OF THE BADGER BRAND QUALITY PRODUCTS
1184 NORTH WATER ST. MILWAUKEE, WIS (SEE #108)
H-8
18. FAMOUS NARRAGANSETT LIGHT ALE FINER FLAVOR OF SEEDLESS HOPS
I-6
90. CANADIAN ACE BRAND BEER & ALE MADE IN U.S.A. (SEE #9)
91. COORS AMERICA'S FINE LIGHT BEER (SEE #48)
92. MITCHELLS PREMIUM BEER
93. SILVER TOP THE MOST LUXURIOUS LIGHT BEER IN THE WORLD
I-11
359. CHAMPALE / SAME
360. FECHTELS (NO QUOTE MARKS-SEE #52)
361. HOLIHAN'S ALE-PILSENER / SAME (SEE #183)
362. LUCKY LAGER AGE DATED BEER / ITS LUCKY WHEN YOU LIVE IN AMERICA (SEE #327)
363. SCHLITZ JOS. SCHLITZ BREWING COMPANY, MILWAUKEE, WIS. U.S.A. BREWERIES AT
MILWAUKEE, WIS. BROOKLYN, N.Y. LOS ANGELES, CALIF. KANSAS CITY, MO. AND
TAMPA, FLA. / SCHLITZ THE BEER THAT MADE MILWAUKEE FAMOUS
I-12
195. HEIDELBERG BEER / SAME
I-13
121. GRETZ PHILADELPHIA'S ONLY EXTRA-PREMIUM BEER (MAN ON HIGH WHEELER)(SEE #61)
I-14
73. INTERNATIONAL BREWING INDUSTRIES EXPOSITION / EMRO MFG. CO. 1956
I-17
279. NORTHERN BREWING CO. INC. SUPERIOR, WIS / SAME
280. PATRICK HENRY MALT LIQUOR
281. PROGRESS OKLAHOMA'S OWN PREMIUM QUALITY BEER / SAME
I-18
39. RAMS HEAD ALE / VALLEY FORGE BEER
I-19
30. ESSLINGER / WAITER
I-20
33. STAG BEER R.C. FISCHER & SON
L-3
2. EAGLE IN A
3. MICHELOB (BLOCK LETTERS) BEER EAGLE IN A
4. MICHELOB (SCRIPT LETTERS) BEER EAGLE IN A
L-4
56. MINNEAPOLIS BREWING CO., MINNEAPOLIS, MINN. GRAIN BELT BEER SPECIAL(ON LABEL)
57. STEINS EXTRA DRY-STEINS CANANDAIGUA EXTRA DRY BEER
M-19
20. BUDWEISER
M-29
32. BUDWEISER KING OF BEERS EAGLE IN A ELGER A. DUSTMAN DISTRIBUTOR WARRENTON, MO.
PHONE GL.6-8158
33. BUSCH BAVARIAN BEER H.W. HERRELL DIST. CO. BUDWEISER BUSCH BAVARIAN
IMPERIAL, MISSOURI HOBART 7-2141 OR HOBART 7-4811

- 34. GO GO GO FOR FALSTAFF (CARTOON MAN) FALSTAFF BEER DISTRIBUTING CO.
HILMAR HAUFLE-OWNER P.O.BOX 338 PHONE: 249-2212 BOERNE, TEXAS
- 35. GO GO GO FOR FALSTAFF (CARTOON MAN) R.P.VIVIEN FALSTAFF DISTRIBUTOR
PHONE VE 5-9549
- 36. STAG BEER CARLING BLACK LABEL BEER COMPLIMENTS HAROLD DONZE STAG
& BLACK LABEL BEER

M-30

- 33. FALSTAFF (LOGO) OUR APPRECIATION TO YOU AS A CUSTOMER T.E. MERCER
DISTRIBUTING CO. FORT WORTH, TEXAS
- 34. MICHELOB EAGLE IN A DRAUGHT BEER ACQUISTO'S CROSS BAR LOUNGE 2817 WATSON
ROAD ST.LOUIS, MO. 63139 (314)647-9749 TOM J.ACQUISTO WHERE ALL TOM'S
FRIENDS MEET
- 35. PABST BLUE RIBBON BEER & GRAFS SODA POP SOLON SPRINGS DIST. CO.
- 36. STAG DISTRIBUTING CO., INC. CAPE GIRARDEAU,MO. IMPERIAL,MO. CANTWELL,MO.
DISTRIBUTORS OF STAG-SCHLITZ-BLACK LABEL BEER RED CAP ALE

M-34

- 8. FALLS CITY BEER YOUR IMPRINT 3 LINES

M-39

- 10. THIRSTY?? LEINENKUGEL'S BEER / SAME (SEE #5)

M-43

- 17. MILLER GENUINE DRAFT MILLER AMERICA'S QUALITY BEER (UPSIDE DOWN)
BLACK LABEL / SAME
- 18. MILLER HIGH LIFE (2 MILLER BOTTLES ON ICE CUBES) / SAME
- 19. WURZBURGER HOFBRAU (LABEL) / SAME (IMPORTED & BOTTLED BY A-B)

M-82

- 2. BUD LIGHT BEER (LABEL) / SAME
- 3. CARLSBERG BEER (LABEL) / SAME (IMPORTED & SOLD BY A-B)
- 4. ELEPHANT MALT LIQUOR / SAME (IMPORTED & SOLD BY A-B)
- 5. MICHELOB / SAME

M-83

- 8. MILLSTREAM BREWING CO. AMANA,IOWA BREWERS OF MILLSTREAM LAGER BEER
SCHILD BRAU PILS

N-9

- 25. DRINK KOENIG BRAU THE ARISTOCRAT OF BOTTLE BEER CHICAGO DISTRIBUTING CORP.
2501 S. KEDZIE AVE.

N-13

- 2. NATIONAL BEER / 1966 ORIOLES WORLD CHAMPIONS (ORIOLE LOGO)

N-29

- 8. DRINK FALLS CITY BEER JOHNSON BROS., DISTRIBUTORS KANSAS CITY, MO.

N-40

- 18. COORS BANQUET BEER BREWED WITH PURE ROCKY MOUNTAIN SPRING WATER CERTIFIED
PREMIUM QUALITY (TWICE)
- 19. LONE STAR LONE STAR BREWED WITH PURE ARTESIAN WATER (TWICE)
- 20. MICHELOB

N-41

- 6. SCHMIDT'S & BUDWEISER NICK STADLER-DISTRIBUTOR PIPERSVILLE, PA.

N-56

- 4. FALSTAFF & SCHLITZ BEERS E.T. SAUER DIST. CO. WASHINGTON, MO.

O-4

- 24. SCHAEFER BEER AT ITS BEST

O-5

- 32. BUD KING OF BEERS
- 33. BUDWEISER

P-7

- 31. COMPLIMENTS OF FENWAY BREWERIES CO. BOSTON, MASS. FENWAY LAGER THE BEER
WITHOUT A SUBSTITUTE, SPARKLING CREAM AND STOCK ALE, FENWAY PORTER
FENWAY MUENCHENER & PILSNER, FENWAY SPECIAL SUPREME ALE, "THE ALE
WITHOUT AN EQUAL", FENWAY BROWN STOUT
- 32. SOLE DISTRIBUTOR IN BOSTON FOR PIEL BEER, DRAUGHT AND BREWERY BOTTLING,
HOLLAND SYSTEM, INC. BOYLSTON ST. BOSTON, MASS. SOLE OWNERS GREEN
RIVER RYE, SOLE AGENTS U.S.A. SHAMROCK STOUT FROM DUBLIN, IRELAND,
DRAUGHT AND BREWERY BOTTLING, HEADQUARTERS FOR HOLLAND GIN, IMPORTERS
OF PORTS, SHERRIES, BRANDIES, IRISH, SCOTCHES AND GINS

(P-8/P-56)

P-8

151. FRANK FEHR BREWING CO. LOUISVILLE, KENTUCKY / SAME
152. IROQUOIS BREWING CO. BUFFALO, N.Y. / SAME
153. MCAVOY BREWING CO., CHICAGO
154. OTTUMWA BREWING AND ICE CO. OTTUMWA, IOWA / SAME
155. ROCK ISLAND BREWING CO. / R. I. B. COMPANY

P-9

18. COMPLIMENTS OF PARKERSBURG BREWING CO. PARKERSBURG, W.VA. / SAME
19. TOLEDO BREWING & MALTING CO. LTD. WHITE LABEL / SAME

P-10

61. GIPPS BREWING CO., PEORIA, ILL. / "STANDARD BEER"
62. DRINK LITTLE ROCK BEER / SAME

P-19

27. ANHEUSER-BUSCH KEG & BOTTLED BEER CAIRO, ILL. / ANDREW LOHR BOTTLING CO.
STANDARD TEMPERANCE DRINKS
28. BLATZ MILWAUKEE BEER SHELDON, IOWA C.E. MILLER & CO. WHOLESALE AND
RETAIL DEALERS
29. AGENT FOR MINNEAPOLIS GRAIN BELT BEER AND CARNEGIE PORTERS FROM GOTHENBURG
SWEDEN JOHN T. JOHNSON WHOLESALE LIQUOR DEALER 1644-1650
LARIMER ST. DENVER, COLO.
30. WHOLESALE DEALER IN PABST BRG. CO'S BEER, WINES, LIQUORS & CIGARS JOHN M. GUY
WATERLOO, IOWA
31. FROM J.M. COTTON HEADQUARTERS FOR PORTSMOUTH' BREWERY ALSO ANHEUSER-BUSCH BEER
WINES & LIQUORS OF ALL KINDS FOR MEDICINAL AND FAMILY USE YOUR PATRONAGE
SOLICITED ASHLAND, N.H.

P-22

13. THE FOSS-SCHNEIDER BREWING COMPANY CINCINNATI, U.S.A. / NONPAREIL

P-24

9. COORS GOLDEN. / SAME
10. GEORGIA BREWING ASSN. SAVANNAH, GA. / "THE TIVOLI BEER"
11. NARRAGANSETT BREWING CO. PROVIDENCE, R.I. NEW ENGLAND'S LARGEST BREWERY. CAPAC.
300,000 BBLs. / THE FAMOUS NARRAGANSETT EXPORT AND BAVARIAN
12. F.D. RADEKE BREWING CO. / WIENER & ROYAL PALE

P-31

5. COMPLIMENTS OF CASTANEA BREWERY LOCK HAVEN, PA.

P-43

6. MOERLEIN CROWNED WHEREVER EXHIBITED / CINCINNATI, U.S.A.

P-48

2. OUR SPECIALTY SCHLITZ BEER GREEN VALLEY RYE / P J GREENE 1538 HAMBURG
TURNPIKE ROAD LACKAWANNA, N.Y.

P-51

28. THE JOSEPH FALLERT BREWING CO. LIMITED 52-56 MESEROLE ST. BOROUGH OF BROOKLYN,
CITY OF NEW YORK / DRINK THE FALLERT "EXPORT BEERS"
29. COMPLIMENTS OF GLOBE BREWERY / SAME
30. G. HEILEMAN BREWING CO. LA CROSSE, WIS. / GOLDEN LEAF BOTTLED BEER
31. THIS IS LOANED MUST BE RETURNED TO THE CHAS. D. KAIER CO.
MAHANAY CITY, PA. / SAME
32. MUESSEL BREWING CO. SOUTH BEND, IND. U.S.A. BREWERS OF HIGH GRADE BEER
PHONE 55 / ORIGINAL ARZBERGER BEER
33. THE NEEF BROS. BREWING CO. DENVER, COLO. / COMPLIMENTS OF N.B.B. CO.
34. SCHLITZ MILWAUKEE U.S.A. (GLOBE) / SCHLITZ BEER (GLOBE)
35. MANUFACTURED BY SEIBOLD PRODUCTS CO. NEW PHILADELPHIA, OHIO / SEIPRO
THE LIQUID MALT (ROUNDED HANDLE ENDS)

P-52

3. GOLDSTREAM BREWERY CO. LTD.
4. L.B. CO. PILSENER & MONASTERY BEER LATROBE, PA. / SAME

P-53

4. DISTRIBUTORS OF SCHLITZ IRWIN DISTRIBUTING CO. IRWIN, PA. PHONE 56

P-54

10. HOME BREWING COMPANY RICHMOND, VIRGINIA
11. DRINK WASHINGTON BREWERY COMPANY'S BEER

P-56

2. JONES BREWING CO. SMITHON, PA. ESQUIRE PREMIUM BEER

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