

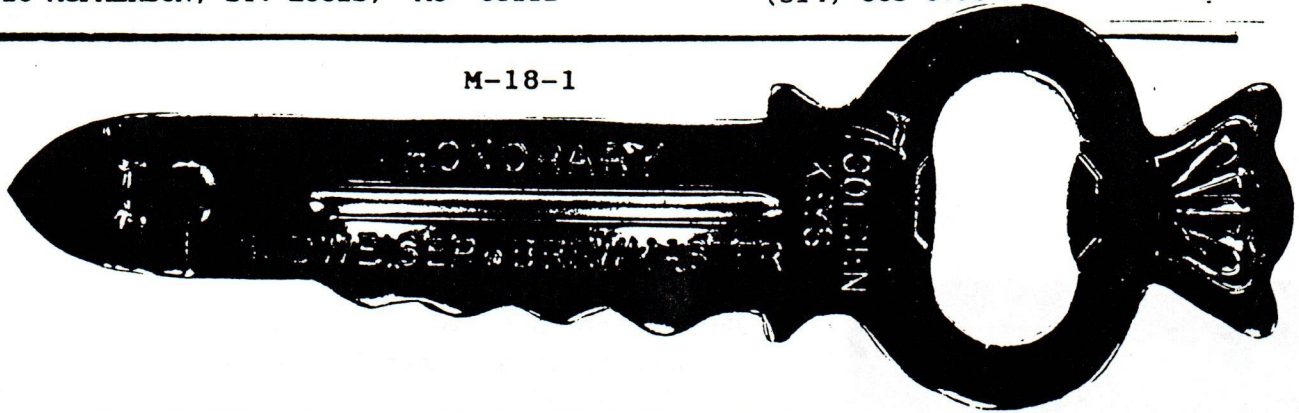
Just For Openers

OCT 1992
ISSUE 56

6126 McPHERSON, ST. LOUIS, MO 63112

(314) 863-6798

M-18-1



THIS ISSUE OF THE JFO FEATURES THE ANHEUSER BUSCH OPENERS.
IF ANYBODY HAS ANY MORE INFORMATION ON THEM ON THEM, WRITE TO ME.

OUR GOOD FRIEND ED KAYE HAS BEEN IN THE HOSPITAL. PLEASE WRITE TO HIM.

JOHN STANLEY HAS TAKEN OVER THE ADDITIONS LISTINGS. IF ANYBODY HAS UNLISTED OPENERS, PLEASE SEND THEM TO HIM BEFORE **NOV.15** SO THAT THEY CAN BE ENTERED IN THE JAN JFO. THIS WILL BE THE MAIN FEATURE OF THE JAN JFO.

IT IS THAT TIME OF THE YEAR AGAIN. THE RENEWAL CARDS ARE INCLOSED.
PLEASE RENEW AS YOU READ THIS LETTER. THE COMPLICATIONS OF LATE RENEWALS CAUSE MANY HARDSHIPS ON ME. EVERY YEAR PEOPLE WRITE TO ME IN JAN OR FEB ASKING WHERE THEIR JFO IS, OR THEY APOLOGIZE FOR RENEWING LATE.

NEXT YEARS OPENER CONVENTION WILL AGAIN BE HELD AT THE OLDENBERG BREWERY.
THE DATE IS FRI.APRIL 30-SAT MAY 1. MORE DETAILS IN THE JAN. JFO.

THERE WAS SOME DISCUSSION BETWEEN MEMBERS ATTENDING THE LAST CONVENTION ABOUT THE DISPLAY CONTEST. SINCE THIS IS AN OPENER CONVENTION, IT WAS RECOMMENDED THAT THERE BE GUIDELINES FOR THE CONTEST: 1- THE DISPLAY BE OPENERS ONLY 2- ALL OPENERS + ONE SIGN FOR IDENTIFICATION 3- LIMITED TO AM. BREWERY OPENERS ONLY 4- AT LEAST HALF OF THE DISPLAY BE OF OPENERS WILL THE MEMBERS WHO ATTEND THE CONV. PLEASE SEND ME THEIR VIEWS ABOUT THIS WHEN THEY RENEW THEIR MEMBERSHIP.ALSO ANY OTHER IDEAS OR SUGGESTIONS.

BUY - SELL - TRADE

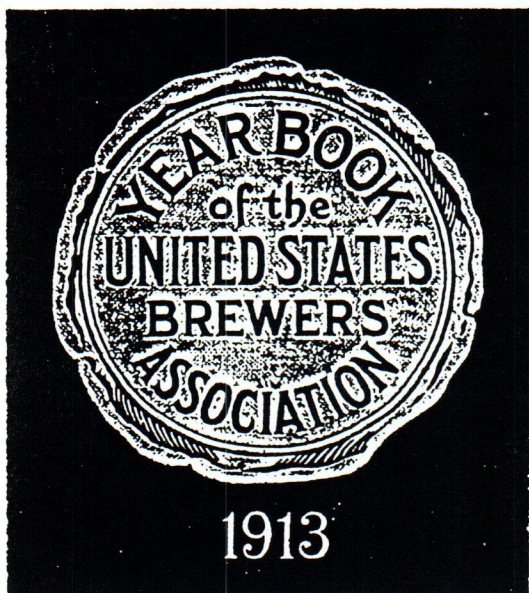
WANTED: B-18-439 PORT TOWNSEND BRWG. CO., DRINK KEY CITY BEER,BUY OR TRADE
JOHN CARTWRIGHT 4015 WATERHOUSE RD.OAKLAND,CA.94602(510)763-7817

WANTED:A-18-8;A-21-81,47;A-23-6;A-29-49,60;A-35-24,25,32;B-2-40;B-18-74-433;
B-22-56,92;B-23-63;B-29-2;B-55-11;B-57-1,9;B-58-17,21;C-1-7;E-5-48,62;
E-7-55;E-8-12;E-13-1;E-14-741;G-16-1;G-26-1;G-30-1;G-31-1;I-3-2;I-6-83
I-11-20,229;I-17-150;I-28-1;J-12-1;K-7-1;L-4-44;P-5-7;P-8-146;
P-19-32,33;P-25-5,7;P-61-2;P-82-1;P-88-1;M-19-20;M-29-23,25,28;
M-30-5,18,26,27,28,38,41;M-40-2;M-43-22;M-46-1,2;M-70-1;M-74-1;
M-83-2;M-92-1;N-5-3;N-25-2;N-27-4;N-37-4;N-38-4;N-40-11,15;N-42-2;
N-63-1;N-66-1;Q-10-9;Q-11-7;Q-12-1;Q-14-1;Q-20-1;Q-25-1;Q-34-1.
T-1-1,2,7. ALL AB OPENERS. ART SANTEN ST.LOUIS,MO.(SEE ADDRESS ABOVE)



Contributions for this year's issue of "Show and Tell" have been sparse, consequently I have I have decided to postpone it until a later date, pending enough participation. In this issue of JFO Art and I have decided to focus on the Anheuser-Busch Brewing Company. Art is compiling a list of all the known openers, and I am putting together an assortment of some literature concerning the brewery along with drawings of some of their openers.

Featured in this section is an article from the 1913 Yearbook of the United States Brewers Association concerning the death of Adolphus Busch.



The United States Brewers Association held its first annual meeting on November 12, 1862. The first president was James Speyers of the Speyers & Bernheimer Brewery, New York City.

It is interesting to note that even in the midst of the Civil War the association held its annual meetings, and even more oddly held two annual meetings in 1863.

In 1913 their annual meeting was held in Atlantic City. Col. Jacob Ruppert, Jr. presided over the meeting, and Edward A. Schmidt of Schmidt's of Philadelphia was elected president for the upcoming year. This marked the 53rd annual meeting of the association.

**IN MEMORIAM
ADOLPHUS BUSCH.**

Adolphus Busch, President of the Anheuser-Busch Brewing Association, of St. Louis, died recently in Langenschwalbach, Prussia, at the age of seventy-six. Word of his death reached St. Louis while the 100th anniversary of German independence was being celebrated in that city. Mr. Busch had been made honorary President of the German-American centennial celebration, and a cablegram extending "fraternal greetings" had been sent to him shortly before his death. Mr. Busch was one of the foremost German-Americans of the country. His public benefactions were many, including one gift of \$350,000 toward the establishment of a Germanic Museum at Harvard.

At the time of the San Francisco earthquake and fire he contributed \$100,000 to the relief fund. He also contributed heavily to the relief of the Galveston flood sufferers, and \$25,000 to the relief of the Ohio valley flood sufferers, last spring.

Mr. Busch was born July 10, 1837, at Mayence-on-the-Rhine, Germany. He was the son of Ulrich and Barbara Busch and a descendant of an old German family. He was educated at the Gymnasium at Mayence, the Academy at Darmstadt, and the High School at Brussels. At the age of twenty he moved to this country and settled in St. Louis. He became clerk on a Mississippi River steamer, and held clerkships in various St. Louis commercial houses until 1859, when he established himself in the general commission and malting business.

In 1862 he married Miss Lily Anheuser, daughter of the late Eberhard Anheuser, who was then interested in the beer-brewing plant known as the Bavarian Brewery. Mr. Busch acquired a controlling interest in the business, and it was later incorporated with Anheuser as President and Busch as Secretary. Following the death of Mr. Anheuser in 1880, the corporation was changed to the Anheuser-Busch Brewing Association with Mr. Busch President.

Mr. Busch was the inventor of a process of bottling beer that enabled it to withstand the temperature of all climates. This invention brought about a revolution in the industry, and the plant in St. Louis became one of the largest in the world. In 1911 he celebrated his golden wedding anniversary. Among those who sent gifts were William H. Taft, then President, Col. Roosevelt, and the German Emperor.

The following eloquent and notable tribute appeared in the St. Louis *Mirror*:

"Simple truth is enough to tell the story of Adolphus Busch whose body is now homeward bound for burial here from his villa on the Rhine. No matter how many millions the newspapers say he was 'worth,' he was worth more than all his millions. He was bigger than his fortune. St. Louis loved him more for what he was than for what he had.

"Mr. Busch's business success was genius. He could toil terribly, and did, but he had imagination that reacted against, yet utilized, the despotism of fact. He saw into the future and built for it. He had a purpose, too, beyond gain. He believed in promoting sobriety by supplanting the heavier, harder liquors with a lighter, milder beverage, as did Thomas Jefferson before him, and he found the way to do this. Moreover, when he found how to bottle beer that would keep in any climate he found the way to diminish the evil of the saloon, for the bottled beer went finally into the home and thus promoted temperance by leading away

from temptation to excess. The imagination and the idea made Mr. Busch a colossally successful manufacturer known the wide world around.

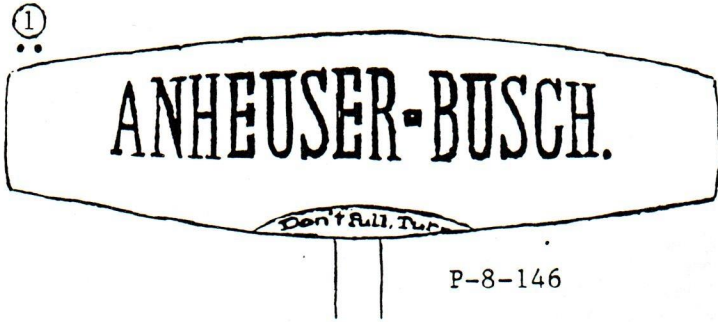
"But the man was more than the merchant. He was never eclipsed by his business. The machine never got hold of his heart and soul. He was a spacious, open-minded, warm-hearted, cheerful, helpful human being. He liked the fun of doing big things, but he had equal pleasure in doing the little things that soften and sweeten the asperities of life. He took to himself in generous friendship all kinds of men,—he was the friend of an Emperor and of the humblest worker on his vast pay-roll—and though living always lordly, expansively, with a dash of personal pose and a pleasure in the *panache*, he was a thorough democrat.

"Mr. Busch was good to everybody out of a natural goodness and bigness of heart. He was no dickerer or chafferer in business. He did things by a sort of splendid intuition—investing a million or helping a charity. He gave of his great wealth in thousands of ways, and the spirit of the gift was ever worth more than its amount. He gave for art, for education, for religion, for the help and cure of the sick, but more of his kindnesses were hidden than were known. He kept track carefully of hundreds of old friends. And he was as just as generous, for he never had a lawsuit on any word or deed that was his own solely. He was no philanthropist who believed in the minimum wage. He paid the highest wages always and the best prices for the best goods.

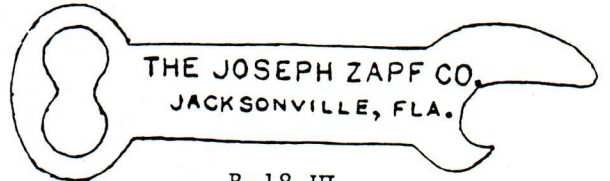
"Success did not cut him off from his fellows. He loved the friendly crowd. His jollity was infectious. The play spirit was strong in him and he loved and fostered all fair, square sports. There was always a simplicity and directness about him that made him companionable, and he was a man truly affectionate, not alone in the family circle, but in the wider range of friendship. He was as brave as he was kindly. The last seven years of his life were marked by suffering, but he cheered those who called to cheer him and all his words to the outer world were merry words of good hope.

"No wonder St. Louisians loved him. No one could resist his genuineness, his fine expansiveness, his unfailing spirit of forthrightness, his boyish frankness, his mastery of the wealth that was all forgotten when you were in the presence of the man. He disarmed even fanaticism and there was a color to his personality that gave him something of the effect of a figure of romance moving in a drab world of sad and selfish livers. Great business man though he was, a national and even an international figure, in fact, the one big thing about him was that he was so vitally concerned always in things and people beyond the far boundaries of his own globe-girdling interests."

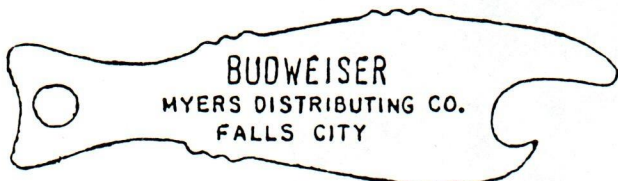
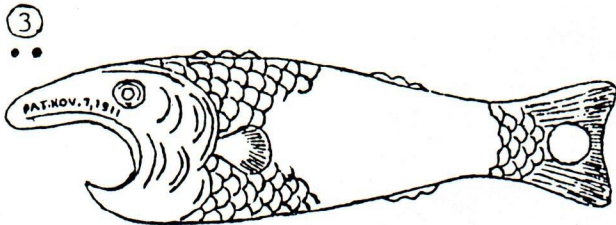
In the next section are drawings of bottle openers and corkscrews which advertise the Anheuser-Busch Brewing Company or its products. Included in the drawings is a new type opener and an unusual piece I would like to know something about. Several of the openers are unlisted and should be added to Art's list. Comments concerning some of the openers appear at the end of the drawings.



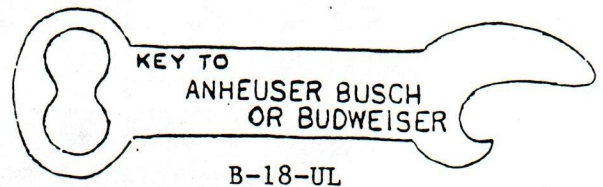
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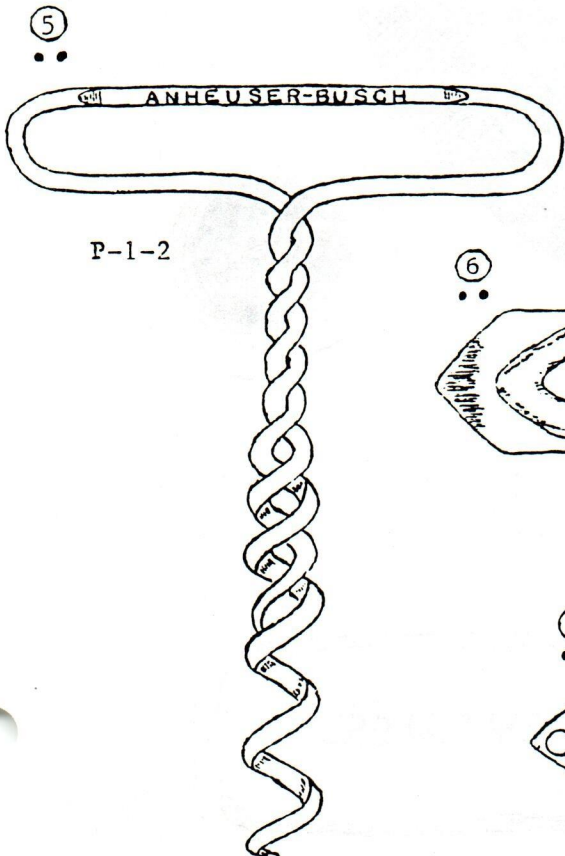
B-18-UL



A-20-UL



B-18-UL



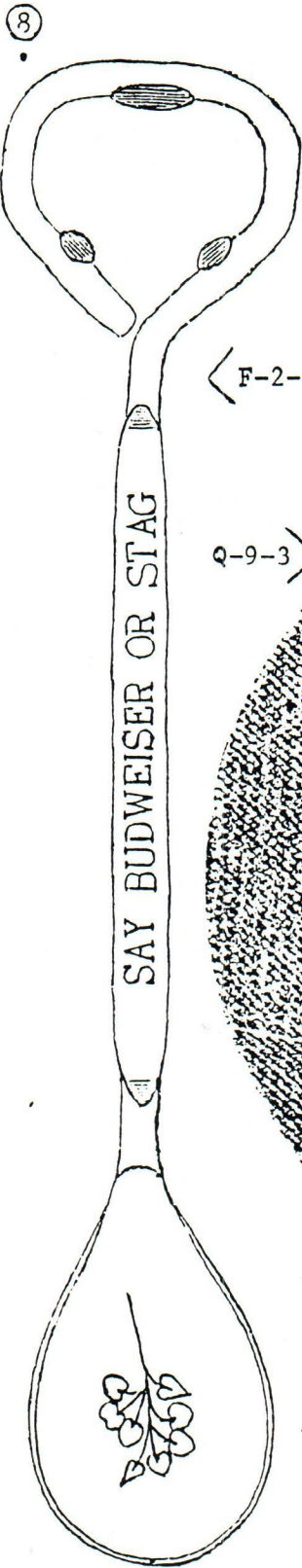
P-1-2



I-4-UL

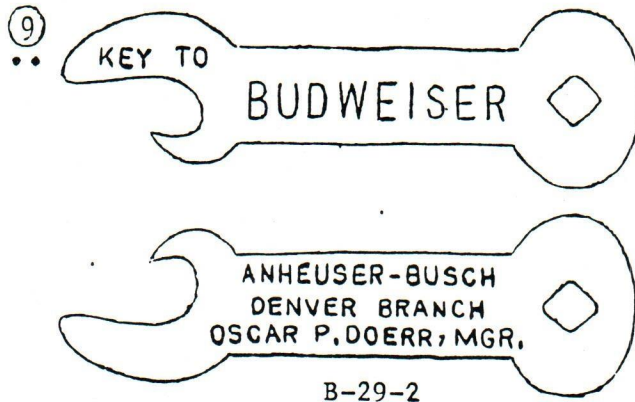


N-32-1

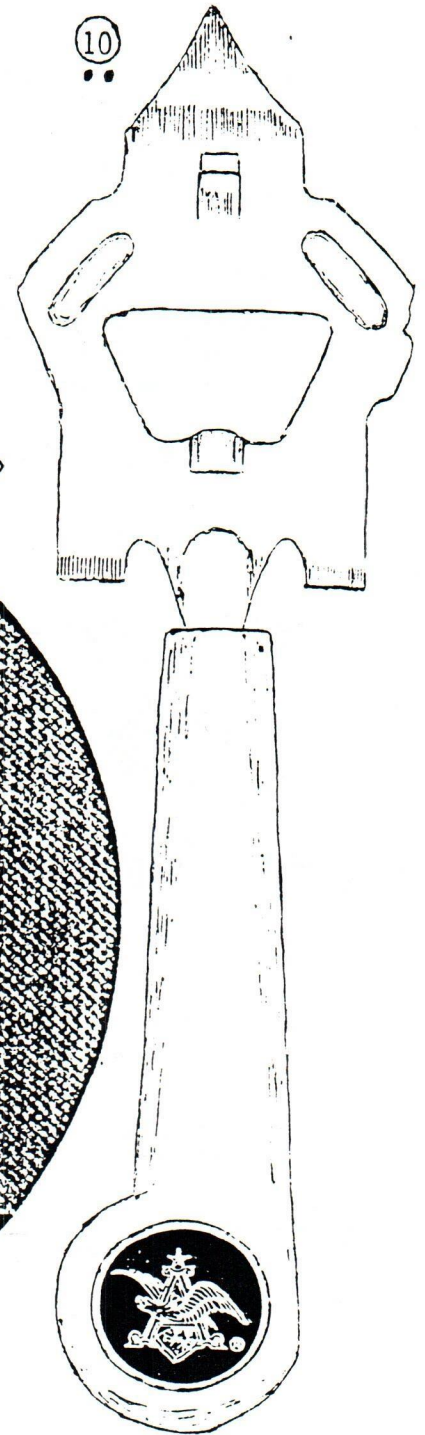


F-2-21

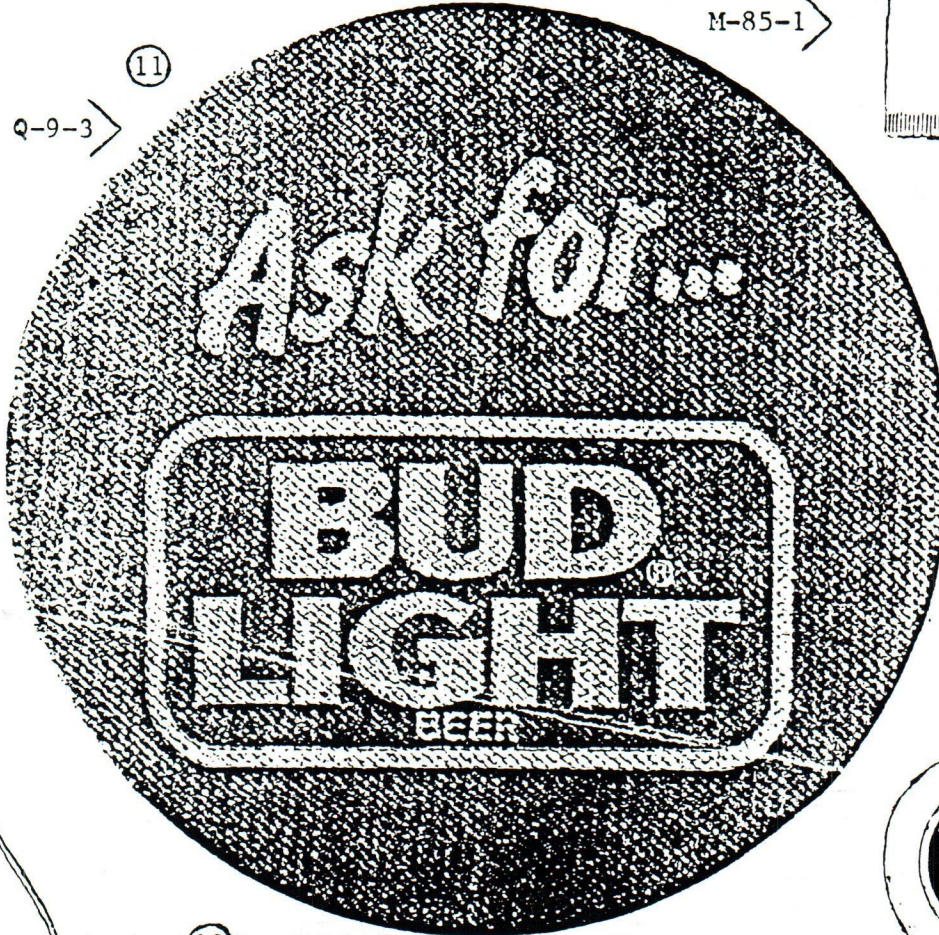
Q-9-3



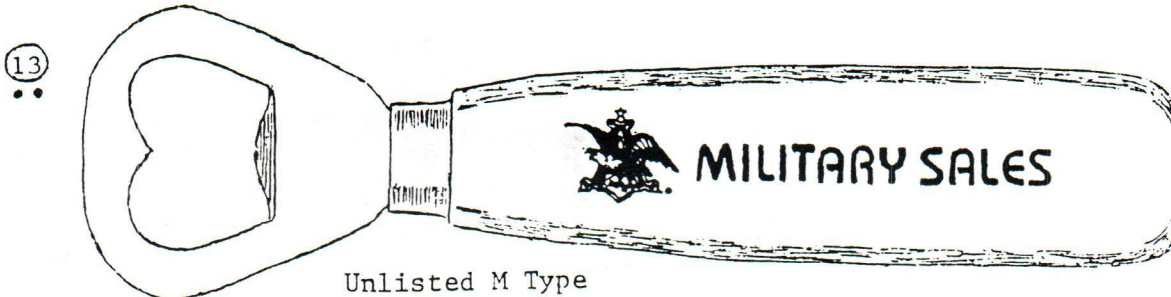
B-29-2



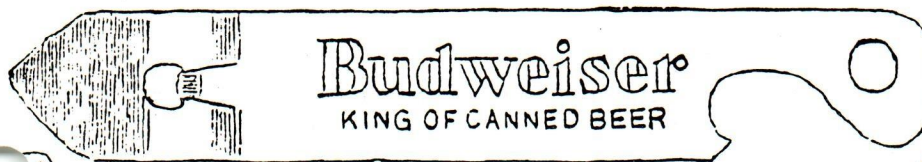
M-85-1



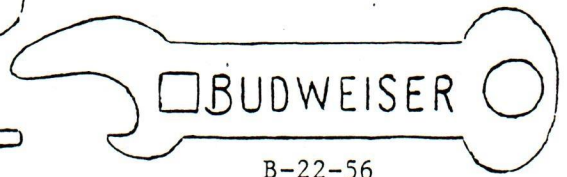
B-21-UL



Unlisted M Type

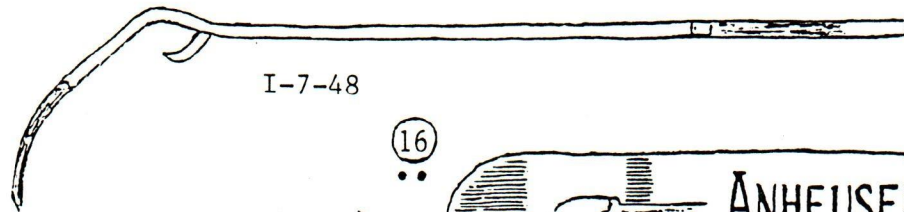


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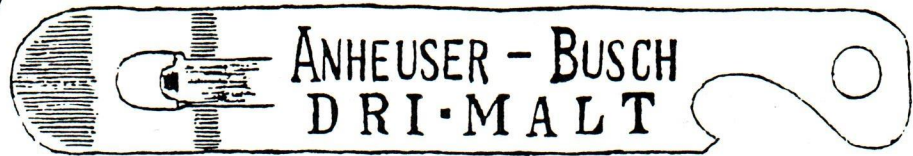
B-22-56

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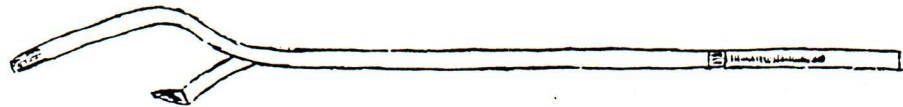
I-7-48

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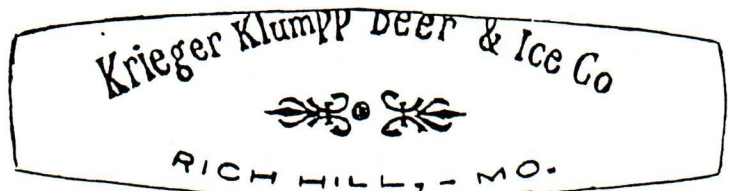


I-7-45

17
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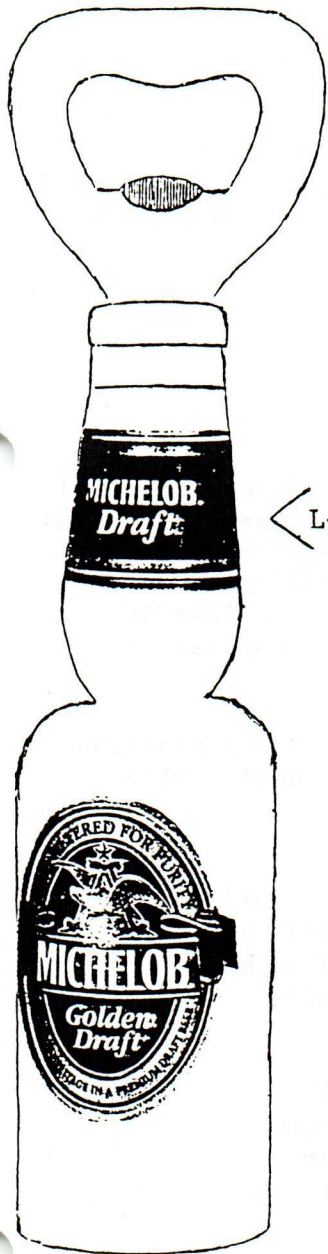
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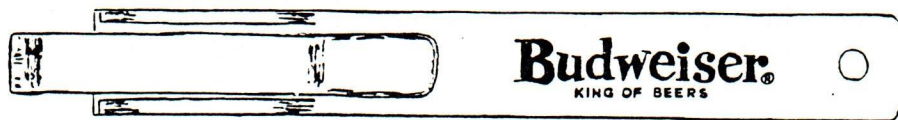
P-51-UL



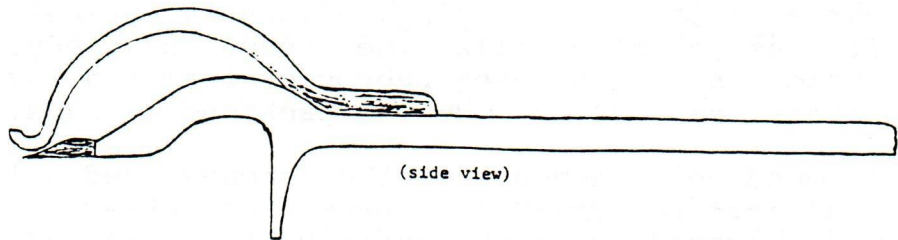
L-4-UL (new type ?)



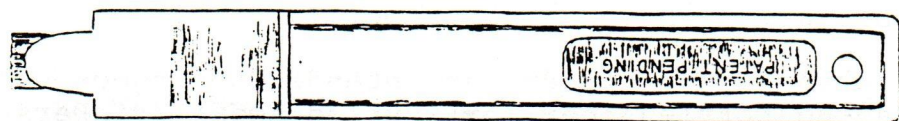
19
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(top view)



(side view)



(bottom view)

What was this used for? (Actual Length = 7 1/16")

ABOUT THE OPENERS

I would like to thank John Stanley and Art Santen for their help with this issue of Opener Trivia. Opener ② is from John's collection, and openers ⑦ ⑧ ⑩ ⑪ and ⑰ are from Art's collection. Comments follow.

- ⑧ This is an interesting opener because it advertises two beers from different breweries. I'm sure neither brewery issued this opener, and yet it is without a distributor's name.
- ⑩ Black plastic handle with gold-colored insert. Anheuser-Busch trademark is raised above the background area of the insert.
- ⑪ Rubber mat for protecting your hand when removing twist caps. Light blue wording on dark blue background.
- ⑫ The same wording appears on both sides.
- ⑬ A new type opener made in Italy. Have seen many foreign openers of this style, but what is unusual about this one is that the trademark and the wording have been laser engraved (cut into the wood) instead of painted onto the surface.
- ⑰ This opener is clearly not an I-7 type and should be reclassified as another type.
- ⑰ I cannot guarantee the accuracy of this drawing because it was very difficult for me to decipher the exact shape of the bottle from the xerox. This opener is similar to type L-4 except the bottle is made out of an amber-colored plastic instead of wood. Considering this and the possible difference in the shade of the bottle this opener could be considered a different type.
- ⑱ I would like to know what this piece was used for. It is made of a durable white plastic with the wording in red. Budweiser used this particular logo in the early 1960's. If you have any ideas please let me know.

Mary Louise Brown, Curator of Collections/Assistant Archivist of Anheuser-Busch supplied the following information. I wrote Ms. Brown to find out something about opener ⑰ (see previous section) which advertises Anheuser-Busch Dri-Malt. It is evident that opener ⑰ and an ordinary type I-7 opener such as opener ⑭ are distinctly different. I wanted to know what type of a product "Dri-Malt" was and what kind of a container it came in. I thought the opener might have possibly been designed to fit a special container.

Ms. Brown was kind enough to send me two pages out of their 1949 Annual Report describing some of the many other products besides beer that Anheuser-Busch produced. Illustrated on these pages is a package of "Dri-Malt". Ms. Brown wrote:

"Anheuser-Busch produced Dri-Malt from 1922 to 1952 and marketed it to the baking and pharmaceutical industries for use in malted milk, ice cream, and candy. You will notice in the enclosed photocopy from the 1949 Annual Report that the product was packaged in bags.

I found no evidence that the company used a lidded container for Dri-Malt. Budweiser Barley Malt Syrup was packaged in cans, but required a pierced opener rather than a rounded one. The Diastatic Malt Syrup appears to have a screw top.

Perhaps your opener was intended to promote Dri-Malt among bottled beer (or bottled soda) drinkers in the baking industry. Unfortunately, in the absence of ads or other evidence, we can only speculate."

While beer is the major product of Anheuser-Busch, an enviable industry, post-diversification dates back to the prohibition era when the company sought to uti-

BUDWEISER YEAST—First produced in St. Louis in 1926, a second plant completed in Old Bridge, New Jersey in 1931. Product enjoys a high ratio of acceptance by the baking industry in the territory east of the Rocky Mountains . . . second largest producer of bakers compressed yeast in the world.

BUD BRAND FROZEN EGGS—Exceptionally high quality product; sold to the baking and food industries. Added to the line in 1947; present volume makes Anheuser-Busch one of the important sources of supply.

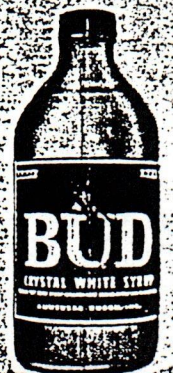
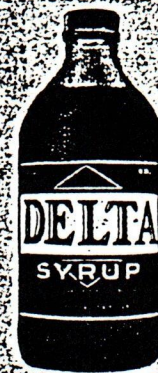
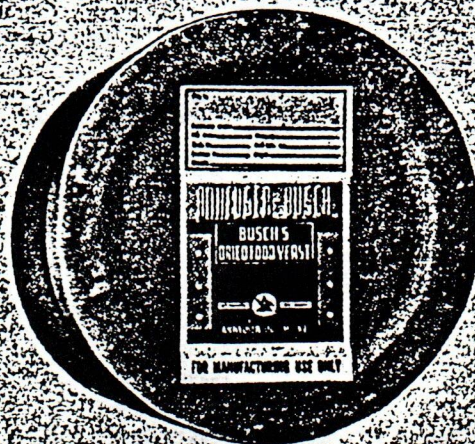
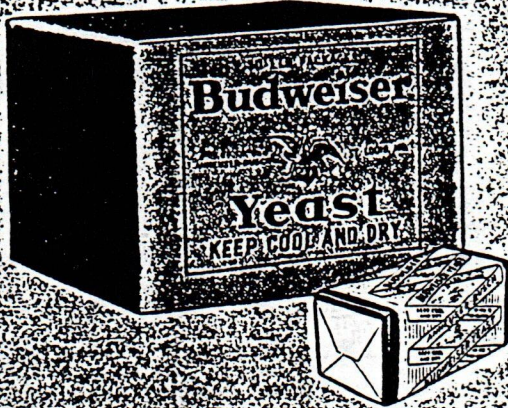
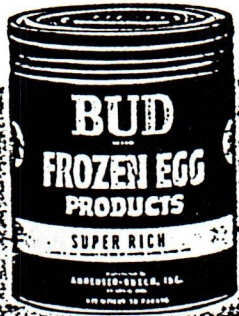
BUDWEISER MALT SYRUP AND DRI-MALT—Dependable and uniform malt products; sold to baking and pharmaceutical industries . . . first produced in 1922.

A-B BRAND CORN SYRUP—A crystal clear viscous product, sometimes known as glucose, used by the candy and table syrup industries. This was the initial product produced upon completion of our corn refining plant in 1923.

A-B STARCHES—Pure Food, Powdered, Pearl, Chlorinated and Thin Boiling; used extensively by the textile and paper industries, and food processors. First produced in 1937 and present expansion of facilities will double capacity.

A-B BRAND DEXTRINES—Unique in their highly specialized field for use by adhesive, textile and paper industries. First produced in 1938 and current expansion of facilities will treble capacity.

CORN RESIDUALS—Unrefined corn oil, sold to refiners for use in salad dressings and vegetable cooking oils, and gluten feed and cake meal for animal feed industry.



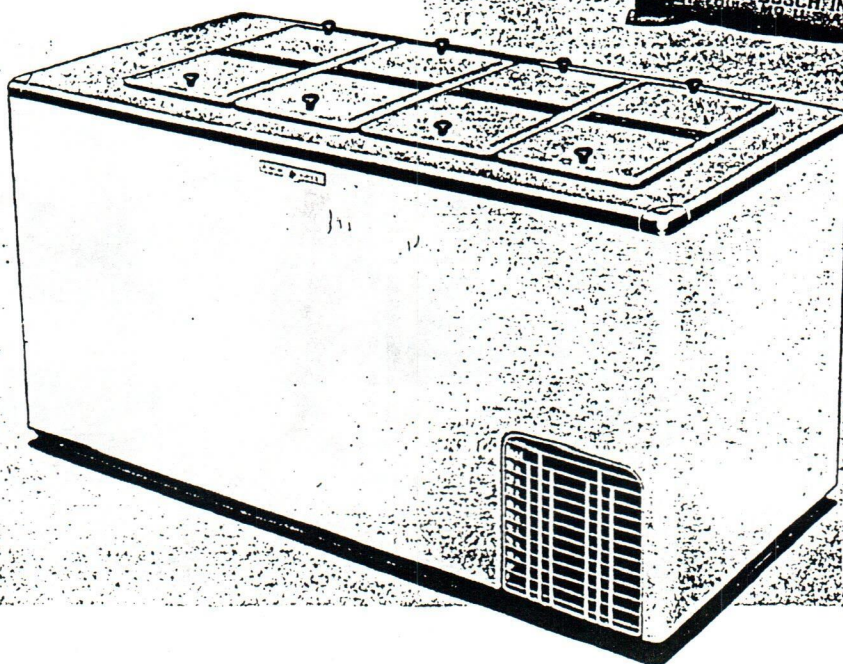
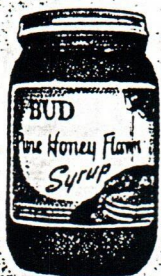
on is also enjoyed in the many product lines portrayed on this page. This
ize its vast plant and facilities in the manufacture of products other than beer.

TABLE SYRUPS—Bud Waffle, Bud Crystal White, Bud Golden and Delta Syrups are sold through grocery stores for home consumption throughout eight Southern states . . . packed in New Orleans, Louisiana. From a small beginning in 1935, now considered leading producer in the area served.

PHARMACEUTICAL YEASTS—Dried yeast and derivatives are special yeast products sold to the pharmaceutical, food and feed industries . . . first produced 20 years ago and today we are the foremost producer of dried non-fermentable yeasts and yeast extractives in the country. Dried yeast is the richest natural source of B vitamins and proteins.

REFRIGERATED CABINETS—Variety of models and sizes, manufactured for the ice cream industry; recently glass top models for merchandising and storing frozen foods in grocery stores and markets have been added.

This division had its beginning as a wagon shop in the days when beer was delivered by drays. When motor vehicles replaced drays, its operations were changed to truck body building, and the first refrigerated truck body was built about 1925. Between 1925 and 1930 salt and ice cabinets were produced. Since 1930, when the first mechanically refrigerated cabinet was made, production continued until the event of World War II. Throughout the war years, this division was engaged in the production of welded and wood assemblies for Army and Navy aircraft, sheet metal parts for field kitchens, and machining gun turrets. In 1946 the company reconverted to refrigerated cabinets with greatly expanded capacity.

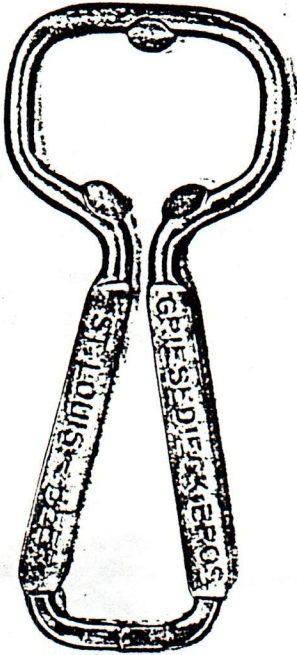


— FINIS —

OPENER COLLECTOR OF THE MONTH
ART SANTEN

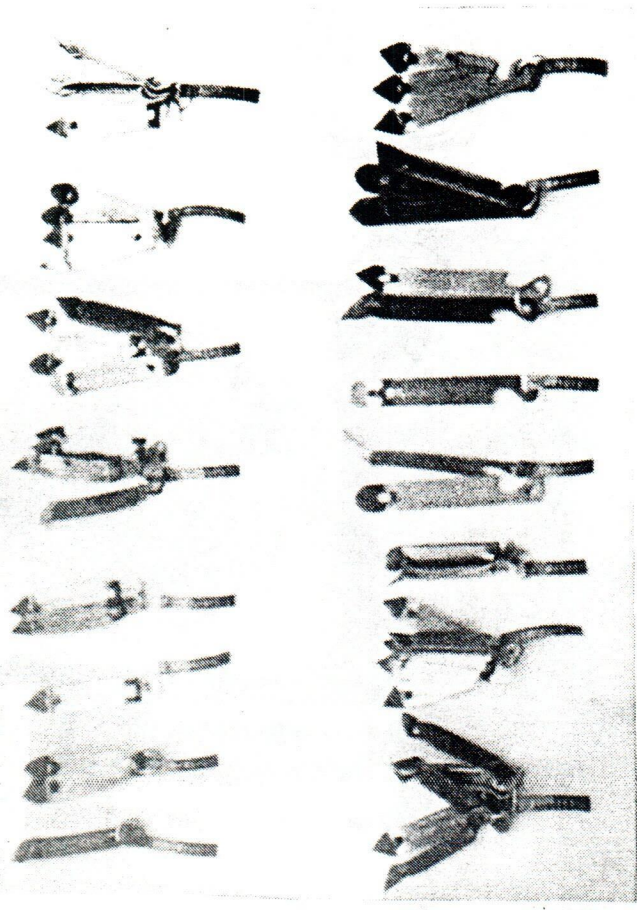
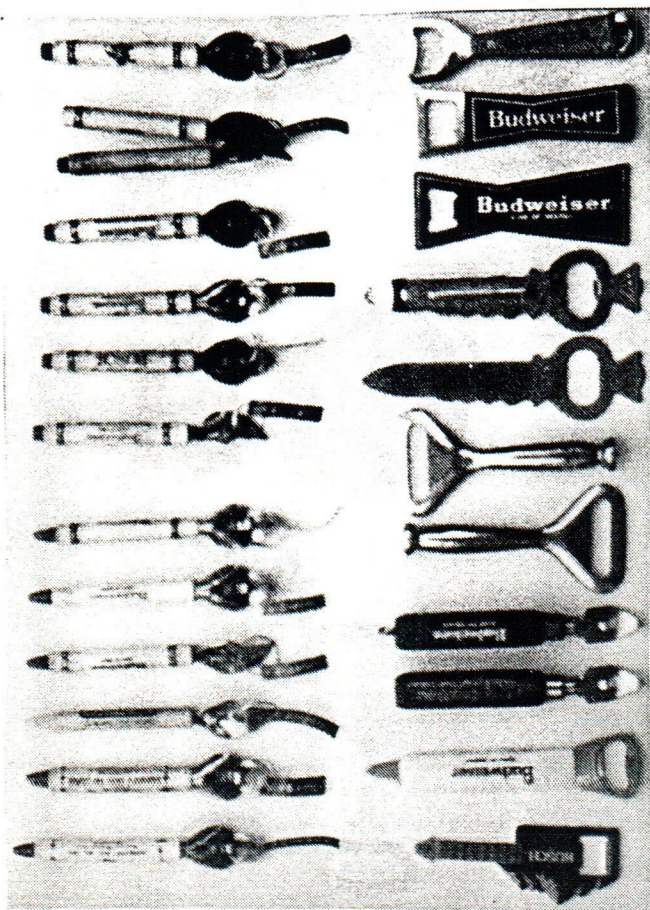
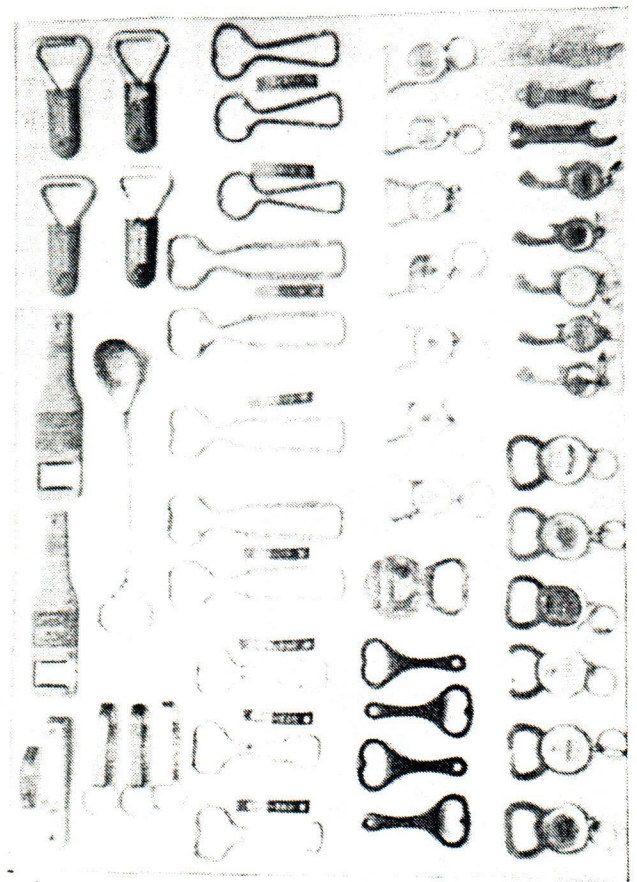
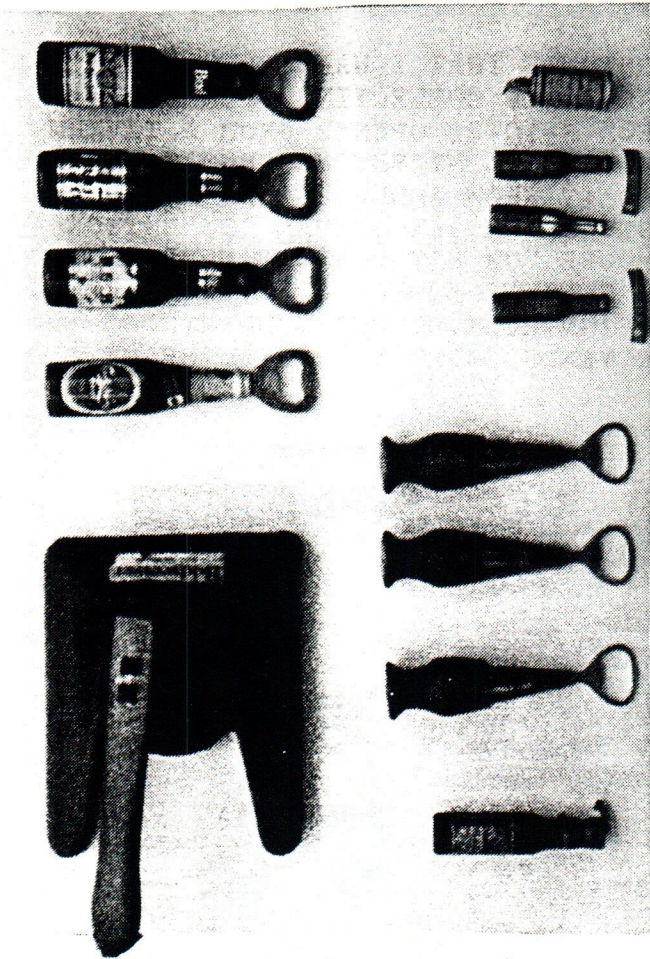
THE REASON THAT I PICKED MYSELF THIS MONTH IS THAT I WANTED TO SHOW PICTURES OF MY AB OPENER COLLECTION. I STARTED COLLECTING OPENERS IN 1975 WHEN MY FATHER GAVE ME A GRIESE DIECK E-10-23 OPENER FROM A TAVERN THAT HE HAD OWNED. ALSO MY FATHER-IN-LAW GAVE ME MY SECOND OPENER, A P-25-3 WITH A LEATHER POUCH. HE RECEIVED IT FROM ADOLPHUS BUSCH WHEN HE WORKED ON A RR DINING CAR. AFTER HOSTING THE 1st OPENER CONVENTION IN APRIL 1979 AND GOING TO DON BULL'S HOUSE FOR HIS CONVENTION IN AUG. 1979, MY COLLECTION BEGAN TO GROW. THIS SEPT. I BOUGHT # 20,000 OPENER. THEY INCLUDE: BEER, CORKSCREW, FIGURAL, FOREIGN, MILK, SYROCO, SODA ETC. AFTER SERVING THE JFO FOR THE LAST FOUR YEARS, NEXT YEAR WILL BE MY LAST YEAR AS EDITOR OF THE JFO.

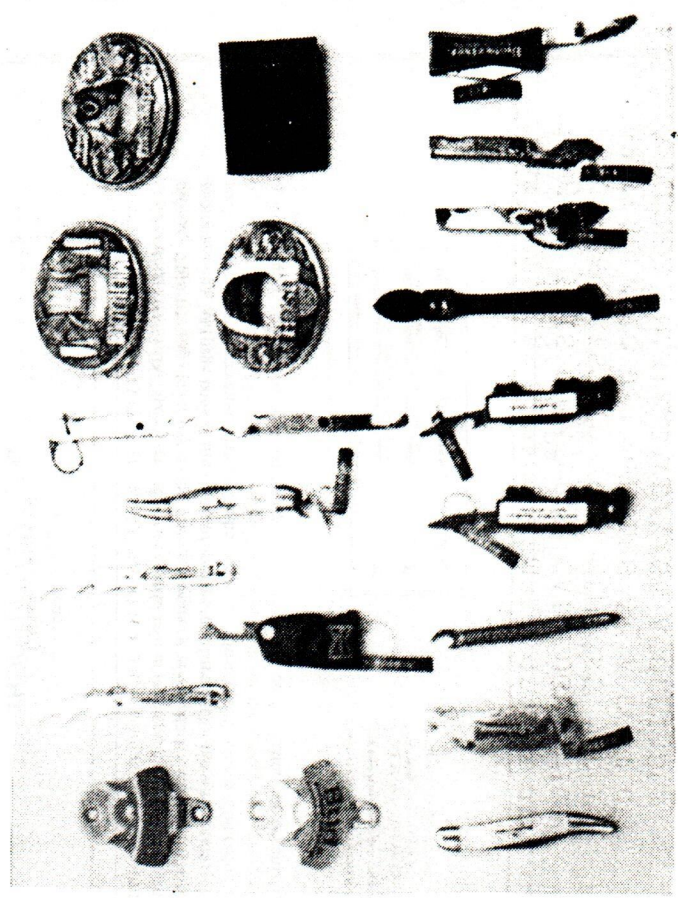
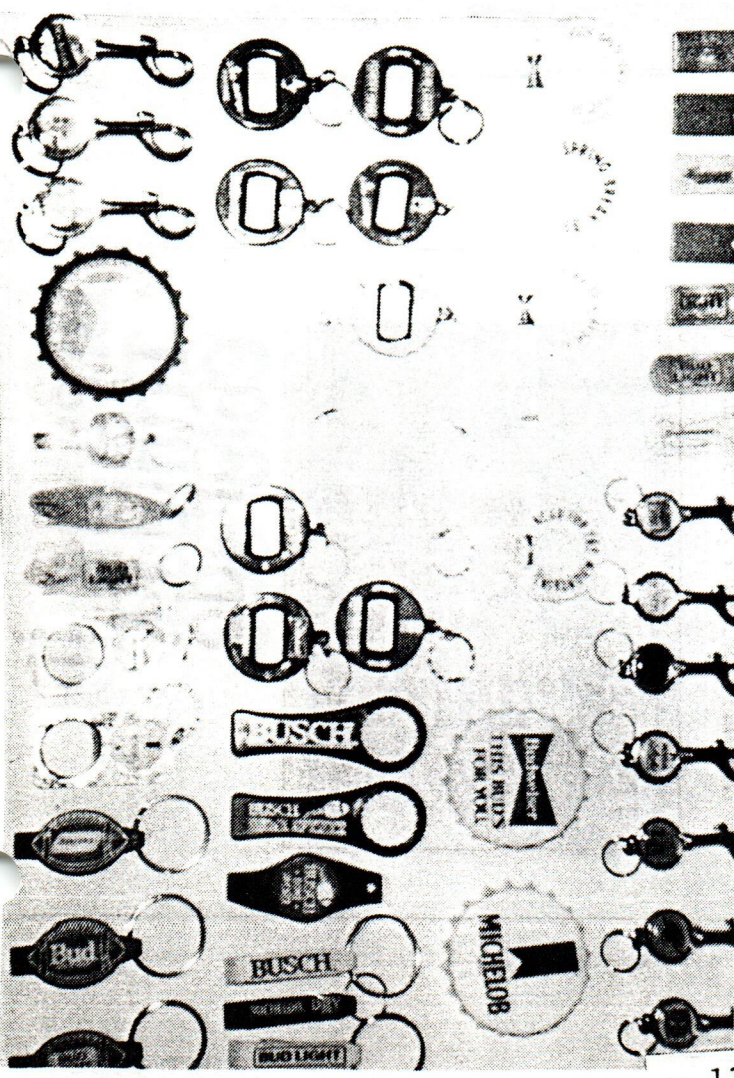
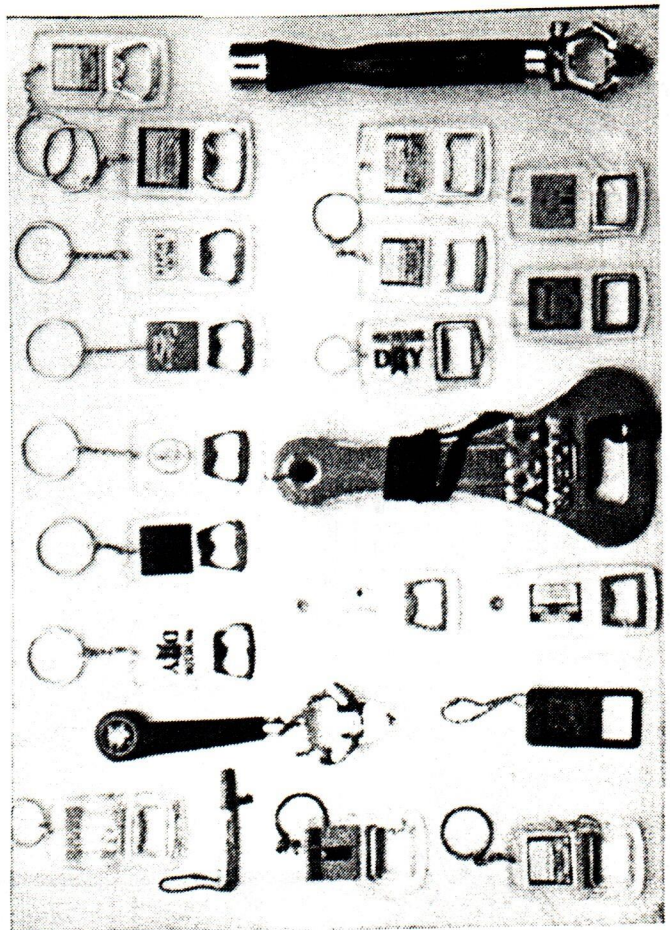
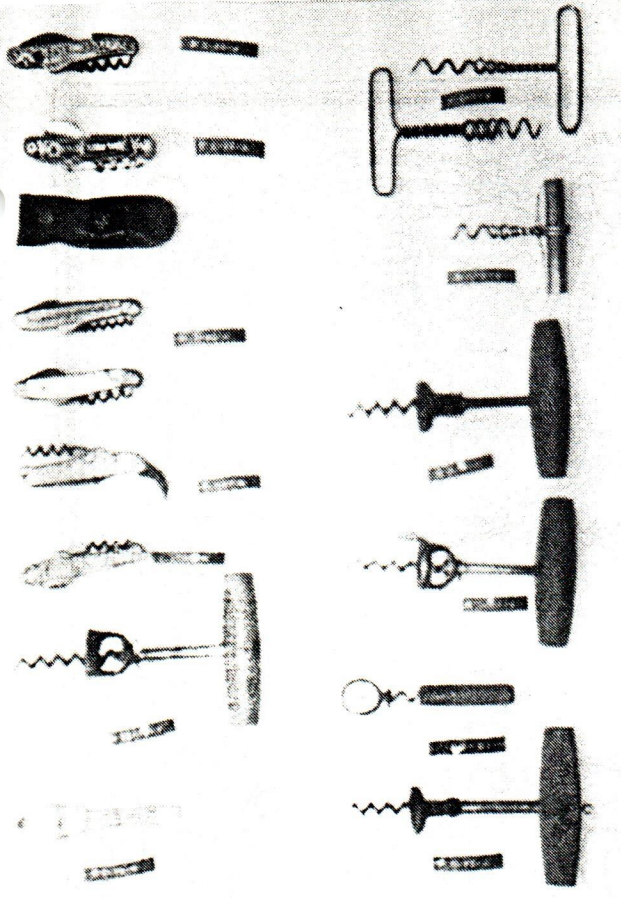
MY FIRST OPENER



MY 20,000 th OPENER







ILLUSTRATED PRICE LIST

of
**CORKSCREWS
CHAMPAGNE
TAPS,**
etc.

THOMASONS

CONCERTINAS
LEVERS

PATENT TYPES

T. Lindahl's Patent
1891

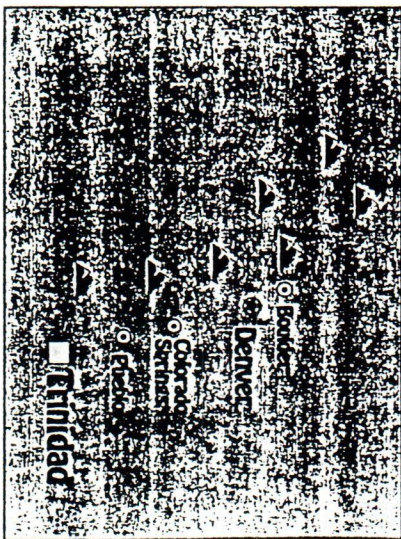
CHRIS BARGE
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WINE RELATED ANTIQUES

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Brewing in Trinidad, Colorado

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THE LAST DRAUGHT

by Mike Hennrich

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DEAR ART, AS A PAST MEMBER OF THE JFO I THINK THIS CORKSCREW CATALOGUE MIGHT BE OF INTEREST TO YOUR MEMBERS. IT IS AVAILABLE TO JFO MEMBERS AT A COST OF 3 POUNDS. MASTERCARD/VISA ACCEPTABLE. NO US CHECKS BECAUSE OF EXCHANGE COSTS.

ANHEUSER-BUSCH OPENERS

THIS IS AN UP TO DATE LIST OF ALL AB OPENERS. THERE ARE 294 LISTED.
 (ANHEUSER, BUDWEISER, BUSCH, CARLSBERG, ELEPHANT MALT LIQUOR, LA BEER,
 MICHELOB, NATURAL LIGHT, WURZBURGER) SOME OPENERS HAVE BEEN DELETED
 BECAUSE OF DUPLICATION. I BELIEVE THAT THE E-10 STYLE OPENERS DO NOT
 EXIST. THEY ARE REALLY E-14 VARIATIONS. SEE JFO-8.
 I AM MISSING 91 OF THE AB OPENERS.(SEE WANT ADS)PLEASE HELP ME FIND THEM.

A-18-8	C-1-7	G-28-1	L-1-2	M-33-3
		-5		-4
A-21-18	C-42-1	-6	L-2-1	
-19			-2	M-34-4
-47	D-1-1	G-30-1		
	-12		L-3-1	M-35-3
A-23-6	(-13	G-31-1	(DELETE	
	DELETE		#1 SEE	M-40-2
A-29-49	SEE D-1-1)	H-2-99	#2,#3,#4)	
-60			-2	M-43-2
	D-14-1	I-3-2	-3	-3
A-35-24		(B.. KING	-4	-19
-25	E-5-48	OF BEERS)		-20
-32	-62	I-3-35	L-4-44	-21
		(B.. KING	-45	-22
B- 2-40	E-7-55	OF B../SA)		-23
			L-9-1	(ADD BEER)
B-14-72	E-8-12	I-4-48	-2	
			-3	M-46-1
B-18-74	E-9-1	I-6-83	-4	-2
-433	-2			
		I-7-4		M-54-2
B-22-56	E-10-52	-45		
-92	-56	-48	M-16-1	M-63-3
	-114			
B-23-63	(-115	I-11-6	M-17-1	M-70-1
-138	DELETE SEE	(ADD INC)		-2
	E-10-56)	-19	M-18-1	-3
B-29-2		-20		
	E-11-3	-25	M-19-5	M-71-1
B-55-1	-4	-161	-15	
-2	-5	-164	-20	M-74-1
-3		-229		
-4	E-13-1	-292	M-29-1	M-81-1
-11		(-323	-2	-2
-12	E-14-332	DELETED SEE	-22	
	-333	I-11-6)	-23	M-82-1
B-57-1	-589		-25	-2
-2	-741	I-12-3	-28	-3
-3		-105	-32	-4
-6	F-2-21	-173	-33	-5
-7			-37	-6
-8	G-14-1	I-17-150		
-9	-5		M-30-2	M-83-1
	-6	I-28-1	-5	-2
B-58-1	-7		-17	
-2			-18	M-85-1
-3	G-16-1	J-12-1	-26	
-5			-27	M-89-1
-8	G-26-1		-28	
-9		K-1-6	-34	M-91-1
-10	G-27-1		-37	
-16	-2	K-7-1	-38	M-92-1
-17			-41	
-21				

N- 5-3	O-5-30 -32	Q-5-1 -6	Q-12-1 -2	Q-21-2
N-15-1	(CHANGE WORDS TO	-10 -11	-3 -4	Q-22-1
N-18-2 -7	BUDWEISER) (O-5-33 DELETE)	-12	-5 -6 -7 -9	Q-25-1
N-21-1	P-1-2	Q-6-3 -4	-10	
N-23-2 -5	P-5-1 -7	(CHANGE ORIGINAL #'s 4&5)	-11 -15 -18 -19	Q-27-1
N-25-2	P-8-3			Q-28-1 -3
N-27-4	-146	Q-8-1 -2	Q-14-1	
N-29-5	P-10-1	-6 -14		Q-31-1 -2
N-32-1	P-19-27 -32	-18 -19	Q-15-1 -2	-3
N-36-2	-33	-25		Q-34-1
N-37-4	P-24-2		Q-16-1	
N-38-4	P-25-2 -3	Q-9-3		
N-40-2	-4	Q-10-1 -5	Q-18-1 -2 -6	R-12-2
-11	-5	-8	-7	
-15	-6	-9	-8	
-17	-7	-17	-11	
-20		-19		
-24	P-38-1	(CHANGE ORIGINAL #'s 6 to 5 and 9 to 8)	Q-19-1 -3 -4	T-1-1 -2 -3 -4 -7
N-41-6	P-51-23			
N-42-1 -2	P-61-2	Q-11-6 -7	Q-20-1	
N-56-2	P-82-1	-8		
N-63-1	P-88-1			
N-65-1 -3				
N-66-1				

THIS IS A 9 x 11 AD
FROM A MAGAZINE
NOTICE THE CAP LIFTER
ON THE TABLE NEXT
TO THE BOTTLE

