

# Just For Openers



Do you have all of your trader openers packed up and ready to go to St. Louis? Ollie, Art, and Bob have been hard at work on the April 19th convention and all indications are it will be a very memorable event. As this newsletter is written, the following have signed up for the convention: Griffin, Stahly, Heflin, Fehr, Nichols, Griggs, Rortvedt, Enloe, Kaye, Hyland, Murphy, Bull, Balaban, Rukavina, Fouch, Coggeshall, Deachman, Schele, Vollrath, Vesper, Sherman, Hibbeler, Santen, Chapman, and 12 local collectors. That's 36 all together. How 'bout you? If you haven't signed up yet and want to attend, let Ollie Hibbeler know right away. If you have already signed up, please reconfirm this by sending the enclosed form.

Joe Cardone recently conducted a mail auction of some openers and some highlights are: (Good job, Joe)

Of 552 openers listed 473 were sold and the average price for those sold was \$3.39. (Average price considering 552 openers was \$2.91)  
346 listed beer advertising openers were sold at average of \$3.23ea.  
97 unlisted beer advertising openers were sold at average of \$4.10ea.  
30 openers other than beer advertising brought an average of \$3.05ea.

In types:

14 type E-4 :	\$5.38avg.	53 type E-14:	\$2.40avg.
21 type C-13:	4.95avg.	13 type I-7 :	3.07avg.
47 type I-17:	1.76avg.	49 type I-11:	2.10avg.

Specifics:

A-12-1:	\$13.76	B-14-15:	\$ 7.90	B-19-50:	\$10.42	B-21-8:	\$13.02
B-21-39:	13.02	B-21-135:	12.04	B-30-3 :	11.90	D-6 -1:	10.56
D-8 - 1:	24.90	I-22-4 :	4.75	L-1-4 :	15.05	N-2- 1:	12.76
N-9-8 :	12.76	P-8-3 :	13.10	P-8-37 :	15.00	I-12-72:	6.26

Are there any of you who do not think openers are a good investment?

As most of you know, Herb Ashendorf conducts his periodic "Brau Haus" Auctions through the mail and always contains a good share of dandy openers. The auction results for #3 are eagerly anticipated.

This issue contains the update to the catalog of openers in types E-15 through S-1. Thanks to all who took the time to send their additions. Check this list against your collection - what do you have that isn't listed? Send list! For those of you who have been waiting for more "Discoveries" - fear not, the July issue will be loaded. (Don't worry, Phil - yours belong and will be there!)

We got ourselves 39 renewals and new subscribers since issue 5. Welcome aboard to all of you. And...to Herb Haydock...my apologies...somehow he missed 1979's first directory and now the same thing in 1980.

WANTED: CORKSCREWS - any type, old or new, unusual, combination tools, etc.,  
Joseph Balaban, 6630 Riley Ave., Indianapolis, IN 46220

FOR SALE: R-1 Iroquois Figural Indians (I.B.I.). Mint. \$8.50 each. Sent postpaid. Jerry Schele, 3744 Pineview Drive, Ft. Wayne, IN 46815

Mail all news & want ads (10¢ per word) to Don Bull, 63 October Lane, Trumbull, CT 06611

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Additions to 1980 Directory of Opener Collectors

BERRY, Mike, 16011 Via Pato, San Lorenzo, CA 94580.....	(415)	276	6962
BOGGIANO, John L., 401 N. First St., Geneva, IL 60134.....	(312)	232	0100
BRAND, Al., 910 Milton Ave., Fort Wayne, IN 46806.....	(219)	745	1264
BURROUGHS, John D., 824 Skyloine Drive, Barrington, IL 60010.....	(312)	381	6075
CHAPMAN, Bob, 225 Entity Ave., St. Louis, MO 63114.....	(314)	426	2421
CLARKSON, George H., 45 Housman Ave., Chatham, NY 12037.....	(518)	392	9271
COGGESHALL, Max, 22 Florence St., Auburn, NY 13021.....	(315)	252	4215
DieKEMPER, Al T., 1709 N. Bruce St., N. Las Vegas, NV 89030.....	(702)	642	5285
DUREIN, Joseph F., 3110 Thompson Ave., Alameda, CA 94501.....	(415)	522	6038
FRIES, Jon, P.O. Box 997, Nokomis, FL 33555.....	(813)	488	9112
FRIZZLE, William A., 76 Colby Ave., P.O. Box 301, Ocean Park, ME 04063.....	(207)	934	9683
GREEN, Craig, 31147 E. Lk. Horton Drive, S.E., Kent, WA 98031.....	(206)	631	7318
GRISHAM, Edith, 3219 Rice Blvd., Houston, TX 77005.....			
HAARBERG, Delbert L., 15562 El Capitan Way, Delhi, CA 95315.....	(209)	634	8096
HAESSLER, Ted, 3480 Thorn Road, Sebastopol, CA 95472.....	(707)	823	1721
HAYDOCK, Herbert A., 1660 2nd Ave., South, Wisconsin Rapids, WI 54494.....	(715)	423	8995
HICKOK, Frank, 419 Franklin St., Ogdensburg, NY 13669.....	(315)	393	1960
HOWARD, Dennis, Box 45, Woodruff, WI 54568.....	(715)	356	5468
HUBER, Paul, 7323 Lilac, Excelsior, MN 55331.....	(219)	639	3290
HUMMEL, Melvin, 81 Kohler St., Tonawanda, NY 14150.....	(716)	692	5470
JANDT, Glenn, Rt#2, Box 152A, Peshtigo, WI 54157.....	(715)	582	3921
KROEGER, Al, 505 East St., Janesville, MN 56048.....	(507)	234	6251
LESLIE, Robert H., 59 Highland Ave., Worthington, OH 43085.....	(614)	885	0398
LINSENBIGLER, William, D-8 Linden Apartments, Pottstown, PA 19464.....	(215)	326	9234
McKIENZIE, William L., 6360 S. Jellison St., Littleton, CO 80123.....	(303)	979	0987
MUGRAGE, Premium Bill, 3819 190th Pl., S.W., Lynnwood, WA 98036.....	(206)	774	9849
MURPHY, Dennis J., 1207 No. Owens St., Stillwater, MN 55083.....			
OSBORN, James R., 1013 Adams St., Ottawa, IL 61350.....	(815)	433	3725
PRESLEY, Steve, 459 LaCresta Drive, Vacaville, CA 95688.....			
RICKERT, Ross, 269 Northfield Dr. E., Waterloo, Ontario, CANADA N2K-2B1.....	(519)	885	4466
ROGERS, James L., 91 Ridgecrest Road, Rochester, NY 14626.....	(716)	225	6716
SCHAEFER, Charles P., 3810 New Brunswick Ave., Piscataway, NJ 08854....			
SNYDER, John, 3882 Hereford Road, Erie, PA 16510.....	(814)	899	6275
STAHLY, Robert J., 1508 E. Bridge St., Streator, IL 61364.....	(815)	672	4323
TIDD, James W., RFD 1, Beverly, OH 45715.....	(614)	783	3234
VESPER, William, RR2, Box 19, Staunton, IL 62088.....	(618)	635	3466
VOLLRATH, Verne E., 218 S. Lexington Drive, Janesville, WI 53545.....	(608)	752	5708
WEBER, Alphonse V., 504 Madison St., Ellis, KS 67637.....	(913)	726	4870
LOVEREN, Mandana, 128 Castle St., Apt. 6, Keene, NH 03431.....	(603)	352	8602

BOOKS BOOKS BOOKS BOOKS BOOKS

Bob Kay advises that his long awaited mini beer bottle book is nearly off the press. Bob has really put his heart into this effort which pictures approximately 1000 mini beer bottles and one of the finest assemblages of mini beer openers you'll ever see. Give Bob your support - order a copy now at \$13.95 (\$12.95 + \$1.00 post). Send to Bob Kay, 216 N. Batavia Ave., Batavia, IL 60187. You'll be glad you did! Anyone else working on a book?

???????????????? (Send answers to newsletter for next issue)

Bill McKenzie would like information about a B-21 type opener which says "Drink Coney Island." Is it a beer, soda, or something else?

Art Santen wants to know: (and so do a lot of us)

1. What brewery put out K-B Beer (Type C-13)?
2. Type C-24-1 "Hoffman"- from a brewery?
3. E-10-43 and E-14-454 & 455 - what city was this Walter Brewery in?
4. Walkerville Beer and Ale on opener marked Newell, Canada - Canadian brewery?
5. Type B-30 "Drink Oertels" - a beer advertising opener?

Anheuser Busch is selling a couple of large lucite bottle openers (opener screwed into tap knob replica. Write: The Clydesdale Collection, P.O. Box 1977, St. Louis, Mo. 63118. Available for brands Budweiser or Busch at \$14.95 each + \$1.50 post.

- E-15 1. Drink Arrow / It hits the spot  
2. Peter Hand Brewery Co. / Meister Brau, "The Beer"
- E-16 1. Milwaukee Bry. of S.F., Golden State Beer  
2. Ryan's Consumers Brew Co., Syracuse, N.Y.  
3. West End B'wg. Co., Famous Utica Beer
- E-17 1. American Brewing Co.  
2. Mile High Beer, Denver / same
- E-18 1. Hoster Columbus Gold Top Beverages
- E-19 1. American Brewing Co., New Orleans, Drink Regal Lager Beer
- F-1 2. Waukesha (in spoon with fox head)
- F-2 12. Crystal Rock Pale Dry / same  
13. Hanson Beverage Co., Farmington, Distributor of Grain Belt Beer  
14. Independent Milwaukee Brewery, Milwaukee, Wis. / Bill's Ginger Ale, White Soda, Both good mixers  
15. Sweetwater Brewery, Inc., Green River, Wyo., Wyoming Brew  
16. Vernon Brewing Co., Golden Creme Beer  
17. Drink Walter's Beer / same  
18. Gluek Brewing Company, Indian Maid Ginger Ale / Gluek Brewing
- F-3 2. The William Simon Brewery, Buffalo, N.Y., Simon Pure Beer-Ale, The Best Taste in town
- F-4 8. Frank C. Ensor, Sparks, MD., Distr. for Lockport Brewery / Premium & Old Bohemian Beer, Phone Cockeysville 54-W  
9. Good Cheer 1947, Falstaff Beer, Harry S. Flodin  
10. Grain Belt Beer, A.A. Ettevold, Granite Falls, Minn.  
11. Manhattan Bottling Works for better mixing & drinking, West 0206, Milwaukee, Wis.  
12. Pilsener Club, Real Brew  
13. Jacob Schmidt Brewing Co., St. Paul, Minn. / Dublin Bay Ginger Ale  
14. Walter's Pilsner, Brewer's Best, Pless Dist. Co., La Salle, Colo.
- F-5 2. National Beverage Distributor Co., 1134 North Water Str., Milwaukee, Wisconsin / Use Badger Extract & Hops  
3. Peerless Products Co., Drink Peerless Kil. 2714
- F-6 15. Bartels Beer / Everybody likes It  
16. Becker Products Co., Ogden, Utah / same  
17. Geo. Doehne's Brewery, Harrisburg, Pa. / Doehne's Cream Ale, Stock Ale  
18. Frank Bros. Brew Co. / Best beer brewed expressly for the home  
19. Oshkosh Brewing Co. / Oshkosh Special Old Lager  
20. Schwarzenbach Brewing Co. / Select Beer & Crystal Ale, It's pure  
21. John Wieland Brewery / Wielands Beverages
- F-7 2. Peter Bub Brewery, Inc., Bub's Beer  
3. Peter Bub Brewery, Inc., Winona, Minn., Bub's Beer, Time honored for over 90 years
- F-11 1. Cleveland & Sandusky Brewing Co., Gold Bond Beer, Harvard 1400, Central 3933
- F-12 1. Cleveland & Sandusky Brewing Co., Gold Bond Beer, Harvard 1400, Central 3933  
2. Waterloo Brew Co., Waterloo, Ill., Drink Cabinet Beer Brewed by the....
- F-13 1. Gutsch Brewing Company, Sheboygan, Wisconsin

- F-14 1. Atlas Brewing Co., Chicago
- F-15 1. E. Ferranti, Ballantine Distributors, 2000 East Third St., Williamsport,  
9802-28840
- G-1 27. Alpen Brau Beer  
28. Alpen Brau Beer (Bottle)  
29. Ann Arbor Old Tyme Bru Beer (Bottle)  
30. Baltimore Brew (Bottle)  
31. Griesedieck Bros., St. Louis  
32. Hoffman "tops in town"  
33. Kings Beer (Bottle)  
34. Leidiger's Select Beer  
35. Liebert and Obert, Famous Manayunk Beer (Bottle)  
36. Marathon City Brewing Co., Drink Tannenbaum Beer  
37. Old Reliable Metz Beer (Bottle)  
38. Poth's Beer (Bottle)  
39. Quandt's Ale & Lager, Quandts, Troy, N.Y.  
40. Robin Hood Beer hits the spot  
41. Seitz Brewing Co., Easton, Pa.
- G-2 8. Amber Lite Hacker's Extra Dry  
9. Hudepohl Brewing Company, Cincinnati, Ohio, Enjoy Hudepohl Beer "It's tops"
- G-3 5. Engelking's Beer  
6. Jung Beer, Random Lake  
7. Lang's Beer and Ale  
8. Ph. Schneider Brewing Co., Trinidad, Colo., Century Beer
- G-3a 1. Ye Tavern Brew
- G-4 9. EMS Select Beer  
10. Jung Beer  
11. Enjoy Marathon Beer  
12. Enjoy Marathon Lager, Milwaukee, Wis.  
13. Point Beer  
14. Tavern Pale  
15. Say "520"
- G-5 9. Hagemeister  
10. Schlitz Bottled by Ohmeis, New York
- G-6 15. Boston Light Ale  
16. Haffenreffer Malt Liquor  
17. National Brewing Co., Balto., Md., National Bohemian, National Premium  
18. White Seal Beer
- G-7 12. Boston Light Ale  
13. Gluek's First Prize Beer  
14. Haffenreffer Malt Liquor  
15. Hanley Lager Beer  
16. Old Dutch Premium Beer  
17. Pickwick Ale - Boylston Beer  
18. White Seal Beer
- G-8 12. Esslinger's Beer-Ale, Little Man  
13. Gluek's First Prize Beer, Minneapolis, Minn.  
14. Manru Beer & Ale / same  
15. Pioneer Fine Beer  
16. Wee Willy

- G-9
  - 31. American Brewery, Inc., Baltimore, Md. (Red on green)
  - 32. Black Horse Ale (Yellow on green)
  - 33. DuBois Budweiser (Yellow on black)
  - 34. Gerboth Beer Co., 1002 W. 6th St., Erie, Pa., Phone Y-7212 (White on red)
  - 35. Globe Brewing, Balto, Md., Arrow Beer (Black on red)
  - 36. Koch's Beer & Ale (Black on yellow)
  - 37. Scheidt's Vally Forge Beer (Black on green)
  - 38. Schreiber Brewing Co., Buffalo, New York (Black on natural)
  - 39. Fred Sehring Brewery, Joliet, Ill.
  - 40. Stegmaier Brewing Co., Wilkes Barre, Pa., Stegmaier's Gold Medal Beer (Blue on yellow)
  - 41. White Cap Beer (White on red)
- G-10
  - 2. Compliments of Liebig Malt Extract Co., Jersey City, N.J.
- G-11
  - 1. Muessel Silver Edge
- G-12
  - 1. Black Label Beer
  - 2. Miller High Life
  - 3. Molson of Canada, Beer & Ale
  - 4. Pabst Blue Ribbon
- G-13
  - 1. American Brewing Co.
  - 2. Original Manitou Pale Dry
  - 3. Perfection
- H-1
  - 15. Kuebler Bry. Co., Easton, Pa., Premium Beer-Ale-Porter, Phone 4225
  - 16. National Beer, Baltimore, Maryland, Tastes imported
  - 17. National Brewing Co., Inc., New Orleans, La., Made to open Eagle Beer
  - 18. Norton's Beer
  - 19. Norton's Gold Bond Beer
  - 20. Wooden Shoe Lager Beer
- H-2
  - 52. Apex Brewing Co., Inc., Seattle, Wash.
  - 53. Atlantic Ale
  - 54. Billings Brewing Co.
  - 55. Blatz Milwaukee
  - 56. Class & Nachod Brewing Company, Philadelphia, Pa., Black Eagle Beer
  - 57. Dick Bros., Quincy, Ill, Nearo
  - 58. Dortmunder Ritter-Bier
  - 59. Duquesne Brewing Co. of Pittsburgh, Duquesne Pilsener, The finest beer in town
  - 60. Duquesne Keg-O-Beer, The finest beer in town in cans
  - 61. Edelweiss
  - 62. Esslinger Lager, Philadelphia, Pa. (Little man)
  - 63. Foss-Schneider Beer, Cincinnati's Pride since 1849
  - 64. Haefner Brewing Co., the Famous Tivoli, Lancaster, Pa.
  - 65. G. Heileman Brew. Co.
  - 66. Highlander Beer
  - 67. Jacob Hornung Brewing Co., Philadelphia, Pa., White Bock Tio
  - 68. Jacob Leinenkugel Brewing Co., Chippewa Falls, Wis., a favorite since 1867
  - 69. Drink Oertels Louisville, Ky.
  - 70. Philadelphia Brewing Co., Brown Glow - Old Stock
  - 71. The Queen City Brewing Co., Cumberland, Md., The Original Cumberland Old German Beer
  - 72. Sprenger's Red Rose Beer, Lancaster, Pa.
  - 73. Steinerbru Beer
  - 74. Wentzler's Cream Top, Lykens, Pa.
  - 75. West Virginia Pilsner Beer
  - 76. Vas U Efer in Zinzinnati

- H-3 30. Atlantic Ale Beer  
 31. Bavarians Old Style A Man's Beer  
 32. Berghoff Brewing Corp., Fort Wayne, Indiana, Berghoff Beer  
 33. Camden County Beverage, Camden, N.J., Camden Beer, None Better  
 34. Continental Can Company, Inc., Beer is better in cap sealed cans  
 35. Del Mar Va Beer, Our Famous Heigenmooser Brew  
 36. Drink Dutch Club Beer  
 37. Gibbons Ale Beer  
 38. Wayne Brewing Co., Erie, Pa., Wayne Beer & Ale
- H-4 2. Drink Prima Special  
 3. West Virginia Pilsner Beer
- H-5 10. Farmers Brewing Co., Shawano, Wisconsin  
 11. Flocks Brewing Co. / It stands on top  
 12. Potosi Brewing Co. / Potosi Brewing Co.
- H-6 7. Alaska Centennial 1967, Compliments of Olympia Brewing Company  
 8. Falstaff Beer  
 9. What'll you have? Pabst Blue Ribbon / Pabst Blue Ribbon, Pabst Brewing Co., Milwaukee, Wis., Display No. 2463
- H-7 10. Grafts Beverages since 1873  
 11. Leidigers  
 12. Enjoy Marathon Lager  
 13. Miller High Life Beer  
 14. Oconto  
 15. Weber Beer
- H-9 1. Schlitz & Barmann Beer / J J Cuneo, Kingston, N.Y.
- H-10 1. Ask for Riedel's Beer, Phones 57241-2, Winnipeg, Manitoba  
 2. Star Beer, Lancaster, Pa.
- I-1 5. Beckers Mellow Beer  
 6. Carling  
 7. Emro Can Tapper  
 8. Fisher Beer / blank  
 9. Fisher Beer / same  
 10. Jos. Schlitz Brg. Co., Milwaukee, Wis., USA, Breweries at Milwaukee, Wis., Brooklyn, N.Y., and Los Angeles, Cal., Schlitz / Schlitz the beer that made Milwaukee famous  
 11. Schoenling, Cincinnati's Finest Beer, Phone Cherry 1-4344  
 12. Storz Beer
- I-3 19. Becker's, Ogden, Utah / same  
 20. Eastside Beer / same  
 21. Enterprise Brewing Co., F.R., Mass., Old Tap for Ale, Boh for Beer  
 22. Save Metz Beer Coupons  
 23. Premium Quality Pearl / same  
 24. Piel Bros., Brooklyn, N.Y., Piels Light Beer / same
- I-4 30. Acme Beer  
 31. Acme Beer / same  
 32. Alice of Old Vincennes  
 33. Becker's, Ogden, Utah  
 34. Diamond State 100% Pure Grain Beer  
 35. Grand Prize Beer  
 36. Hamm's Beer  
 37. Hampden Mild Ale  
 38. Krueger Beer Ale (K man)  
 39. Lion Beer

I-4 (Cont.)

40. Lucky Lager Beer
41. Meister Brau
42. Pilsner's Original Extra Dry Beer, N.Y.
43. Regal Pale Beer
44. Schaefer Beer at its best
45. Storz Beer
46. Tecate Beer

- I-5
8. Canadian Ace Brand Beer & Ale
  9. Drink Esslinger's Beer-Ale (Little man)
  10. Hyde Park Beer
  11. Stag Beer

- I-6
45. Becker's, Ogden, Utah / same
  46. Berghoff Brewing Corp., Fort Wayne, Indiana / Berghoff Beer
  47. Canadian Ace Brand Beer & Ale
  48. Coors, America's Fine Light Beer / same
  49. Eastside Beer (Brass plated) / 0
  50. Golden Glow Beer Ale / same
  51. Haberle Congress Brewing Co., Inc., Syracuse, N.Y., Congress Light Beer
  52. For opening Highlander Beer / same
  53. Kingsbeer / Dow made in Canada
  54. Lucky Lager Beer / same
  55. Maier Beer since 1875 / same
  56. Maier Brewing Co., Los Angeles, Calif. / Maier Beer since 1875
  57. Henry F. Ortlieb Brewing Co., Phila., Pa., Ortlieb's Premium Beer
  58. Premium Quality Pearl / same
  59. Pilsner's Original Extra Dry Beer, N.Y.
  60. Drink Rainier Beer / Drink Rainier Ale
  61. For Good cheer, Drink Rainier Beer / For Good cheer, Drink Rainier Ale
  62. Red Top Brewing Co., Cincinnati, / same
  63. Adam Scheidt Brewing Co., Norristown, Pa.
  64. Sheridan Beer / same
  65. Storz Beer
  66. Trommer's Beer, it's all malt and hops
  67. Walter's Beer, taste better / same
  68. West Bend Lithia Co., West Bend, Wisconsin / same

- I-7
43. For opening Acme Beer and Ale
  44. Acme Breweries, San Francisco, Cal., Acme Beer and Ale
  45. Anheuser Busch - Dry Malt
  46. Berghoff Beer
  47. For opening Brown Derby Beer
  48. Budweiser King of canned beer
  49. Peter Doelger
  50. Falls City Brewing Co., Inc., Louisville, Ky., Falls City Beer
  51. Genesee Beer-Ale
  52. Hamm's Beer, Smooth & Mellow
  53. For opening Hull's Ale and Lager, New Haven, Conn.
  54. Manhattan Premium, A finer Beer
  55. Old Dutch Beer-Ale, Brooklyn, N.Y.
  56. R & H Beer, Taste the difference
  57. Regal Pale, the most refreshing thing on ice
  58. For opening St. Claire Beer, America's finest
  59. Schaefer Beer at its best
  60. Storz Beer, Omaha
  61. Trommer's Beer, it's all malt and hops

- I-9
2. Fox DeLuxe / same

- I-10 2. Red Top Beer and Ale, Cincinnati, O.
- I-11 159. B & B Beer, Lincoln Park, Texas  
 160. Black Label Beer / same  
 161. Budweiser King of Beers  
 162. Burgemeister Pilsner Beer / same  
 163. BURGIE: / (Burgie Man)  
 164. Busch Bavarian Beer  
 165. Butte Special Beer is Better Beer / same  
 166. C.V. for me, Champagne Velvet Beer / CV for me  
 167. Cold Spring Brewing Co., Cold Spring, Minn. / Cold Spring Golden Brew  
 168. Dakota Beer from the heart of Barley country  
 169. Dixie Beer / same  
 170. Cheery Beery Edelweiss Light Beer  
 171. Esslinger's Premium Beer, Just Right / same  
 172. Export Beer, St. Charles, Mo.  
 173. Falstaff Beer  
 174. Falstaff Beer/ Falstaff Brewing Corp., St. Louis, Mo.  
 175. Fort Pitt Brewing Co., Baltimore, Maryland  
 176. Fox Head Brewing Co., Waukesha, Wis., Brewed with Wisconsin's World Famous Waukesha Water / Fox Head 400 Beer  
 177. Gluek's Beer, Minneapolis, Minnesota / same  
 178. M.K. Goetz Brewing Co., St. Joseph & Kansas City, Missouri / Country Club Stout Malt Liquor  
 179. Hampden Harvard Breweries, Inc., Willimansett, Mass. / Harvard Beer - Ale  
 180. Peter Hand Bry. Co., Chgo., Meister Brau, The Custom Brew / Meister Brau The Custom Brew  
 181. Heileman's Old Style, America's Quality Beer / same  
 182. Heileman's Old Style, It's cool brewed  
 183. Holihan's Ale - Pilsener / same  
 184. 14K Hudepohl  
 185. Iron City Beer, the Beer drinker's Beer / beat 'em Bucs  
 186. Drink Jax Beer / same  
 187. Kingsbury Fit for a king, Manitowoc-Sheboygan, Wis. / Kingsbury Pale Beer  
 188. Kirin Lager Beer  
 189. Knickerbocker Beer / same  
 190. Koch's Beer  
 191. Koch's Beer Ale / same  
 192. Koehler Three Fine Beers / same  
 193. Krantz Brewing Corp., Findlay, Ohio / Old Dutch Beer  
 194. Leinenkugels Beer famous since 1867 / same  
 195. Leisy's Fine Beer / same  
 196. A Million a day say Lone Star Beer / same  
 197. Lone Star, America's Certified Quality Beer / same  
 198. Lone Star, Certified Quality Premium Beer / Lone Star Beer brewed with pure Artesian Water  
 199. Lone Star Beer - Have Fun with your taste / Lone Star Beer Certified Quality  
 200. Lone Star Beer, it's certified / same  
 201. Metz Premium Beer  
 202. Moosehead Breweries, Limited, Lancaster, New Brunswick / Moosehead Pale Ale, Alpine Lager Beer  
 203. National Bohemian Beer (Mr. Boh) / same  
 204. Oertel Brewing Co., Incorporated, Louisville, Ky., Oertel's '92 Beer / same  
 205. Old Dutch Modern Light Beer  
 206. Oshkosh Brewing Co., Oshkosh, Wis. / Chief Oshkosh Beer brewed on the shores of beautiful Lake Winnebago  
 207. Pickwick  
 208. Progress Oklahoma's Premium Quality Beer/, same  
 209. Rainier Ale Old Stock / same  
 210. Regal Beer / same  
 211. Richbrau Beer / same  
 212. Ruppert Knickerbocker Beer / same



## I-11 (Cont.)

- 213. Schaefer America's Oldest Lager Beer
- 214. August Schell Brg. Co., New Ulm, Minn. / Schell's Pleasure Packed Beer
- 215. Jos. Schlitz Brewing Company, Milwaukee, Wis., and Tampa., Fla., Old Milwaukee America's Light Beer / Old Milwaukee America's Light Beer
- 216. Jos. Schlitz Brewing Co., Milwaukee, Wis., USA / Schlitz the beer that made Milwaukee famous
- 217. Sterling Aged that extra month / (Rooster on vane)
- 218. Sterling Premium Pilsner Beer / same
- 219. Stroh's A Quality opener for a quality product / Quality Beer Dist. , Inc., Dayton - Hamilton
- 220. Tivoli Beer, Discover Good Taste / Brewed in the heart of The Rockies, Denver, Colorado
- 221. Tivoli Colorado's First Beer / same
- 222. Tavern Pale / Tavern Pale Wonderful Happytible Beer
- 223. Walter's Beer Mountain high in quality / same
- 224. Walter's Beer, Tastes Better, Costs less / same
- 225. Weber Waukesha Brewing Co., Waukesha, Wisconsin / Weber Special Premium Beer
- 226. West Virginia Beer Ale, That'll win You / W. Va.
- 227. Wiedemann's Fine Beer / same

## I-12

- 101. Bartels Extra Light Beer / same
- 102. Bavarians / same
- 103. Becker's Mellow Beer / same
- 104. Black Label Beer / same
- 105. Budweiser King of Beers / same
- 106. Butte Special Beer is Better Beer / same
- 107. Champagne Velvet Gold Label Beer / same
- 108. Diploma Beer
- 109. Fisher Beer / Sparkle brewed ... with the altitude
- 110. Fitger's Natural Brewed Beer / Fitger's Beer, naturally better
- 111. Fort Schuyler Beer, Best in the 13 Colonies / Fort Schuyler Beer
- 112. Fuhrmann & Schmidt Brewing Co., F & S Beer, Porter and Ale, for cans, for bottles!
- 113. Gluek's Beer, Minneapolis, Minnesota / same
- 114. Goebel 22 Beer / Only Goebel is brewed with crystilled water, purer than a mountain spring
- 115. M.K. Goetz Brewing Co., St. Joseph & Kansas City, Missouri / Country Club Liquor
- 116. M.K. Goetz Brewing Co., St. Joseph & Kansas City, Missouri / Drink Goetz Beer
- 117. M.K. Goetz Brewing Co., St. Joe., Mo. / Drink Goetz
- 118. Grain Belt Premium been a long time a-brewing / Perfect brewing water makes the perfect beer
- 119. Theo. Hamm Brg. Co., St. Paul, Minn. & San Francisco, Calif. / Hamm's Beer, Refreshing as the land of sky blue waters
- 120. Heileman's Old Style, it' s cool brewed / same
- 121. For opening Highlander Beer / same
- 122. Inter. Brwys., Inc., Findlay, Ohio, Frankenmuth Beer / Frankenmuth Beer
- 123. Thirsty? Leinenkugel's Beer / Made with Chippewa water from the Big Eddy Spring
- 124. Lone Star Certified Quality Premium Beer / Lone Star brewed with pure Artesian Water
- 125. Lucky Lager / Lucky Lager the real lager beer
- 126. Lucky Lager aged for flavor / it's Lucky when you live in America
- 127. Lucky Lager the Real Lager Beer / This is your Lucky opener
- 128. Malayan Breweries / Tiger Beer
- 129. National Bohemian Beer (Mr. Boh) / same
- 130. Olympia Beer, it's the water / same
- 131. Pfeiffer's Famous Beer / (Pfeiffer)
- 132. Rainier Ale, Old Stock / same
- 133. Rainier Beer / same
- 134. Rams Head Ale, The Aristocrat of Ales/ Valley Forge Beer headed for pleasure

I-12 (Cont.)

- 135. Regal Select / The one beer that really has "it"
- 136. Remember Sebawaing Beer / same
- 137. Jos. Schlitz Bry. Co., Mil., Wis., USA, Breweries at Mil., Wis., Brooklyn, N.Y., & L.A., Cal./ Schlitz the beer that made Milwaukee famous
- 138. Stag Beer / same
- 139. Stag Sales Co., Springfield, Ill.
- 140. The Standard Brewing Co., Cleveland, Ohio/ Standard Dry
- 141. The Standard Brewing Co., Cleveland, Ohio/ Standard Beer, Best in any case
- 142. Standard Rochester Brewing Co., Inc., Rochester, New York / Standard Dry
- 143. Sterling its aged that extra month / same
- 144. The Stroh Brewery Co., Detroit, 26, Michigan / Strohs Beer, a quality opener for a quality product
- 145. West Bend Lithia Co., West Bend, Wis., / same
- 146. Yusay Pilsen Premium Beer / same

I-13

- 54. Arizona Brewing Co., Inc., Phoenix, Arizona, A-1 Pilsner Beer/ A-1 Brewed with crystal pure water
- 55. Arizona Brewing Co., Phoenix, Arizona, True Pilsner flavor / A-1 Pilsner Beer
- 56. Bavarians (3 triangles in circle)
- 57. Burkhardt's Beer / Mug Ale
- 58. Duquesne / Silver Top Special Premium Lager Beer
- 59. Duquesne Pilsener, Prince of Pilseners / Silver Top Special Premium Lager Beer
- 60. Gluek's First Prize Beer, Minneapolis, Minn.
- 61. Gretz Philadelphia's only extra premium beer / same
- 62. Peter Hand Brewing Co., Chicago, Ill., Reserve Beer / Reserve Beer by Peter Hand
- 63. Peter Hand Bry. Co., Chgo. Ill., over 300 Million glasses enjoyed by Midwesterners every year / Meister Brau the custom brew
- 64. Harvard Ale or Export Beer
- 65. International family of fine beers, International Breweries, Inc., Detroit, Mich., Buffalo, N.Y., Tampa, Fla., Findlay, Ohio, Covington, Ky. / IBI (in circle), Iroquois, Frankenmuth, Old Dutch, Bavarian's, Silver Bar
- 66. Lone Star Beer makes the most of nature's best / same
- 67. Lucky lager age dated beer / It's Lucky when you live in America
- 68. Meister Brau the Custom brew, real draft beer / Enjoyed by Midwesterners at the rate of over one million glasses daily
- 69. National Brewing Co., Baltimore, Md. / Drink National Beer
- 70. Rainier Beer / same
- 71. Regal Pale / Now for that Regal feeling
- 72. Regal Pale / One of America's 2 Great Beers
- 73. Sterling It's aged that extra month / same
- 74. Valley Forge Beer
- 75. Yusay Pilsen Premium Beer / same

I-14

- 29. Falls City Beer / same
- 30. Falstaff Brewing Corp., St. Louis, Mo. / Falstaff, America's Premium Quality Beer
- 31. M.K. Goetz Brewing Co., St. Joseph & Kansas City, Mo. / Drink Goetz Beer
- 32. M.K. Goetz Brewing Co., St. Joseph & Kansas City, Mo. / Enjoy Country Club Beer
- 33. Grain Belt Beer is diamond clear / same
- 34. Hanley Beer Ale
- 35. International Brewing Industries Exposition 1956 / Emro Mfg.
- 36. Lebanon Valley Brewing Company
- 37. Famous Narragansett Lager Beer
- 38. Pearl It's Lighter / same
- 39. The Lighter Pearl / same
- 40. Rahrs Beer / same
- 41. Stag Beer / same
- 42. Tivoli Beer, Denver, Colorado / same

I-14 (Cont.)

43. Tivoli Beer 1859-1959 Colorado's First Beer, Denver, Colorado / Tivoli Beer, Discover Good Taste (Brass plated)
44. Tivoli Colorado's First Beer! / same
45. Tropical Beer and Ale

I-15

35. Acme Gold Label / Acme Bull Dog Ale
36. Arizona Brewing Co., Inc., Phoenix, Arizona, Enjoy the beer that won 5 years in a row / A-1 Pilsner Beer
37. Cerveza Tecate, Estupenda! / same
38. Cerveza Tecate, Incomparable
39. Croft Cream Ale / Gamecock Ale
40. Diamond State 100% Pure Grain Beer
41. Falstaff, The Choicest Product of the Brewer's Art / Falstaff Beer, St. Louis, Omaha, New Orleans, San Jose (with shield)
42. same as above without shield
43. Fisher Beer
44. Fox DeLuxe Beer / same
45. Fox Head 400 Beer (Fox Head) / Fox Head 400 Beer brewed with Waukesha Water
46. Old Georgetown Premium Quality Beer / same
47. Narragansett Lager Beer / Hi Neighbor
48. For Good Cheer Drink Rainier Beer / same
49. Richbrau Beer / same
50. Schaefer America's Oldest Lager Beer / Schaefer 3 in 1 opener
51. Tavern Pale / same
52. Terre Haute Brewing Co., Terre Haute, Ind. / CV the beer with the million dollar flavor
53. Tivoli, Denver, Colorado / same

I-16

22. Becker's Mellow Beer / same
23. Drewry's Extra Dry Beer / same
24. M.K. Goetz Brewing Co., St. Louis, Mo. / Country Club
25. Haberle Congress Brewing Co., Inc., Syracuse, N.Y. / Congress Light Beer
26. Holihan's Ale-Pilsener
27. Over a million a day say Lone Star Beer / same
28. Lone Star Beer, have fun with your thirst / Lone Star Beer, It's certified
29. Lone Star Certified Quality Premium Beer / Lone Star Brewed with pure Artesian Water
30. Lone Star Beer, it's certified / same
31. Geo. Walter Brewing Co., Appleton, Wis., Your friendly local brewery / Adler Brau, Appleton Beer

I-17

147. Bavarian's Beer / same
148. Time off for Berghoff's / same
149. Bohemian Brewing Co., Joliet, Ill, Old Fashion Lager Beer / Bohemian Club
150. Budweiser King of Beers / same
151. Burkhardt's Beer / Mug Ale
152. Butte Brewing Corporation / Butte Lager Beer enjoyed for 4 generations
153. Carlsberg
154. Cerveza Mexicali / Positivamente No. Hay Mejor!
155. Dixie 45 Beer / same
156. Erin Brew / same
157. Falstaff Beer
158. Fiesta Meister Brau / same
159. Fox DeLuxe Beer / same
160. Fox Head 400 Beer (Fox Head) / Fox Head 400 Beer, Brewed with Waukesha Water
161. Gluek, Minneapolis, Minn. (Lion)
162. Goebel Brewing Co. of California, Oakland, Calif. / Compliments of Goebel Beer
163. M.K. Goetz Brewing Co., St. Joseph and Kansas City, Mo. / Country Club Malt Liquor
164. M.K. Goetz Brewing Co., St. Joseph & Kansas City, Mo. / Enjoy Country Club Beer

I-17 (Cont.)

165. Hamm's Beer / Born in the land of sky blue waters
166. Hamm's Beer from the land of sky blue waters / Hamm's Beer (Bear)
167. Hamm's Beer from the land of sky blue waters / Specially designed for Hamm's new easy opener aluminum tops
168. Theo. Hamm Brg. Co., Baltimore, Md. / Hamm's Beer refreshing as the land of sky blue waters
169. Theo. Hamm Brewing Co., St. Paul, Minn., San Francisco, Los Angeles, Baltimore / Hamm's Beer from the land of sky blue waters
170. Theo. Hamm Brewing Co., St. Paul, Minn. & San Francisco, Calif. / Hamm's Beer from the land of sky blue waters
171. Theo. Hamm Brg. Co., St. Paul, Minn., San Francisco, Los Angeles, Baltimore / Hamm's Beer refreshing as the land of sky blue waters
172. Theo. Hamm Brg. Co., St. Paul, Minn. & San Francisco, Calif. / Hamm's Beer, refreshing as the land of sky blue waters
173. Peter Hand Brewery Co., Chicago, Ill., Reserve Beer / Reserve Beer by Peter Hand
174. Heineken / same
175. Holihan's Pilsener Beer
176. Hornung's the tastiest beer in town / Londonderry Ale
177. Hudepohl Golden Beer / same
178. Iron City Beer // Tech Golden Beer
179. Labatt's
180. Let's make it beer / salud, amigo
181. Maier Brewing Company, Los Angeles, Calif. / Brew 102
182. Meister Brau
183. Oconto Premium Beer / same
184. Oertel Brewing Co., Incorporated, Louisville, Kentucky / Cheer up with Oertel's '92 Beer
185. Light Olympia Beer
186. Pripps
187. Progress Oklahoma's Own Premium Quality Beer / same
188. Rahr's Beer / same
189. Regal Beer / same
190. Jos. Schlitz Brewing Company, Milwaukee, Wis., and Tampa, Fla., Old Milwaukee America's Light Beer / Old Milwaukee, America's Light Beer
191. Schlitz, Jos. Schlitz Brg. Co., Breweries at Milwaukee, Wis., Brooklyn, N.Y., Los Angeles, Calif., Kansas City, Mo., and Tampa, Fla. / Schlitz the beer that made Milwaukee famous
192. Schmidt of St. Paul / (Pfeiffer) Pfeiffer's famous beer
193. Schmidt of St. Paul / The brew that grew with the great Northwest
194. Tavern Pale / same
195. Tropical Ale & Beer
196. Valley Brew Premium Beer / same
197. Van Merritt Brewing Co., Joliet, Ill., World's Most honored Beer / Van Merritt
198. Geo. Walter Brewing Co., Appleton, Wisconsin, Wisconsin's Most enjoyable Beer/ Adler Brau Beer
199. Weber / Waukesha Beer brewed with famous Waukesha Water

- I-18
30. Goebel Brewing Co. of California, Oakland, Calif. / Compliments of Goebel Beer
  31. Theo. Hamm Brg. Co., Baltimore, Md. / Hamm's Beer refreshing as the land of sky blue waters
  32. For Good Cheer, Drink Rainier Beer/ For Good Cheer drink Rainier Ale
  33. Rheingold Extra Dry / same

- I-19
12. Genesee Beer/ Naturally more refreshing
  13. M.K. Goetz Brewing Co., Kansas City & St. Joseph, Mo. / Goetz Beer
  14. Original Pabst Blue Ribbon

- I-20 9. Country Club  
 10. M.K. Goetz Brewing Co., St. Joseph, Mo. / Country Club  
 11. Hamm's Beer  
 12. Drink Pearl Beer  
 13. Olympia It's the water  
 14. Schaefer Beer / America's Oldest Lager
- I-22 20. Canadian Ace Brand Beer and Ale  
 21. Dixie Beer  
 22. Good Old Potasi Beer  
 23. Sterling  
 24. Tavern Pale
- I-23 1. Fehr's X/L Beer  
 2. Schlitz
- I-24 1. Fox DeLuxe Beer  
 2. Regal, Detroit, Mich.
- I-25 1. Northampton Brewery Corp., Northampton, Pa., Tru Blue Beer Ale
- J-1 10. Gluek's Stite Malt Liquor, Minneapolis, Minn.  
 11. Hanley Lager Beer
- J-3 15. Champagne Velvet Gold Label Beer / same  
 16. Coors America's Fine Light Beer / same  
 17. Fehr's  
 18. Fehr's X/L Beer / same  
 19. Hamm's Beer / same  
 20. Hamm's Preferred, America's Most Refreshing Beer  
 21. Krantz Brewing Corp., Findlay, Ohio / Old Dutch Beer  
 22. Ruppert for that smile of pleasure  
 23. Tech Golden Beer
- J-4 11. Atlas Prager Beer Got It? Get It!., Atlas Brewing Company, Chicago, Illinois  
 12. Beck's Beer Buffalo's Best / same  
 13. Coors America's Fine Light Beer / same  
 14. Falstaff The choicest product of the brewer's art / Falstaff Beer, St. Louis, Omaha, New Orleans, San Jose, Fort Wayne  
 15. Griesedieck Bros. Beer, St. Louis / same  
 16. Hornung Beer Ale / same  
 17. Manru Beer & Ale / same  
 18. Regal Pale Beer / same  
 19. Tivoli Aristocrat, The distinctive Beer / same
- J-5 47. Atlas Brewing Company, Chicago, Illinois, Got it? Get It! / Atlas Prager Extra Dry Beer  
 48. Becker's Ogden, Utah / same  
 49. Blatz Beer / same  
 50. Bosch Brewing Company, Houghton, Mich. / Bosch Beer  
 51. Brew 102  
 52. Cerveza Tecate / same  
 53. Cerveza Tecate, Estupenda! / same  
 54. Diamond State 100% Pure Grain Beer  
 55. Falstaff Brewing Corp., St. Louis, Mo., Omaha, Nebr., New Orleans, La., San Jose, Calif., Fort Wayne, Ind. / Premium Quality Falstaff  
 56. Fehr's X/L Beer / same  
 57. Fisher Beer  
 58. Hyde Park Beer  
 59. Take a break for a Lone Star Beer / same

J-5 (Cont.)

60. Lyons for finer flavor / same
61. Maier Brewing Company, Los Angeles, Calif. / Brew 102
62. Meister Brau
63. Muehlebach Beer / same
64. Old Crown Ale Beer
65. Regal Pale Beer
66. Adam Scheidt Brewing Co., Norristown, Pa. / same
67. Schoenling Beer, Cincinnati's finest
68. Schoenling Beer, Cincinnati's finest / Schoenling Brewing Co., Cincinnati, Ohio, Phone Cherry 4-344
69. Southern Select Beer
70. Valley Forge Beer, Ram's Head Ale
71. Wunderbrau

J-6

21. Burgermeister
22. Coors
23. Edelweiss
24. Edelweiss a case of good judgement
25. Esslinger's Premium Beer
26. Griesedieck Bros. Beer, St. Louis
27. Hamm's Beer
28. Hyde Park Beer
29. Drink Jax Beer
30. Regal Pale Beer
31. Drink Sambo
32. Storz Beer
33. Tavern Pale
34. Tavern Pale, Chgo., Ill.

J-7

2. Coors Beer, Golden, Colo.
3. Hamm's Beer / from the land of sky blue waters

J-8

9. Arizona Brewing Co., Inc., Phoenix, Ariz., A-1 Pilsener Beer
10. Golden Hudepohl Beer
11. Mitchell Brewing Co., El Paso, Texas, Mitchell's Premium Beer
12. Ruppert Knickerbocker Beer

J-9

2. Blatz Beer
3. Schlitz the beer that made Milwaukee famous

K-1

2. Schlitz

L-1

8. Manns

L-2

4. Buffalo Cooperative Brewing Co., Special Brew Extra 6
5. Compliments of Eldredge Brewing Co., Ale & Lager Beer Brewers, Portsmouth, N.H.
6. Harp Lager
7. P. Schoenhofen Brewing Co., Chicago, Edelweiss
8. The Standard Brewery's Chicago Bohemian Export
9. Compliments of Stroh Brewing Co., Detroit

L-4

24. Acme Breweries
25. Magnus Beck Brewing Co., Inc., Buffalo, N.Y., Beck's Ligh Beer, Buffalo's Best
26. Red Top Brewing Company, Cincinnati, O., Red Top Ale
27. Jacob Schmidt Brewing Co., St. Paul, Mn., Schmidt's City Club Beer
28. Yankee Premium Pilsner, an All American Beer

M-1

11. Haffenreffer, Boston, Ask for PickwickAle, Ale that is ale
12. Haffenreffer & Co., Brewers since 1870, Pickwick Ale and Stout, the tang of Good Old Ale / same

M-1 (Cont.)

13. S. Liebmann's Sons, Conqueror Beer (Bottle)
14. S. Liebmann's Sons, Rheingold Beer (Bottle)
15. Lyon & Sons Brewing Co., Newark, N.J., Edelwild Beer
16. Old Colony Brewing Co., Boston, Old Colony Brew, Stout, Bock, and Pale

M-2

5. Bartholomay Chic Ale, Rochester, N.Y. / Bartholomay Apollo Beer
6. Crown Brewing Co., Cincinnati, Ohio, Happy Days Beer
7. The Crown Br'g Co., Cincinnati, Crown Beer (Bottle)
8. Harvard Ale and Lager as of Yore (Bottle) / same
9. McKechnie Brg. Co., Brewery Bottling Canandaigua High Hopped Ale
10. Renner's Beer, Akron, O., Guaranteed under the pure food law
11. Wieland's Extra Pale

M-3

20. American Brewing Co., Rochester, N. Y., Liberty Beer
21. Croft Brewing Co., Boston, Mass., Croft Ale
22. Flock Brewing Co., Williamsport, Pa., Flock's Beer Ale
23. Furhmann & Schmidt Brewing Co., Shamokin, Pennsylvania, F and S Beer Ale Porter
24. Gunther's Lager Beer, Brewers since 1881, Baltimore, Md.
25. Harrison Beverage Co., Inc., Harrison, N.J., Golden Brew
26. Chr. Heurich Brewing Co., Washington, D.C., Senate Beer
27. Trommers Malt Brews, Light and Dark, White Label
28. The Victor Brewing Co., (Knight) Victor Beer, Champion of them all, Jeannette, Penna.
29. The Victor Brewing Co., (TM) Drink Victor's Beer famous for its flavor, Jeannette, Pa.

M-6

7. Dr. Miller's Golden Harvest Beer
8. Weschler Malt Milwaukee

M-19

5. August A. Busch Jr. (Signature) / 1968 Sales Convention (AB trademark)
6. Froedtert / Malt
7. S.T.D. Storz

M-23

3. Jos. Huber Brewing Co., Monroe, Wisconsin / Try cans - convenience - no return - no breakage

M-26

2. Maier & Zobelein

M-28

2. Rheingold

M-29

1. Budweiser King of Beers
2. Busch Bavarian Beer
3. Falstaff, Four Million Barrels, America's Premium Quality Beer, 1957
4. Go Go Go for Falstaff (Cartoon character - Coach Bottle Nose)
5. Special Holiday Beer, A Wisconsin Premium Beer brewed for over a century by the friendly folks in Potosi Valley
6. Schlitz, Schwartz Brs., Wm. Schwartz, 1222 Broadway, Hannibal, Mo.
7. Sterling Mellow Beer
8. Sterling Premium Pilsner Beer

M-30

1. Berlin Brewing Co., Since 1867, Berlin, Wis.
2. Budweiser King of Beers
3. Storz Brewing Co., Omaha, Neb., Storz
4. Geo. Walter Brewing Co., Appleton, Wis., Geo. Walter's Adler Brau 100

M-31

1. Mellow Sterling Beer
2. Storz Beer

- M-32 1. Pabst Blue Ribbon Beer, Pabst Brewing Company, Milwaukee, Wis.
- M-33 1. Drewrys Beer / Big D  
2. Drink Jax Beer
- M-34 1. Drummond Bros., Preferred Beer "A Light, Light Western Style Beer"  
2. Falls City Beer "When you're ready for a bigger taste in beer"  
3. Miller High Life
- M-35 1. Storz
- M-36 1. Phoenix Beer, Buffalo's Famous Brew, Taste the difference, Phone: Washington 3341
- M-37 1. Schlitz, the beer that made Milwaukee famous
- M-38 1. Old Milwaukee / America's Light Beer, 1962 Schlitz Brewing Co., Milwaukee, Wis.  
2. Strohs Beer, Detroit, Mich. 48226  
3. Old Milwaukee Beer / Jos. Schlitz Brewing Company, Milwaukee, Wis., and Tampa, Fla.
- M-39 1. International Breweries, Inc., Detroit, Mich., Buffalo, N.Y., Tampa, Fla., Findlay, Ohio, Covington, Ky. / IBI, Iroquois, Frankenmuth, Old Dutch, Bavarians, Silver Bar  
2. Pfeiffer's Famous Beer  
3. Carlings  
4. Fehr's X/L Beer /same
- M-40 1. Oshkosh Brewing Co., Celebrating our 90th Birthday 1866-1956
- M-41 1. Hamm's America's Most Refreshing Beer, Dist. by Bill and Walt
- M-42 1. Carling Red Cap, Black Label
- M-43 1. Primo Hawaiian Beer  
2. Budweiser  
3. Michelob
- M-44 1. Storz / Omaha, Neb.
- M-45 1. John Graf Co. / Jamaica Pale Dry Ginger Ale  
2. Brucks
- M-46 1. Busch Bavarian Beer, Product of U.S.A.
- M-47 1. Compliments of Arnholt-Schaefer, Philadelphia, Largest Brewery Bottler  
2. Compliments of Crown Cork and Seal Co., Baltimore, U.S.A., Convention Souvenir
- M-48 1. Bullfrog Beer
- M-49 1. Utica Club
- M-50 1. Schmidt's of Philadelphia
- M-51 1. Andeker Beer Supreme now brewed in America for discriminating taste
- M-52 1. Compliments of Kansas City Breweries Company
- M-53 1. Schlitz, Milwaukee, U.S.A.



- M-54 1. Stroh's Beer, Detroit, Mich., 48226  
2. Budweiser / Merrimack, N.H.
- M-55 1. International Breweries, Inc., Buffalo, N.Y., Frankenmuth, Mich.
- N-2 2. Dixie
- N-3 2. Nick Stadler Distributor - Schmidts & Budweiser, Pipersville, Pa.
- N-9 9. Berliner Beer, Berlin Brewing Co., Berlin, Wisconsin  
10. Esslinger's, Inc., Philadelphia, Pa., Esslinger's Premium Beer  
11. Fox Lake Beer, Kilbourn 4610  
12. Mathie Ruder Brewing Co., Wausau, Wis., Red Ribbon & Gold Star Beer  
13. New Yorker Beverages  
14. Schmidt Brewing Co., St. Paul, Minn., City Club and Select
- N-10 2. Graham's Ale Beer
- N-11 3. Drink Falstaff Pale Dry Ginger Ale and Lemon Soda  
4. Stoney's Premium Beer
- N-13 1. Baseball and Ballantine Beer
- N-14 1. Topper
- N-15 1. Budweiser, King of Beers
- N-16 1. Valley Forge Beer
- N-17 1. National Beer (Belaying Pin)
- N-18 1. Chief Oshkosh Beer
- N-19 1. Blatz, Milwaukee
- N-20 1. Birk Brothers Brewing Co., Supberb and Goldeck Beverage / Birks Root Beer,  
Phone Lincoln 495
- N-21 1. Anheuser - Busch / Budweiser Malt
- N-22 1. Enterprise Brewing Co., Fall River, Mass.
- N-23 1. Schlitz, 1952
- N-24 1. Stag Beer
- N-25 1. Coors Beer  
2. Budweiser King of Beers
- N-26 1. Drink brewery fresh Richbrau Beer, favored for its flavor
- N-27 1. Ballantine Beer
- N-28 1. The Hoster Columbus Co., Columbus, Ohio / Gold Top That's the Beer
- O-1 2. Leidiger's Select Beer, Merrill, Wis.
- O-4 2. Acme Beer  
3. If it's Gibbons, it's good  
4. Enjoy your Gluek's The Beer for the man who knows  
5. Hyde Park Breweries, 3607 Florissant St., St. Louis, Mo.  
6. Hyde Park Breweries, 2110 Salisbury St., St. Louis, Mo.

O-4 (Cont.)

7. Independent Brewing Co., Pittsburgh, Pa., Silver Top
8. Schaefer Fine Beer
9. Stag Beer

O-5

11. Acme Beer
12. Falstaff Premium Quality Beer
13. Pilsener
14. Simon Pure Beer and Ale
15. Stegmaiers Gold Medal Beer, Wilkes Barre, Penna.
16. Sterling, Always Serve

O-8

1. Drink Gold Bond Brew

O-9

1. Stegmaier Bold Medal Beer, Wilkes-Barre, Pa.

P-1

2. Anheuser Busch
3. Crescent Brew. Co., Aurora, Ind.
4. Toledo Brewing & Malting Co.

P-3

2. The American Brewing Co., St. Louis, ABC Bohemian

P-5

2. Maier & Zobelein Brewery, Los Angeles, Calif., Drink Imperial & Select The Best and Purest Brewed
3. Roewekamp Bros., Oshkosh, Wis.

P-6

2. Ashland Brewing Co., Beers, White Ribbon Beer, Phone 800
3. Drink Stegmaier Bold Medal

P-7

7. Berghoff Beer A Real German Brew Dortmunder
8. Birkenhauer Brewing Co., Newark, N.J., Old Fashioned Beer, Pilsner, Muchner, Brewery Bottling
9. Holland System, Inc., 47 Boylston St., Boston, Mass., Brewery Bottling, every bottle a new bottle - system Beer & Ale
10. Holland System, Inc., Boston, Mass., Sole Owners, System Beer and Ale, Brewery Bottling, every bottle a new bottle, sole agents U.S.A. Shamrock Stout, Sole Distributor in Boston for Piel Beer, Draft and brewery bottling, sole Owners-Green River
11. The William Rahr Sons Co., Brewers & Bottlers, Manitowoc, Wis., Established 1847, Incorporated 1893, if you want the best drink Rahr's Muenchener or Pale Lager select Beers
12. The Robert Smith Ale Brewing Co., Philadelphia, Famous for 142 years, established 1774, Ales and stouts your bottler and grocer can supply

P-8

44. American Brewing Ass'n, Houston, Texas
45. American Brewing Ass'n, Houston, Texas, Dixie Pale
46. American Brewing Co., Altoona, Pa.
47. Aurora Brewing Co., Aurora, Ill.
48. The Eberle Brewing Co., Jackson, Mich.
49. Gehling Brewing Co., Falls City, Nebr.
50. Gluek's Brewing Co., Minneapolis, Minn.
51. Grand Rapids Brewing Co./ Silver Foam
52. Houston Ice & Brewing Co., Houston, Texas, Magnolia Brewery
53. Houston Ice & Brewing Co., Reputation
54. J.D. Iler Brewing Co., Kansas City, Mo. / Original Rochester
55. Jung Milwaukee Beer, Serves you right / Cardinal
56. Kessler Brewing Co., Lorelei
57. Maier & Zobelein Brewery, Los Angeles, Calif., Telephone Main 8
58. New Orleans Brewing Assn., New Orleans, La.
59. Louis Oberts
60. Schlitz Milwaukee, U.S.A. / Schlitz Beer

- P-9 4. National Brewery Co., St. Louis, Mo., Griesedieck Bros., Props.  
5. San Antonio Brewing Association "City Brewery" (w/ wire breaker)
- P-10 4. ABC King of All bottled beers, St. Louis, U.S.A.  
5. American Brewing Ass'n, Houston, Texas / Pilsener Bottled Beer  
6. Chattanooga Brewing Co., Chattanooga, Tenn. / Imperial Pilsener, The Best (with cap lifter)  
7. Columbia Pale Bottle Beer  
8. C. A. Crandall Liquor, Annapolis, Md., Agent for Bartholomay Beer  
9. Dallas Brewery, Dallas, Texas (opener & wire breaker on shank)  
10. Dallas Brewery, Dallas, Texas (cast iron opener & cutter on shank)  
11. Falstaff Brew, St. Louis, U.S.A.  
12. The Finlay Brewing Co., Toledo, Ohio, Red Cross Malt Tonic  
13. Hamm's Brewery, St. Paul, Minn.  
14. G. Heileman Brewing Co., LaCrosse, Wis., Golden Leaf Bottled Beer  
15. L.B. Co., Pilsener & Monastery Beer, La Trobe, Pa.  
16. Wm. J. Lemp Brewing Company, St. Louis, Mo.  
17. National Brewing Co., St. Louis, Mo.  
18. Louis Obert's Brewery  
19. Texas Brewing Co., Fort Worth, Texas (wire breaker on side)  
20. Texas Brewing Co., Fort Worth, Texas (iron opener & wire breaker on shank)
- P-12 2. Frank Peacock, Dealer in fine wines, Liquors & cigars, Budweiser Bottles & Anheuser Busch Beer, Bottling Works, Marlin, Texas
- P-13 1. Schlitz, Milwaukee, USA.
- P-14 1. Blatz, Milwaukee's First Bottled Beer
- P-15 1. Bottle of Pearl Please / R.H. Minton Distributor
- P-16 1. The Famous Narragansett Banquet Ale / Old Fashioned Brewing and Aging - Rich - Creamy, Mellow, Providence, R.I.
- P-17 1. The Best Yuengling's Porter, Ale, and Brew, Pottsville, Pa.
- P-18 1. Jamestown Brewing Co., Jamestown, N.Y.  
2. Cresson Springs Brewery Co., Cresson, Pa., Compliments of..  
3. Washoe Brewing Co., Anaconda, Mont.
- P-19 1. Compliments of Theo. Hamm Brewing, St. Paul, Minn.  
2. Townsend Brewery, Townsend, Mont.
- P-20 1. Blatz Milwaukee / Bottle Boy
- P-21 1. Ruppert Beer-Ale
- P-22 1. Blatz Milwaukee Fine Table Beer  
2. Elgin Eagle Brewing Company, Elgin, Ill.  
3. Moerlein, Cincinnati, U.S.A.  
4. Toledo Brewing & Malting Co., Ltd., White Label
- P-23 1. The Gutsch Brewing Co., Life Staff, Long Storage Beer
- P-24 1. F.D. Radeke Brewing Co.  
2. Anheuser Busch / same  
3. Excelsior Brewery / same
- P-25 1. Bergner & Engel Brew Co. / Tannhauser

- P-26 1. American Brewing Co., Phila., Pa.
- P-27 1. Beck's Beer, a Masterpiece of the Brewer's Art
- Q-1 1. Schmidts of Phila. (Black on white)  
2. Schmidts of Phila. (White on red)
- Q-2 1. Coors
- R-1 1. Iroquois Beverage Corporation, Buffalo, N.Y., 14-54, Iroquois Indian Head Beer and Ale (Red plastic, flat back Indian)  
2. International Breweries Inc., Buffalo, N.Y., 14-54, Iroquois Indian Head Beer and Ale (Red plastic, flat back Indian)
- R-2 1. Iroquois Beverage Corp., Buffalo, N.Y., Iroquois Indian Head Beer and Ale - Bronze Tone (Tin and steel Indian)  
2. same as above except chocolate tone
- R-3 1. Iroquois Bev. Corp., Buffalo, N.Y. (on three lines - Magnesium Indian)  
2. same as above except Aluminum  
3. Iroquois Beverage Corp., Buffalo, N.Y. (on five lines - Magnesium Indian)  
4. same as above except Aluminum  
5. same as above except painted brown, black, red, and yellow
- R-4 1. Combination match holder / opener in shape of Iroquois Indian without imprint
- R-5 1. Schlitz
- R-6 1. Sprenger Brewing Co., Lancaster, Pa. (Brass)  
2. Sprenger Brewing Co., Lancsater, Pa. (cast iron painted)
- R-7 1. Hauenstein Beer
- S-1 1. Burger Beer