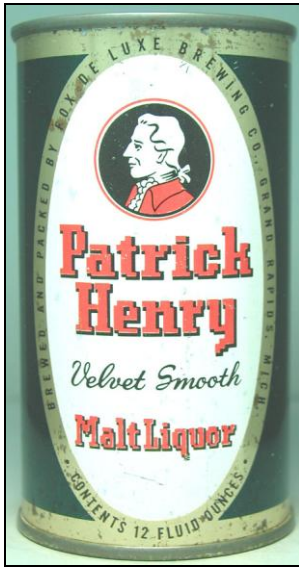
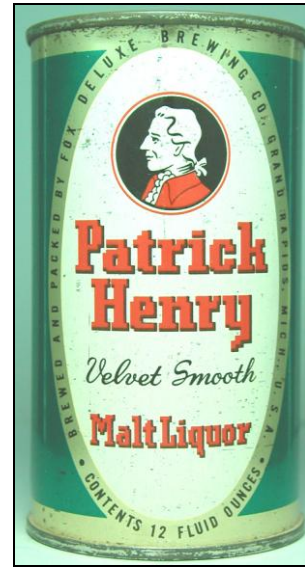


## MICHIGAN “DID YOU KNOW” – GREEN PATRICK HENRY By Randy Karasek

Have you ever noticed the two similar looking Patrick Henry “Velvet Smooth” Malt Liquor beer cans from Grand Rapids, USBC 112-21 and USBC 112-22? At first glance it appears they are the same design, and almost as if the USBC photographed the same can.



USBC 112-21



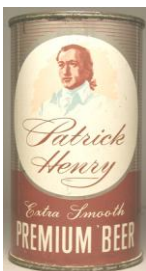
USBC 112-22

However, did you notice the difference? The example on the left, USBC 112-21, has the text “FOX DE LUXE BREWING CO., GRAND RAPIDS, MICH.”. The example on the right, USBC 112-22, has the text “FOX DELUXE BREWING CO., GRAND RAPIDS, MICH. U.S.A.”. Removal of a single space between “FOX DE LUXE” and addition of three letters for the good ol’ U.S.A.!!!

Why did the brewery make such a design change? While it seems required a brewery mandatory carry the brewery name, city and state, it appears country was implied, with most other breweries not explicitly listing the United States. Perhaps the people at Fox Deluxe decided if they were going to use such a prominent American historical figure as Patrick Henry they better clearly include the U.S.A.

Some other points of interest regarding these cans:

- Notice the almost “early dot-matrix” type font for the “Patrick Henry” text. Why such computer looking font in pre-computer times?
- There doesn’t appear to be a non-USA example of the equivalent design by Peter Fox, Chicago, IL. Has that variation simply not yet been discovered?



If you would like to see detailed pictures of any of these Fox Deluxe cans, or Michigan beer cans in general, please see my website for the Michigan Beer Cans project at <http://www.mbcinfo.com>

