

## MICHIGAN “DID YOU KNOW” – GOEBEL GUINNESS NEEDED!!! By Randy Karasek

This article is more a request for information rather than providing it. The Michigan Beer Cans project was started November 2002, with intent to photograph all known Michigan beer can examples, including minor variations. Literally thousands of rental miles later, numerous plane trips around the country, beer cans shows such as Blue/Gray (best in the country), Winterfest, Summerswap and four Conventions, and the help of a number of awesome collectors, over 700 Michigan variations are now documented with detailed photographs. Thanks to all that have helped with this project!!!

Still, I have been unable to track down all known examples, and hopefully some yet unknown, of the Detroit Goebel Guinness cans, both ale and beer. This is a formal request to fellow Rusty Bunch members to please help locate these missing variations.

### Goebel Guinness Ale and Lager Beer

In 1954, both Goebel Brewing Company of Detroit, Michigan and Oakland, California briefly experimented with brewing Guinness Ale and Guinness Lager Beer. This was likely in conjunction with the UK Guinness Corporation, perhaps as a way for Guinness to get a foothold in the US market. However, due to poor sales, the ventured halted.



It is highly unlikely these green and red designs were “Christmas cans”, but more following the traditional green for Ale and red for Beer. Fine and good, but what the heck is that five digit number inset on the can face?

Speculation is brewery vat numbers, keeping track from which batch a given production run occurred. However, wouldn't it have been much easier for the brewery to simply rubber-stamp or print this info on the top lids, and keep the physical can sheets with the same basic



design? Seems like it would be difficult, even if known exactly in advance what was going to be brewed, to order the correct number of printed sheets.

Ed Stroh tried to locate brewery record information, but it appears none were retained when Stroh purchased Goebel in 1964. My understanding Chris Taylor has tried contacting the UK Guinness company but to no avail. If anyone has more definitive information as to what these five-digit numbers really mean I am very much interested.

Reasons aside, from discussion with Michael Lewandowski all numbers within a twenty number range were accounted for, both for the Ale and Beer. Of these, I have been able to track down eleven green Ale (at least 14) and fourteen red Beer (at least 16), and am calling on help of the Rusty Bunch to help locate the remaining. Thumbnail pictures of all currently photographed Detroit, Michigan cans appear on the next two pages. Those with a “???” hopefully exist, and those with BCOM or USBC exist(ed) but no MBC photos.

Please visit my Michigan Beer Cans website, <http://www.mbcinfo.com> for more details.

**Goebel Guinness Ale – Detroit, Michigan**



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**55043**



**55044**



**55045**



**55046**



**55047**



**55048**



**55049**



**55050**



**55051**



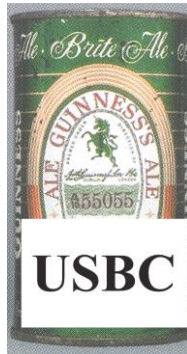
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**55054**



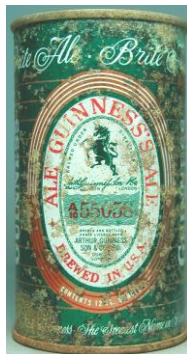
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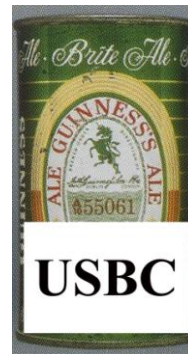
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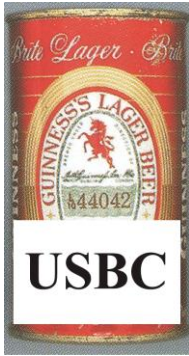


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Goebel Guinness Lager Beer – Detroit, Michigan



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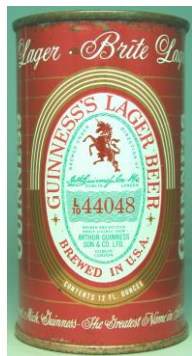
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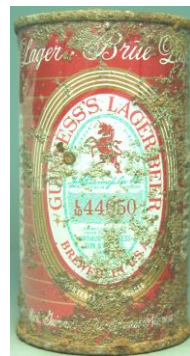
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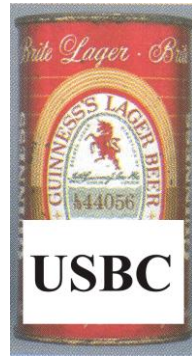
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