

Michigan Brewery Information

(for years 1930's – 1970's producing beer in cans)

On The Cover

1	Detroit	Altes, Drewry, Eckhardt Becker, National, Old Dutch, Pfeiffer, Regal, Schmidt, Stroh, Tivoli
2	Houghton	Bosch, Haas
3	Frankenmuth	Carling, Frankenmuth, Geyer Brothers, International
4	Hancock	Copper Country, Haas
5	Battle Creek	Food City, Honer
6	Grand Rapids	Fox Deluxe
7	Menominee	Menominee
8	Bay City	Phoenix
9	Sebewaing	Sebewaing
10	Flint	Valley
11	Dowagiac	Randy home town
12	Ann Arbor	Chris home town

On The Back

Bosch Brewing Company	Carling Brewing Company
Eckhardt Becker Brewing Company	Fox Deluxe Brewing Company
Goebel Brewing Company	Pfeiffer Brewing Company
Sebewaing Brewing Company	Stroh Brewing Company



Circa 1974

**THE STROH BREWERY CO.
PACKAGING CENTER**

Millions of bottles and cans of Stroh's Bohemian Beer are packaged each week in this modern packaging center.

The Stroh Brewery Co., Detroit, Michigan 48226
Established 1850

Michigan Brewery Information

This reference is an accompaniment to the publication Michigan Beer Cans, that listing most every variation produced in our home state between 1935 until the mid-1970's. This document provides brewery information and a number of newspaper advertisements used to help determine Michigan beer can production dates.

The Michigan Beer Cans project was started in 2002, first photographing all Michigan beer cans in Randy's personal collection (actually photographed THREE times, starting over due to better camera and better photo box configurations). The first Michigan specialist visit was to Chris Taylor in Ann Arbor, whom had been dumping/collecting cans with his father Michael for years. That one visit turned into something like six total visits, numerous discussions at beer can shows with Chris bringing more and more variations to be photographed, and countless emails and phone calls. It is Chris' (and Dave Wheaton) extensive Michigan expertise and research which gives very high confidence the noted beer can production dates are accurate.

Please see <https://www.mbcinfo.com/MBC> for complete and up-to-date details, both regarding freely viewable digital content as well as content available in real, hardbound printed book.

Randy Karasek (RB #636)

Chris Taylor (RB #417)

Using This Reference

Hopefully fairly simple, with each significant brewery started on its own page, with name and years of production. Each brewery will have a CanDB collage of all brands known to have been produced in beer cans, with the first production year listed underneath a given can image. Some brewers had either great in-house artists or good advertising firms, since a number of amazing advertisements were created, even starting in the 1930's many years pre-computer. We have attempted to include a good quantity both for accurate "was first available" dates as well as simply fun to look back at a different advertising world.

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Collage images of a brewery's set of beer cans with dates underneath produced by CanDB operating on Randy Karasek MBC content. Majority simply point/click/copy/paste, not a chance going to try this manually!

About the authors

Randy Karasek - RB #636



James, James, James, not James
(Father, 1st Grandson, Son, Me)

Started collecting in 1974 when parents brought home a six pack of Iron City pirates cans. Married almost 40 years now, wife Deanna, two great kids, two dogs, two cats. Home was in beautiful Pebble Beach, California, never any "polar vortex" or that white stuff that falls from the sky. After living in CA for thirty years, in 2017 moved to Granger, IN to be closer to family.

Used to have a pretty strong Michigan collection, many pictured in the Michigan Beer Cans project, got rid of that in 2007, and now just collect California straight steel tab tops. Manager of a small aviation software company in Monterey, CA (working remotely).

Author of the **BMV** and **CanDB** software and website <https://www.mbcinfo.com>

Chris Taylor - "Longopener" - RB #417



As many kids in the 70s, I started in 1975/1976 and dug around the small southern Michigan town of Hudson for a few years until my dad got hooked by reading Lew Cady book of beer can collecting, which expanded my digging range and finances.

I discovered the Rusty Bunch through collector Don Wild in 1995 who told me about a local can show taking place the next weekend. I met Dan Bora at that show, who was set up at the table next to mine. I also met RBer Marc Tracy and others who were the Michigan core of the Rusty Bunch. I was Rusty Bunch editor for a total of 11 years and have written 118 articles. I have also managed the club's roster since 2011.

I have penned Vintage Can Closeup and Beer Can Archaeology in the BCCA magazine since 2013 and in October 2015, took over as author of Beer Can Archaeology (for a total of 80 articles). My current focus is tougher variations of 1930s - 60s cans, early 90s - 2000s Strohs and Schlitz export variations as well as more recently, heavy metal themed microbrew cans and Mockubrews (parody labelled cans).

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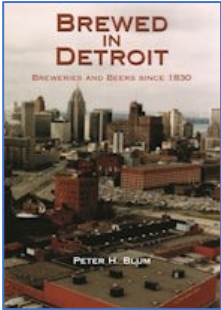
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1 Introduction

1.1 Dates for Michigan beer can production



While some of you may have been alive in the 1930s-1940s and purchased some of these cans first hand, most of us need to do research regarding brewery and beer can history. The late **Peter H Blum** published the book “**Brewed In Detroit – Breweries And Beers Since 1830**”. While it is Detroit centric, he does cover many other breweries within the state of Michigan.

Peter Blum’s book is an absolute must read for any Michigan collector or frankly anyone interested in brewery history. Very well written, easy read, and fortunately still available!

1.2 Brewery records

Of course, the best way to authenticate dates would be access to brewery records. Brewers kept recorded details of everything, down to the barrels produced and ounces sold, since the IRS must ensure proper taxes are paid! However, chatting with Ed Stroh, when the Stroh brewery was acquiring brewers, full filing cabinets or libraries of information simply discarded to landfill. They weren’t historians, their purpose was to sell beer and make money. Unfortunately, few printed brewery records have survived.

1.3 Newspaper advertisements

The next best option is viewing old newspaper advertisements. While pictured cans are many times “artist renditions”, not actual photographs of real beer cans, they do often provide a very good estimate of when the brand was first marketed to the public. Within this document you will find copies of a number of newspaper ads provided by **Chris Taylor** research, and Randy countless “addicted hours” searching/pulling ads from www.newspaperarchive.com , www.newspapers.com and other sites.

1.4 Other resources

There are a number of web sites, such as **Tavern Trove** or **Old Breweries** that have good historical information. For American Can Company cans, **Robert Porter’s** research can identify exact date of the can design using a small symbol after the canning code. Dates were also borrowed from the Bible and Cone Top Bible if no others known. Finally, simply educated “best estimate” as discussed among Michigan collecting experts, often times “dumped alongside” other items that could be dated with a high degree of confidence

1.5 Missing / Incorrect information

As with any historical documentation, information may be missing or later found to be inaccurate. Please let us know if anything obvious missing/incorrect so can be fixed in a later revision. Happy Michigan reading...

2 Beer Can Production Limits / Requirements

2.1 Restricted during World War II : 1942-1947

In 1942, domestic beer can production stopped due to the “War Production Board Order M-81”, an effort to conserve metal for the United States war program. However, in 1944, the US military contracted with over 40 of the largest breweries to produce beer in olive drab (OD) camouflage cans to be sent to troops all around the world. Beer cans didn’t become available again for civilian use until early 1947. Hard to believe searches have so far found zero advertisements of “We proudly support our US military”. All Michigan OD are dated 1944.



2.2 Internal Revenue Tax Paid – Pre-March 1950

As the saying goes “Only two certainties in life are death and taxes”, the US government made sure they “got theirs” as part of beer production. All beer produced was subject to taxes, and containers such as bottles and cans were required to carry the statement “Internal Revenue Tax Paid”. This requirement was dropped March 1950, so clear year delimiter for IRTP versus non-IRTP cans.

Note there are some exceptions with earliest beer cans not yet carrying this IRTP statement. Schmidts for example, we have dated their earliest cone top as 1941 though it does NOT carry this mandatory statement. Simply because the can has been dumped often with other items dateable around the same year, and the can is for certain many years pre-1950.

2.3 Withdrawn Free Of Internal Revenue Tax



One would think if the government contracted for WWII beer can production, they could have simply waived the IRTP. However, the IRS still existed, and some brewers used muddled statements stamped on their OD cans “**Disregard Statement Withdrawn Free Of Internal Revenue Tax For Exportation Internal Revenue Tax Paid**”. Lid on the left is on a Pfeiffer OD.

Note that a few Michigan cans have “Withdrawn Free” that are not for WWII usage, but these must have been for exportation to nearby Canada.

2.4 Ban Of Metal Use For Beer Cans - 1942

War Board Orders Cut In Tin Cans

**Forbids Canning
Of Many Items
As "Secondary"**

WASHINGTON, Feb. 11 — (AP) — The war production board today ordered a drastic reduction in the manufacture and use of tin cans and prohibited the canning of such products as beer, dog food, pork and beans, coffee, tobacco and oil after March 1.

The board also directed manufacturers to eliminate small-size cans, and established priorities on future production. Experts estimated the orders would cut consumption of tin by can manufacturers about 40 per cent compared with 1941 figures — a saving of at least 15,500 tons.

Unlimited production of cans will be permitted for packaging the principal items on which the agriculture department has set production goals and which would spoil if not canned while fresh. These include fruits, vegetables, tomato juice, milk and fish.

Production of cans for "secondary products" and "special products" as the board designates them, will be limited to the 1940 output. The secondary products cover fruits and vegetables not regarded as of primary importance, including apples, peaches, pineapple, prunes and similar items. The special products are medical, chemical, dental and industrial necessities.

Sweeping War Order Bans Metal Use

Durable Goods Plants

To Shut Down In 90 Days

Washington, May 5 (AP) — The iron and steel that go into the product of peaceful and pleasant living today were ordered poured into the crucibles of war.

General conservation order M-126, the most sweeping yet issued by the War Production Board, directs thousands of manufacturing plants to stop within 90 days all use of the metals needed for guns and planes and tanks and bullets.

Manufacturers of more than 400 common products in every day use were affected, along with thousands of wholesalers, distributors, jobbers, retailers and their employees.

The consuming public was warned against receiving articles known to have been produced in violation of the order. Violation was made a crime, punishable by fine or imprisonment.

The order was regarded as a knockout blow to the durable goods industry. Any plant that can not shift to the manufacture of war materials must shut down. There were some exceptions, such as the making of certain articles needed for repair or maintenance work, hospital equipment, etc., but the over-all effect was to ban the manufacture of such common products as bath tubs, cash registers, cigaret lighters, mail boxes, fountain pens, pie plates, waste basakets, tea pots, swivel chairs, slide fasteners, voting machines, and all novelties and souvenirs and Christmas tree ornaments.

Limited production will be permitted for 90 days, but after that no metal may be used "except gold or silver."

February 12, 1942

15

May 05, 1942

2.5 Ordered Not To Collect Cans – December 03, 1942

“Violation War Order Not to Save Tin Cans

“Saving tin cans and putting them out where they can be picked up by a collector” is as much war-time work as if each housewife had a signed certificate of graduation in an army training camp. In reality, it is a violation of a war order to dispose of cans in any other way, or to “hoard” them, according to William L. Schupp, chairman of the tin can drive for the city of Liberty.

Again, we give a summary of the rules and regulations of this war order, and urge the cooperation of every woman in this important salvaging.

Separate all cans from other trash and garbage, place them in a separate container so the salvage crew can pick them up with the greatest speed and efficiency. Put them on the curb each Friday morning, if the container is full, when the truck makes the rounds. If for some reason they are missed call No. 84 and a truck will be sent.

2.6 Beer Cans Poised To Return – February 18, 1947

<p>LIMITED SUPPLY</p> <h3><i>Beer in Cans Expected in Two Weeks</i></h3> <p>Brewers and tin can manufacturers estimated in New York Monday that beer in cans would be back in the stores in a couple of weeks, but local brewers were not so optimistic.</p> <p>A system of allocating cans to all industries it has served was announced by the American Can Co. in January replacing the war-time standards of “essential industries.” Associated Press reported.</p>	<p>YEAR TO CATCH UP</p> <p>This formula will provide brewers with some cans, but it will be at least a year before the supply will equal the demand.</p> <p>However, Charles E. Kiewel, president and general manager of the Minneapolis Brewing Co., indicated that although his company has cans ordered, the date of delivery is uncertain and then the company will receive only a limited quantity.</p> <p>GLUEK USES OTHER CANS</p> <p>The Hamm Brewing Co. plans to produce canned beer, DeWalt Ankeny, vice president of the company, said, but the date is uncertain.</p> <p>Arthur L. Gluek, vice president of the Gluek Brewing Co., said his company has been putting out a small quantity of beer in cans which are not made from tin for about a year.</p>
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3 Robert Porter – American Can Company Research

MPC Canning Code – Production Dates

The following information is based on research of **Robert Porter** and **Kevin Lilek**, used with their permission. Randy only created an HTML page and the digital JPEG images based off handwritten canning code symbols shared at a Blue/Gray show. Robert was working on a BCCA article with details of how he determined the symbols to production year (really the year artwork was produced)

Most canning companies producing beer cans will include a small "code" somewhere on the beer can sheet, indicating not only the manufacturer but possibly physical plant location, and in some cases the date/year, in which the can sheet was printed. American Can Company specifically provides all three pieces of information, at least for the time periods from 1935 through 1953. This code is also called an "MPC", or "Manufacturer's Printing Code".

For many American Can Company cans, the text of "AM. CAN CO" will be printed very boldly, along with a small text code in the form of:

A.C. CO [two-digit number] [A] [small symbol]

The two-digit number represents a code of where the beer can sheet was physically printed, with the following table borrowed from Kevin Lilek's book "United States Beer Cans with Opening Instructions":

10 - Greenwich, CT	44 - New York City, NY	83 - Omaha, NE
17 - Philadelphia, PA	47 - Atlanta, GA	90 - Salem, OR
23 - Baltimore, MD	50 - Cleveland, OH	91 - Los Angeles, CA
34 - Pittsburgh, PA	68 - Chicago, IL	94 - San Francisco, CA
38 - Buffalo, NY	70 - St. Louis, MO	98 - Sacramento, CA

The next part of the symbol always seems to be a constant "A". For example, "68 A", or sometimes with a dash, "68-A". Not sure if the "A" is yet another indication of "American" or was planned to vary depending on something such as manufacturing shift, or possibly a specific building if more than one plant in the same city, but "A" seems to be the only letter used.

The final "small symbol" is more interesting, and through the research of Robert Porter indicates a calendar year in which the beer can sheet was produced. Actual beer production may slightly lag the artwork creation, for example, the 1946 codes were not filled until early 1947 when cans returned after WWII.

The following symbols are **digital creations** and are at best close approximates to the actual printed canning code symbols. Even with high resolution digital cameras these actual printed symbols are difficult to represent!

1935		Simple "X"
1937		The "X" now has both sides closed, forming a "bow-tie"
1939		Bow-tie with two dots, top/middle and bottom/middle
1941		Single "backslash"
1943		"Baseball" diamond
1945 (A)		Diamond with one outside dot, top/left
1946 (A)		Diamond with two outside dots, top left and right

1936		The "X" now has left side closed
1938		Bow-tie with single dot top/middle
1940		Bow-tie with three dots
1942		Double "backslash"
1944		Diamond with a single dot in the middle
1945 (B)		Diamond with one outside dot, top/right. Either may be found for 1945
1946 (B)		Diamond with two outside dots, top and bottom right. Either may be found for 1946

After WWII and cans returned for civilian use

1947		Diamond with three outside dots
1949		Similar to the number "7"
1951 (A)		Number "7" with inside diagonal. Looks somewhat like an "arrow" cursor.
1952		Greek "Pi" symbol with two legs

1948		Diamond with four outside dots
1950		Number "7" with inside dot
1951 (B)		Number "7" with one "leg", looking more like the Greek "Pi" symbol
1953		Greek "Pi" symbol with three legs

Many thanks to Robert Porter (RIP) for the research on production dates and for Kevin Lilek publishing the production plant information.

3.1 Examples using American can MPC symbols – Chuck Starrett

The following are great examples of applying the American Can Company MPC symbols to real Michigan beer cans. This is information provided by Chuck Starrett, December 19, 2024. As part of the MBC content update there were numerous email exchanges, one Ann Arbor get together, and two Zoom meetings between the four of Randy Karasek, Chris Taylor, Chuck Starrett and Dave Wheaton.

Chuck's Bantam 8oz review

MBC	Name	Date	Notes
36-121	Bantam Ale (enamel)	1952	New can to MBC, rooster feathers with enamel paint. MPC Pi with two legs
36-120.1	Bantam Ale (metallic)	1952	Rooster feathers metallic paint. MPC Pi with two legs
36-120.2	Bantam Ale (metallic)	1953	Rooster feathers metallic paint. No code, Keglined box
36-122	Bantam Beer	1949	MPC right angle
36-124	Bantam Beer Extra Dry	1949	Missing from MBC review content. MPC right angle
36-126.1	Bantam Beer	1953	Canning code 68-A, no MPC
36-126.2	Bantam Beer	1952	MPC Pi with two legs
36-126.3	Bantam Beer	1951	MPC Pi with one leg

Chuck's Gold Goebel Extra Dry review

MBC	Name	Date	Notes
36-10.1	Right From The Cypress Casks. Withdrawn Free	1948	Diamond with center dot and four outside dots
36-11	Right From The Cypress Casks. IRTP	1948	Diamond with center dot and four outside dots
36-12	Right From The Cypress Casks. Non-IRTP	1949	Right Angle
36-13	Nationally Famous For Good Taste. Non-IRTP	1949	Right Angle
36-14	Nationally Famous For Good Taste. Non-IRTP	1950	CCC but no can code MPC

3.2 “Five tooth seam” flat tops – Chuck Starrett

Yes, teeth do matter!!! For these, best to show with pictures, provided by Chuck, December 19, 2024

The first set are all “five tooth” seams, MPC two outside dots, top and bottom right. Dates artwork to 1946, production 1947, when cans available again to civilians after WWII. These are the earliest variations post war.

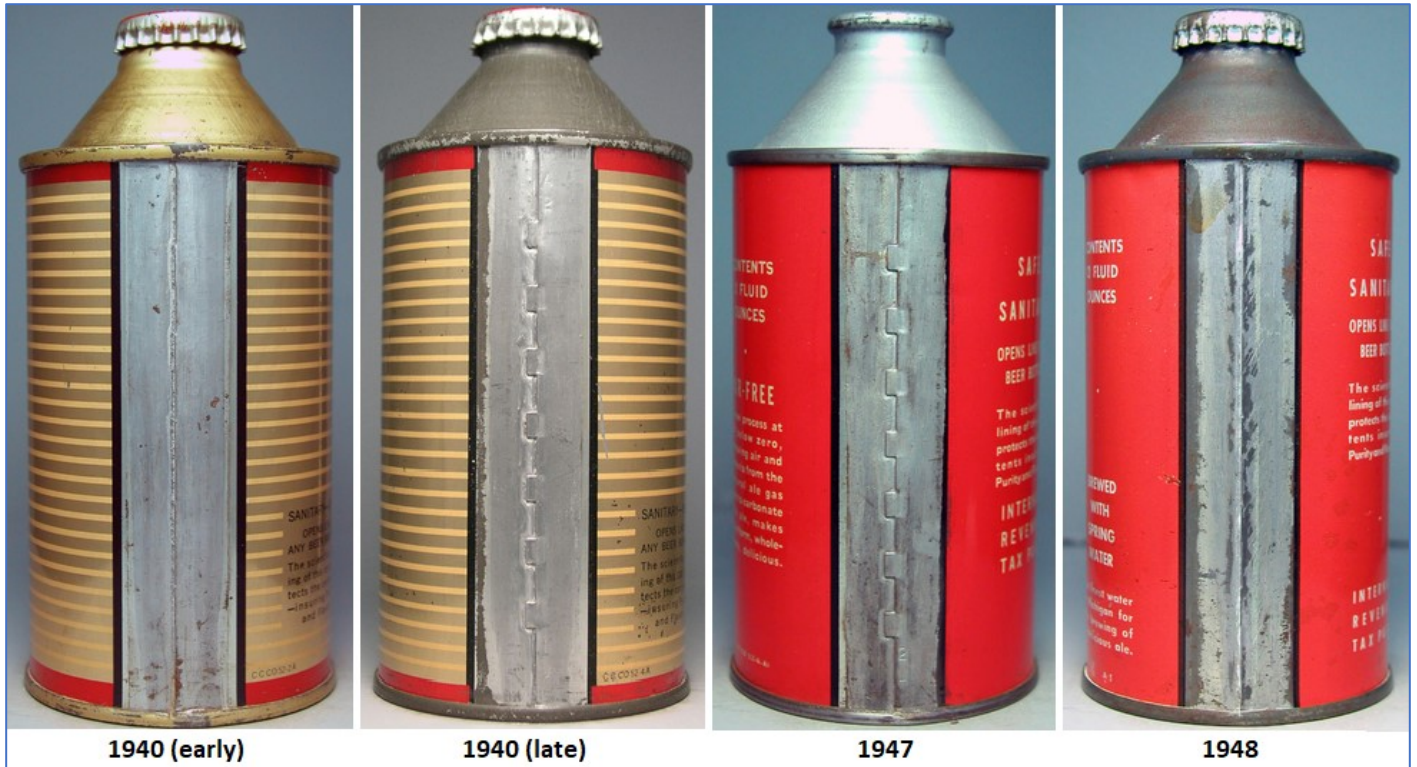


The second set of pictures, same brands, have now switched to newer “straight” seams



3.3 “Seven tooth seam” cone tops – Dave Wheaton

Of course, cone tops may have “toothed” seams as well, but a bit of flip/flop usage. The earliest 1930’s cans had “straight” seams. From 1940-1947 (includes the war years and cans reintroduced) **both** American and Continental can companies used “toothed” seams. Early 1948, went back to “straight” seams. The following shows age progression using the E&B Golden Bud Ale and Frankenmuth Air Free cones, oldest to newest.



3.4 Cone necks also matter? Bulb or no bulb



Note the two E&B Special, same can design but different spouts. The can on the left has earlier “bulb top” with small ridge below the cap. The can on the right the later, more traditional spout.



1950



1951



The following is a collection of information with each brewery starting on its own page, some history text, a CanDB generated collage of the brands produced, and then numerous ads/info to explain assigned dates.

Hope you enjoy...

4 Altes Brewing Company, Detroit : 1948-1954

The Tivoli brewery was renamed Altes in 1948, likely due to the popularity of its Altes Lager brand. While Altes itself was acquired by National in 1954, the Altes brand name continued with National, then Carling, and finally with G Heileman. Altes itself took over the Aztec Brewing in San Diego 1948, closed it 1953.

This cleanly defines all brands with the Altes Brewing Company mandatory to be between 1948 – 1954, earliest being the Altes crowntainer. Conversely, the red Altes Sportsman Ale trivia cans came out in 1954, their last year of brewing operations. Anything with brewery also San Diego limited to latest 1953.



4.1 Tivoli Brewing changed to Altes Brewing – December 15, 1948

The name of the Tivoli Brewing Co. has been changed to Altes Brewing Co.

Small blurb found in the Detroit Free Press, December 15, 1948. Not sure this enough time to have the Tivoli mandatory changed to Altes within the 1948 calendar year. Seems earliest Altes cans should be 1949 dates.

4.2 Altes Lager crowntainer (calendar) – 1948

ALTES LAGER
AGED-IN, SEALED-IN FLAVOR

APRIL 1948							MAY								
SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT		
☾ Last Quar. 1 & 2005	☉ New Moon 9th	☾ First Quar. 16th	☀ Full Moon 24th	1 ALL POOL DAY Boston's Thanksgiving	2	3	☉ New Moon 9th	☾ First Quar. 16th	☀ Full Moon 24th	☾ Last Quar. 31st			1 Easter 1st		
4	5	6	7	8 Mother's Day Mother's Day	9	10	2 Easter on Christmas	3 Pascal's Trunk Opens	4 Easter 4th	5 Easter 5th	6 Ascension Day	7 Easter on New York	8 Easter on West Point		
11 Mother's Day Mother's Day	12	13 John's & Barbara	14 Mother's Day Mother's Day	15 Mother's Day Mother's Day	16	17	9 MOTHER'S DAY Mother's Day	10 Mother's Day Mother's Day	11 Mother's Day Mother's Day	12 Mother's Day Mother's Day	13 Mother's Day Mother's Day	14 Mother's Day Mother's Day	15 Mother's Day Mother's Day		
18 Mother's Day Mother's Day	19 Mother's Day Mother's Day	20 Mother's Day Mother's Day	21 Mother's Day Mother's Day	22 Mother's Day Mother's Day	23 Mother's Day Mother's Day	24 Mother's Day Mother's Day	16 Mother's Day Mother's Day	17 Mother's Day Mother's Day	18 Mother's Day Mother's Day	19 Mother's Day Mother's Day	20 Mother's Day Mother's Day	21 Mother's Day Mother's Day	22 Mother's Day Mother's Day		
25 Mother's Day Mother's Day	26 Mother's Day Mother's Day	27 Mother's Day Mother's Day	28 Mother's Day Mother's Day	29 Mother's Day Mother's Day	30 Mother's Day Mother's Day		23 Mother's Day Mother's Day	30 Mother's Day Mother's Day	24 Mother's Day Mother's Day	31 Mother's Day Mother's Day	25 Mother's Day Mother's Day	26 Mother's Day Mother's Day	27 Mother's Day Mother's Day	28 Mother's Day Mother's Day	29 Mother's Day Mother's Day

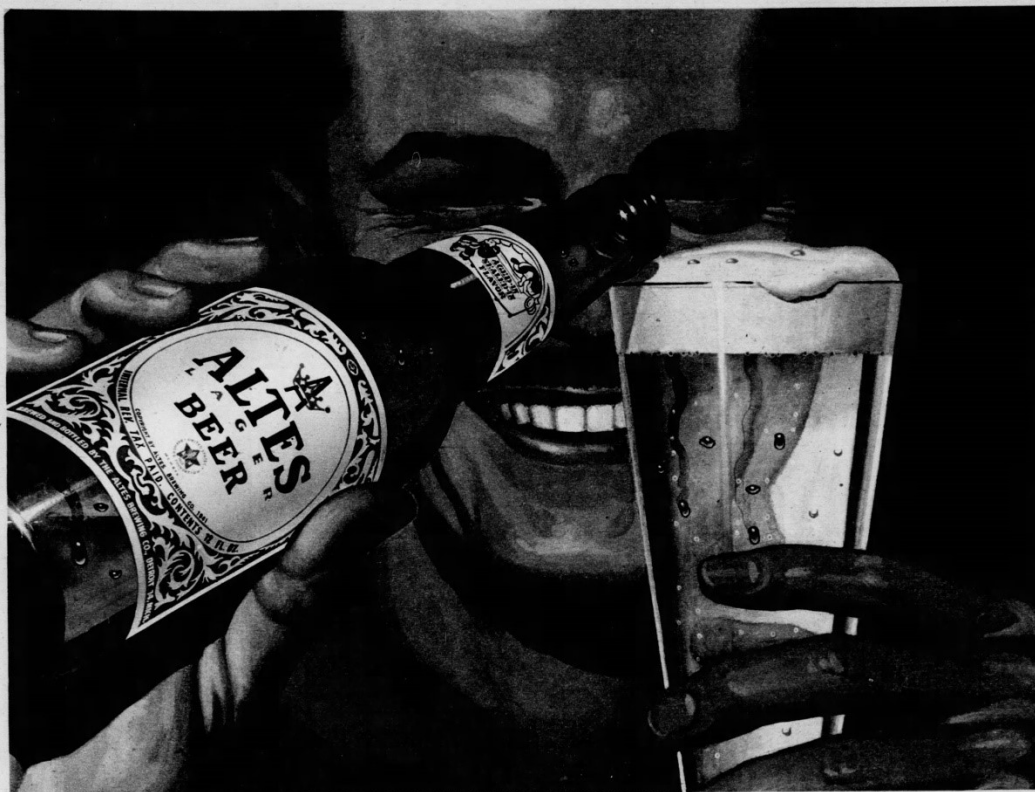
Tivoli or Altes? The rename didn't happen until late 1948, but was Altes able to use the Tivoli crowntainer canning line "as is" and simply changed the beer can mandatory?

4.3 Altes Lager crowntainer (newspaper) – Mar 26, 1949






First advertisement found showing the Altes Brewing Co, Detroit 14, and pictured with the Altes crown. There are some other ads dated 1948, but those are still Tivoli Brewing Co. We have dated the crown as 1948, but it may not have appeared until early 1959.

4.4 Altes Lager Beer – January 23, 1949



“What a difference sealed vats make!”

UNLIKE OTHER BEERS made in open vats...Altes is made in sealed vats.  Not a thing that's harmful can get in..  not a bit of that dry, natural flavor  can get out. Try Altes Lager. Taste for yourself what a wonderful difference sealed vats make!



ALTES BREWING COMPANY, Detroit 14, Michigan • Breweries located in Detroit, Michigan and San Diego, California

First ad found listing the Altes Brewing Company, Detroit, Michigan. Note the label design which matches the earliest known cone tops and the only crowntainer with Altes, Detroit. While a bottle, not can, seems earliest for Altes cans would be 1949. Seems consistent with the chronology assumed about the beer cans.

4.5 Altes ABC Lager Beer – May 28, 1949

Wait a minute!!!

Tivoli renamed Altes end of 1948, and earlier ad in January, 1949 shows the label found on the early Altes cones and only crowntainer.

Now four months later the same bottle label, but the neck label has “ABC” and the ad clearly is hyping the ABC theme.

Still no ads picturing beer cans found but sure seems like Altes marketing strategy a bit muddled here.

4.6 Altus ABC Lager Beer – August 13, 1949

What is going on here?

This has even more differences than the first beer can design found on bottle labels on the previous pages.

Note the “ABC” neck label and hard to view but bottom line has “Brewery Also At San Diego”. Also, the “A” above Altus has been replaced with a closed beer vat logo toward the bottom of the label.

No known beer cans have this specific design, and why months later moving back to “ABC”? Even more muddled.

...and now try-

ABC

ALTUS LAGER BEER!

Yes, again we say—“and now try ^{ABC} Altus.” Just try one glass and taste the difference.

^{ABC} Altus Lager will give you more downright enjoyment because it is the only beer with aged-in, sealed-in flavor . . . and it's made exclusively in sealed vats.

Just try ^{ABC} Altus Lager. Perhaps it's exactly what you have been looking for in a glass of beer. You can tell Altus by the new green and gold label. Remember “Always say Altus—the best beer always.”

Air is out ... **B**etter flavor in ...
Closed vats do it!

ALTUS

LAGER BEER


MADE IN CLOSED VATS

ALTUS BREWING COMPANY, Detroit 14, Michigan
Breweries located in Detroit, Mich., and San Diego, Calif.


4.7 Altes ABC Lager Beer cone top – November 26, 1949

SIMPLE as A.B.C.
ALTES LAGER TASTES BETTER
(it's made in closed vats!)

A AIR IS OUT
B BETTER FLAVOR IN
C CLOSED VATS DO IT!



ABC is your reminder of
ALTES
LAGER BEER



ALTES BREWING COMPANY, Detroit 14, Mich. *Breweries located in Detroit, Mich., and San Diego, Calif.*

Yeah, finally an ad with a beer can and listing the new Altes Brewing Company, Detroit. However, it pictures a cone top “ABC Altes” of which no known Detroit or San Diego of this design. The old Aztec Brewing in San Diego (owned by Altes years 1948-1953) did produce “ABC” cones, but not this design.

4.8 Altes Huge Sales Campaign – Feb 25, 1950

ALTES PLAN HUGE SALES CAMPAIGN

A hard-hitting, hard-selling advertising and sales promotion campaign for 1950 will be launched by the Altes Brewing Company within the next few days to focus public attention on "brisk" Altes beer, Howard H. Colby, president of the brewery, said this week.

All mediums of communication and new point-of-purchase material will be utilized by Altes in conducting its biggest promotion campaign since the pre-war era of competitive selling.

The Altes Company recently completed an expansion program to provide for facilities to brew 1,000,000 barrels of beer a year in its Detroit plant. Altes markets its products in Michigan, Ohio, Pennsylvania and California.

"The day is past when a minimum of effort was needed to get business," Mr. Colby stated. "Ahead of us is an era more highly competitive than the pre-war years. To get a fair share of business a firm, to be successful, must go after it. Our advertising and sales promotion campaign for 1950 has been designed with that in mind."

4.9 Altes Brisk – May 20, 1950



4.10 Altes Brisk, May 30, 1950



Could not find any ads showing the “Brisk” beer can, cone top or flat, but multiple examples showing the bottle with dates consistent with Altes new 1950 marketing campaign.

4.11 Altes Golden Lager (Enamel) – May 05, 1951

'New Inside And Out'



GOLDEN LAGER, the new beer introduced by the **Altes Brewing** company, is new inside and out, the firm states. New label was adopted, the company said, after submitting numerous designs to public opinion polls. It is striking combination of gold and red on white background. The new, light beer is available in 12-ounce bottles, cans and quart bottles.

First ad featuring the Golden Lager enamel as flat top, helping establish transition from cones to flats. Randy found this ad early in his searches but using the same keywords, NOT able to find this again!!!

ALTES GOLDEN LAGER IS AGED 89% LONGER

THAN THE AVERAGE OF ALL
OTHER MICHIGAN BEERS!

CERTIFIED PROOF

Official United States Government Records (the comparative statistics on fermented malt liquors of the Treasury Department, Bureau of Internal Revenue, Alcohol Tax Unit, Washington, D.C.) prove that for the period February, 1951, to February, 1952 —ALTES GOLDEN LAGER was, on the average, aged longer by the percentages shown than the average of all other beers brewed in the following states:

ALTES GOLDEN LAGER AGED	STATE COMPARED
89% longer than	MICHIGAN beers
28% longer than	ILLINOIS beers
38% longer than	INDIANA beers
18% longer than	MISSOURI beers
44% longer than	NEW YORK beers
37% longer than	OHIO beers
49% longer than	PENNSYLVANIA beers
39% longer than	WISCONSIN beers
AND	
41% longer than	ALL UNITED STATES beers

Certification of these facts has been made by independent Certified Public Accountants—whose certificates are on file and available at the Altes Brewing Company.



At the great International Competition held in Brussels, Belgium in 1951 Golden Lager was awarded the Cross of Honor for excellence among all American beers. Yes, for two years in a row... the only Michigan brewery to be so honored in the successive years 1950 and 1951.

FIND OUT FOR YOURSELF
WHY AGING MAKES A NATURALLY BETTER BEER. SEE WHY
GOLDEN LAGER, MADE THE OLD TIME WAY, HAS AN HONEST BEER
FLAVOR NO HURRIED OR ARTIFICIALLY PROCESSED BEER CAN MATCH

ALTES GOLDEN LAGER MADE THE NATURAL
OLD TIME WAY!

Unfortunately bottle, not can, but this still looks like the enamel can, just one line of text at the bottom

4.13 Altes Golden Lager Packaging (Enamel) – November 22, 1952

ASK FOR ALTES MADE THE OLD-TIME WAY!

Altes
Golden Lager
Beer

IN BOTTLES

IN CANS

IN QUARTS

ON TAP

IN CASES

IN E-Z-KARY PAKS

Listen to 'MICHIGAN OUTDOORS' with MORT NEFF
WWJ-TV THURSDAY 7 P.M. — CHANNEL 4

ALTES BREWING COMPANY, DETROIT 14, MICH. BREWERIES LOCATED IN DETROIT, MIAMI, AND SAN DIEGO, CALIF.

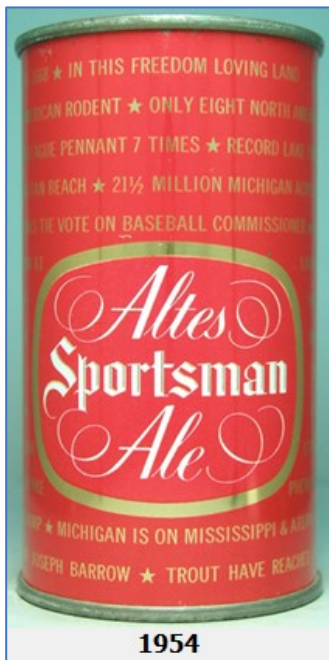
Still the same enamel design, you can see the brown band at the bottom with brewery information. This picture has been included since shows the “**E-Z-Kary Pak**” for six pack of the flat top cans.

4.14 Altes Golden Lager (Metallic) – September 25, 1954

While this only displays the bottle, note the label design change with now two lines of text under the dotted oval. The metallic version came out several years after the enamel variation.

Additionally note the ad features both Golden Lager beer and Sportsman Ale. Assumption is this refers to the red Altes Sportsman Ale trivia can, not the green National Sportsman Ale can.

Assuming the ad means the red, not the green



1954



1955

but would it have broken the budget to show either of the cans ANYWHERE in any newspaper/magazine???

m-m-m the TASTE
...that's what I like about

Altes
says
LIONEL HAMPTON

Tasting beats talking . . .
and all you have to do is
pour yourself a refreshing
glass of ALTES . . . and
taste it! You'll say, "That's
what I like about Altes!"

Altes Golden Lager BEER
Sportsman ALE

4.15 Altes Sportsman Ale – April 10, 1954

ALTES DOUBLE-BOCK

BEER IS THE TASTE
HIT OF THE SEASON!

Enjoy bock at its best! Rich, dark amber brew . . . the same true, natural bock that won the world's highest award—the Star of Excellence—for the third consecutive year. You just can't beat ALTES DOUBLE-BOCK BEER!

Altes
DOUBLE BOCK BEER

Altes Golden Lager BEER
Sportsman ALE

ALTES BREWING COMPANY, DETROIT 16, MICH.

Thus far unable to locate a Sportsman Ale ad showing the red trivia can itself (or the later green), but this is representative of numerous ads that do mention the brand. National acquired Altes in 1954, but many ads can be found starting 1954 and still advertising the Sportsman Ale brand available for sale into 1955. But, red or green?

Too bad there is not a matching beer can for this double bock label.

ALTES

CONTENTS 12 FLUID OUNCES

DOUBLE BOCK BEER

BREWED AND BOTTLED BY ALTES BREWING CO., DETROIT, MICH.
BREWERY ALSO AT SAN DIEGO, CALIF.

YOU'LL THANK YOUR LUCKY STARS WHEN YOU DISCOVER

NEW 7-11 the natural brew!

LOVE THIS
PERFECT COMBINATION
OF COSTLY
INGREDIENTS
AND
NATURAL AGING!

- ★ It's the luckiest beer discovery of your life—New 7-11!
- ★ New 7-11 combines the finest ingredients with natural aging!
- ★ One wonderful sip will make you a life-long fan of—New 7-11!
- ★ New 7-11 costs more to make yet sells at regular beer price!
- ★ What luck—what flavor—never before anything like—New 7-11!

(P.S. ORDER BY THE CASE—TODAY)
Rush—don't walk—to your friendly dealer today.
He has 7-11. It's a natural for you.

ALTES BREWING COMPANY, DETROIT 14, MICH.
BREWERIES LOCATED IN DETROIT, MICH. AND SAN DIEGO, CALIF.

Found no pictured can searching Michigan or California, but this showed in the Logansport-Pharos-Tribune of Logansport, Indiana! Fine print does have Altes Brewing Company – Detroit, Mich and San Diego.

Today's the 13th
It may be your Lucky day!



LOVE THIS
PERFECT
COMBINATION OF
COSTLY INGREDIENTS
AND
NATURAL AGING!

Drink Lucky
new **7-11**
the natural brew!

Today of all days, it's just downright sensible to drink Lucky 7-11...you'll love its winning combination of costly ingredients and slow natural aging...smack... smack!... Yes, frosty-light and golden bright... it's wonderful beer and who knows, it may ward off the evil eye, witches curses and 'poor poker hands!

Rush—don't walk—to your friendly dealer today. He has 7-11. "It's a natural for you."

ALTES BREWING COMPANY, DETROIT 14, MICH.
BREWRIES LOCATED IN DETROIT, MICH. AND SAN DIEGO, CALIF.

Still mentions both Detroit, Mich and San Diego, Calif. Simply included since weeks of search finally uncovered several bottle ads in Indiana. Did they not want to sell this anywhere near the brewery?

4.18 Very little else for Seven / Eleven – 1952-1956

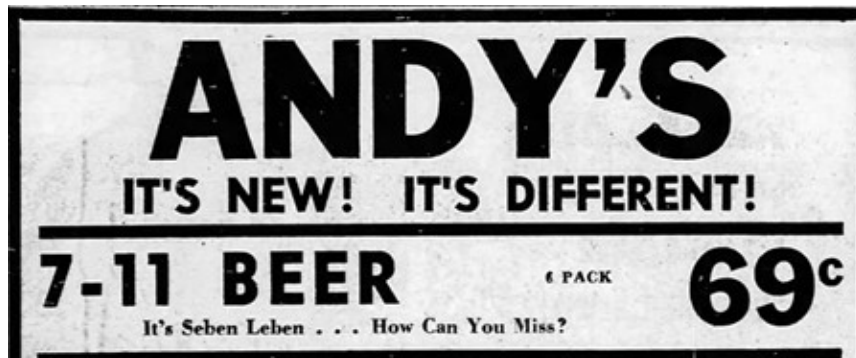
From the Los Angeles Times, July 22, 1954. Makes sense they are advertising “Brewed in Detroit” since the San Diego plant closed in 1953.



PUBLIC RELATIONS DEPARTMENT	
Breweries	Major Brand
Acme Breweries	Bull Dog Lager
Altes Brewing Company . . .	Altes 7-11, the Natural Brew
Goebel Brewing Company of California	Goebel 22
Lucky Lager Brewing Company	Lucky Lager
Rainier Brewing Company	Rainier Krausen
Regal Amber Brewing Company	Regal Pale
San Francisco Brewing Corporation	Burgermeister
Wieland's Brewing Company	Wieland's 100-Year

From the Palm Springs Desert Sun, December 22, 1952. A separate public relations department for a brewery?

From the Californian, August 14, 1953. Selling so well that inventory can't be kept on the shelf!!! LOL..., at almost a full \$1.00 (25%) discount.



From the Decatur Daily Review, October 05, 1956. No pictures.

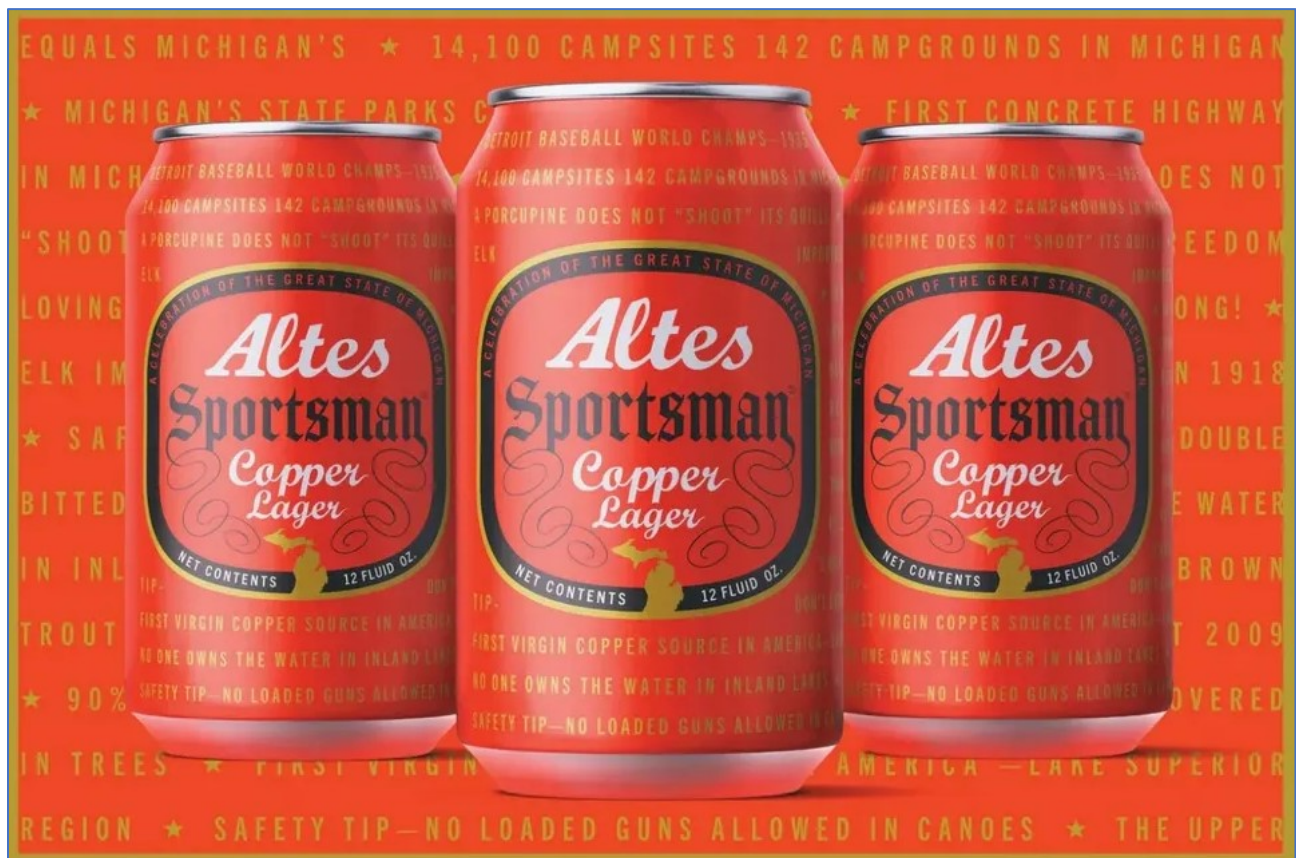
Decatur, Michigan is not even a city but just a “village”, with population of 1,664 based on the 1950 census.

Why did Altes brew/fill this “Seben Leben” beer? And why this type of terminology for a small farming area three hours from Detroit?

4.19 Altes retro labels – 2024



Retro can and already two variations! The left version has four lines of text, gold/red starting in German. The right version same four lines, but now red/gold and starting with English.



5 Bosch Brewing Company, Houghton : 1934-1973

In 1952, to unveil their first beer in cans, Bosch ran a series of full-page ads in local newspaper over consecutive weekends showing a single side of their new can. The following is a digital consolidation by Chris Taylor to better view all three. This clearly defines the white Bosch as 1952.



5.1 Bosch White - June/July 1952



5.2 Bosch White Packaging – December 18, 1953

add delight
to your
Holiday
Season

serve...

SMOOTH, MELLOW GOLDEN

Bosch

BEER

Second only to good food, no treat you can serve will add to the day's pleasures like smooth, mellow, golden Bosch... For generations Bosch Beer has been the traditional friend of festivities throughout this hospitable region. Lay in a good supply early.

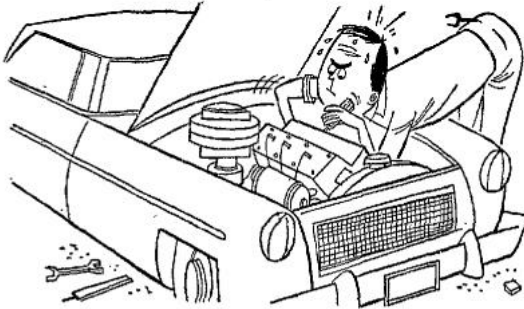
Brewed in
the Sportsman's Paradise

BOSCH BREWING CO., HOUGHTON, MICHIGAN

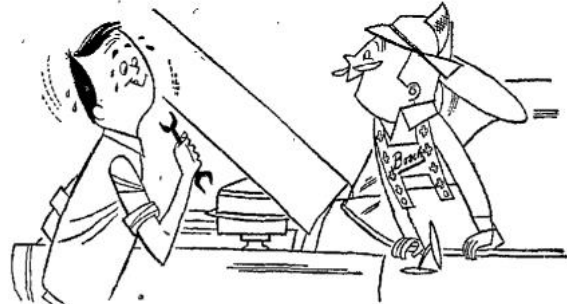
Cool ad to see both the beer can and bottle AND the packaging in which both were distributed!!!

5.3 Bosch Beer – August 11, 1955

Relax... Refresh... **BE GOOD TO YOURSELF!** Enjoy Bosch!



There's a time to buckle down...



And a time to let up...



Let Bosch Beer fill the brimming cup!



**FEATURING
CARRY-OUT PACKS**

Take Bosch Beer with
you on all outings

BOSCH BREWING COMPANY
Houghton, Michigan



Give yourself a few moments each day...
for rest, refreshment, reunion with
friends. Life takes a pleasant turn as
you enjoy the bright, clear goodness
of Bosch Beer. Ask for the Best, it's
Bosch... on tap and in handy take-
home packs of bottles or cans.

**SMOOTH... MELLOW...
GOLDEN!**



BREWED IN THE SPORTSMAN'S PARADISE

Shows both the gold "Bosch Beer" flat and six pack packaging

5.4 Bosch Beer – May 27, 1958

Bosch
BEER

**Real Refreshment
Pure Pleasure**

Brewed with Crystal-Clear Spring Water
Finest pal on a fishing trip is smooth, mellow, golden Bosch Beer. Bosch is the beer that gives you pure pleasure with every sip...real refreshment with every swallow. Why? Because Bosch has always been brewed with crystal-clear spring water from deep underground springs. Pick up a six-pack or two of Bosch today—and have a good fishing trip this weekend.

REFRESHING AS THE SPORTSMAN'S PARADISE

BOTTLED BY BOSCH BREWING CO.
BOSCH BREWING COMPANY
HOUGHTON, MICHIGAN

Still Bosch Beer, included to show both the cool ad, packaging, and still same design into 1958

5.5 Bosch Bock – March 07, 1956

SURE SIGN OF SPRING

Bosch

OLD FASHIONED

BOCK BEER

Here's the extra-special brew that folks who live in the Sportsman's Paradise relish each year as a First Sign of Spring. Brewed the old-fashioned way with genuine caramel malt which gives Bosch Bock Beer its deep rich color and characteristic delightful flavor. Don't miss this treat—order ahead. In bottles, cans and on draught. Limited quantities available only.

"Brewed in the Sportsman's Paradise"
BY BOSCH BREWING CO., HOUGHTON, MICH.

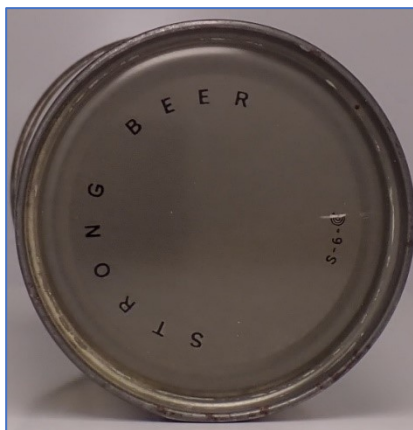
NOW AVAILABLE
while
supply lasts

Call SARS FIORI — Bessemer 7-3043

Note the artist depicts both bottles and cans! While there are no known “Bosch Bock” beer cans, there are examples of the gold Bosch flat top with “Bock” stamped on the top lid. This would make those stamps legit. Similar ads can be found spring of 1954 – 1957 across Michigan, Minnesota and Wisconsin

5.6 Bosch Beer – Bock and Strong stamped on the lid

Companion to the previous page, no Bosch Bock cans are known, but there is the uncommon normal gold can with Bock on the lid. The following are lids of some Chuck Starrett Bosch cans, one “bock” plus two “strong”.



The cardboard holder unfortunately bottles not cans, but clearly shows that Bosch used existing “Beer” items.

5.7 Gilt Edge Premium Beer – July 28, 1966

New convenience!



**PREMIUM BEER
in no-deposit/
no-return bottles
AT POPULAR PRICES**

Now, the Bosch Brewing Company combines the leader of premium beers with the convenience of non-returnable glass bottles in handy 6-packs, for you at the popular price.

*enjoy
the
pleasure
of its
company*
**Gilt Edge
PREMIUM BEER**



Brewed & Bottled by Bosch Brewing Company, Houghton, Michigan.

**NOW —
Gilt Edge**




Not pictures with the beer can, but the only label style ad found announcing Gilt Edge



5.8 Bosch Premium, January 17, 1968

**the
Upper
Peninsula's
only
local beer
at
local
prices!**



**COMPARE PRICE!
TAKE ADVANTAGE
OF THE SAVINGS.**

**BOSCH BREWING COMPANY
HOUGHTON, MICHIGAN**

Hard to confirm from the picture but appears early style small ring pull tab top. Note this ad ran as a very narrow tall strip, Randy split into two parts so better able to display larger size.

5.9 The end of the Bosch brewery – September 28, 1973

From Wikipedia: In the early 1970's Bosch was unable to compete with the larger breweries of Detroit, Milwaukee and St Louis. On September 28, 1973 the last keg of Bosch beer was delivered to Schmidt's Corner Bar in Houghton and the trademarks sold to Jacob Leinenkugel Brewing Company of Chipped Falls, WI.

6 Carling Brewing Company, Frankenmuth : 1956-1976

Carling was one of three brewers in the city of Frankenmuth, supplementing their larger location in Cleveland, Ohio. Most cans with the Frankenmuth mandatory are not rare, but they are far less common than the equivalent from Cleveland.

They definitely brewed quantity over those years, since numerous minor variations and plants added/closed in other cities/states.

St Louis 1954-1957, **Belleville** 1954-1975, **Natick** 1956-1975, **Atlanta** 1958-1973, **Tacoma** 1958-1975, **Baltimore** 1961-1975, **Fort Worth** 1964-1966, and **Phoenix** 1964-1966



Since Carling took ownership of the previous International Breweries end of November, 1956, the earliest flat top can't be before 1957. And with St Louis going under in 1957, the order/dates of the cans must be:

1. Five cities: Frankenmuth, also Cleveland, Belleville, **St. Louis**, Natick (1957)
2. Four cities: Frankenmuth, also Cleveland, Belleville, Natick (St Louis removed 1958)
3. Five cities: Frankenmuth, also Cleveland, **Atlanta**, Belleville, Natick (1958)
4. Seven cities: Atlanta, **Baltimore**, Belleville, Cleveland, Frankenmuth, Natick, **Tacoma** (1961)
5. Eight cities: Atlanta, Baltimore, Belleville, Cleveland, **Fort Worth**, Frankenmuth, Natick, Tacoma
6. Nine states: **AZ**, GA, IL, MD, MA, MI, OH, TX, WA (max locations 1964)
7. Eight states: AZ, GA, IL, MD, MA, MI, OH, WA (Texas removed 1967)
8. Seven states: GA, IL, MD, MA, MI, OH, WA (Arizona removed 1967)



Carling Company Takes Over Plant At Frankenmuth

Carling Brewing Co. of Cleveland today took over the Frankenmuth Brewery of Inter-

**ECT GIFT
AND GALS**



national Breweries, Inc. Purchase price reportedly was about \$3 million.

The Frankenmuth Brewery has a capacity of 450,000 barrels a year and is considered one of the most modern plants in the brewing industry.

Carling President Ian R. Dowie, here today to take formal possession of the plant, said it will be readied as quickly as possible for production of Carling's Black Label beer and Carling Red Cap ale.

He said no personnel changes are contemplated at the Frankenmuth plant. He announced that Lester M. Freidinger, former International Breweries vice-president and general manager of the Frankenmuth Division, has joined Carling as general manager of the Frankenmuth plant.

Freidinger, a Saginaw resident, is a veteran official in the brewing industry and has been associated with the Frankenmuth plant since 1937.

CARLING CONTRACTED to buy the Frankenmuth plant last July, but possession was delayed until International Breweries, Inc., completed arrangements for production of Frankenmuth brands at other plants, Dowie said.

He said Carling, which since 1949 has climbed from 62nd to eighth place in the brewing industry, regards the Frankenmuth plant as one of the most important additions to its chain of strategically-located regional breweries.

The firm has four other regional plants—in St. Louis, Boston, Belleville, Ill., and Cleveland.

"Carling is proud to join the industrial community of Frankenmuth and Central Michigan," Dowie commented. "In each community where we have plants, Carling has developed a good record of corporate citizenship which we will endeavor to match here in your communities."

HE SAID THE CHANGE-OVER to Carling production at the Frankenmuth plant will require at least two months.

Dowie and other Carling officials were honor guests at a luncheon given today at Saginaw Club by Saginaw Division, Eaton Manufacturing Co., which also has home offices in Cleveland.

As documented above, the Carling Brewing of Cleveland acquired the former Frankenmuth Brewery which itself had been purchased by International Breweries just one year prior. Assuming some months of lead time to update/change equipment, that would put the first Carling flat top brands with Frankenmuth in 1957.

6.2 Black Label and Red Cap Ale – March 01, 1957



Now...
brewed for you
here in Michigan

After months of preparation, Carling's new Michigan brewery, one of the most modern in the industry, is now producing Red Cap Ale and Black Label Beer...identical in every respect to the brews of distinguished quality you've previously enjoyed as products of out-of-state Carling plants.

Carling is proud and happy to become a member of Michigan's industrial community, repaying Michigan patronage with purchases of Michigan materials and services, as well as employment of Michigan labor.

Next time you buy ale or beer, won't you pick up a bottle of Carling and join us in a toast to Michigan, our newest home.

the best brews in the world come from Carling...

CARLING

Black Label BEER **RED CAP** Ale

...unsurpassed quality at the popular price ... a most unusual ale

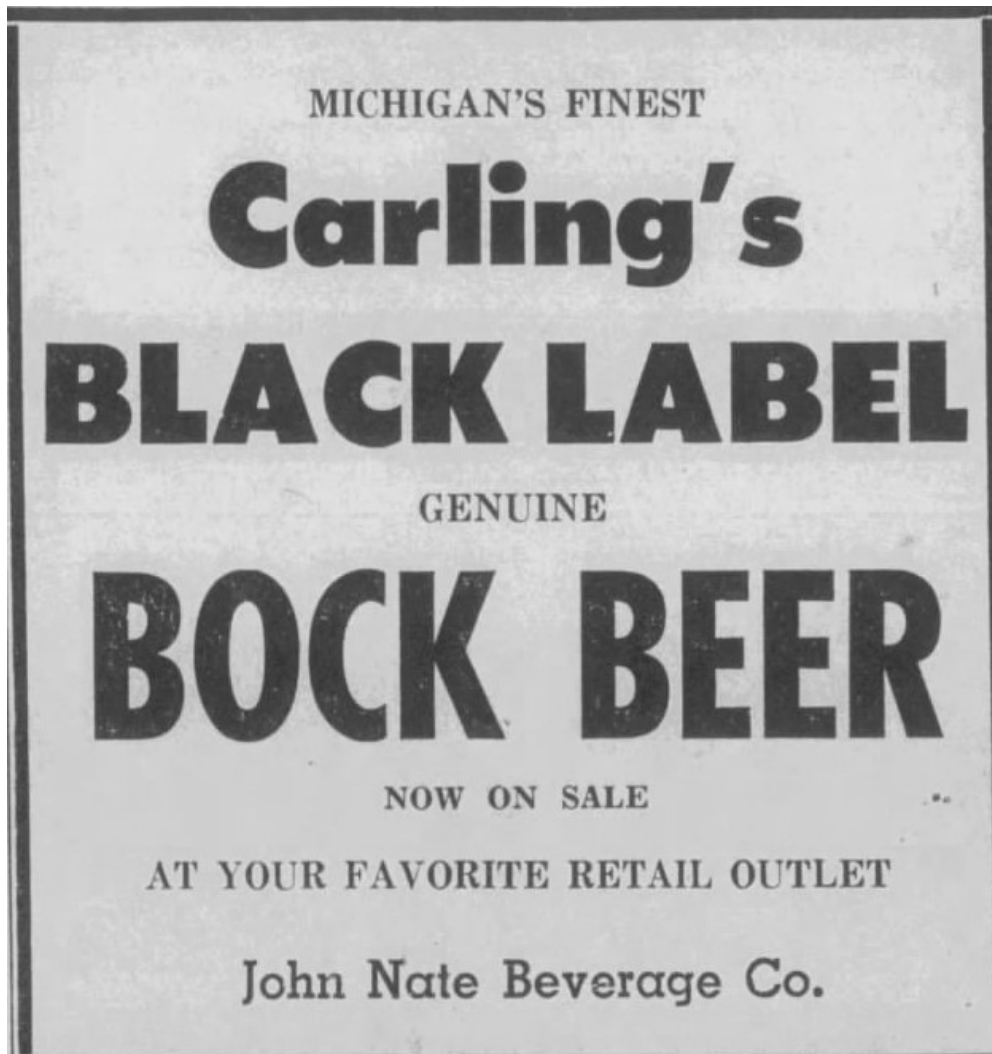
CARLING BREWING COMPANY—Cleveland, Ohio; Belleville, Illinois; Frankenmuth, Michigan; Natick, Massachusetts

After months of preparation, Carling's new Michigan brewery, one of the most modern in the industry, is now producing Red Cap Ale and Black Label Beer...identical in every respect to the brews of distinguished quality you've previously enjoyed as products of out-of-state Carling plants.

CARLING BREWING COMPANY—Cleveland, Ohio; Belleville, Illinois; Frankenmuth, Michigan; Natick, Massachusetts

While bottles advertised, this is the early style green label with jockey and the “fancy scripted B and L” found on the earliest of the Frankenmuth Black Label and green Carling. Both these flat top cans thus 1957.

6.3 Frankenmuth Bock – February 02, 1961



Bummer no can or bottle pictured. This ad appeared in the Cassopolis Vigilant. Randy grew up in Dowagiac that just few miles drive over. Both cities nearly three-hour drive (today's highways) from Frankenmuth, interesting advertised such a long distance from the brewery. Nate's Beverage was well known in our small Dowagiac town...

Searches for a Bock ad in Ohio resulted in nothing...but it is that "state down south" 😊

6.4 Carling Black Label – Fancy letters – January 06, 1962



Not clear exact date they switched from the fancy “B & L” to the newer scripted, but at least this artist rendering still uses the older style.

6.5 Carling Red Cap Ale – March 02, 1962

NEW IN TOWN!
**New Red Cap Ale with
true Canadian flavor!**

True Canadian Flavor

RED CAP
Ale
Made in U.S.A.

Carling is now brewing Red Cap Ale here in the U.S. the same way it's brewed in Canada. A hearty ale with lots of rich thick foam and the full tangy flavor of the hops. Brewed with the same blue barley malt that made Canadian ale world famous. New Red Cap Ale gives you the big, rich flavor you'd ordinarily find only in an imported malt beverage. And you get Red Cap at a U.S. price. Pour yourself a cold, foamy glassful of Red Cap—the U.S. Ale with the true Canadian flavor.

Raise some Red Cap Ale Tonight!

CARLING BREWING CO., CLEVELAND, OHIO

This is the newer yellow label, gone is the jockey and replaced with simple “red cap”. Would put the equivalent yellow beer can design starting 1962. Could not find an ad for Frankenmuth, only Cleveland.

Black Label Beer
Summer Fair Time Is Here!

Lighthearted Summer Fare! Carling Black Label Beer goes great with picnics and cook-outs; adds to the fun of the good old summertime. It's the beer with the wonderful flavor...refreshing as the breeze on a ferris wheel.

People like it. Black Label is America's fastest growing beer, a favorite all across the country. It's the one top quality beer you can enjoy at the friendly local price. Have plenty on ice!

Take home a 6-pack today

CARLING BREWING COMPANY, INC., CLEVELAND, OHIO • PLANTS AT ATLANTA, GA., BALTIMORE, MD., BELLEVILLE, ILL., CLEVELAND, OH., FRANKENMUTH, MICH., MERRICK, MASS., TACOMA, WASH.

CARLING

Near the end of this run, still flat top, seven cities listed, before they added Forth Worth in 1964

6.7 Black Label in new zip top – June 10, 1963



OUR NEW TAB OPEN CAN -- This is our company's latest new package, the easy-to-open tab cans introduced June 10. The slick device is an aluminum pull-top designed to open beer cans without the conventional opener.

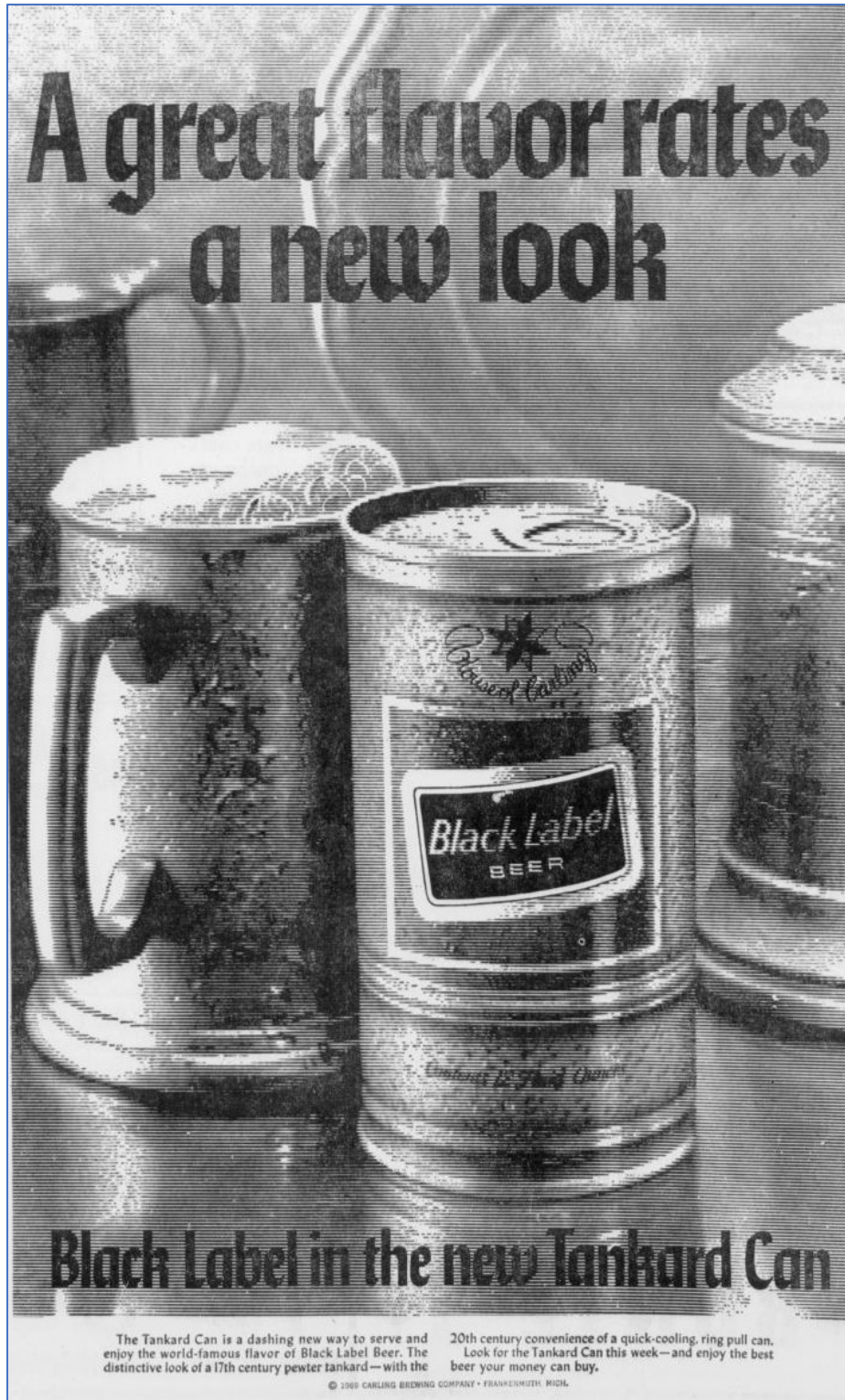
Notice the “B” and “L” on the packaging appears to be the earlier “fancy” with larger curl and flatter extension at bottom of the letters. The older style only came in flat tops. The newer “scripted B and L” on the cans in this ad is found on both the flats and zips/tabs. Consistent with other breweries using the new lid design.

6.8 Black Label zip top (color) – Summer 1964



Looks great in full color! This ad is dated summer 1964 and notice TWO different lid styles in the same ad! Middle is "Gen 4" vintage to roll the top cutting edge of the tab, the bottom right is "Gen 5" vintage, all edges rounded/smoothed to help avoid the bloody fingers.

6.9 Black Label silver Tankard – June 25, 1969



This provides at least 1969 as the production date of the silver tankard without the “from Carling” within the red square. The “from Carling” added to include extra “who is this brewed by” for other Carling plants, but no such 16oz Tankard filled at Frankenmuth with “from Carling” is currently known/photographed.

6.10 Black Label silver Tankard (color) – 1969

**A great flavor
rates a new look**

Black Label in the Tankard Can

The Tankard Can is a dashing new way to serve and enjoy the world-famous flavor of Black Label Beer. The distinctive look of a 17th century pewter tankard — with the 20th century convenience of a quick-cooling, ring pull can. Look for the Tankard Can this week — and enjoy the best beer your money can buy.

© 1969 CARLING BREWING COMPANY - CLEVELAND, OHIO.

R

Full color similar to previous. This version it is clear there is the newer “from Carling” text within the red square. Now to locate such a 16oz example from Frankenmuth! Per Dave Wheaton he had both 16’s at one time but well before digital cameras.

6.11 Black Label Export – 1971



Atlanta, GA; Baltimore, MD; Belleville, ILL; **Frankenmuth, MICH**; Natick, MASS; Tacoma, WASH. While multiple cities are listed, this label has been confirmed to have been brewed/packed at Frankenmuth per former plant manager Wallace Weiss.

6.12 Black Label pull tab – May 24, 1972

YOU BUY THEM FULL. WE'LL BUY THEM EMPTY.



You've always had one good reason to buy our beer. That's our beer. Well, now you have another good reason. Our can. Because now we'll pay you 10¢ for every empty case of 24 Black Label "12 and 16 oz." aluminum cans you return to us. Every empty can that we recycle is an empty can that isn't polluting a stream, littering a road or spoiling a park. We've spent years making the world a better tasting place. Now with your help, we can make it a better looking place. Pitch in and help.



**CARLING BLACK LABEL
RECYCLING PROGRAM**

Bring your empties to:

PISANI COMPANY

345 East Ayer St. Ironwood, Michigan 49938.

Open 9:00 A.M. to 3:00 P.M. Monday thru Friday and 9:00 A.M. to 12 Noon Saturday. ©1972 Carling Brewing Company, Frankenmuth, Michigan

Newer style with the Black Label Lager Beer, “crown” above the usual angled rectangle, and standard 197x pull tab. Note the Michigan 10 cents return empty policy was signed into law 1976, not in effect until 1978.

7 Copper Country Brewing Company, Hancock : 1953-1954

Operated little over one year, so clear production dates. The “DNCMT 3.2%” was likely produced for sales in nearby Wisconsin or Minnesota. The former A. Haas brewery renamed to Copper Country. We can only speculate reason for the variation with “green finger nail polish”. Very crudely done and NOT a fake since a handful of examples have been dumped. Likely they re-used existing blank sheets previously intended for MN but didn’t sell well, and distributed locally to save \$\$\$\$. Michigan never had such an alcohol requirement.



7.1 New Copper Club Pilsner Beer – February 12, 1954

Try the . . . **NEW**
Copper Club
PILSNER BEER
BREWED WITH PURE SPRING WATER

6 12-Oz. Cans **79^c** \$3.00
Per Case

Copper Country Brewing Company—Hancock, Mich.
Exclusively in Rhinelander at
GILLEY'S BAR
26 S. Brown Harold Gilley, Prop.
All Popular Brands of
BOCK BEER
Available in . . .
● Kegs ● Cans ● 7-oz. & 12-oz. Bottles

Too bad the cone top not pictured, but many collectors would gladly pay 79 cents for a six pack or \$3.00 for an entire case of these rare Copper Club cone tops. Of course \$3 in 1954 equates to \$35.19 in 2024 adjusted.

7.2 Haas renamed Copper Country – August 08, 1953

COPPER FLAVORED
HANCOCK (UP)— The Haas Brewing Co., which has been supplying Upper Michigan with beer since 1863, has changed its name to the Copper Country Brewing Co. The brewery is one of three in Michigan's Northern Peninsula. The others are at nearby Houghton and at Menominee.

7.3 Copper Country sold – September 09, 1954

Brewery Is Sold
HANCOCK, Sept. 9 (UP)—The Cohodas Paoli company, Houghton, purchased the Copper Country Brewing company here Wednesday for an undisclosed sum. Cohodas Paoli was the only bidder for the firm. The new owners said they were considering resuming operations of the old brewery.

Can't be any clearer than the above, Copper Country purchased the old Haas Brewery August 1953, and just barely a year later sold the business September 1954. Smaller market and short time frame, these beer can examples are not easy to acquire.

8 Drewrys Brewing Company, Detroit : 1965-1972

Actually, Associated Brewing Company DBA "Doing Business As" Drewrys Ltd. While Associated's headquarters were located in Detroit, items carrying the "Drewrys Ltd., Detroit, Mich" mandatory are somewhat difficult to find. Their only beer can is the red/gold/white shield can, super common from South Bend or Illinois, a very tough can listing Detroit, and a variation rarely dumped.



1965

8.1 Drewrys Muskegon ad – April 20, 1967



Comes the Spring, we get carried away.

Drewrys is the greatest cure in the world for spring fever. A single bottle is sure to cool down even the most severe cases. Naturally, our 6-pak is good for six attacks, the 12-pak for 12 attacks. However, we recommend you take precautionary measures for the entire season and stock

up with Drewrys by the carload. We've even made it easy for you to find us by putting up big "Drewrys Spring Festival" displays in taverns and carry-outs. So before the fever strikes, play it safe. Pick up Drewrys right now. Better we get carried away than you.

Would really like to find an ad with the Detroit beer can itself, but this is representative of the time frame. This is from the Muskegon Chronicle, and definitely long distance from both Detroit and South Bend. A number of ads are found listing South Bend but published in newspapers far north such as Flint. Hard to read but the packaging is promoting their "Glass Cans". Nothing to do with Michigan, just a cool ad.

8.2 Drewrys 12oz Peel-Top cans – June 25, 1965

STILL YOUR BEST BEER BUY!

DREWRY'S BEER


Expensive fuggle hops put Drewrys a hop ahead of all other beers . . .
Because of this hop, Drewrys is able to brew a beer that doesn't have
any bitterness. It's all good beer taste. The fuggle hop is more ex-
pensive than conventional hops. But Drewrys doesn't charge you for it.

SAVE MONEY!

ASK FOR

DREWRY'S BEER

In 12-oz. Peel-Top Cans



From the Lansing State Journal. While doesn't state the brewery location, this is definitely the Detroit can design and correct time frame. Love the term "**peel-top**" cans. While the can has "Brewed and Packed By Drewrys Ltd, Detroit, Mich", this is definitely an Associated Brewing owned brand.

9 Ekhardt Becker Brewing Company, Detroit : 1933-1962



Items began carrying the “E&B” mandatory in 1944. E&B absorbed the Schmidt brewery in 1952, and E&B itself was acquired by Pfeiffer in 1962 as part of the newly formed “Associated Brewing Company”.

Thus, anything with Ekhardt Becker must be between 1933-1944, anything with just the more modern E&B from 1944-1962



Note: The final two labels, the 1964 red/black/gold Schmidt's zip/fan, have the E&B mandatory but since EB ceased in 1962, obviously must have been from Associated Brewing DBA.

9.1 Purchase of Regal Brewing – October 23, 1941

Fraud in Sale Of Brewery to 'E & B' Is Denied

Attorneys for former officials of the Regal Brewing Company, defendants in a fraud suit brought by the Ekardt & Becker Brewing Company, today denied that Regal sold a "worthless and bankrupt" company to E. & B. and insisted the purchasers got a bargain when they bought Regal for \$600,000.

In the suit, now being heard before Circuit Judge Arthur Webster, Le Roy Payne, E. & B. president, has charged that former officials of his company and officials of Regal entered into a conspiracy to unload the brewery on E. & B. at a profit of \$100,000.

Payne is seeking to have the sale set aside and the return of \$351,000 already paid on the contract. Defendants are Julius Burman, George Nadell and David I. Hubar, former E. & B. officials, and Joseph Zerelli, William Tocco, Anthony Dana, Sam Kert, Sam Cohen and Theodore I. Sweetwine of the Regal company.

CONSPIRACY DENIED

Speaking for the former Regal officials, Atty. Harold Shapero denied the conspiracy and said that the brewery which E. & B. purchased for \$600,000 had been appraised at \$725,000.

"The defendants put \$440,000 in actual cash into the company," Shapero said, "and in the agreement with E. & B. they said they would pay off outstanding liabilities of \$200,000 out of the \$600,000 purchase price. Therefore, they actually received only \$400,000 for the brewery, and lost money on the deal."

This article included simply because of the E&B association with the old Regal Brewing Company. Newspaper search finds almost nothing with respect to Regal.

E AND B

Genuine
ALE

**IT'S THE
REAL THING**

E and B Golden Bud Ale is brighter, brisker, livelier — brewed to your taste. It's a true ale — genuine top-fermented and rich with the extra flavor that comes only from using genuine ale yeasts. Try it today!

In Tall Bottles and
Cap-Sealed Cans Everywhere

F. Khardf & Becker Brewing Co., Inc., Detroit

Would have been great to see this ad in full color, not black/white

Announcing the **NEW**



BEER and ALE

**.. now in
CAP-SEALED
CANS**

**FLAVORED TO
YOUR TASTE**

On sale now! The same good 93-day aged Kraeusened E and B Special Beer and Genuine Top-Fermented E and B Golden Bud Ale ... ready in cans too! Cap-sealed—they open like a bottle! No deposit! No returns! Easy to carry! Easy to cool!



**STEINIES
EXPORTS • DRAFT
and NOW IN CANS**

Copyright 1940,
Ekhardt & Becker
Brewing Co., Inc.,
Detroit, Mich.

Nice reference to the “Cap-Sealed Cans”

9.4 E&B Golden Bud and Special – 1940



NOW *Enjoy*



BEER and ALE
in Handy
CAP-SEALED CANS
(OPEN LIKE A BOTTLE)

Here's enjoyment PLUS! The enjoyment of healthful Kraeusen-brewed E and B Special Beer and genuine top-fermented E and B Golden Bud Ale . . . plus the convenience that only Cap-Sealed Cans could give! Order a supply today!

"TASTES BETTER *because it's* MADE BETTER!"

Eckhardt & Becker Brewing Co., Inc., Detroit, Mich.

Validates that the Golden Bud Ale and Special Beer produced concurrently in 1940.

9.5 E&B Light Lager – September 10, 1947

THE FINEST
TASTING BEER
IN AMERICA!



THINGS TO LOOK FORWARD TO!

The close of the working
day . . . the restful moments
before dinner . . . and a glass of cool,
sparkling E & B to relax and refresh you..

E & B BREWING CO. INC., DETROIT 7, MICH.



First post WWII brand. Still trying to find an ad with the beer can, but there are many ads mentioning the Light Lager brand earliest seems March, 1947. I have included this from September, 1947 simply because I like this one. Should date the E&B Light Lager cone first available 1947.

9.6 E&B Premium – May 28, 1948



Again, can't find ad with the beer can, but there are numerous ads 1948 advertising the "Premium" brand. This should date the E&B Premium cone first available 1948

9.7 E&B Brew "103" – April 15, 1952

COMPARE
BREW "103"
WITH ANY OTHER
GOOD BEER



Make the
SIDE-BY-SIDE
TEST

WHICH
BEER
TASTES BEST

You'll Agree It's
BREW
"103"
by E & B

NO BITTER AFTER-TASTE

E&B BREWING CO., INC., DETROIT 7, MICH.

While the ad shows the Brew "103" bottle, assumption the can introduced same year. This is the flat top design, never produced as a cone top, and should date the E&B Brew 103 flat first available 1952.

as exclusive distributors in
Grand Traverse County
and Vicinity

E & B

**KROYZEND
BEER**

•

**SCHMIDT'S
BEER**

•

**GOLDEN
ALE**

AT A NEW
LOW PRICE

E&B BREWING CO., DETROIT 7, MICH.

Newer label now adding "Light Beer" to the "Brew 103" brand. Note the Schmidt's on the left now carrying what looks like the Superman "S" flat top logo, but the wording to its right has "No Sugar, No Glucose Added"

9.9 Schmidt's Superman – September 05, 1958



Can't find an ad with the beer can, but this is the label with the "Superman" S-logo and they have revived "The Natural Brew" slogan as found on the can. Many repeats of this exact ad over 1958-1959.

TODAY IN BUSINESS

E&B, Pfeiffer Sign to Merge

BY KENNETH A. THOMPSON

Free Press Financial Writer

A preliminary agreement for merger of E&B Brewing Co. with Pfeiffer Brewing Co. has been approved by directors of the two Detroit companies.

Herbert Epstein, Pfeiffer president, and Leonard H. Simons, E&B chairman, announced the arrangement.



They said terms call for a \$900,000 exchange of stock under which E&B stockholders will receive one share of Pfeiffer common for each five shares of E&B common now held.

E&B has 1,500,000 shares outstanding. They have been trading at 50 cents bid and 75 cents asked in the over-the-counter market. Pfeiffer shares closed at \$3 Tuesday on the New York Stock Exchange.

THE AGREEMENT, the two officers said, will be submitted for stockholder approval "promptly." E&B has approximately 3,000 shareholders and Pfeiffer 3,900.

Present plans call for continuation of the E&B name, Epstein and Simons said.

E&B in 1961 reported net sales of \$178,000 and net earnings of \$222,910.

Pfeiffer Brewing last year had \$16,172,000 net sales and net profit of \$148,927, but its first half this year, as did 1961's first half, brought a net loss on operations. Both E&B and Pfeiffer have slipped this year.

Pfeiffer's operates a brewing plant in Minneapolis as well as its Detroit plant.

The original ad was a tall, skinny column, Randy simple edited for the book

10 Food City Brewing Company, Battle Creek : 1933-1942

The history of this brewery is murky, associated with the much larger Manhattan Brewing Company of Chicago, IL. It is questionable if these were actually filled in Battle Creek or simply marketed? There are four variations documented with MBC, one two-panel OI, two four-panel OI, and an example from this brewery with the Food City information blackened paint over displaying Manhattan Brewing.



1937



1938

10.1 Food City Brewing Company photo



FOOD CITY BEER SCHEDULED FOR MARKET APRIL 1

Feb 1 — 1934

Brewing Operations Are To
Start In Plant Here
Next Few Days.

Food City beer, the first beverage in America to be brewed in the new patented glass-lined brew kettles will be placed on the market for consumption about April 1. It was announced today by officials of the Food City Brewing company. Beer will be marketed both in bottles and kegs.

Now open in its new building on Elm street, said to be one of the most modern brewing plants in the mid-west, the Food City company is prepared to start brewing operations early in February, possibly next Monday, with upwards of 100 employees. This would permit the company to have its product properly aged for the spring market.

Two Six-Hour Shifts.

During construction of its new plant, recently completed, the Food City company instituted an employment feature of two six-hour shifts, which will undoubtedly be continued when brewing activity is started, company officials declared. The plant is being operated on a 100 per cent union basis and in its preliminary preparations for brewing has been receiving favorable comment, both locally and in national trade and business magazines.

100,000-Barrel Capacity.

At the outset the Food City Brewing company will have a capacity production of approximately 100,000 barrels of beer annually. It is reported that distributors in the state of Michigan alone have contracted for the entire first year's output.

The brewing equipment is now practically all installed. The brew kettles, consisting of two of 100 barrels each, are glass-lined and are reported to be the first to be used by a brewery in America. All of the equipment is reported to be of the most recent developments in the brewing industry in both this country and abroad. The new type ice machines, the installation of which is practically completed, have a capacity of 60 tons of ice every 24 hours, and are used to keep in perfect refrigeration the storage and fermenting cellars of the plant and the racking room, which required approximately 100,000 feet of cork insulation.

February 01, 1934

Hard to read but only mentions bottles and kegs, which does make sense since the Krueger introduction of those new-fangled "Special" flat tops was just months earlier. The Old Gold cans did not appear until 1937-1938

10.2 Food City into bottles – April 21, 1934

<p>FIRST PRODUCT IS SOLD TODAY</p> <hr/> <p>Food City Brewing Co., Places Draft Beer in Battle Creek, Kalamazoo Stores.</p> <hr/> <p>IS HOST TO VISITORS</p> <hr/> <p>Claim Local Process Is 'Most Radical Change in Brew- ing in Century.'</p> <hr/> <p>The Food City Brewing Co., located on Elm street, today opened its doors to visitors identified with the brewing business from all parts of the middlewest and, while planning a public opening later, introduced its new beverage to the market.</p> <p>Processes devised to improve the quality of beer are now perfected and in use at the Food City Brewing Co., and today were receiving tribute from leaders in the newly-revived brewing industry.</p> <p>Bottling Comes Next</p> <p>Battle Creek, it was revealed, is the first to have a modern brewing plant with the new Siebel process which constitutes "the most radical change of the last 100 years in the ancient Teutonic art of brewing."</p> <p>With its first batch of beer now on the Battle Creek and Kalamazoo markets, the Food City Brewing Co., according to William Shippy, general manager, will have its bottling plant in operation sometime next week and will be able to fill orders and meet inquiries from all parts of the United States. For the time being only draught beer is under production.</p>	<p>Already Employ 80</p> <p>The opening of the plant, an entirely new industry for Battle Creek, has already meant the employment of 80 persons, there being three shifts in the brewing department working 24 hours a day.</p> <p>The Siebel process, used for the first time here, is a development resulting from nine years research and experiment by Dr. Frederick P. Siebel, Chicago brewing scientist, and son of the late Dr. John Ewald Siebel, "father of American brewing" to whom a bust was dedicated in the industrial science hall at the World's fair last year. Both Mr. Siebel, Sr., and his son were at the Battle Creek plant today to taste and inspect the first batch of beer. They declared that it compared favorably with the best that Europe had to offer, and, of course, believed that it had no superior in the United States.</p> <p>Attracts Wide Attention</p> <p>Involving only slight changes in the chemistry of brewing the system is essentially one of processing methods and equipment—much of the latter drawn from other industries and adapted to brewery use, Mr. Shippy said.</p> <p>Completed about a month ago the brewery has attracted wide attention in brewing circles, and rival manufacturers were on hand today to try out the local beverage. The various scientific details of the process have been discussed in trade magazines of the brewing industry, particularly the feature which permits the new plant a twenty percent reduction in original equipment costs. The plant occupies just about half the space of a brewery of the conventional type. Among the changes are a higher percentage of enzymes left in the finished product, which act as a digestive agent and are said to lower the aging time required for beers of the finer type. The local plant expects to cut the long aging period of beer of this type to six weeks—the time allotted ordinary brews.</p>
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All Michigan Welcomes
FOOD CITY BEER

NORTH — EAST — SOUTH — WEST
FOOD CITY BEER
 Is the Standard of Quality

Never before in the history of the brewing industry has any beer received state-wide acceptance in so short a time. In many localities, FOOD CITY BEER outsells all other beers by a comfortable margin. To do this, it MUST be good. Place your order with your dealer now to avoid disappointment.

from
BATTLE CREEK

All Michigan is talking — buying — and drinking Food City Beer. Everywhere they are saying, "here at last is a real beer—mellow, delicious and refreshing." There is a reason for it. Food City Beer is the first glass of beer in America ever to be brewed in Glass Brew Kettles. You can actually taste the difference.

Michigan's Largest
 "Outstate" Brewery---

Food City Beer is made in Battle Creek, America's health city, in one of the largest and finest breweries ever to be built. Every modern scientific device to add to the perfection of this beer is used. Look for the dark brown bottle with the distinctive Silver and Blue label.

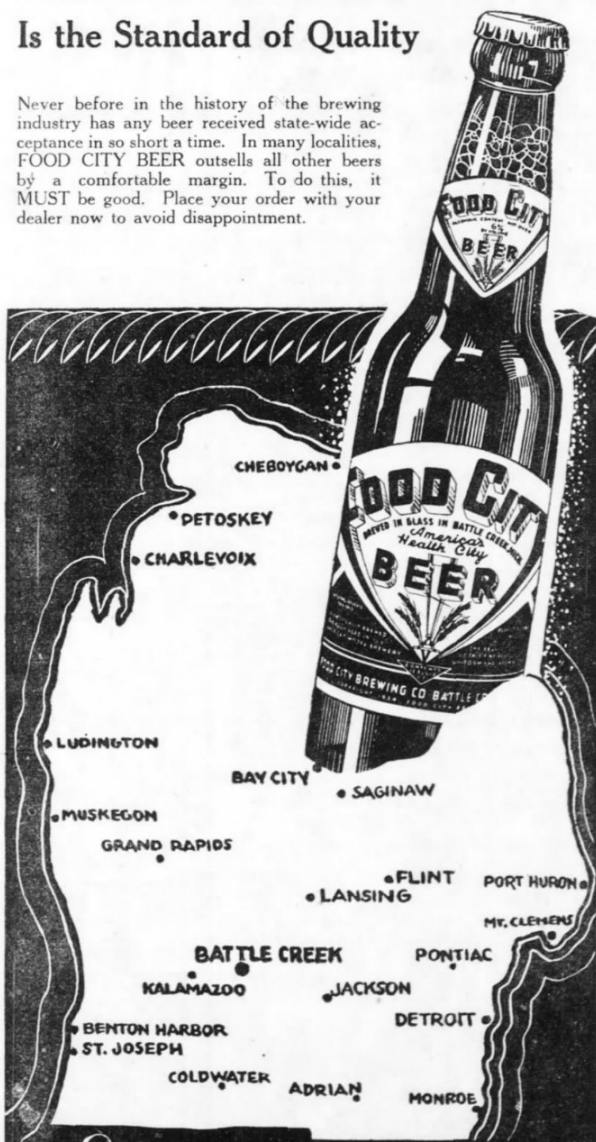
A New Taste Sensation
BREWED-IN-GLASS

Food City Beer is brewed differently from any beer manufactured today. An exclusive feature of Food City Beer is the fact that the starches are broken down early in the brewing process, eliminating fat producing qualities found in ordinary beers. Try Food City Beer today.

New York City, Tampa, Fla.,
 New Orleans, Chicago, Are
 Food City Beer Boosters

Already the fame of this wonderful beer has spread throughout the nation — shipments having been made to all parts of the United States. We urge that you try it for yourself—on sale at all dealers in bottles and on draught everywhere—

Food City Brewing Company
 Battle Creek, Mich.



Served wherever smart people gather

11 Fox Deluxe Brewing Company, Grand Rapids : 1940-1951

Operated for eleven years but little information found online. A variety of highly collectible cans were produced, cones and flats, including a very rare OD camouflage can for WWII.

Michigan specialist Kevin Foley published a great article in the BCCA magazine, 2004, August/September, that provides details and pictures of tough breweriana items.



11.1 Fox De Luxe Beer – August 8, 1939

WORLD'S PRIZE WINNER
Awarded **GOLD MEDAL** at the
Brussels, Belgium
Exposition

STOCK YOUR REFRIGERATOR
Delicious, refreshing
Fox De Luxe—the
beer with real Old
Country flavor—in
these double
golden lined
cans.

FOX DE LUXE BEER

DE LUXE BEER

**Don't Say Fox...
SAY FOX
DE-E LUXE!**

FOX DE LUXE BEER

Better Dealers
Everywhere . . .

Distributed By
**FOX DE LUXE BEER
DISTRIBUTING CO.**
72 Grandville Ave., S.W.—Phone 9-7251

While “72 Grandville Ave” is indeed a Grand Rapids address, note the “Fox De Luxe Beer Distributing Co”, not “Brewing”. This must be the Chicago version whose label was the first generation filled in Grand Rapids. So many ads early 1940’s showing the brand in 12oz and quart bottles, yet to find any with beer cans.

11.2 Fox De Luxe Beer – December 17, 1939

Page Ten Chicago Sunday Tribune

Special Holiday Package

FOX DE LUXE *the Beer with* BALANCED FLAVOR

For the Best of Good Cheer

Order this **HANDY**
12 CAN HOLIDAY PACKAGE
FROM YOUR DEALER

This Fox De Luxe package of 12 Regulated Cans is convenient, easy to carry. Fit snugly into your refrigerator.
Makes a Welcome Christmas Gift

NO HOP BITTERNESS

NO MALT SWEETNESS

BALANCED FLAVOR gives this all-grain beer a delicious, uniformly mellow taste that is always pleasing. No hop bitterness... no malt sweetness. The perfectly balanced flavor of Fox De Luxe is the result of:

- 1 Finest malt from choice golden ripe grains and specially selected domestic and imported Saazer hops.
- 2 Skillful blending by a secret formula.
- 3 Pilsnaking, old-fashioned brewing under scientific laboratory control.
- 4 Use of natural fermentation throughout entire process, thus eliminating all air.
- 5 Thorough, unhurried lagering at uniform temperature in sanitary glass-lined aging tanks.

IF YOU are fond of good living... if you are thrilled by treating your guests to the best of everything, Fox De Luxe is the beer for you! For here at last is a finer brew tuned to the modern taste. Zesty, tangy, yet mild and mellow. Hops and malt are delicately balanced to eliminate bitterness, harshness, sweetness. Because Fox De Luxe is perfectly balanced in flavor, it is always delicious, always pleasing, never tiring... in short, beer as you like it. Serve Fox De Luxe to your guests as evidence of your gracious hospitality. Order a supply from your dealer today.

If your local retailer does not carry Fox De Luxe write Peter Fox Brewing Company, Chicago, for name of dealer nearest you.

FOX DE LUXE is Also on Sale Throughout ILLINOIS, INDIANA, MICHIGAN, WISCONSIN, IOWA AND OTHER STATES.

CHICAGO'S FASTEST SELLING BOTTLED BEER
Not Just a Claim But a Fact Proved By
Illinois Tax Stamp Sales Records

FOX DE LUXE
Have You Tried it Lately?

Smartly Packaged With New Gold-Foil Labels. Fox De Luxe Is Available in the Following Sizes:

12-oz. Kegged Case	12-oz. Bottle	12-oz. Long Neck Bottle	Quarter Gallon Bottle	Half Gallon Draught Bottle

Still Chicago, not Grand Rapids, but nice ad showing the Fox design team not completely without talent

11.3 Fox De Luxe – Now In Michigan – April 24, 1941

Every Drop of Fox De Luxe Beer Will Always Be **FULLY AGED** Before It Is Sold!



● Please let the above words sink in. They constitute not only a pledge, but a statement of policy—a policy from which we have never wavered—a policy that dates back to the original Fox DeLuxe Beer as it has been brewed for years.

For months now we have been brewing true, all-grain Fox DeLuxe Beer in Michigan. For months it has been ageing to mellow smoothness in modern, glass-lined tanks. It *could* have been bottled long before this. But we wanted to be absolutely certain that Michigan-brewed Fox DeLuxe Beer reaches you at the very peak of its World's Prize Winning perfection—the exact counter-part in every respect of the Fox DeLuxe you've long enjoyed.

John G. Burt PRESIDENT
FOX DELUXE BREWING CO.
GRAND RAPIDS, MICHIGAN



NOW BREWED FOR YOU IN MICHIGAN!

● Last year we purchased one of the largest breweries in Michigan. No expense was spared in modernizing this plant to Fox DeLuxe standards of perfection—to make it the finest in the industry.

Under the same management and skilled brewmaster Fox DeLuxe has always known — operating according to long-proved formulas—our new brewery is now producing Fox DeLuxe

of the same high quality and perfectly balanced flavor that has won world-wide renown.

It took time and money and work—but now we can guarantee that the Fox DeLuxe made in our Michigan brewery will have the same resty, full-bodied tang; the same sparkling goodness; the same purity and flavor that have made it the World's Prize Winning Beer!

Ready Soon! Watch for Announcement



FOX DE LUXE

THE BEER OF BALANCED FLAVOR

Bottle not can, but at least lists the Grand Rapids location spring 1941. Reading this ad details, earliest would have been distributed should be 1941

PAGE EIGHTEEN THE NEWS-PALLADIUM, BENTON HARBOR, MICH. FRIDAY, OCTOBER 31, 1947



It's Deelicious!
Blended with expensive IMPORTED BOHEMIAN HOPS
for finer flavor—finer beer



It's Deelightful!
Extra Pale, Extra Dry, Extra Smooth



**It's FOX
DE LUXE
BEER**



FOOD IMPORTED BOHEMIAN HOPS FOR FOX DE LUXE

MILLIONS ARE NOW
"Smart as a Fox"
they're drinking
FOX DE LUXE
THE FINEST BEER WE EVER BREWED

FOX DE LUXE BREWING CO.
GRAND RAPIDS, MICH.

Distributed by
FRUIT BELT BEV. CO.
Stevensville, Mich.
Phone St. Joseph 3-7355

Ad with the Grand Rapids, Michigan location

At Your Dealer's Now!

TO INTRODUCE
The NEW
FOX DELUXE

It's EXTRA PALE!

Your Dealer has Sensational News... This Week Only!

Your dealer has some real news for you. Sensational news that will make you feel really good! It's to introduce the great, new Fox De Luxe Premium Beer.

This great new Fox De Luxe is at your dealer's now. It's new—it's extra pale—it's really private stock. Blended with choice, imported Bohemian hops. A real premium beer—yet you pay no more.

To introduce you to this fine, extra-pale dry Fox De Luxe Beer your dealer will let you take advantage of this news for a limited time only. Don't miss this opportunity! Ask him about it while there is still time.

We know that once you have tried this great, Fox De Luxe you will never want to drink any other beer. So don't wait! Try the new Fox De Luxe now while your dealer has this amazing news for you.

FOX DELUXE BREWING COMPANY

Hurry! Hurry!
For This Week Only in Holland and Allegan County. Ends September 26.

DON'T SAY FOX...
say Fox De Luxe

Fox De Luxe Brewing Co., Grand Rapids, Mich.

Not clear what is "new", seems same beer label as previous year. Where are the dang beer cans???

"MAKE MINE ALPINE"

THE BEER WITH THE
GRAND FLAVOR FROM
THE OLD TYROL.....

Alpine

Pilsner BEER

NOW . . . brewed in America by Norman Rohde, an accomplished brew-master! Alpine Pilsner brings you delightful aroma and delicious "old-country" flavor never before offered in any American beer!

Try it today, at your favorite tavern, club or at home! Alpine Pilsner comes in the regular 12-oz. bottle and cans. Quarts and the HALF-GALLON DRAFT! You'll want Alpine Pilsner DRAFT at home! You'll want to savor the full, light richness of this fully ripened Tyrolian-style beer, because Alpine Pilsner DRAFT in the half-gallon size—direct from the aging cellars—is in its natural, delicious flavor! Here is grand-tasting beer at its topmost best!

TRY IT . . . then you'll say "MAKE MINE ALPINE!"



IMPORTED Quality at POPULAR Prices

FOX DELUXE BREWING CO., GRAND RAPIDS, MICH.

Finally, some beer can love. This ad ran for several months earlier showing just the three bottles, but in this one the graphic designer shifted them a bit and added picture of the Alpine beer can!

WHICH IS YOUR FAVORITE?



Patrick Henry Beer

IN THE BROWN BOTTLE

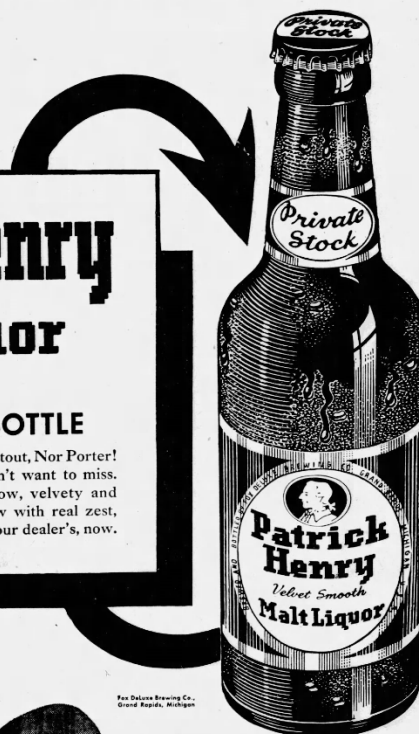
● Patrick Henry Beer is now in bottles by public demand. Blindfold tests against competitive beers gave Patrick Henry "First" in good taste tests. Everyone says, "No finer beer can be brewed." The special ingredients and formula of Patrick Henry Beer make it more expensive to produce—**yet it has been made available to you at popular prices!** Enjoy Patrick Henry Beer today. On draft—and now in bottles at your dealer's.

OR

Patrick Henry Malt Liquor

IN THE
FAMILIAR GREEN BOTTLE

● Malt Liquor is Not a Beer, Nor Ale, Nor Stout, Nor Porter! Oh! What a drink this is—a brew you don't want to miss. Truly a he-man drink. It's smooth, mellow, velvety and absolutely different. When you want a brew with real zest, try this fine Patrick Henry Malt Liquor. At your dealer's, now.
Truly a He-Man Drink!



Two Great Brews
NOW AT YOUR DEALER'S

Fox Deluxe Brewing Co.
Grand Rapids, Michigan

Can't yet find the beer cans advertised, but this corresponds to the brown (IRTP) and green Patrick Henry cans

Patrick Henry



"CAPTURES" GRAND RAPIDS— and all MICHIGAN!

Yes! PATRICK HENRY BEER... that finest of premium beers, with all the flair, thrill and quality of a great name. And with thousands of dealers making it available to you here and throughout the Middle West—PATRICK HENRY, the Premium Beer in the Gold'n-Clear bottle, is really making history.

Get acquainted now with Patrick Henry Beer. You'll be proud to serve this finest of premium brews... and the first taste will win your preference. Such sparkling clarity! So smooth, so mellow—tempered to the connoisseur's taste. A symbol of gracious living, for those who appreciate the very utmost in quality and styling.



Patrick Henry

And Here... for Men...

Patrick Henry Malt Liquor

Oh, what a drink this is! Different! Not beer, ale, stout or porter! Smooth, mellow, velvety—and absolutely different!

When you want a man's brew with real zest—ask for PATRICK HENRY MALT LIQUOR. In the green bottle.



**The PREMIUM BEER
That's Making History**

... In the Gold'n - Clear Bottle

**Available at Leading Dealers
Throughout Michigan
And The Middle West—
Michigan's Only Premium Beer**




FOX DELUXE BREWING CO.
Grand Rapids, Mich.

This corresponds to the Magistrate beer can. Multiple ads run concurrently asking “which is your favorite” between the three, showing Fox Deluxe was producing the labels same time period

GRAND RAPIDS' ONLY BREWERY

Moves Ahead With a Great City!



BREWERS OF
FOX DELUXE BEER

FOX DELUXE BEER is famous for its balanced flavor — never bitter, never sweet — but just right. Slowly, thoroughly-aged, Fox DeLuxe with its satisfying flavor holds millions of old friends . . . wins thousands of new.

AND
PATRICK HENRY

Patrick Henry Premium Beer—
Here is an extra pale, dry beer—premium-brewed and gold'n clear. Brewed and bottled for those who appreciate gracious living. Truly the Finest of All Premium Beer.

Patrick Henry Malt Liquor—
in the green bottle. It's different! Not beer, ale, porter or stout. You'll like its velvety smooth, mellow flavor. Try the He-Man's drink and be convinced.

A bit hard to read, but trucks advertise both Fox Deluxe and Patrick Henry

11.10 End of Fox Deluxe : Grand Rapids – December 14, 1951

Fox Deluxe Brewing Co., Grand Rapids brewing concern since 1940, will suspend operations but continue to function through distributors.

Peter Fox Brewing Co., Chicago, with which the Peter Fox concern is affiliated, will supply distributors.

12 Frankenmuth Brewing Company, Frankenmuth : 1933-1954

Operated for several decades but hard to search for information since appears now home of the modern Frankenmuth micro-brewery. A range of nice beer cans produced, from pre-war cones to post-war flats.



12.1 Frankenmuth Dog Gone Good – August 19, 1948

Dog-gone Good



Announcement

NOW . . . Frankenmuth Beer and Ale is obtainable at your favorite bar, tavern, grocery or beer store in Benton Harbor and Van Buren County. We take pride in announcing that these popular brews are now being distributed in this area by the . . .

Tony's Beverages, Inc.
115 N. Fair St. Phone 6060 Benton Harbor



You will enjoy the downright goodness of these delicious brews that are made with sparkling spring water and aged to a ripe smooth mellowness. You too will say Frankenmuth is Dog-gone Good. Look for "Frankie" the famous Frankenmuth dachshund trademark on the label and on your dealer's counter. Frankenmuth is different . . . deliciously different. Try it...you'll like it.



**HEAR THE FRANKENMUTH
BARBER SHOP QUARTET
EACH WEEK DAY EVENING ON STATION
WJR 5:45 to 6:00 p. m. E.D.T.**

FRANKENMUTH BREWING COMPANY
FRANKENMUTH, MICHIGAN

Frankenmuth
BEER and ALE

These are the "Dog Gone Good" and "Old English Brand Ale" bottles, but where are the can pictures?

**"IT'S MY KIND
OF BOCK!"**

...says **BERT WELLS**, the Frankenmuth bartender

"Real, old-fashioned bock beer—that's Frankenmuth bock—Michigan's largest-selling bock—the kind of bock you'd expect from the brewery that gives you the best of all dry beers Frankenmuth Mellow-Dry"



It took the brewery that won the Merit Award to make the bock with a difference

Nowhere in all Michigan will you find a bock beer like Frankenmuth bock—so hearty in flavor, so perfect in taste. For, brief as the bock season may be, Frankenmuth—and only Frankenmuth—gives its bock that special traditional care and proper aging that is essential to bock at its best.

It's no wonder then, that year after year Frankenmuth has been the largest selling bock beer in Michigan. And doesn't it make sense that the brewery that gives you a bock that's so much better should also give you the best tasting beer?

Well, you just try Frankenmuth Mellow-Dry Beer and you'll find yourself saying, "M-mm!—that's MY kind of dry!" For, among the many so-called dry beers, Frankenmuth is *dry with a difference*—dry with just the right *Flavor*—dry but *never bitey or harsh*—*Mellow-Dry* the way a beer should taste.

Yes, for the best in beer, bock or regular, ask for Frankenmuth. Remember, Frankenmuth is the *only* brewery to win the Merit Award and the International Cross of Honor for all products—Beer, Ale, and Bock.



**Try
it
today**

**Frankenmuth
Bock Beer**

Frankenmuth Brewing Company Frankenmuth, Michigan
Also Brewers of Old English Brand Ale—Michigan's largest selling ale

See Bert Wells, the Frankenmuth bartender on the George Scotti Show, WWJ-TV—7:30-7:45 Mondays and Thursdays.

FRANKENMUTH—WINNER OF MORE AWARDS FOR QUALITY RECENTLY THAN ANY OTHER ALE, BOCK AND BEER

Too bad this goat design never made it onto a beer can

12.3 Frankenmuth Nut Brown Bock - March 1954

today *The King is Here!*

Michigan's FAVORITE

BOCK IN... **KING SIZE**
QUARTS

Frankenmuth
Nut Brown
BOCK

TODAY . . . on sale all over town, so hearty, rich and creamy-smooth, the finest BOCK you ever tasted. Your dealer has it in the NEW KING SIZE—with 3 big delicious glasses in every quart. Also in 12 oz. bottles and cans. Try it . . . you'll say, —“Man . . . Frankenmuth Bock—that’s MY FLAVOR”

the FLAVOR tells you why - it's

Michigan's LARGEST SELLING BOCK *Year After Year!*

Great to see ad showing the bock beer can!

"There's only ONE Mellow-Dry!"

... says BERT WELLS, the Frankenmuth bartender

*"Make no mistake, friends—
Frankenmuth is dry with
a difference—your taste
will tell you there's only
ONE Mellow-Dry Beer!"*



**Try Mellow-Dry Frankenmuth—Prove to yourself
that here's the beer that's dry with a difference!**



**TRY
IT
TODAY**

See the Scott Show,
with Bert Wells, W.W.J.-TV,
10:00 to 10:15 P.M.,
Monday, Wednesday,
Thursday, Friday

FOR A BEER that's never bitter, never harsh—
for a beer that's never weak or bland—
try Frankenmuth. You will find Frankenmuth
is a beer that is truly Dry with a Difference
—Mellow-Dry!

What makes the difference? It is Franken-
muth's exclusive brewing process which more
completely converts the natural grain sugars

into alcohol. The result? Mellow-Dry flavor—
a flavor that no other beer at any price can
match. Don't be confused when others use
Frankenmuth colors or attempt to imitate our
name and claim—*let your own taste decide!*

Try one bottle, one glass, of Frankenmuth.
You'll join the millions who say, "M-m-m;
Mellow-Dry! That's MY kind of Dry!"

Frankenmuth Brewing Company • Frankenmuth, Michigan

**MELLOW-DRY
Frankenmuth**

MORE AWARDS FOR QUALITY RECENTLY THAN ANY OTHER ALE; BOCK AND BEER

12.5 Frankenmuth Mel-O-Dry – April 13, 1955

V.I.P. Very Improved Process **IN ALL 3**

makes the difference...YOU CAN TASTE!

Exclusive PRESSURE COOKING

In every refreshing glass after glass of Frankenmuth MELODRY ... you can prove for yourself—as thousands are doing each day—why Frankenmuth's exclusive Very Improved Process brings you the finest taste satisfaction.

... exclusive pressure cooking—as every housewife knows—brings out the best in flavor ...

In all 3 ... 32 oz. Quart—12 oz. Bottle or 12 oz. Can ... V. I. P. makes all the difference! That's why we say ...

COMVENIENT 12 OZ. CAN

PRICE SAVING 12 OZ. BOTTLE

PARTY-SIZE 32 OZ. ECONOMY QUART

You'll like TODAY'S

Frankenmuth MELO DRY BEER ★ ALE

FRANKENMUTH BREWING COMPANY, FRANKENMUTH, MICHIGAN

How did this ad show up while I was searching for National Brewing ads??? The newspaper archives are great, but software is deterministic, how can the same keywords entered on different days get different results?

13 Geyer Brothers Brewing Company, Frankenmuth : 1949-1986

Operated under the name Geyer Brothers for number of years yet only produced three beer can designs carrying the Geyer Brothers mandatory, and only the Frankenmuth Light was ever filled, and even then only 368 cases in 1974. The Frankenmuth Dark and Geyer's Lager cans were never sold to the public.

A Relationship of Sebewaing Beer and Geyer's Brothers in Frankenmuth

📅 March 9, 2014

My sisters, brothers, and parents have been in frequent communications with me since I started this project. My father, William B. Thede has been calling me several times a week whenever he remembers something about the brewery. His last call was good for some history that perhaps never would have been revealed otherwise.



One of Many Beer Labels from Geyer Brother's Brewery

Shortly after my dad's discharge from the Army in April 1963, he was asked by his Father, Otto H.

Thede to drive his green Jeep to Geyer's Brothers Brewing in Frankenmuth with three stainless steel buckets of yeast from the Sebewaing Brewery. That would mean in 1963, this brewery in Frankenmuth used Sebewaing Beer yeast to restart the brewery and some of the future Geyer's Brothers labeled beer!



John Kintenko (holding case), William B. Thede (most right), Army Photo Stationed in Fort Polk, LA

There was interest from Geyer's Brothers to purchase the Sebewaing Brewery in 1966 when it was clear the State of Michigan was insistent on the payoff of back taxes. For whatever reason(s) and as the locals know, it never happened.



14 Goebel Brewing Company, Detroit : 1873-1964




Operated in some form from 1873 to 1964, other than closed during prohibition, until acquired by Strohs in 1964. Goebel and Stroh become major competitors in the state and had brew houses facing each other across Gratiot Avenue. There is an entire chapter dedicated to Goebel in Peter Bluhm's book.

So many different beer cans produced, pre-WWII, OD, cones, flats, tabs, 8oz, rare 11oz, many 12oz through 16oz (no quarts). There is a large amount of breweriana advertisement pieces.






HINT TO HUNTERS



FROM THE CYPRESS CASKS OF GOEBEL

THAT sizzling haunch of venison up at camp is going to taste a whole lot better washed down with sparkling Goebel Beer. You can easily "tote" a generous supply for your entire party if you order Goebel in compact Keglined cans. Hunters and "heart players" alike prefer Goebel Beer because it's always fully aged. Always uniform. Always mellowed to creamy smoothness in the famed Cypress Casks. Slip a case of "cans" in the car for the trip north! And be sure to have a few bottles on ice for your welcome home!



GOEBEL BEER

GOEBEL BREWING COMPANY, DETROIT, MICHIGAN

Tune in "30 Minutes in Hollywood," WBCM, Sunday 6 to 6:30 p. m.
Hear George Jessell, Norma Talmadge, Tommy Tucker' Orch.

Note the earlier style German eagle. This was later changed to the more modern American eagle with the Goebel Gold Label brand due to negative publicity during WWII.

GOEBEL

***FIRST** with all three!*



Today you can get beer from the famous Cypress Casks in Keglined cans—glass steinies—standard bottles. Goebel is *first* with all three.

Order a case of Goebel today—in your favorite containers. Call for Goebel on draught at your favorite tavern. However you prefer it served, Goebel is America's best-tasting beer—skillfully brewed, fully matured; mellow, creamy, satisfying!

FROM THE CYPRESS CASKS OF GOEBEL

14.3 Goebel German Eagle – August 13, 1936



***Keglined Cans**
The full-bodied, mellow flavor of Goebel beer on draught now comes to you in Keglined cans!

GOEBEL

Scores Again!

Now America's finest tasting beer is available in Keglined cans! Chalk up another score for Goebel.

We've come a long way in just a little more than two years. First, we introduced beer from the famous Cypress Casks. We put it on draught in all your favorite taverns and packed it in standard bottles for home use.

Then we put it in steinies—for greater convenience.

And now we present Goebel—same, fine, mellow, smooth, creamy Goebel—in Keglined cans! They're easy to handle! They chill faster and give you much the same flavor as Goebel on tap.

Order a case of Goebel right away! It's America's best tasting beer—in any container!

FROM THE CYPRESS CASKS OF GOEBEL

Multiple ads, same brand, since a rare can and the copper minty really pops!

14.4 Goebel Gold Label – August 9, 1939

HOOK ONTO THE NEW TASTE LEADER!

SLOW BREWED
FOR THAT TASTE YOU
MISS IN OTHER BEERS

The Premium Beer
at No Premium in Price

GOEBEL GOLD LABEL BEER

THERE'S something about the taste of Goebel Gold Label Beer that makes a fellow glad to be alive. Next time you hanker for a glass of beer, why not hook onto a can of Goebel Gold Label? Every one of the millions of regular Goebel boosters began by *trying* one glass. That's all it takes—just one nibble.

For your convenience . . . Goebel Gold Label Beer in 12-ounce export and steinie bottles, and in E-Z to carry 12 and 24 can cartons. You will also like Goebel draught.

GOEBEL BREWING COMPANY, DETROIT, MICHIGAN

GOEBEL GOLD LABEL BEER

Note the ad mentions “**export**” and “**E-Z to carry 12 and 24 can cartons**”. So far unable to find any ads that actually show the packaging other than bottle carriers. And where was the “Export” going? Likely Canada.

BREWED AND PACKED BY GOEBEL BREWING CO., DETROIT, MICHIGAN • WITHDRAWN FREE OF INTERNAL REVENUE TAX FOR EXPORTATION • 12 FLUID OUNCES OR 35.5 CENTILITRES



14.5 Goebel Gold Label – August 08, 1941

WHO'S IN FAVOR OF
Moonlight?



TAKE your best girl for a moonlight boat ride. What could be sweeter? And here's another suggestion worth considering. Try Goebel Beer when you're out with the girl friend. Thousands are swinging over to Goebel every day.

33 MILLION MORE BOTTLES OF GOEBEL SOLD IN 1940 THAN 1939 . . . GREATER GAIN THAN ALL OTHER MICHIGAN BREWERIES COMBINED!*

Popular demand for Goebel jumped 33,096,504 more bottles in 1940 than in 1939. This is a gain of over 107,000 bottles a day! Friends, those figures say plenty for the good taste of Goebel.

News about the good taste of Goebel gets around. They call for it in Boston and Philadelphia, in Miami and New Orleans, in St. Louis, Milwaukee and Chicago. Say "Goebel" next time for a change and see why millions are switching. Goebel Brewing Company, Detroit, Michigan.

*From figures compiled by Investment Statistics Company



Call For Goebel Beer In Bottles,
6-PAK Can Cartons Or On Draught

GOEBEL

MICHIGAN'S *National* BEER

RIGHT FROM THE CYPRESS CASKS OF GOEBEL

Drink Beer, the Beverage of Moderation.



Same American eagle for years, slightly different side panels

14.6 Goebel Gold Label – September 17, 1941

Collier's for September 17, 1941

What This Country Needs is More *BICYCLES "BUILT FOR TWO"*

IN ALL our hurly-burly let's not get too far away from the simple life — bicycles "built for two," wicker roasts, picnics, clam bakes, barn dances, family reunions. That's the life! And Goebel Beer fits in perfectly with every get-together.

The first time you taste Goebel you'll be as thrilled as the fellow who found the famous Kohinoor diamond—well, that's putting it a little strong, perhaps, but you will be delighted. It's really amazing how this one brand of beer is sweeping the country. The increase in the number of people who have switched from their favorites to Michigan's National Beer is almost unbelievable, especially when you stop to think of the many other fine beers you can get. The secret? That's easy. It's T-A-S-T-E.

We honestly expect you will like Goebel better than any beer you ever tasted. Try it today!

Great changes in popularity. In 1940, only one other brewery in America gained as much as Goebel; and the Goebel gain for the last 19 months exceeds 24 million bottles.
GOEBEL BREWING COMPANY • DETROIT, MICHIGAN

HOW YOU CAN HAVE YOUR GOEBEL!

Drink Beer. The Beverage of Moderation.

Goebel Beer is regular 12 ounce bottles and cans and the original Boston bottle.

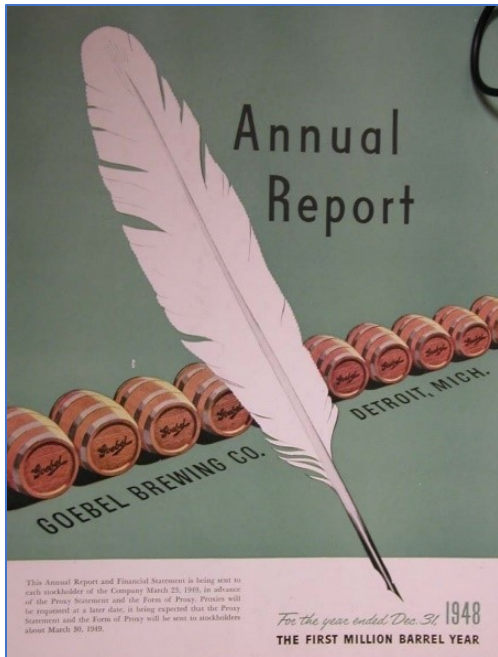
GOEBEL

MICHIGAN'S *National* BEER

RIGHT FROM THE CYPRESS CASKS OF GOEBEL

Simply cool to see an early ad with some color. Strange though not a Sunday ad, but instead Wednesday

14.8 Goebel Extra Dry - 1948



All breweries likely sent colorful annual reports to their shareholders, so few documents survive today

14.9 Goebel Extra Dry – 8oz Bantam or 12oz – 1950



First time anywhere!

GOEBEL BEER IN BANTAM CANS

ACTUAL SIZE
8 OUNCES

It's another Goebel first! Goebel has scooped the beer industry again . . . with a new 8-ounce Bantam Can!

And what a convenient package it is! You can stack more Bantam Cans in your refrigerator. They chill quickly, are ready in a hurry to give you quick refreshment.

Pick up a case of Bantam Cans from your dealer today.

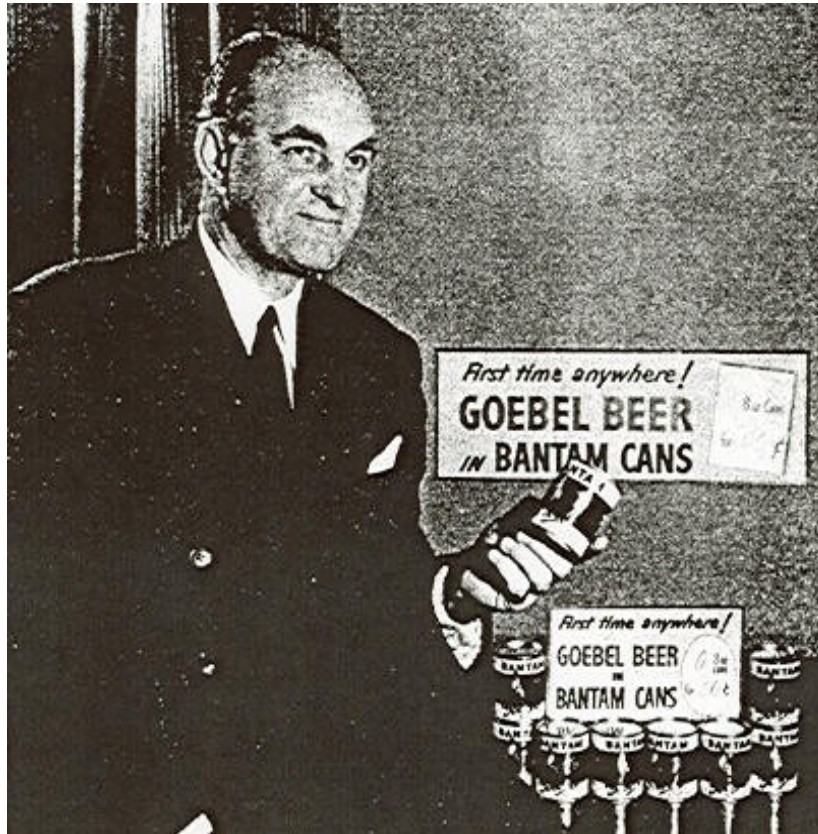
America's handiest package, designed for those who want a generous glass of beer

BUY THE CASE —
36 BANTAM CANS
FOR YOUR CONVENIENCE

© 1950 Goebel Brewing Company, Detroit 7, Michigan

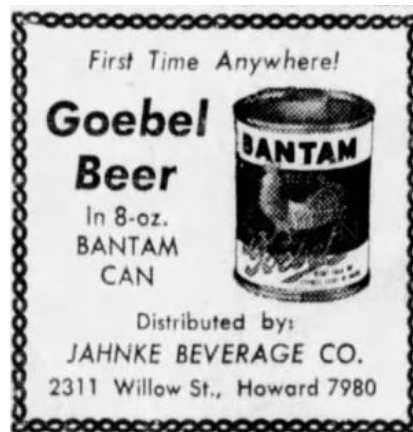
For so many Goebel 8oz brands, ads featuring the actual cans are very hard to find in Michigan papers

14.11 Goebel Bantam – 1950



Goebel President Edwin Anderson, holds one of the new 8oz Goebel cans in a 1950 publicity photo. Image borrowed from Mark Benbow's Rusty Cans website.

14.12 Goebel Bantam 8oz – February 06, 1951



“Try today’s extra-dry

GOEBEL BEER

The Best
Goebel
Ever Brewed!”



Have you tried the new, 8-ounce Bantam Cans?



UP.. UP.. UP.. IN POPULARITY

GOEBEL BEER

IN BANTAM BOTTLES AND CANS

Try nationally famous, extra dry Goebel Beer. . . It's mello-ized, the new Private Stock 22. Or try the original Bantam bottle and the new 8 ounce Bantam can. Anyone of these fine beers is perfect for a quick—time—out treat at home or away, because each one brings you a generous glass of beer that's unexcelled for fine, rare quality.

...it's Mello-ized

PRIVATE STOCK 22

BANTAM

GOEBEL BEER

DISTRIBUTED BY
JAHNKE
BEVERAGE COMPANY

2311 WILLOW ST. HOWARD 7980

Note this is the rare **green Goebel Old Original Ale**. This seems clear was filled as early as 1951

"My Lucky Brew is 22"

SAYS **MARY LOUISE**

Radio and Television Star

GOEBEL BEER
PRIVATE STOCK 22

it's Mello-ized

Once you try Goebel Private Stock 22 Beer, you'll agree with Mary Louise that "your lucky brew is 22." For Goebel Private Stock 22 is **MELLO-IZED**... made smoother, better tasting by a secret process, exclusive with Goebel.

Ask for Goebel Private Stock 22 next time you order beer. Just say "Goebel 22" at your favorite tavern or neighborhood store.

IT COST
\$2,000,000
TO PERFECT



© GOEBEL BREWING COMPANY, DETROIT 7, MICHIGAN

THE GOEBEL TWINS SAY—

“Double your enjoyment”



GO GET GOEBEL 22 BEER

The Goebel Twins make their debut to say try Goebel 22! Yes, the Goebel girls know you'll enjoy the best beer brewed today . . . beer that's brewed to suit *today's* taste.

You see, Goebel Private Stock 22 is *double smooth*, *double mellow*, and light and sparkling, because it's Mello-ized by an exclusive Goebel process.

So go get Goebel 22 and treat yourself to the beer that gives you *double enjoyment* in every bottle or glass.

double smooth
double mellow



it's Mello-ized for better taste

GOEBEL BREWING COMPANY DETROIT AND MUSKEGON, MICH.
OF CALIFORNIA, OAKLAND, CALIF.

Today's Best Buy!

NEW GOEBEL FAMILY-PAK

6
CANS
98¢

Frosted Quality..Only Goebel Has It



A Family Pak of four regular cans of Goebel Beer plus two Goebel Banta ns, a choice of two sizes! Six cans of sparkling, frosty-dry Goebel, full of that famous Goebel flavor and quality... and all for just 98¢.

Take Home A Goebel Family Pak!
It's today's best buy. And remember, Goebel is better, because it's *Frosted for Finer Flavor!* Take home a Family Pak today!

FROSTED FOR FINER FLAVOR

GOEBEL BREWING CO. Detroit and Muskegon, Mich.
of California, Oakland, Calif.

ANNOUNCING

SOMETHING WONDERFUL!

Another Goebel First

*New Goebel
Luxury Pak*



Six Goebel Bantams 78¢



*Only Goebel
is Frosted
for
Finer Flavor*

First in Quality. It's the new, exclusive Goebel "Luxury Pak." Six 8-oz. Bantam size cans of Goebel Beer, in a smart compact Luxury Pak carton. It's easy to carry, easy to store . . . quick to chill. And each Goebel Bantam holds just the right amount of sparkling, frosty-dry Goebel Beer to give you complete refreshment. Yes, here's quality and luxury at economy price!

Buy the new "Luxury Pak" of Goebel Bantams at your favorite store. It's the lowest priced quality 6-pak you can buy.

GOEBEL BREWING CO., Detroit and Warren, Mich.
© 1954

Nice to see the "Luxury Pak" packaging for the Nationally Famous

14.19 Goebel Luxury – July 26, 1955

Go
Goebel

Light Lager

Goebel

LUXURY BEER

IT'S ALWAYS A PLEASURE TO SERVE!

You'll go for the new live taste of Goebel that sets it apart from all other beers. A glass of Goebel tastes SO-O-O good!

Goebel beer in the handy six-can pack is a convenient, cooling way to add zest and appetite-appeal to summer menus. Happy thought! Try it with dinner!

THE GOEBEL BREWING CO., Detroit and Muskegon, Mich.; Oakland, Calif.

LIVE TASTE!

The original ad ran as a tall vertical strip. Randy has split into three pieces and increased size of the text area to make it somewhat readable in smaller paper book size.

14.20 Goebel PS22 – King Size – 1956

Move up to King Size

GOEBEL
22

Two glasses in every can.

GOEBEL
KING SIZE - HALF QUART

Light Lager

Goebel
BEER

Private Stock 22

IT'S ALWAYS A PLEASURE TO SERVE!

1/3 more beer!

Enough for both players in the king size half-quart can. Two cans and you serve a foursome. Royally. For only Goebel Private Stock 22 blends rare, imparted hops in such generous proportion. And only Goebel happily stands for a time in cypress casks, saving its traditional goodness for your hours of leisure. Make the smart move. Go king size Goebel.

Buy it in the handy six pack!
From the Cypress Casks of Goebel

GOEBEL PRESENTS THE DETROIT TIGERS ON RADIO AND TV

BREWED BY GOEBEL BREWING COMPANY, DETROIT AND BUREAUX, MICHIGAN

Chris finally found a 16oz Goebel ad, and it is the ultra-rare red/gold enamel half quart!

ONLY GOEBEL IS BREWED WITH CRYSTILLED WATER



Shown here is the patented Crystilling equipment recently installed at the Goebel Brewing Company. With this installation ordinary city water is made purer than the finest mountain spring water . . . water that is purer than nature's best.

Look for the beer
with the
bright blue label

Crystilled Water Another Goebel "First"

Crystilled water is the first sound, sensible and scientific approach toward the improvement of beer quality and flavor since the turn of the century. Only Goebel can produce it, because Goebel is the only brewery in the U.S.A. that has the patented deionization equipment (see above) it takes to free water completely of all impurities.

Thousands who have already visited our Crystilled Water Technical Control Center in the Goebel Brewery have been amazed to see this equipment deionize water . . . remove from ordinary city water the positive charged ions and negative charged ions of minerals, chlorides, fluorides and all other elements damaging to the uniformity and excellence of a fine beer's flavor. To really appreciate the wonderful difference crystallizing makes in the flavor of beer, ask for Goebel Private Stock 22 . . . the only beer brewed with crystallized water.

GOEBEL *Private Stock 22* BEER

14.22 Goebel Crystilled Beer – May 24, 1960



Drink Hearty! Drink Goebel!

CRYSTILLED TO GIVE YOU BIG BEER TASTE

Wonderful. Smooth. Satisfying. These are a few of the many ways to describe today's Goebel. It's the only beer that's Crystilled by a master brewer's process to bring out all the *Big Beer Taste* of the finest malt and hops. Treat yourself to Crystilled Goebel today. Discover the smooth flavor of the *Big Beer Taste!*



The Goebel Brewing Company, Detroit, Michigan

14.23 Some miscellaneous other Goebel brands

Strange that Goebel did such a good job newspaper advertising 1930-1950's but with later brands few and far between, and Chris able to find just some store/distributor mentions.

Brewed with Pure Crystilled Water

GOEBEL PRIVATE STOCK 22 BEER 12-oz. cans. **6 PAK 89^c**

March 05, 1959




Walgreen
DRUG STORES

Goebel Beer

6 — 16 OZ. CANS

\$ 1 25

November 14, 1957



Goebel's Beer

6 12-OZ. CANS

89^c

April 20, 1964

Brewed with Crystilled Water

GOEBEL BEER

6 PAK 89^c

12-oz. cans.


December 04, 1959

October 16 1959

Crystilled GOEBEL BEER

\$ 3 49

case 24-12 oz. cans



GOEBEL'S CAN BEER

8-oz. Cans

Case of 24

\$ 3 19

November 22, 1957



Will Produce Guinness ...

Goebel Investing \$2 Million Here

Muskegon plant of the Goebel Brewing Company is nearing completion of a large re-equipping and remodeling operation to make it a brew center for Guinness Ale and Guinness Lager Beer, brews now produced by Goebel's under a licensing agreement with the Guinness firm, of London and Dublin.

Guinness products will be distributed nationally from the Muskegon plant, which will produce only these brews. The Goebel beer will be brewed at the company's Detroit and Oakland, Calif., plants.

Edwin J. Anderson reported from Detroit today that current plans for the local brewery call for installation here during the summer of a complete canning operation to supplement the plant's modern bottling line installed last year, with other improvements, at cost of over \$2,000,000.

MAIN FEATURES of the plant conversion job are installation of air filtering and water filtering and distillation apparatus ordered by the Guinness firm. J. Wilson Smith, Muskegon plant manager, said the Guinness brew process "is exceptionally intricate and exacting, requiring much special equipment to assure the water used is free of chemical additives and foreign matter, and that air in the plant is filtered to remove industrial, diesel and other engine fumes, and aerosol matter."

He said a special yeast is used in the fermentation process, requiring considerable care and the attention of expert brewmasters. The plant already has processed several test batches of the ale and lager beer, and is awaiting opinion of a Guinness company brew expert on the result. If all goes well, it is expected the plant will be in full production within two months.

The Muskegon plant closed Nov. 10, 1954, about a month after announcement of the Guinness agreement. The closing resulted from the decision to convert the local plant to exclusive Guinness production.

Robert Schiffler, assistant to Mr. Anderson, said ultimate capacity of the plant here has not yet been determined. The bottling lines installed last year had a capacity for processing 1,000,000 bottle cases a year, or 24,000,000 bottles. An added canning operation would expand this considerably.

* * *

The Muskegon Chronicle

The original article ran as a long column, content has been copy/paste for better book formatting.

* * *

THE PLANT now has new control switchboards, plumbing, lighting and power facilities and a new cooling room. A modern brewery taproom will be completed by time the plant is in full operation. During the six-month re-equipment shutdown Muskegon area Goebel's distributors were served from the Detroit plant.

A partial work force now is on the job in the experimental phase with the new brews and yeast cultures. Mr. Smith reported when the product is approved for marketing the plant's operating staff of between 42 and 45 will be called back to work. He said production of the new brews is "sufficiently similar in process to make unnecessary any wide-scale re-training program for employes."



First time in America

Brite Lager Beer

GUINNESS.

Brite Ale



Backed by two centuries of tradition

For the first time, Guinness Brite Lager Beer and Brite Ale are being introduced in America. Entirely different, these Guinness brews are as sturdy and bright as an Irish brogue, yet subtle and soft as an Irish mist.

Brewed in the United States under the direct supervision of Arthur Guinness Son & Company, Ltd., and to exacting specifications that date back two hundred years—no finer domestic or imported beer or ale is available today. Today is the time to try it.

GOEBEL BREWING COMPANY
DETROIT AND MUSKOGON, MICH.; OAKLAND, CALIF.

GUINNESS BRITE LAGER BEER AND BRITE ALE DISTRIBUTED BY

ALBION BEVERAGE CO.

65 GREEN ST.

BATTLE CREEK, MICH.

14.26 Goebel Guinness Bottles – July 17, 1956

**NOW AT
AMERICAN
PRICES**

GUINNESS'
Ale & Beer

**World's Greatest Name
in Brewing—**

Brewed in the U.S.A. under the watchful eyes of Guinness experts, by the Goebel Brewing Company, Detroit and Muskegon, Michigan.



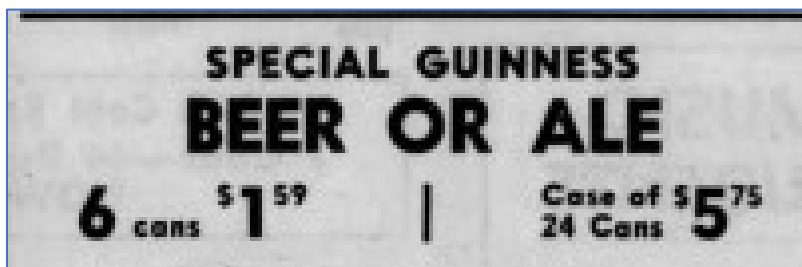
Note the original ad ran as a tall/skinny strip, edited to show the pieces side-by-side for better book format. This ad ran for many months, but depicted only bottles, why no love for beer cans!

14.27 Goebel Guinness Ale and Beer – 1956-1957



Can you help fill in the missing lot/vat numbers? Per the Lewandowski brothers, all numbers were accounted for at one time. Also, would really love to find any advertisements that show Guinness beer cans pictured.

14.28 Guinness Beer or Ale – February 10, 1956



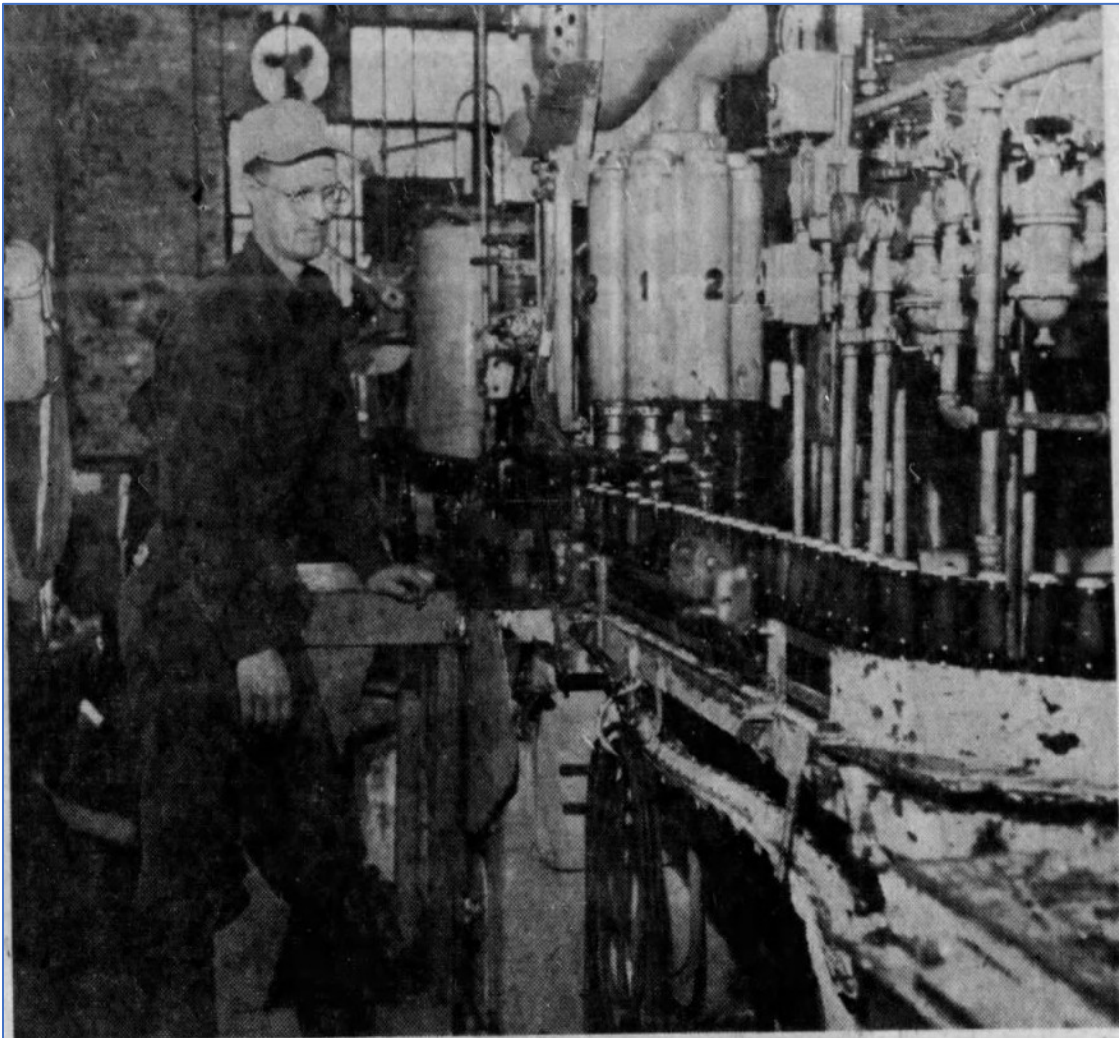
From the Times: Munster, Indiana

14.29 Oakland plant closing – January 17, 1957

DETROIT—Goebel Brewing Co. announced the sale of its idle Oakland, Calif., brewery and the discontinuance of its production of Guinness ale and beer. Edwin J. Anderson, president, said the California plant was sold for \$400,000 and at a book loss. The loss, he

added, will enable the company to recover \$500,000 in cash on its 1954 income taxes and an additional \$400,000 refund will be due the company as a result of its dropping Guinness. Substantial operating losses also will be eliminated, Anderson said.

14.30 Muskegon plant closing – September 26, 1957



End of the Line . . . Muskegon plant Goebel Brewing Company employe Carl Granbacka inspects and tests with meticulous care today as what will be the last brew of the local plant goes down the capping line headed for casing and shipment. The plant closes its doors tomorrow, ending the 81-year history of the brewing industry in Muskegon. Goebel personnel executives from Detroit are here to help the 60 local plant workers find new employment. The brewing company is holding a farewell party at Doo Drop Inn tonight for all plant workers. (Chronicle Staff Photo)

14.31 End of Goebel Detroit – April 1964

Goebel Brewing Sold
DETROIT (UPI)—The Goebel Brewing Co. has been sold to an unnamed client for \$1.9 million, Federal Judge Ralph M. Freeman confirmed Monday.

Strohs Proves Buyer Of Distressed Goebel
STROHS PROVES—2 STATE
DETROIT (AP)—Stroh Brewery Co. of Detroit disclosed Tuesday it had been the "mystery buyer" of the debt-ridden Goebel Brewing Co. The \$1.95 million sale was confirmed Monday by U.S. District Judge Ralph M. Freeman, but he withheld the purchaser's name at the time.

STROH BUYS GOEBEL
DETROIT (AP)—Stroh Brewery Co. of Detroit disclosed Tuesday it had been the "mystery buyer" of the debt-ridden Goebel Brewing Co. The \$1.95 million sale was confirmed Monday by U. S. District Judge Ralph M. Freeman, but he withheld the purchaser's name at the time.

Stroh Brewery Buys Goebel

DETROIT (UPI) — Stroh Brewery Co., disclosed Tuesday it was the "mystery buyer" of the debt-ridden Goebel Brewing Company, which once was the leading beer producer in Michigan.

Federal Judge Ralph M. Freeman approved sale of Goebel for \$1,950,000 on Monday, but the identity of the purchaser was withheld at that time.

John W. Stroh, president of Stroh Brewery, cleared up the mystery Tuesday and announced that the sale included the Goebel brands and that production and sale of those brands would continue.

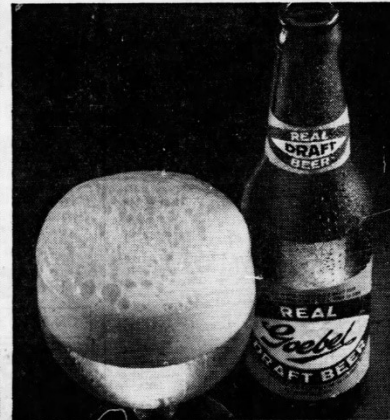
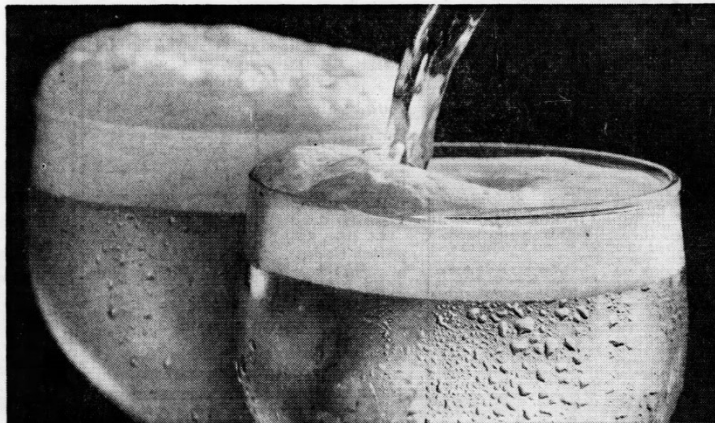
However, Stroh did not specify whether 160 workers at the Goebel's plant would be retained or whether the plant would continue in operation. Stroh said it would be some time before a decision on use of the plant would be made.

Handful of articles different newspapers April 1964. This means anything with the Goebel mandatory after 1964 must be Stroh DBA

14.32 Goebel Real Draft Beer – June 30, 1966



**Goebel left one thing out
of its real draft beer:
the barrel.**



Goebel Brewing Company, Detroit, Mich.

- 1** You know, that could leave us with an awful lot of empty barrels. But we don't care. And we're sure you don't, either.
- 2** What you care about is that real-draft-beer-straight-from-the-tap flavor, right? Tastes good. Goes down easy. Puts out your thirst, doesn't fill you up. That's Goebel!
- 3** Of course, it takes a very special process to get all that into a bottle or can. Goebel has it. Result: take-home draft beer just the way it'd be out of a barrel—only better.
- 4** It's better because you don't have to refrigerate it until you're ready to drink it. So you can keep a six-pack or two in reserve, and never run dry in the middle of lawn-mowing. Or the 11 o'clock news. Or any other time when real draft beer tastes best.
- 5** Try it. Learn why Goebel is the largest selling real draft beer in bottles (and cans) in town.



GOEBEL...real draft beer...draw one...or two...or three...or

Note the newer aluminium, taller can which would likely have the “drawn rocket bottom”

14.33 Goebel Golden Light Lager – October 1968

NEW



*REFRESHING NEW TASTE IN BEER
ASK FOR IT IN YOUR FAVORITE STORE*

Earliest mention of “Light Lager”, all other ads during this time period are of the “Real Draft”

14.34 Goebel Golden Light Lager – April 11, 1970

"NEW" Golden
GOEBEL



Light Lager
Is Back!

You Can Say What You Want About GOEBEL BEER, But You Have To Try It To Really Find Out For Yourself.

JOHNSON
DISTRIBUTING COMPANY

429 S. 10th Street — Phone ST 6-4173
DIVISION OF STROHS BREWING CO.

Stroh purchased Goebel April 1964, yet many later years still carried the “Goebel Brewing, Detroit” mandatory. At least this ad does mention Stroh

15 A. Haas Brewing Company, Hancock : 1942-1952

The city of Hancock is located north end of a short bridge spanning an inlet from Lake Superior emptying into Portage Lake, with city of Houghton just across the bridge on the south end. Strange the Hancock brewery address is also listed as “Atlantic & 600 Emma Streets”, so must have been renamed and/or minor relocation. The only cans produced are Copper Club cone tops, and brewery renamed Copper Country in 1952.



16 A. Haas Brewing Company, Houghton : 1933-1942

The Houghton brewery remained active/listed during Prohibition which makes it an oddity, likely producing “near beer” during that period. Only one beer can brand produced, Haas with large red oval, but three variations of the “water” statement above the red oval. Address listed as “Atlantic & 600 Emma Streets”. Looks like the lakefront building was demolished after the company moved across the short bridge to Hancock.




16.1 Haas LP – November 12, 1937

Now You Can Buy
HAAS BEER
*in Cap-Sealed
Cans*

Today you can buy the well-known Haas Pilsner beer in the new, convenient light-weight container—the Cap Sealed Can. Order some from your dealer and enjoy Haas beer at its best.

A. Haas Brewing Co.
Phone 79 Phone 79

A vintage Haas Beer can is shown on the right side of the advertisement. The can is dark with a white label that features the word 'Haas' in a large, white, script font. Below the script, the word 'BEER' is printed in a smaller, white, sans-serif font. The top of the can is sealed with a cap, and the words 'PURE SPRING WATER' are visible on the neck of the can.



By Jiminy, it DOES Taste Better!!

Beer drinkers have always agreed that they like the mellow flavor, the rich body we brew into our beer.

But such taste must be carefully protected between the brewery and your glass. That's why we put our beer in Cap Sealed Can—the can that's made for beer, and made for your convenience.

Try some tonight in your own home and see if you don't agree with other good judges of fine beer that "By Jiminy, it does taste better" in its modern new container.

Also In Bottles And On Draught.

TEN REASONS WHY THE CAP SEALED CAN IS BETTER FOR BEER.

1. Opens and pours like a bottle.
2. Special lining applied after can is made guards taste
3. Beer flows from a clean cap-protected opening
4. Small opening keeps out flavor-robbing oxygen
5. Can shields beer from harmful light
6. Cools faster
7. No deposits; no returns
8. Saves half the weight
9. Takes less room in refrigerator
10. Drink right from can.

Haas Brewing Co. Branch Tel. 1835 or 279

—ALSO IN BOTTLES AND ON DRAUGHT—

16.3 Haas LP – July 08, 1938

**“Keep Cool
With Good
Old Haas
Beer”**



In Bottles
and Cap Sealed
Cans At Your
Dealers

•

On Tap At
Your Tavern

•

— Quality Beer for 77 Years —

Direct Warehouse of
A. HAAS BREWING CO.

Phone 249 Next to Swift & Co., Ironwood

16.4 Haas LP – July 22, 1938



In The
Good Old Days
When “the iron horse” still had a staunch
competitor in the “wagon train.” Upper
Michigan people were drinking the best in
beer—

**Good Old
HAAS BEER**

Now as then, good old Haas is Upper
Michigan’s preferred beer. It is expertly
brewed of clear spring water and choice
ingredients by “old master” brewers.
Union made and on sale at the better
places.



Direct Warehouse of
A. HAAS BREWING CO.

Phone 249 Next to Swift & Co., Ironwood

The beer can photos in the above Haas ads are indeed hard to read, but at least they are trying to promote their brand with 1930’s technology, and frankly a more attractive design than much larger Fox Deluxe...

17 Honer Brewing Company, Battle Creek : 1940-1943

Previously the Silver Foam Brewing Company, 66 S McCamly St, 1938-1940. Renamed the Honer Brewing Company. Only one brand produced, Honer's, in both J-spout and HP variations. Both very rare in top condition, and a 1+ J-spout could not be located during the years of MBC photography.



17.1 Quit until war's end – January 02, 1943

Brewery to Quit Until War's End

Honer Squeezed Between Costs and Price Ceiling; Continues Making Ice.

The Honer Brewing Co., brewer of Silver Foam beer and owner of the City Ice Co., has announced that it will suspend production of beer for the duration of the war.

The loss of six brewery trained employees who cannot be replaced, and war-time restrictions affecting the business were factors that caused officials of the firm to discontinue brewery operations, G. E. Britten, vice president of the firm, said.

Mr. Britten explained that increased material prices have raised the cost of production to such an extent that it is no longer possible to sell the company's beer at the ceiling prices set by the government.

He said equipment in the plant would be maintained in such shape that operations could be resumed immediately should the situation change. Some of the employees of the brewery will be absorbed by the City Ice Co.

The firm is headed by William Honer, president, Mr. Britten, and William C. Berger, secretary and treasurer. The company has operated the brewery for nine years. Production last year totalled 25,000 barrels.

Unfortunately, Honer never reopened

18 International Brewing Company, Frankenmuth : 1955-1956

Operated just over one short year, so any cans carrying this mandatory pretty clear date produced. Frankenmuth Brewing shareholders sold in 1955 to a newly formed corporation International Breweries Inc, and after just one year, sold the Frankenmuth brewery plant to Carling's of Canada.



18.1 International / E&B lawsuit – September 30, 1956

Leroy Payne, president of E & B Brewing, disclosed last week that International Brewing Co. has dropped its suit for breach of contract against E & B. International had sued, alleging that E & B agreed to sell its plant at 2437 Orleans, which then left International Brewing free to sell its Frankenmuth plant to Carling Breweries. . . .



Reach for the
NEW LOOK



**Frankenmuth
MELO DRY
BEER**

W.I.P.
Very Improved Packages

W.I.P.
Very Improved Process

“...It’s Most Refreshing...”

Try it Today!

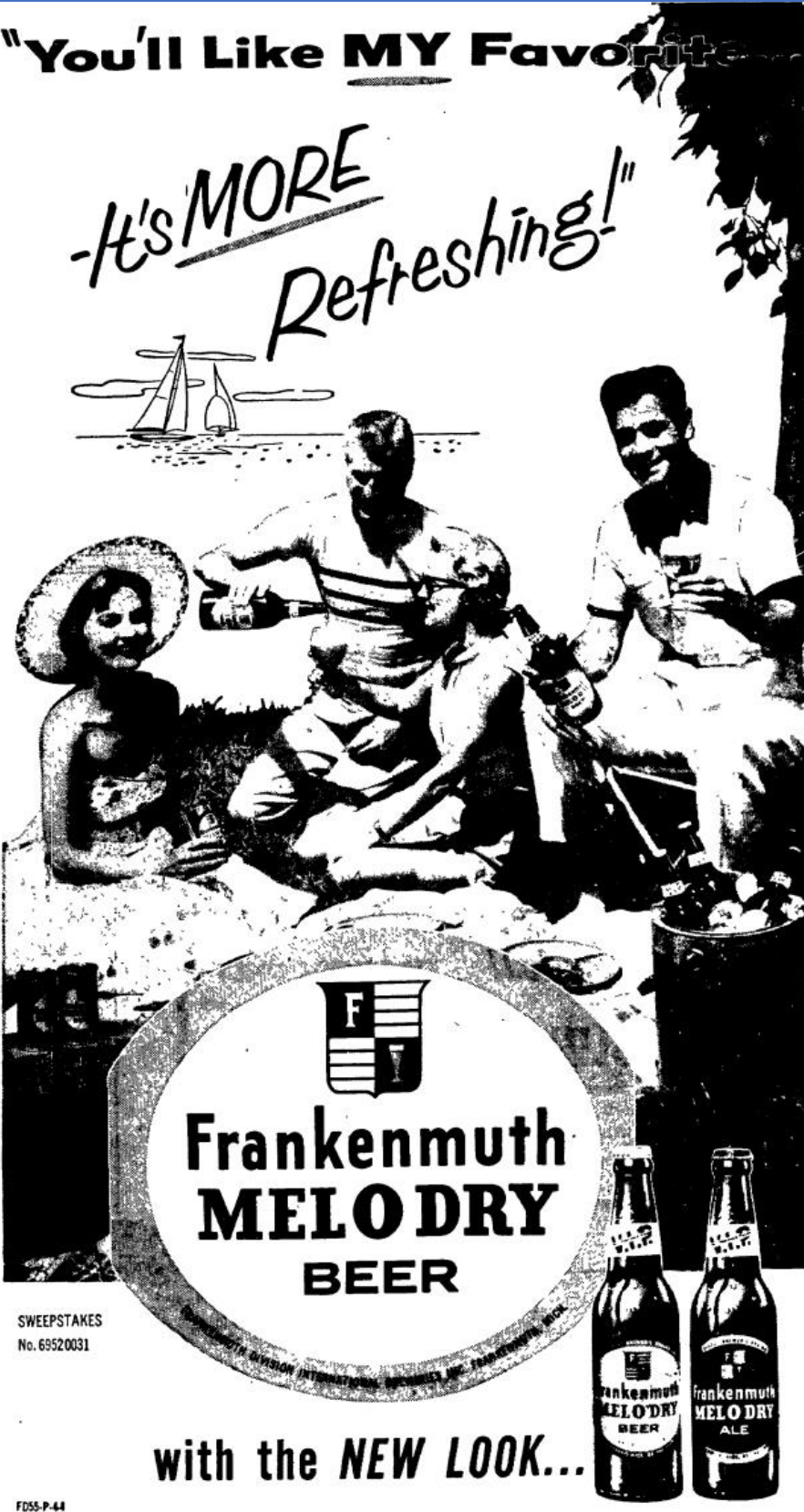


FRANKENMUTH DIVISION, INTERNATIONAL BREWERIES, INC., FRANKENMUTH, MICHIGAN FBSP-318

18.3 Frankenmuth Beer and Ale "New Look" – July 20, 1955

"You'll Like MY Favorite"

-It's MORE Refreshing!"



**Frankenmuth
MELO DRY
BEER**

SWEEPSTAKES
No. 69520031

FRANKENMUTH DIVISION INTERNATIONAL BEVERAGES INC. FRANKENMUTH, MICH.

with the *NEW LOOK*...

FD55-P-44

18.4 Frankenmuth Genuine Bock – March 14, 1956

Frankenmuth
is Michigan's largest selling
bock . . . *because it's*
genuine bock beer!

ON SALE NOW!

Many so-called "bock beers" are just the result of adding coloring to regular beer. But Frankenmuth is genuine bock—brewed from the finest ingredients of the fall harvest.

Its rich, deep color and true, mellow bock flavor are achieved by using "dark roasted" malt and long, natural aging. This is the reason why, year after year, Frankenmuth outsells every other bock beer in Michigan.

For a refreshing change of pace, enjoy a glass of Frankenmuth Genuine Bock Beer, today.

Product of INTERNATIONAL BREWERIES INC., Detroit, Frankenmuth, Michigan

19 Menominee Brewing Company, Menominee : 1933-1961

Note: Full name is “Menominee-Marinette Brewery Company” but so dang long..

Would be great to include some additional advertisements since little can be found about brewery details. Especially would be great to see ads for the Big Mac!



19.1 Menominee Silver Cream cones – 1953

You CAN Take It With You

A CASE of our tangy, tasty **Silver Cream** beer in cans fits into any corner, and you can carry it under your arm. So you can take it with you on any trip out of doors.

Because **Silver Cream** is in the can made to order for beer, you don't need a special opener—and you drink right from the can.

You'll enjoy the true brewery goodness of tasty, tangy **Silver Cream** beer in this can, too, because of its special lining—and you'll like the idea of no "empties" to carry home. Outdoors or at home, you'll enjoy **Silver Cream** beer.

Ten Reasons Why The Cap Sealed Can Is Better For SILVER CREAM Beer

1. Opens and pours like a bottle.
2. Special lining, applied after can is made, guards taste.
3. Beer flows from a clean, cap-protected opening.
4. Small opening keeps out flavor-robbing oxygen.
5. Can shields beer from harmful light.
6. Cools faster.
7. No deposits; no returns.
8. Saves half the weight.
9. Takes less room in refrigerator.
10. Drink right from can.

In The Cap Sealed Can

Tasty - Tangy
Silver Cream
B E E R

MENOMINEE-BREWING CO.
MARINETTE, WIS.

ALSO IN BOTTLES AND ON DRAUGHT

SINCE 1870



**Now's The Time for
A REEL Time!**

★



Menominee Beer hits the spot on a fishin' trip too! Menominee Beer has a mellow flavor, a clear richness and sparkle that refreshes as it restores lost energy. Take along a handy case of Menominee Beer in the Cap-Sealed Can . . . slip a few cans in your trout basket when you leave the car . . . it's really a lunch in itself . . . and there are no "empties" to bother with.

★

Left: May 03, 1941

Only One Guess
on how to play
the 19th hole



(For One Guess
is enough)

Ask for

**Menominee
BEER**

in those
easy-to-open
CAP - SEALED
CANS

. . . and here's
another tip!

Taking the folks out to the shore? Motoring? Going on a Picnic? Sailing? Be sure to have a better time by taking along plenty of Menominee Beer. It's a cool, wholesome, and refreshing summer drink. And when you take along Menominee Beer in cap-sealed cans, you unload the bother of returns . . . and it chills faster and takes less space. What's more you need no special opener . . . and you may drink right from the clean, cap-protected surface if you wish.



Right: August 10, 1941



On Your Decoration Day Trip

YOU **CAN** TAKE IT WITH YOU!
in the **CAP SEALED CAN**



A case of Menominee Beer in the cap-sealed can fits into any corner . . . and can be easily carried under the arm. You can easily take it with you on any trip out-of-doors.

And because it's in the can made-to-order for beer, you don't need a special opener and you may drink right from the can.



You'll enjoy the true brewery goodness of Menominee Beer in this can too, because of its special lining . . . so take along plenty . . . and you'll like the idea of no empties to carry home.

Nice to see the packaging included in the ad and the holiday still called "Decoration Day"

19.4 Menominee Champion – May 22, 1948



While brewed and filled in Menominee, this ad helps show that the breweries did distribute their beer to other states. This example, sold in Appleton, Wisconsin



**ANOTHER SUPER
EXCLUSIVE**

Silver Cream



SINCE 1870

From way up in Northern Michigan, we bring you Silver Cream bottle beer and Menominee Champion canned beer, "The Best What Is" at anywhere near the price. The Menominee Brewing Co. has 80 years experience in brewing good beer and outsells all other beers in its trade area . . . Try this high proof beer that most folks in northeastern Wisconsin prefer.

Everyday Low Prices

24 12-Oz. Bottles . . .	\$2.10*
6 12-Oz. Bottles53*
24 12-Oz. Cans . . .	\$2.97
<small>(No Deposit)</small>	
12 12-Oz. Cans . . .	\$1.49
<small>(No Deposit)</small>	
8 12-Oz. Cans . . .	\$1.00
<small>(No Deposit)</small>	
6 12-Oz. Cans75
<small>(No Deposit)</small>	

12 32-Oz. Quarts . . .	\$2.80*
4 32-Oz. Quarts95*
1 32-Oz. Quart24*

* Plus Deposit



SINCE 1870



SINCE 1870

Super BEER DEPOT

1621 PLEASANT ST. · HI-WAY 11

DIAL 2-1826, DON'S DELIVERY 4 TIMES DAILY.
FREE PARKING, STAY AS LONG AS YOU LIKE

Should be the rare non-IRTP variation, since the government requirement was dropped in March 1950. This ad also confirms the Champion cone was filled for many years, and well as this ad in a Wisconsin newspaper

19.6 Menominee Bock Beer – March 16, 1950

Here **TODAY!**

**Menominee
BOCK BEER**

Time to be gay . . . most of the winter's behind us . . . there's new cheer singing in your heart . . . the new spring sun swings higher in the sky . . . and the essence of both is in each sparkling glass of zesty MENOMINEE BOCK BEER.

Aged since last November after special brewing from a choice hard-to-obtain caramel malt, MENOMINEE BOCK is truly the Aristocrat of Bock Beers. Ask for MENOMINEE BOCK soon, on tap, or in bottles. Like all good things, the supply is limited.

Menominee Bock Beer is skillfully brewed according to the old school from the finest ingredients by the brewers of—

Silver Cream **BEER**

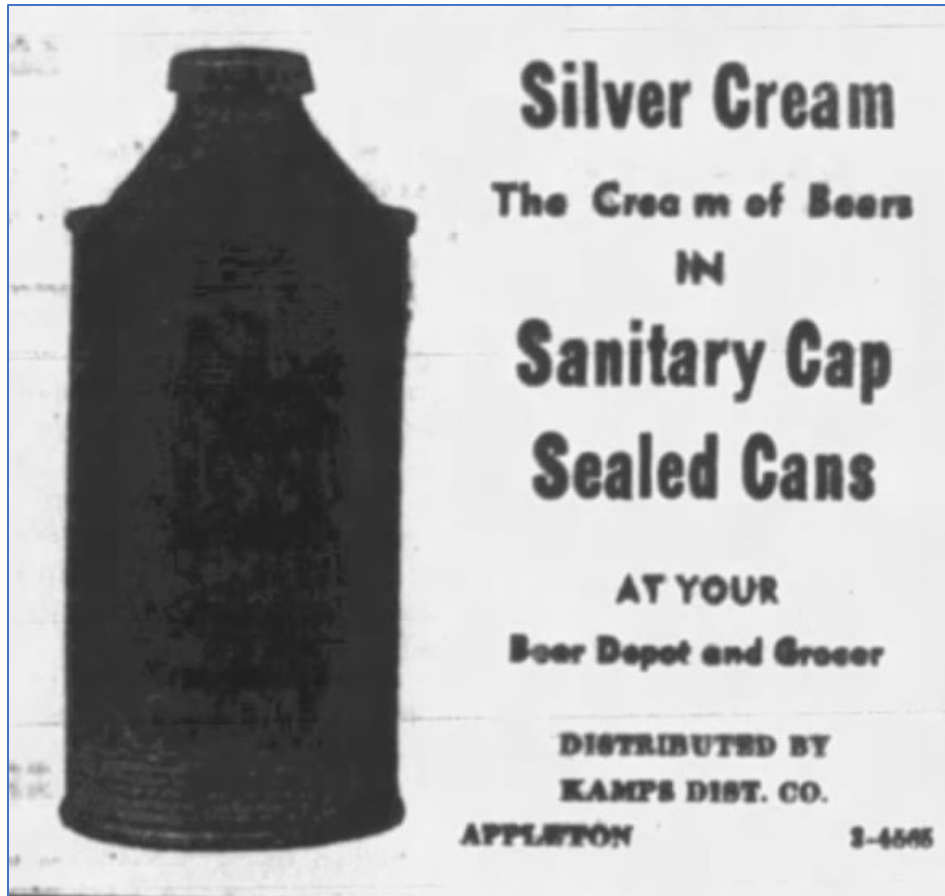
Distributed by
Bank Distributing Co.
718 Stephenson Ave. Phone 1588

MENOMINEE BREWING CO.
MARINETTE

A black and white advertisement for Menominee Bock Beer. The top left features the text 'Here TODAY!' in a mix of script and bold sans-serif fonts, followed by 'Menominee BOCK BEER' in a large, outlined serif font. Below this is a paragraph of promotional text. To the right, a hand is shown holding a bottle of the beer, with a detailed illustration of a goat's head with large, curved horns positioned above the bottle. At the bottom left, there is a small paragraph about the beer's quality. The bottom center features the 'Silver Cream BEER' logo in a stylized script and bold font, along with distributor information for Bank Distributing Co. and the Menominee Brewing Co. logo in the bottom right corner.

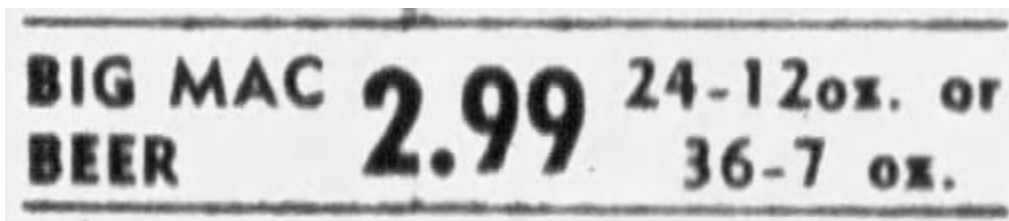
No Menominee Bock beer cans known, but an interesting ad of what could have been

19.7 Silver Cream Cream cones – June 17, 1955



Terrible picture but shows the cone tops were still available as late as 1955 and still using slogan “sanitary cap sealed cans”

19.8 At least Big Mac mentioned – September 1959



No idea if bottles or cans, but these appeared September 11 and September 17, 1959

SAM & DAN.. "The WORKING MAN'S FRIEND"

...Practically Give It Away!

SODA 24 — 7 oz. Bottles Assorted Flavors Plus Deposit **98^c**

PEPPERMINT SCHNAPPS **\$1⁹⁷**

5th



BEER **59^c**
6 PAK
Big Mac Nat.
Adv. By
Silver Cream
(Limit 2 — 6 Paks To Customer)

VERMOUTH **79^c**
Nat'l. Advertised
Sweet or Dry
Reg. 1.19
5th

GET OUR CASE PRICE FIRST

HOURS:
Daily 9 to 9
Sun. 9 to 5



choice
BEVERAGE
mart
LIQUOR

1000 Winneconne Ave., Neenah
New Fox Point Shopping Center
Neenah

The largest most complete department store of whiskeys, wines, beers, fancy foods, gifts, novelties in the valley.

BEER 100% All Grain
24— 12 oz. **2²⁵** plus dep.

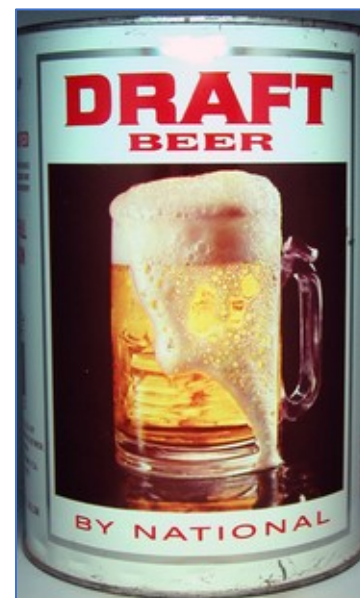
What is this? Says “Big Mac Nationally Advertised By Silver Cream”? Unfortunately, the keywords “big mac” match so many items across so many states. Did you know McDonalds has a burger of this name? 😊

Summary: There are many unused bottle labels for the Big Mac, and the few ads found may be only mentioning the bottles for sale. Was the can a commemorative one-off only for the bridge opening (Nov 1957) or did Menominee see the wide acceptance of this many years anticipated UP/LP connector and attempt to market on its success? Until there is clear documentation found, we have stamped the can as “ca 1958”

20 National Brewing Company, Detroit : 1954-1973

In 1954, the National Brewing Company expanded outside Maryland by purchasing a controlling interest in the Altes Brewing Company of Detroit. By that time, National was brewing 1,000,000 barrels annually at its Baltimore plant, with the Altes acquisition providing an additional 800,000 barrels of capacity.

Two years later, in 1956, National purchased the Marlin Brewing Co of Orlando, Florida, so that provides clear timeline for addition of Orlando to the brewery mandatory. The Miami, Florida plant and brands purchased in 1961, and last purchase was Carling's Phoenix, Arizona plant in 1966.



20.1 National Purchases Altes / Renamed

★ ★ ★

Brewing Company to Sell Out

BALTIMORE—The National Brewing Co. of Baltimore plans to buy controlling interest in Altes Brewing Co., Detroit, for approximately \$2,500,000 or about \$6.25 a share, it is announced by Gerald C. Hoffberger, president fo National and H. H. Colby, president of Altes.

September 21, 1954

Brewing Company Changes Name

DETROIT, Jan. 26 - (AP) - The Altes Brewing Co. of Detroit has changed its name to the National Brewing Co. of Michigan. Jerold C. Hoffberger, president of Altes, said the firm soon will introduce National Bohemian beer in the Michigan area. Hoffberger also heads the National Brewing Co. of Baltimore where the National Bohemian brand was originated.

January 26, 1955

New Brew Coming

DETROIT (AP)—The Altes Brewing Co. of Detroit has changed its name to the National Brewing Co. of Michigan. Jerold C. Hoffberger, president of Altes, said the firm soon will introduce National Bohemian beer in the Michigan area. Hoffberger also heads the National Brewing Co. of Baltimore where the National Bohemian brand was originated.

January 27, 1955

National certainly produced many different brands, carrying on the Altes label, many varieties of the National Bohemian and Mr Boh, crazy numbers of Colt and Colt 45, and even the very hard to find “Draft” in both 12oz and gallon. Some collectors have even specialized in just National cans!!!

**THERE'S
NOTHING
LIKE THE
Altes
"Gee Gee"!**

**A Quarter-Gallon of
Pure Pleasure That
Makes Folks Say:**

***M-M-M The Taste...
That's What I Like
About Altes!***



GET SOME ALTES Golden Lager BEER TODAY!

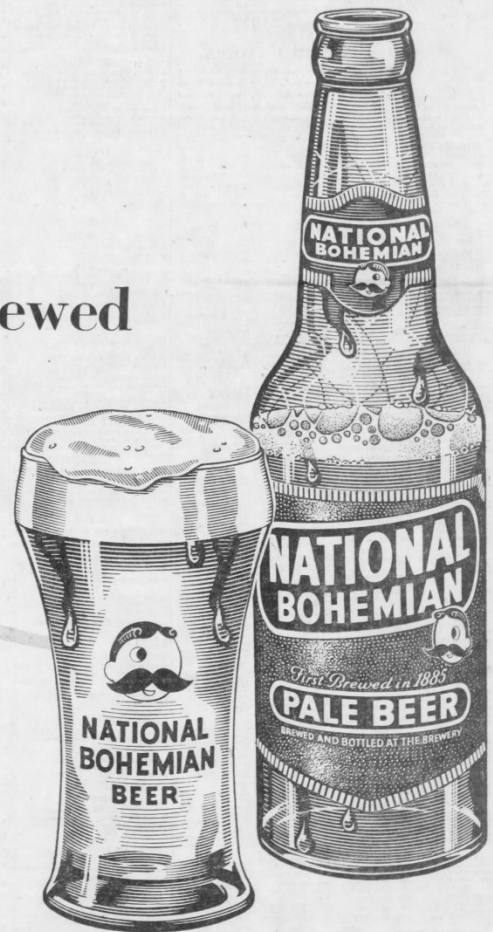
What a beer!

National Bohemian—Now Brewed and Bottled in Michigan!

TODAY at stores, taverns and restaurants in Michigan NATIONAL BOHEMIAN BEER... affectionately called "BOH" by its many friends... is available for the first time.

Year after year, BOH has made friends wherever it is sold. Now the opening of a brewery in Michigan brings BOH close to *your* home. We invite you to enjoy the satisfaction and refreshingly different flavor of National BOHEMIAN Beer... at local prices.

Today is a good day to buy your first case of BOH. We promise you this. You'll be refreshed... you'll be satisfied... and you'll be back for more.



BOHEMIAN Beer

20.4 National Bohemian Pale Beer - 1955



This would look very sharp in full color!

20.5 National Brewing Buys Marlin Firm – January 14, 1956

<h3>National Brewing Buys Marlin Firm</h3> <p>The National Brewing Company, Baltimore, yesterday purchased assets of the Marlin Brewing Company, of Orlando, Fla.</p> <p>Jerold C. Hoffberger, president of the Maryland company and its subsidiary National Brewing Company, of Michigan, said the latest</p>	<p>acquisition is another step in the company's long-range expansion plans.</p> <p>He added that it is the present plan to operate the Orlando plant as a division of the company.</p> <p>The present purchase is the second made by the expanding National Brewing Company in the last 16 months. National acquired control of Altes Brewing Company, located at Detroit (now the National Brewing Company of Michigan), in the Fall of 1954.</p>
--	--

Any can which includes the Orlando plant must be 1956 or later

20.6 Happy Thanksgiving – November 24, 1955

FOR THIS WE CAN ALL BE THANKFUL

*In the song below, you'll find all the hopes and dreams of our country,
caught up in the words of "America, The Beautiful." Read them . . .
and as you do, quietly hum the tune to yourself.*

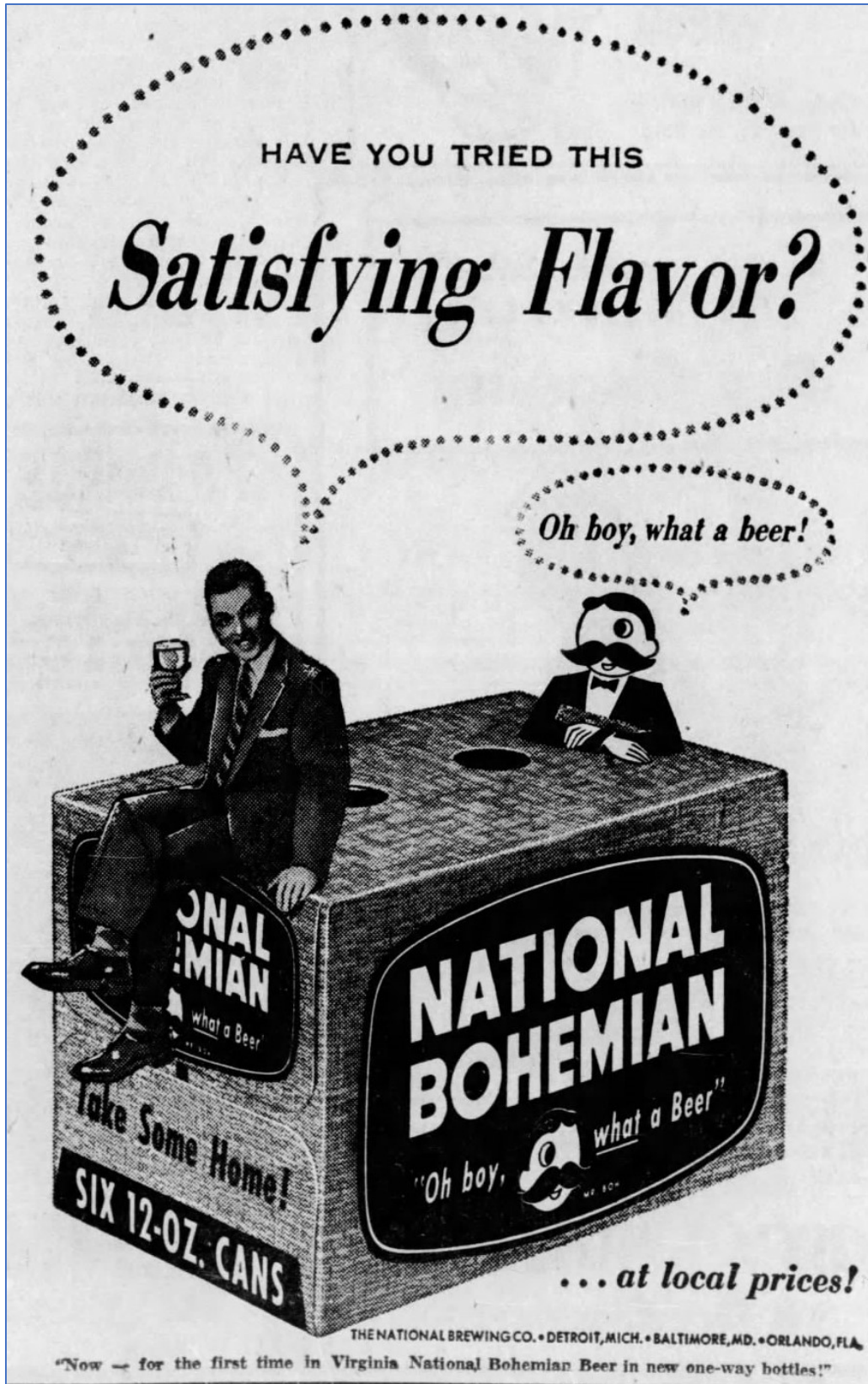
OH BEAUTIFUL FOR SPACIOUS SKIES,
FOR AMBER WAVES OF GRAIN,
FOR PURPLE MOUNTAIN MAJESTIES,
ABOVE THE FRUITED PLAIN;
AMERICA! AMERICA!
GOD SHED HIS GRACE ON THEE,
AND CROWN THY GOOD
WITH BROTHERHOOD,
FROM SEA TO SHINING SEA.

*For all of this, all of us can be thankful on Thanksgiving Day
. . . November 24, 1955*

THE NATIONAL BREWING COMPANY OF MICHIGAN

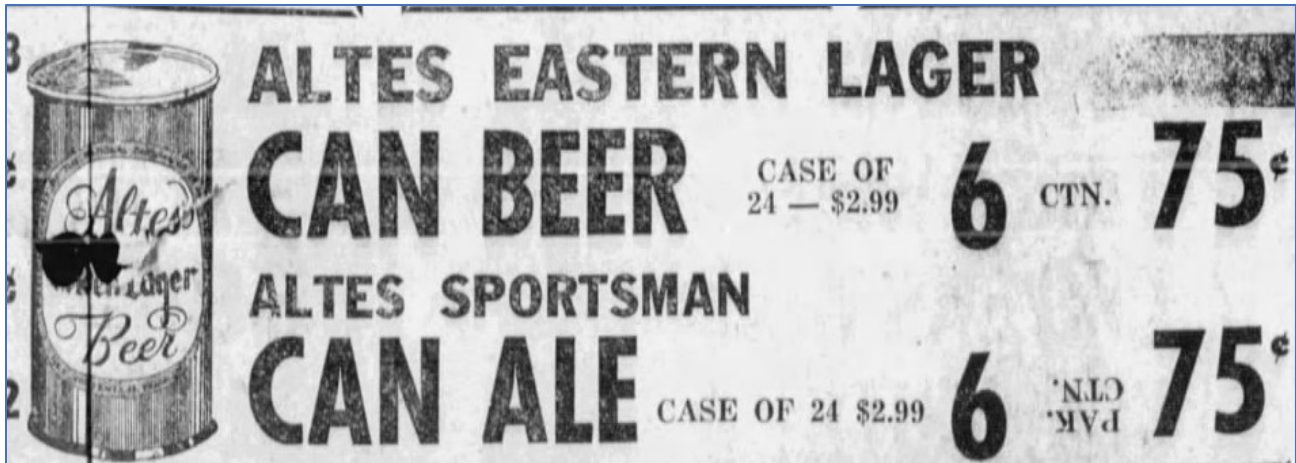
Nice ad and "The National Brewing Company Of Michigan"

20.7 National Bohemian Six Cans – September 24, 1956



Nice cans packaging, but they couldn't let a can itself peek out of the cardboard???

20.8 Altes confusion – Sold in California??? - November 15, 1956



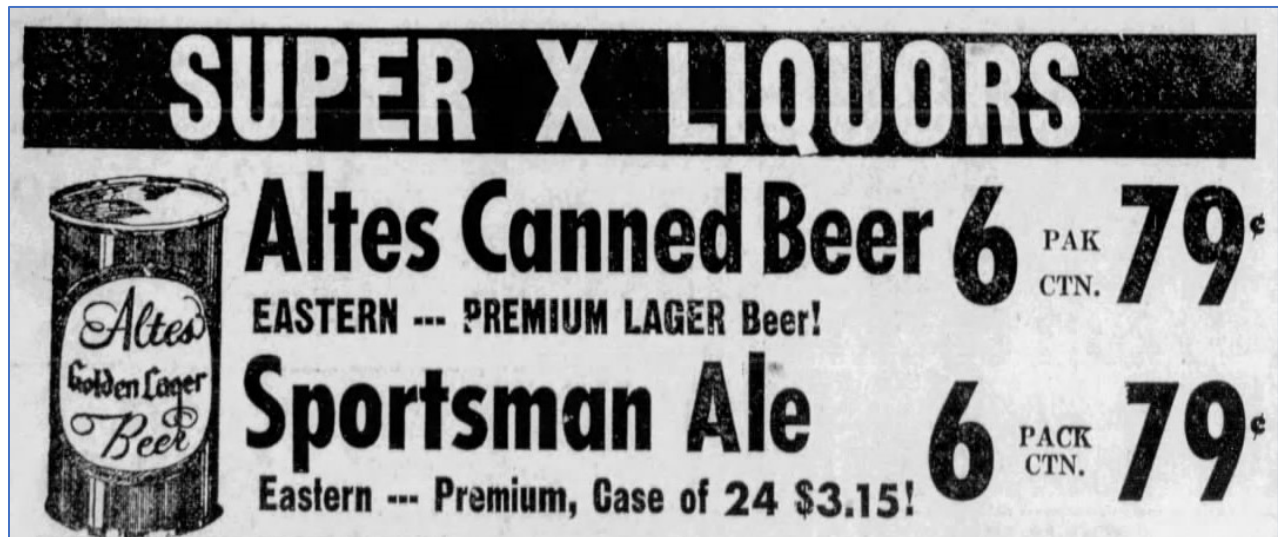
ALTES EASTERN LAGER
CAN BEER CASE OF 24 - \$2.99 6 CTN. 75¢
ALTES SPORTSMAN
CAN ALE CASE OF 24 \$2.99 6 PAK CTN. 75¢

How to understand the next set of ads. Above from the “**Pacifica Tribune – November 15, 1956 – page 11**”. Pacifica California is just a few short miles southwest of San Francisco, CA.

The Tivoli brewery was renamed Altes in 1948. Altes did have a brewery in San Diego, CA, very far south of San Francisco, but that San Diego brewery was open only 1948-1953. Altes itself was acquired by National in 1954. Thus, both the Detroit and San Diego Altes were long gone by end of 1956.

There is no “Altes Eastern Lager”, dang hole punches but that is an “Altes Golden Lager”. Yes, National carried over the Altes label well into the 1960’s (e.g. the famous long “A” variation) so this should be the red Altes Golden Lager filled by National and correct time frame, but **why the heck across the country in CA???**

The below ad then found in the “**Pacifica Tribune – February 02, 1957 – page 12**”. They have improved the text to state these are “Eastern” brands, and this one clearly is the red “Altes Golden Lager” brand.



SUPER X LIQUORS
Altes Canned Beer 6 PAK CTN. 79¢
EASTERN --- PREMIUM LAGER Beer!
Sportsman Ale 6 PACK CTN. 79¢
Eastern --- Premium, Case of 24 \$3.15!

But.... What is that “**Sportsman Ale**” advertised below both Golden Lager???

Sportsman Ale sold in California? Current understanding is Altes Brewing filled the red Sportsman Ale trivia cans only in 1954, their last year of operation before being acquired by Carling. However, advertisements can be found for the Altes Sportsman Ale (no cans pictured though) well into 1955 around the Detroit area.

Is this the **Altes Sportsman Ale red** trivia can, or possibly the **green National Sportsman Ale**? The red can has the Altes mandatory, the green can has National. Found in a November 1956 ad so must be the green can?

One of the
"Highest Quality" Beers Brewed
National Brewing Co., Detroit, Mich., Brewers of
NATIONAL PREMIUM BEER

Don't accept just any eastern beer, be sure
of the "Finest" ask for Altes.
**ALTES GOLDEN LAGER
EASTERN BEER**
6—12 oz. cans 89c
**CASE
of
24 CANS 3.19**

**NONE FINER — ALTES SPORTSMAN
EASTERN ALE**
12-oz. Cans **6** for **89¢** Case 24 **3.39**

The above ad is found across multiple months, **June 20, 1956**; June 27, 1956, July 18, 1956; September 19, 1956; October 3, 1956, October 17, 1956; October 31, 1956, November 7, 1956 and newest **January 23, 1957!!!** All those ads/dates from the "Daily Independent Journal", San Rafael, California, a small town north of San Francisco, CA!

Note in the above there is no confusion, this is the "National Brewing Co, Detroit, Mich".

How could the Altes Sportsman Ale, supposedly filled only in 1954 as last gasp of the Altes Brewing Company still be found 1000's of miles across the country in California ads into 1959??? Question is this really the **red Altes Sportsman** or the **green National Sportsman**.

Or, was National DBA as Altes and/or trying to dump remaining Altes Sportsman Ale stock? Filled in 1954 but consumed in 1959, would that make the drinker an Iron Guts member? Regardless, how did this get sold 2,000 miles after from Detroit? And if really should be the green can, why CA? I re-read Peter Bluhm's info and it does discuss Altes failed San Diego venture, but nothing on National trying to market to CA.

And not letting this end here, see the next page..

INTRODUCTORY OFFER!!
JUST ARRIVED, 1 SOLID CARLOAD
NATIONAL BREWING CO.
Detroit, Mich., Brewers of

NATIONAL PREMIUM BEER

ALTES
Golden Lager Eastern
BEER

ALTES
Sportsman
ALE



CASE of 24
12 oz. cans .


\$2.98

6 12 oz. cans for **85¢**

THE GREATEST BEER & ALE VALUE EVER...

The above found in the “Daily Independent Journal” – May 23, 1956. Again San Rafael, CA. Clearly states National Brewing Co, Detroit. However, note the line “Just arrived, 1 solid carload”. Pretty sure this would have been a full railroad car, which would be a lot of cans.

ALTES EASTERN



CAN
BEER

CASE OF
 24 CANS . . \$3.15

6 PAK
 CTN. **79¢**

WINES & LIQUORS

100 PROOF “MONOGRAM”

6 YEARS OLD

BONDED

STRAIGHT

BOURBON

WHISKEY

5th

3⁶⁹

SPORTSMAN

CAN
ALE

Case of 24 Cans . . \$2.99

6 PAK
 CTN. **75¢**

And another, “Pacifica Tribune – November 20, 1956. Still no mention of Detroit or National?



Seriously, the advertisers couldn't have used one of these pictures to make it perfectly clear!!!



Wet, Cold and Delicious

National Bohemian Beer is brewed in Detroit to please Detroit tastes. It looks lighter, it tastes lighter, it feels lighter. Even the new can has a light look about it.

Taste it... *it's wet, cold and delicious!*



Looks Lighter!

(CRYSTAL CLEAR)

Natural clarification does it. No short cut filtering. Nothing bruises the flavor. You get it brilliantly clear because this beer is clarified as in a vintage wine process.

Tastes Lighter!

(NO AFTER TASTE)

Natural aging does it... and 85% of our plant area is devoted to aging. Not bitter. Nor syrupy. No yeasty after taste. Delicious lightness even when the beer is ice cold.

Feels Lighter!

(NO FILLED UP FEELING)

Natural carbonation does it. These bubbles are not artificial. They come from the brew itself. They carry the full flavor to your taste, then gently disappear. No balloon feeling afterwards.

**National Bohemian Television Shows: "News" - WWJ-TV, Channel 4, 11:00 P. M.
"Hot Rods" - WXYZ-TV, Ch. 7, Mon. 9:30-10:30 P. M.**

THE NATIONAL BREWING CO., DETROIT, MICH. • OTHER PLANTS: BALTIMORE, MD.—ORLANDO, FLA.

Per the ad, "Even the new can has a light look about it"

20.10 National Bohemian – New “Zip Top” – July 01, 1963



It's got it!

The New “Zip Top” . . . our new built-in opener.
Just lift the tab, zip, and sip! It's the new easy way to enjoy the delicious taste of pleasant living that's inside every can of quality National Beer.

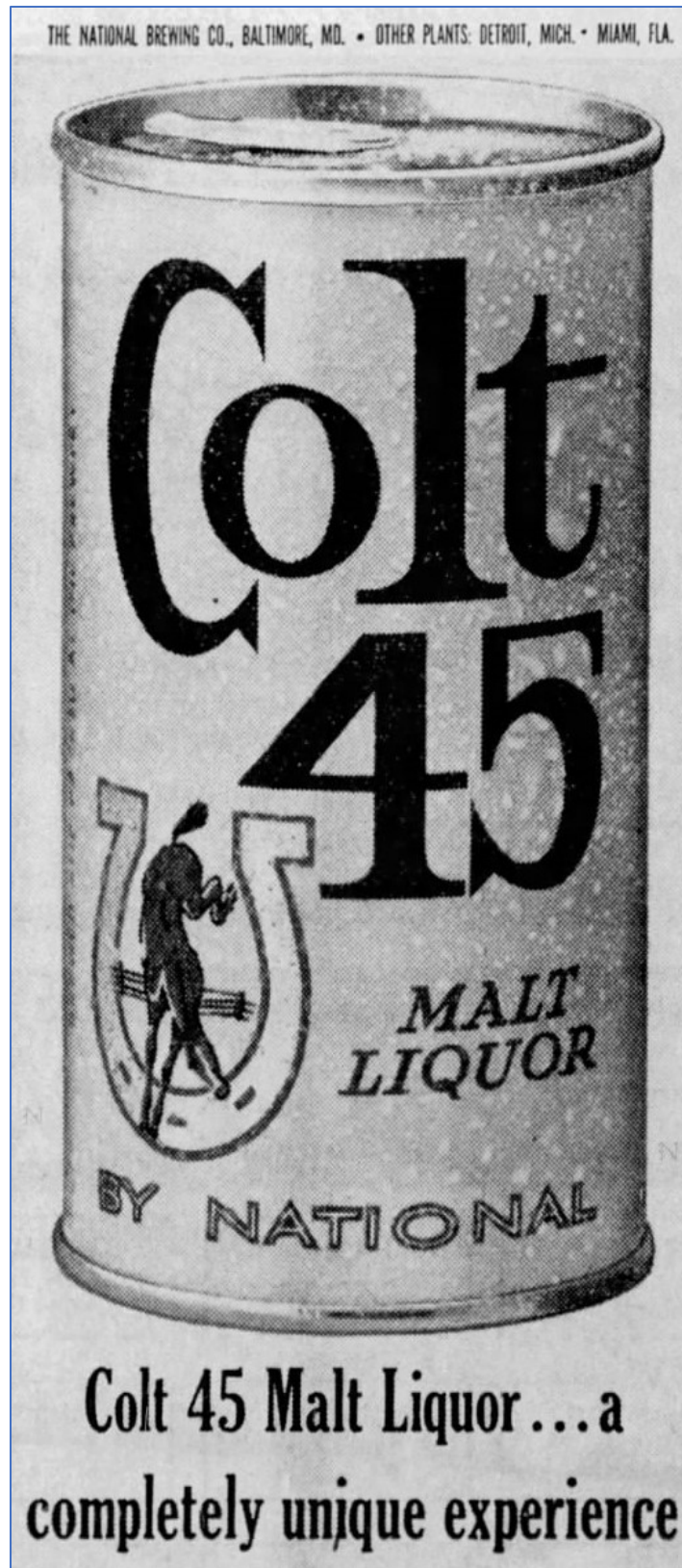
Have a taste of Pleasant Living!
NATIONAL BEER

THE NATIONAL BREWING CO., BALTIMORE, MD. • OTHER PLANTS: DETROIT, MICH.-MIAMI, FLA.



“The National Brewing Co., Baltimore, MD – Other Plants: Detroit, Mich – Miami, Fla”. While not a Detroit mandatory advertisement, this is consistent with cans that are filled by Michigan. Plus, the ad shows from Baltimore but zip top lid picture listing the “Miami, Florida” location!

20.11 Colt 45 Malt Liquor – November 07, 1963



Can't see the exact type/generation, but that is definitely a zip tab!

20.12 National Bohemian Light Beer – White – March 1965

Temporarily, two labels on every can!

First Brewed in 1885

NATIONAL BOHEMIAN

A turn of the can will give you a preview of National Beer's new label. It was designed to better capture the spirit of National's light, refreshing flavor. Temporarily, while you're getting used to the change, every can of National Beer will carry both the new and old labels. Nothing's changed inside. When it comes to perfection, National Beer lets well enough alone!

QUALITY NATIONAL BEER IS CAREFULLY BREWED OF THE FINEST GRAIN, CHOICEST HOPS, FINEST WATER & PUREST FERMENTED IN BEERMILLS.

BREWED SINCE 1885

SEALED GLASSING TANKS, PATENTED TO ASSURE ITS LIGHT AND MELLOW TASTE FOR MAXIMUM ENJOYMENT UNDER APPROXIMATELY 100 PSI.

NATIONAL BOHEMIAN

LIGHT BEER

© THE NATIONAL BREWING CO. OF PHOENIX, ARIZONA, ALSO PHOENIX, MIAMI

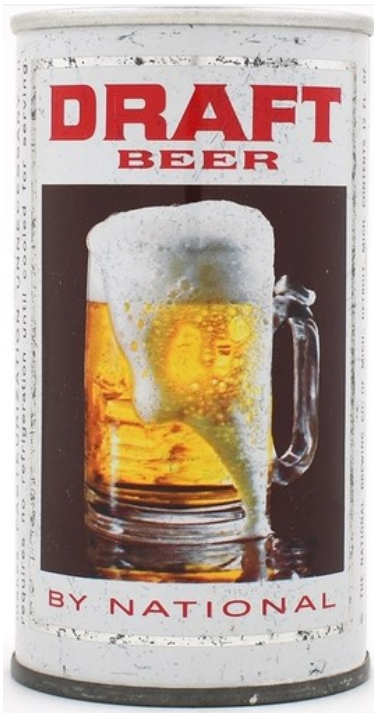
CONTENTS 12 FLUID OUNCES NB-658

We've put a new label on National Beer to suggest how light the beer is. And, for a limited time, we're keeping the old label so our friends will still recognize us. Meanwhile—stock up! This unique package is sure to mean more sales and profits for you!



This ad shows the National transition can from the red/gold design to the newer white light beer design, sometimes called a “chevron pattern”. No known transition cans are known filled at Detroit, and until Chuck Starrett graciously shared pictures of his all-white can, I had never seen this variation! Would be 1955-1956 since has newer style ring pull, not zip, not fan tab.

20.13 National "Draft" – October 15, 1965



THE NATIONAL BREWING CO. • BALTIMORE, MD. • OTHER BREWERIES: DETROIT, MICH.-MIAMI, FLA.

Here is a truly remarkable new product from The National Brewing Company...this RESEALABLE quart contains GENUINE DRAFT BEER. This Draft Beer by National is equal in taste and aroma to the finest beers dispensed from any draft tap. A new patented scientific filtration process now enables National to bring you genuine draft beer in resealable quarts. Before this, it was never possible to put real draft beer in either bottles or cans. Packaged beer had to be pasteurized—so it would keep without refrigeration. National's new filtration system eliminates the need for pasteurization. This makes it possible—for the first time—to offer you flavor-fresh draft beer in no-deposit, no-return quarts—with no refrigeration required until chilled for serving! And, the new twist-off, twist-on cap lets you pour a glass (or as much as you like), reseal the bottle, and save the rest for later. Try a quart—or more—today!

Twist off the cap...pour what you want...reseal...save the rest!


Not the can but helps date when the "Draft" came on the scene. The Detroit gallon is definitely hard to find, but the 12oz "Draft" with Detroit mandatory recently closed in 2024 auction for a \$16,000 hammer price!

20.14 National "Draft" gallon – Michigan's only



The only gallon carrying a Michigan mandatory of Detroit, Mich. Note there is a later advertisement showing the Pfeiffer gallon with Evansville, Indiana mandatory but the ad in fine print lists "Pfeiffer Brewing Co, Detroit, Mich".

20.15 Altes Golden Lager Fassbier - 1968



The cat looks pregnant again.
The crabgrass killer
isn't working.
The karate instructor
next door is parked in his driveway
again.
His brother-in-law is calling
collect from Las Vegas.
Internal Revenue wants
to audit his tax returns from
'61 on.
But it doesn't seem to bug him.
Is it possible Altes
drinkers are getting that much
more out of their brand of beer than
you're getting out of yours?

It's possible.

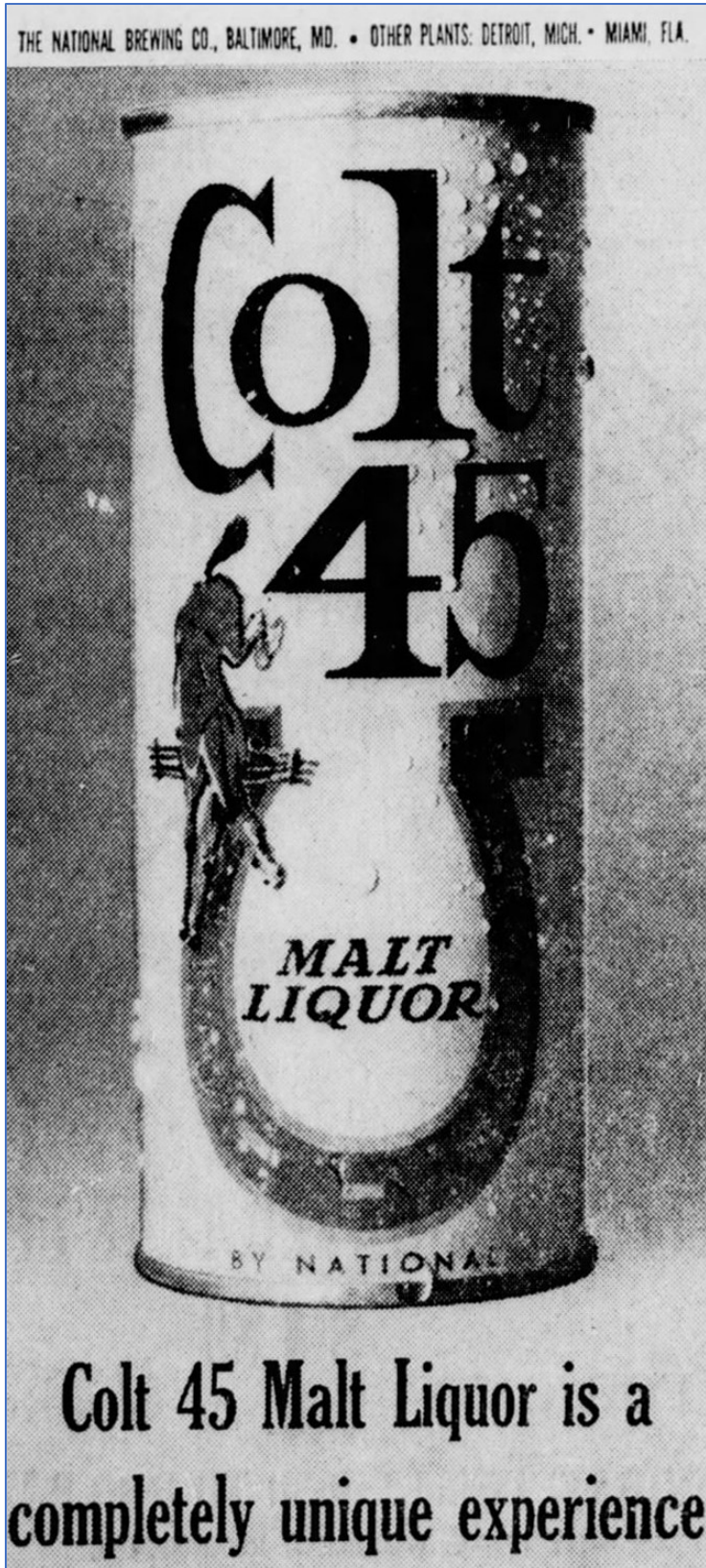
Sure it's possible.
Altes has Fassbier taste.

Headed like Fassbier. Altes. The state is Fassbier
isn't draft beer. We believe this Altes Beer taste
has a Fassbier in Kansas alcohol. The Fassbier
isn't draft beer. Taste. Beer. Fassbier. Or. Fassbier.

Altes and Fassbier are trademarks of The Altes Beer Co., Inc.

Full color!!!

20.16 Colt 45 Malt Liquor 16oz – January 11, 1968



This ad has been included for three reasons:

- 1) So few 16oz advertised, just one ad for Goebel
- 2) The date of early 1968, likely filled in 1967
- 3) Not certain, but I don't see the silver outline

20.17 Colt 45 Malt Liquor 12oz – 1969

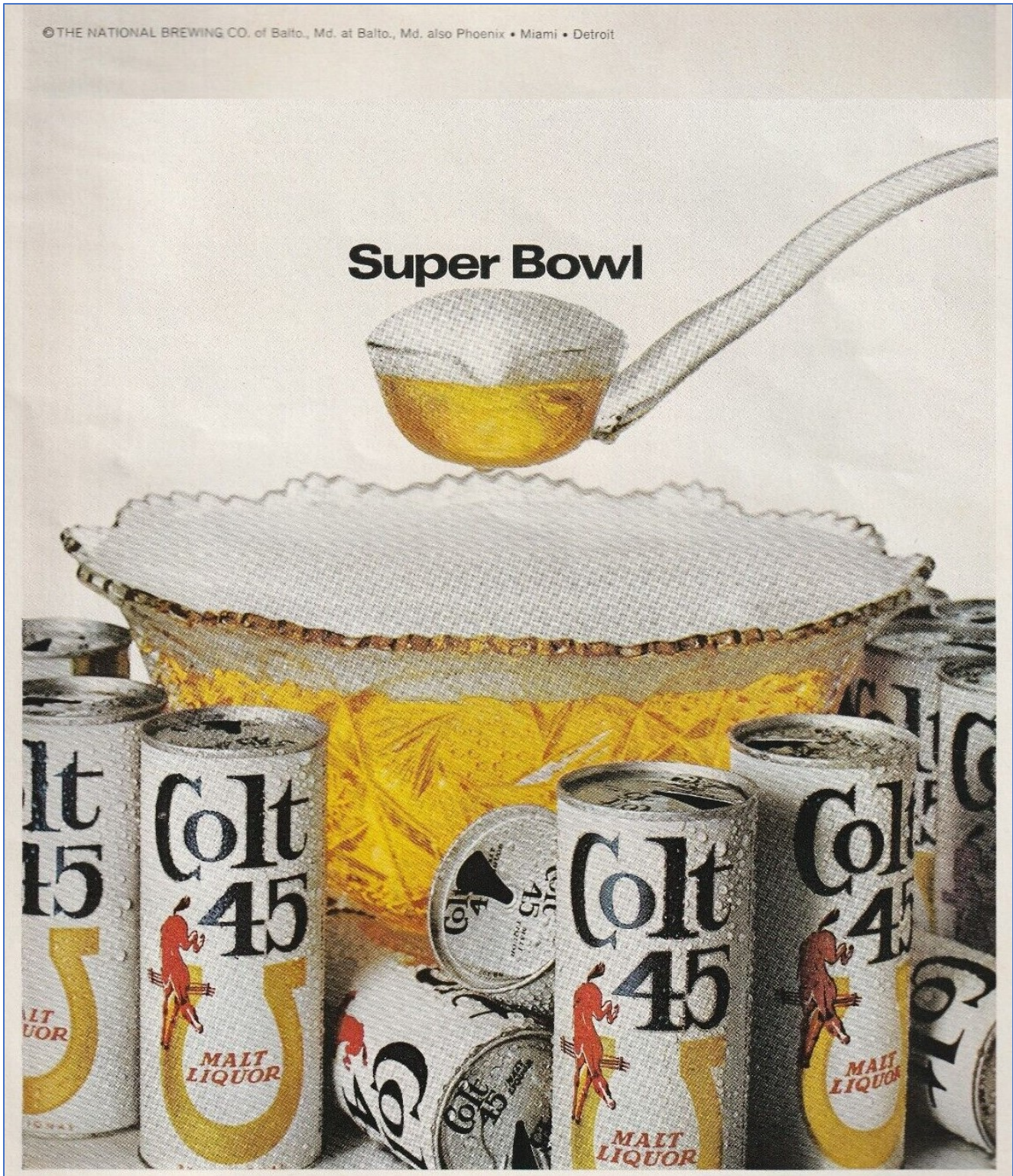


Tell people you picked it up at a rummage sale. Tell them your great grandfather willed it to you. Tell them something . . . anything . . . because they won't leave you alone until they have a good answer. Can you blame them?

A completely unique experience.

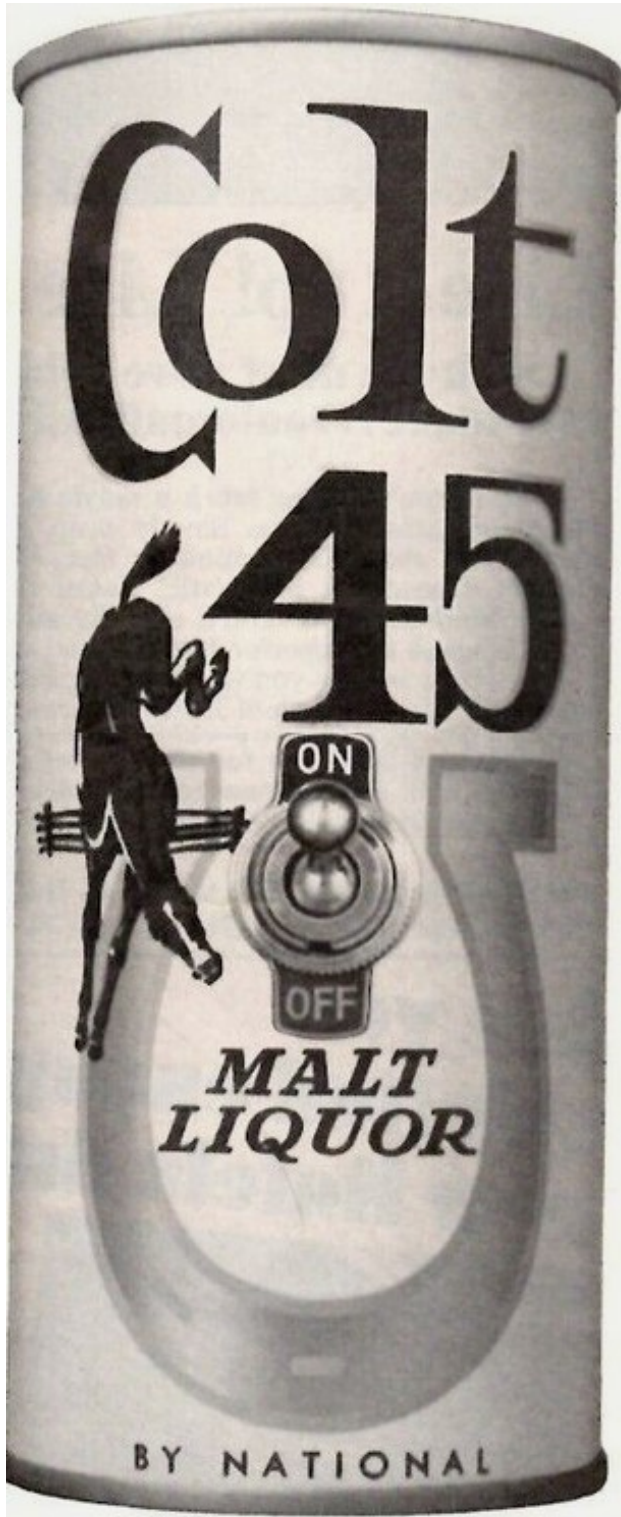
Please dust off _____ of your completely unique Tiffany type Lamps.
(Quantity)
 I have enclosed a check or money order for _____ Check payable to Colt 45 Lamp.
(\$10.00 ea. postpaid)
 Name _____
 Address _____
 City _____ State _____ Zip _____
 Mail to: The Light Fantastic, The National Brewing Co., Box 1600, Balto., Md. 21203
Due to legal restrictions, we cannot mail this item to addresses in the following states: D.C., Michigan, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Texas, Utah, Vermont, Virginia, Washington. This offer void where prohibited by law.

20.18 Colt 45 Malt Liquor 16oz – 1964 Superbowl



16oz pints, notice the lid stamp and early non-zip style

20.19 Colt 45 Malt Liquor 16oz – 1967



Turned on!

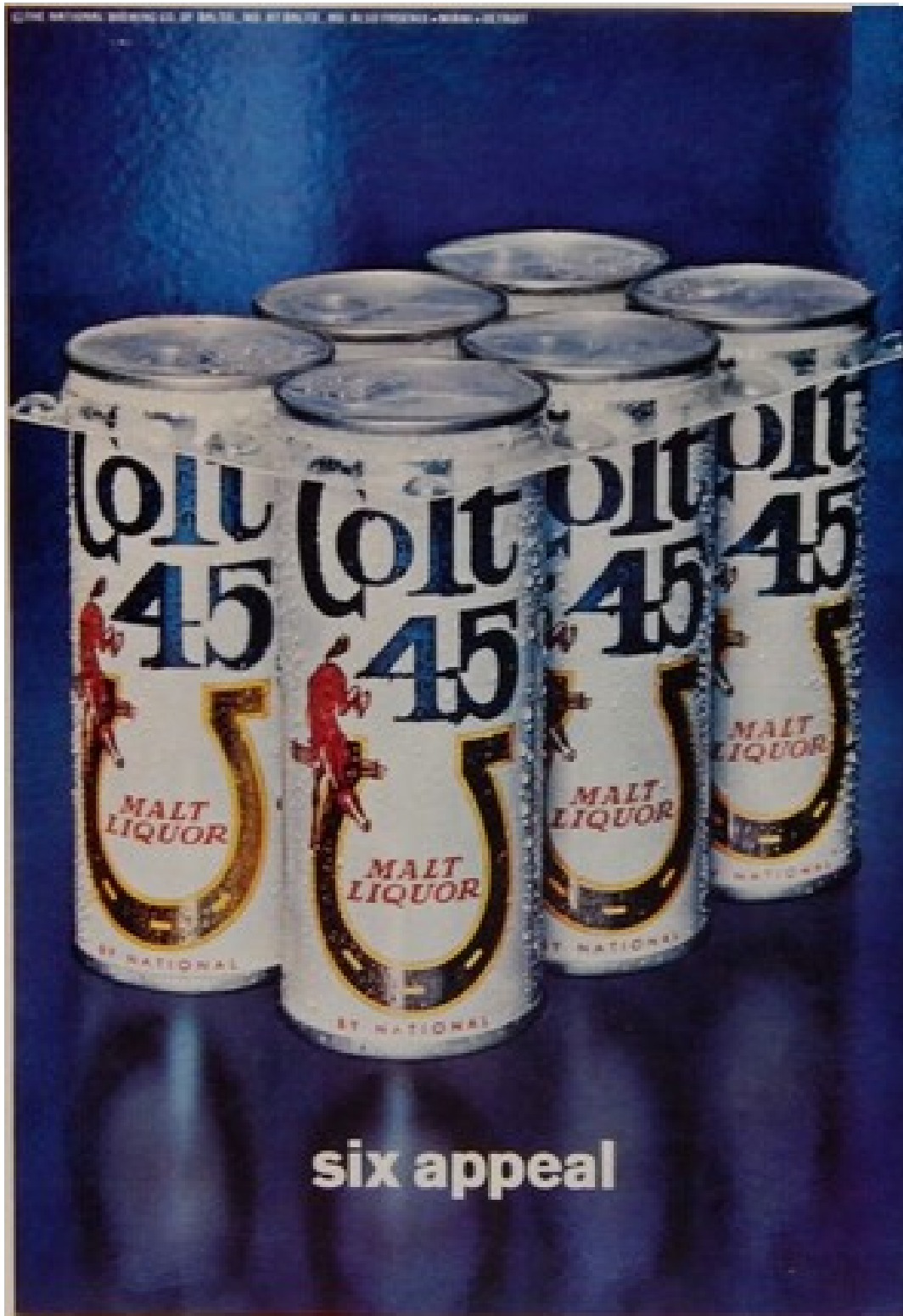
a completely
unique
experience

Colt 45 Malt Liquor brings you
Wide World of Sports on ABC-TV.

©SPECIAL PRODUCTS DIVISION OF THE NATIONAL BREWING CO., BALTIMORE, MD.

This ad was run in print as a tall skinny format. Randy grabbed and reformatted the three pieces to better show zoomed. Have to love the artist's addition of the "on/off" switch!

20.20 Colt 45 Malt Liquor 16oz – 1969



Lots of searching, but could only find “Malt Liquor”, none with “Stout Malt Liquor”

20.21 End of National Brewing Michigan – 1973

The following is from Peter Blum's book "Brewed In Detroit", pages 210-211

BIG FISH EAT LITTLE FISH

In that year of 1949, the company tried to tap the growing population on the West Coast and acquired the Aztec brewery in San Diego. This venture had to be abandoned in 1953, and Altes itself was purchased in 1955 by the National Brewing Company of Baltimore. This was an old-line brewery owned by the Hoffberger family and brewers of National Bohemian. The Altes brewery was renamed National Brewing Company of Michigan. Advertising for the Altes brand was reduced in order to introduce the new corporate brand, "National Boh."

Oral history has it that Altes became difficult to find, while National Bohemian was everywhere. Detroit beer quaffers, to whom Baltimore was not necessarily a role model for good beer, resented being pushed to drink the new brand. Also, Altes had a no-nonsense blue-collar image—it was a man's beer—and "Mr. Boh", the symbol of National, may have

seemed foppish. National Boh just did not sell. By the time Altes was revived, consumers had switched to other brands.

The Detroit brewery, facing sagging sales, produced the popular Colt 45 malt liquor and developed the flavored Malt Duck beer. Unfortunately for the Detroit operation, the National home brewery in Baltimore also showed declining sales, and it became necessary to combine production in Baltimore.

The plant on Hurlbut near Mack Avenue was closed in 1973, much to the disappointment of the local staff, which deserved a better fate and had hopes of going it alone. A decade later, when specialty beers were being brewed under franchise, financing might have been possible. The last brewmaster was Karl Seidl; he ended his career with Stroh as head of the grain-unloading and yeast-drying operation.

21 Old Dutch Brewing Company, Detroit : 1962-1972

Actually, Associated Brewing Company "Doing Business As" Old Dutch Brewing Company. Associated was an attempt by Pfeiffer to become a regional brewer, acquiring a handful of brand names (E&B, Drewrys, Sterling, and Piels). Unsure of the reason for DBA as "Old Dutch" and just the single beer can produced.



1967

21.1 Old Dutch "The Good Beer" – September 04, 1970



**FOR THE KIND OF MAN WHO WON'T
SETTLE FOR JUST SIX BEERS.**

Now the cold, wet, hard-working taste of Old Dutch lasts
a little longer. Two bottles longer . . . in the Old Dutch 8-pack.

Grab for one now. The good beer.

**WHEN MEN WERE MEN, BEER WAS OLD DUTCH.
NOW IN THE BIG 8-PACK.**

22 Pfeiffer Brewing Company, Detroit : 1934-1972

In 1962 Pfeiffer changed corporate title to "Associated Brewing Company", acquired the E&B brewery on November 15, 1962 and acquired Sterling Brewers and Drewrys in 1964 and 1965 respectively. All items carrying the Pfeiffer mandatory after 1962 are really Associated DBA Pfeiffer.

The Pfeiffer olive drab camouflage was the first Johnny Pfeiffer variation, and MANY variations followed. Some great scenic cans, as well as interesting "Happy Mugs", woodgrain, gold cans and boring white tear drop. Even an "Extra Special" to boot, providing numerous brands and varieties for a Michigan collector.

From many accounts, Pfeiffer was the best-selling brand of beer in Michigan during the 1950's. A brewery workers strike in 1958 began to derail their success, attempting to compete as Associated, and the Detroit plant closed in 1966, moving to Indiana. The Pfeiffer brand name was purchased by Heilman Brewing Company in 1972, which was eventually purchased by Stroh Brewing Company in 1996.

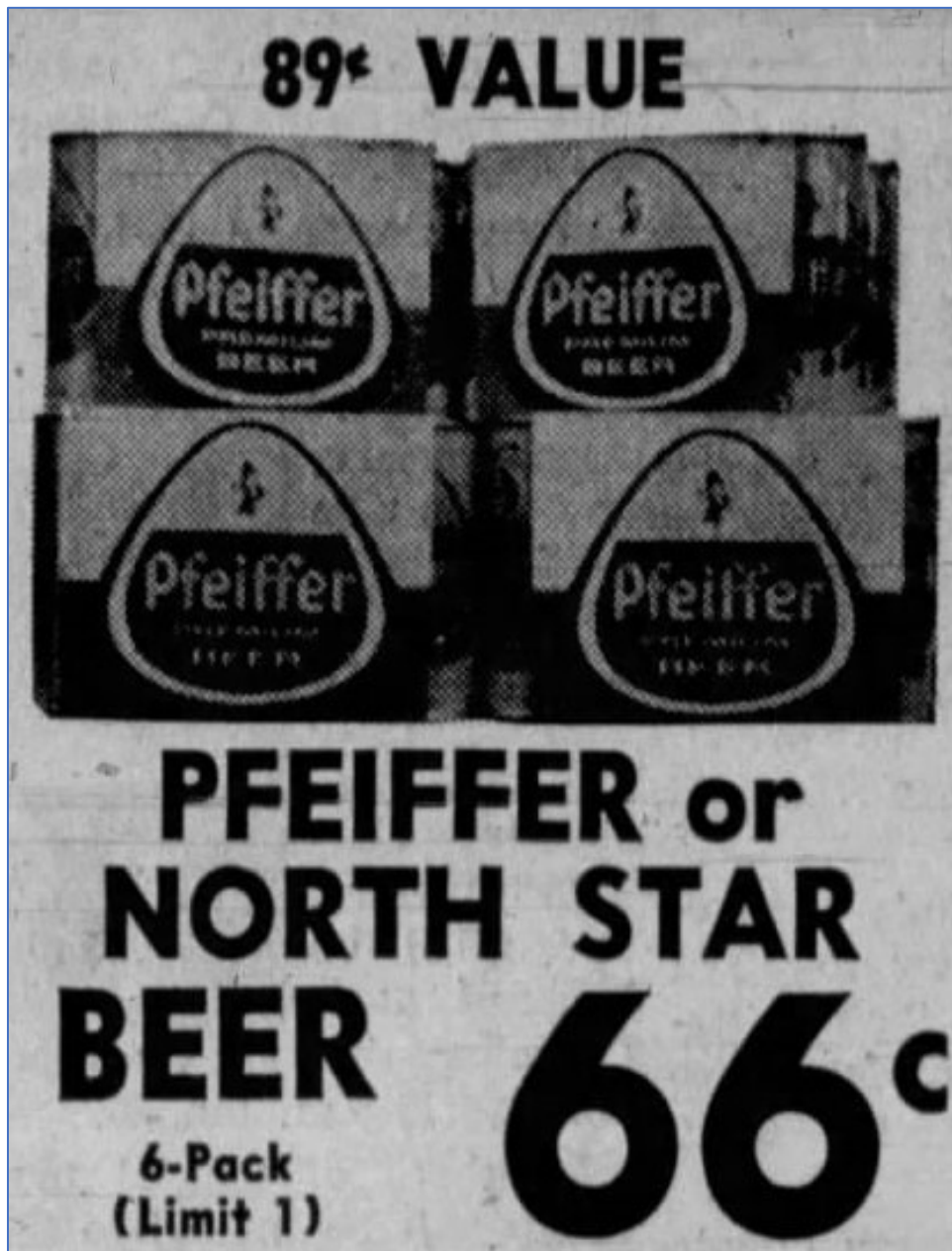




22.1 Pfeiffer North Star - December 28, 1960



22.2 Pfeiffer North Star – January 20, 1963



22.3 Pfeiffer celebrates July 4th – July 4, 1943



How You Can Help Make This **A GLORIOUS FOURTH**

REMEMBER the Glorious Fourth when you were a kid?

For weeks you saved your pennies and nickels. Then, after appropriate pressure on your part, your "old man" got generous and came across with a whole dollar! Boy, what a windfall!

Remember the kick you got out of spending that money. Remember how carefully you portioned it out...so much for packs of firecrackers with Chinese characters on their labels, so much for big red cannon crackers, so much for "night works".

At last, the great day dawned. Tin cans shot into the air. "Snakes-in-the-grass" wriggled all over the sidewalk. Cap pistols barked, torpedoes banged and cannon crackers boomed. At night, roman candles and rockets went hissing up into the blackness and the sky blossomed with red and green stars.

This year, it will be different.

We haven't any powder—or money—to waste on noise.

We'll send that powder to Hitler, Hirohito and Mussolini. We'll spend that money on War Bonds.

That's the way to show that the spirit of '76 is still marching on in '43.

On this day dedicated to American freedom, strike another blow to preserve that freedom.

Buy War Bonds... all that you can afford—*more than you now think you can afford!*

Buy the Bonds that pay for *real* torpedoes—the kind that sink Jap ships.

Instead of cannon crackers, real cannons to blast all these Fuehrers and Duces off the face of the earth.

That's how to get your share of glory on this Glorious Fourth. Start buying War Bonds as you've never bought them before.

P F E I F F E R B R E W I N G C O M P A N Y

DETROIT, MICHIGAN



Like all United States brewers, Pfeiffer ceased filling beer cans during US involvement with WWII and didn't return cans to civilian availability until 1947. Lots of bottle advertisements, with Pfeiffer's first "Johnny Pfeiffer" can being the OD camouflage during the war.

It's the Same Grand Beer!

THE FULL-QUART JUMBO SERVES FIVE -- SAVES EFFORT -- SAVES MONEY!

GIVE ME THE 12-OZ. CANS. THEY'RE SPACE-SAVERS AND SUPER-FAST COOLERS -- AND YOU HAVE NO EMPTIES TO RETURN

I'LL TAKE THE 12-OZ. "NO-DEPOSIT" BOTTLE. IT'S AN EXTRA-QUICK COOLER AND YOU THROW AWAY THE EMPTIES!

I'M FOR THE OLD RELIABLE 12-OZ. STANDARD BOTTLE. IT'S STILL THE ALL-ROUND PREFERENCE OF THOUSANDS!

Packaged Four Ways for Your Convenience

Pleasing folks for 58 years—good, full-flavored Pfeiffer's Beer is now yours to enjoy in the container of your choice! No matter whether you prefer it in the Keglined Can, the new No-Deposit Bottle, the Standard Deposit Bottle or the full-quart Jumbo, it's always the same fine beer—always uniform in flavor and quality. No wonder more people every day are saying, "Pfeiffer's for finest flavor!"

SAY "FIFERS" FOR FINEST FLAVOR.

Pfeiffer's BEER

406 — Pfeiffer Brewing Company, Detroit

4 ways to enjoy the finest Pfeiffer's BEER

GIVE ME PFEIFFER'S IN THE JUMBO BOTTLE ! IT SERVES FIVE, SAVES MONEY, SAVES EFFORT!

I'LL TAKE PFEIFFER'S IN THE NO-DEPOSIT BOTTLE! IT'S FAST COOLING AND THERE'S NO NEED TO RETURN EMPTIES

I LIKE PFEIFFER'S IN THE FAST-COOLING, SPACE- SAVING CANS!

PFEIFFER'S IN THE OLD RELIABLE 12-OZ. BOTTLE SUITS ME FINE. IT'S OKAY FOR ALL-ROUND ENJOYMENT!

It's the Same Full-Flavored Beer in the Container You Prefer!

A ALWAYS uniform in quality and taste appeal, full-flavored Pfeiffer's Beer which has been a popular favorite for 58 years, is now yours to enjoy in the container of your choice! Whether you prefer it in the Keglined Can, the new No-Deposit Bottle, the Standard Deposit Bottle or the full-quart Jumbo, it's always the same fine beer—always delicious and refreshing! You're sure of satisfaction when you say, "Fifers" for finest flavor!

SAY "FIFERS" FOR FINEST FLAVOR

407A—Pfeiffer Brewing Company—Detroit, Mich.

Beer at its Best

In Fast-Cooling, Space-Saving Keglined Cans!



WHEN YOU BUY Pfeiffer's in Keglined Cans you get the beer with the flavor millions favor—and enjoy extra convenience as well. These modern containers weigh less, are easier to handle and save valuable refrigerator space. Also they enable you to carry almost twice as much beer in your car on fishing trips and family outings.

● Pfeiffer's famous beer has been pleasing folks for 61 years. It outsells every other beer in Michigan. One satisfying sip will tell you why. Yes, Pfeiffer's tastes better because it's made better.

Ask for Pfeiffer's in the handy-to-carry six-pak of Keglined Cans. Of course, you also can get Pfeiffer's in 12-ounce and full-quart bottles.

DETROIT AND FLINT, MICHIGAN

CALLAHAN BEVERAGE CO.
Distributors
315 SOUTH PARK, SAGINAW



Pfeiffer's

BEER

TASTES BETTER — BECAUSE IT'S MADE BETTER!

22.7 Pfeiffer's Famous Beer – May 11, 1954

ONE BEER STANDS OUT!



•• It's better brewing that makes the taste and quality of today's Pfeiffer's stand out from all the rest. Pfeiffer's is brewed to perfection under the most rigid quality-control methods ever used in the industry.

1 By every known quality standard and test, today's Pfeiffer's Beer equals or exceeds—yes, actually equals or exceeds—the leading national premium-priced beers!

2 Every brew of Pfeiffer's Beer is carefully checked at 97 different steps in its making—it must pass the most exacting tests ever set up in the brewing industry—and it must be right 97 times!

•• Compare today's wonderfully refreshing Pfeiffer's Beer with any other beer on the market. Let your own taste decide. There truly is no finer beer in all the world at any price!

*Always say
"Make Mine
Pfeiffer's!"*



Tastes Better
Because
It's Brewed Better

Pfeiffer's

World's Finest Beer

PFEIFFER BREWING COMPANY • DETROIT AND FLINT, MICHIGAN

A Message To The People Of Minnesota From The Pfeiffer Brewing Company

You undoubtedly know, the Pfeiffer Brewing Company acquired the Jacob Schmidt Brewing Company plant in St. Paul on January 1 of this year.

As anticipated, we found this plant to be basically one of the really fine brewing plants in America. In the ensuing months Pfeiffer's rigid standards of quality control were put into effect and some vitally important changes in equipment were made. Some time ago, the first brew of Pfeiffer's Famous Beer went to the aging cellars. This beer is now ready!

Next week, nearly five months after the acquisition, we are introducing Pfeiffer's Famous Beer to you folks in Minnesota. It will be available at your favorite taverns and stores.

We're not going to spend countless words trying to describe the matchless flavor of

this great beer. We ask *you* just one favor.

Try it for yourself.

Yes, you try Pfeiffer's Beer and you be the sole judge of taste and flavor. Learn first hand, what a fine beer it really is.

There's one other thing we want you to watch for, too. Pfeiffer's is bringing you a new and intriguing first in packaging. We are even now installing the machinery which is exclusive with Pfeiffer's – the first of its kind in the entire world.

Watch for it – we are sure you will like this new Pfeiffer "first" and will like, too, the added protection it gives to a great beer.

Lastly, and certainly no less important, we want you to know that we take sincere pride in becoming citizens of Minnesota and pledge that our every act will be fully worthy of your continued confidence and friendship.

THE PFEIFFER BREWING COMPANY OF ST. PAUL



22.9 Pfeiffer Premium Beer – May 28, 1958



NEW!
FROM PFEIFFER
A PREMIUM
QUALITY BEER!

The light beer...that's real beer!

Now Pfeiffer brings you a great new beer of premium quality that's refreshingly light—without sacrificing its real beer character and satisfaction.

• In recent independent laboratory taste tests, today's new Pfeiffer was the winner, by a wide margin, over five higher-priced national premium beers.

• After years of research, Pfeiffer has developed an exclusive gentle brewing process to coax out all the flavor and goodness of nature's finest ingredients. Now advanced

modern electronic and laboratory controls make it possible to bottle this outstanding brew at the exact moment of perfection.

• You'll enjoy a wonderfully fresh and clean tasting beer when you try the New Pfeiffer Premium. It's light, but it's real beer, too! And we urge you to compare it with any beer at any price.

• Give new Pfeiffer Premium a try and see if it isn't your kind of beer. If you like real beer we know you'll like Pfeiffer Premium —the finest beer we've ever brewed!

New Pfeiffer Premium sells at Local Beer Prices!

PFEIFFER BREWING COMPANY, DETROIT, MICHIGAN

Try new PFEIFFER PREMIUM QUALITY today



22.10 Pfeiffer Scene cans – November 17, 1961

TRY
Pfeiffer
6-PACK

The
REAL
BEER
from the
Great
Lakes
Country

*Easy to carry, cool, store.
Inside are 6 reasons
why you'll like*

Pfeiffer
Premium Quality Beer

Pfeiffer Brewing Company, Detroit, Mich.



Finally found an ad showing the Pfeiffer scene cans! Such beautiful cans, and appears the cardboard six pack holder had similar design/colors, I would have expected to find numerous examples. Yes, 100's of examples of the SAME ad ran well into late 1964, all exactly the SAME, Geese cans and Sailboats cardboard holder.

22.12 Pfeiffer Extra Special – October 12, 1962



Unfortunately, not the beer can but this is the same “plain” can design. Can used the “It’s Powerful Good” slogan.



FOLLOW THE PFEIFFER



Pfeiffer Brewing Co., Detroit, Michigan

New Pfeiffer Party Keg serves up a whole gallon of real draught beer—right from your refrigerator!

Follow the Pfeiffer to Fun... Like owning your own brewery! There's no deposit! No return! And the new, easy-to-store Party Keg fits right into your refrigerator. Won't slip, slide, rock or roll. Tap it in seconds with the special Party Tapper. Pick one up where you pick up your Party Keg.

So, get acquainted with quality and go with the beer that belongs...Pfeiffer! Always in Good Taste!

Follow the Pfeiffer to Flavor... look what you get! A full gallon of *real* draught Pfeiffer. The same great draught that comes from the brewery tap...the kind you have to keep refrigerated and draw under pressure...ready to pep-up a party anytime, every time!

Not many gallon ads out there, lucky to have found this one! Unfortunately, the can was filled by Associated, Evansville, IN. The only Michigan gallon is the National "Draft", unable to locate any advertisements. Note the fine print however, Pfeiffer Brewing Co, Detroit, Michigan!

22.14 Pfeiffer retro label – 2024



While the Michigan Beer Cans project is not currently cataloguing any retro beer can releases, and the above isn't even made in Michigan (California I believe), how cool to see Mr Johnny Pfeiffer introduced again to the beer drinking world! And sweet cardboard packaging to boot!

23 Phoenix Brewing Company, Bay City : 1933-1951

Just one brand was produced, the very desirable Phoenix cone top, many good condition from a stack of 10 cans believed to been found soldered top/bottom rims to form a pyramid in the brewery's hospitality room.

Regardless of other published info, per Chris Taylor and Dave Wheaton, the Phoenix has to be 1941 because it's a bulb top with a toothed seam. By late 1941, the can would have been standard high profile. By mid-1941, Continental was already in regular high-profile cones as is evident with the Schmidts, E&B, Honer's and Haas standard HP cones. And of course, early 1942-1947, no beer cans for civilian purchase.

Beer Cans & Brewery Collectibles, 1980, March/April

'The Brand that is Always the Best'

Phoenix Beer Rose from the Ashes

Most of us aren't fortunate enough to have a Phoenix Lager Beer conetop in our collections. And, as is the case with many other sought after cans, the reason is simple — there just weren't very many of them manufactured.

The Michigan Beer Can Collectors Newsletter reports that beer was canned for only about a year during the 68-year existence of the Phoenix Brewing Co. in Bay City, Mich. That helps account for the scarcity of Phoenix cans. In fact, according to the newsletter, only 100 or so of these red, white, yellow, black and gold cans are thought to be on collectors' shelves today.

John Kohler founded the brewery in 1868 and operated it on the corner of Eighth and Water streets under the name of West Bay City Brewing Co. By 1896, capacity had jumped from 5,000 barrels per year to 12,000.

Two years later, however, a fire completely destroyed the facility, but the company rebuilt at 408 Arbor Ave. near Main Street. Ironically, this disaster helped launch the brewery on the road to success. It was from the fire that the new name of the company

— Phoenix — was derived. The word means "arising from the ashes."

And arise they did. Capacity of the new plant stood at 20,000 barrels, and the brand became known for its "high grade" quality. It even carried the slogan, "The brand that is always the best."

Prohibition halted brewery operations from 1917 through 1933. At that time, Hans Behrens started to reorganize the Phoenix Company in partnership with Fred Vollbrecht. The firm employed 21 people and had a payroll of \$30,000 a year. (That's a little over \$1,400 a year for the average worker!)

Conetops were introduced by the brewery in 1942, but production lasted only a short time, due to the nation's need for metal during World War II. By 1943 capacity had reached 35,000 barrels, but that appeared to be the high point.

Nine years later the brewery became unable to compete with the larger breweries and their nationally advertised products. The company closed its doors in 1952, at a time when there were still 768 breweries operating in the United States.



24 Regal Brewing Company, Detroit : 1935-1938

The Detroit Regal can is even rarer than the Phoenix! The small blurb below appeared September 1936 in "The American Brewer". Regal announcement they would be filling Regal in National's "Double lined" cans, but no such example was known to exist.

**Two More Breweries
Contract For Double Lined Cans**

Two breweries making announcements that they have signed long term contracts for their can requirements are the *Pittsburgh Brewing Company*, Pittsburgh, Pa., and the *Regal Brewing Company*, Detroit. Double lined cans of the National Can Company will be used by these breweries. The Pittsburgh company will market "Iron City" beer and "Fox Hunt" Ale in the flat top cans while the Regal Brewing Company will market its "Regal" brand.



That changed in 1977 when Mark Bently dumped three examples, and a nice condition found in New Jersey landfill 1980 (believed to be a salesman sample, is air-sealed, but does NOT have a "Display Empty" on the top or bottom lids). That's all, just four known examples in many decades, and tons of both upper and lower Michigan Rusty Bunch dumping.

24.1 Regal Brewing vindicated – December 31, 1935

**PROBE VINDICATES
DETROIT BREWERS**

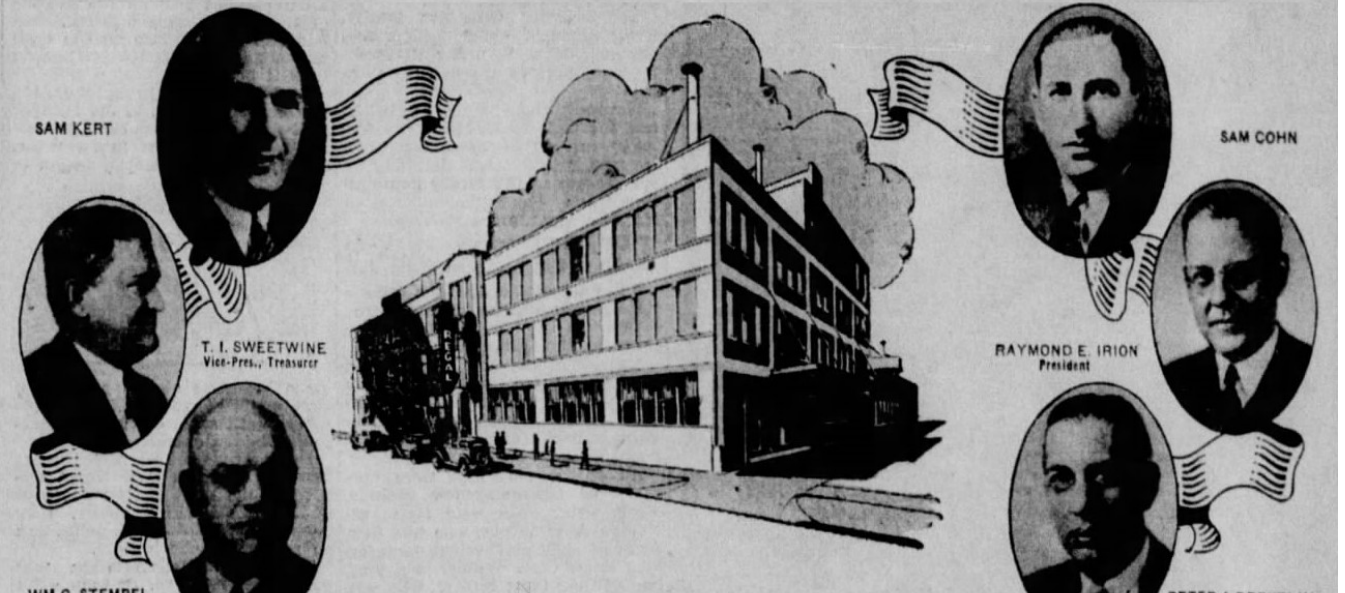
Detroit, Dec. 31. (UP)—The Regal Brewing company today was cleared of all charges which resulted in an investigation based on the allegations that the company used "strong arm" methods to sell its products. Sam Kert and Sam Cohen, part owners of the brewery, and six other men who were arrested in the case, all were vindicated.

The charges were pressed by Charles Lachin, local beer garden proprietor, who accused the men of starting a series of fights in his establishment after he had refused to "get Regal beer."

24.2 Regal Special Lager Beer Now – December 12, 1935

detention home father... A VICE WORK THE COUPLE BELONG IN THE FREE PRESS. | term as clerk. | toda

REGAL SPECIAL LAGER BEER NOW ON SALE



SAM KERT

SAM COHN

T. I. SWEETWINE
Vice-Pres., Treasurer

RAYMOND E. IRION
President

WM C. STEMPEL
Brewmaster

PETER J. DREXELIUS
Secretary

Owned and Operated by Local Men

Raymond E. Irion, president, was formerly secretary-treasurer of the British American Brewing Company of Ontario. His experience dates back to his youth when he was educated into the brewers' art by his father and grandfather, both prominent in the industry.

Sammy Cohn and Sammy Kert, known to thousands as the "2 Sammies," are in charge of sales. Their thousands of friends in Detroit have eagerly awaited the introduction of Regal Special Lager.

T. I. Sweetwine, vice-president, was formerly with one of the largest distilleries and he, too, has had the experience of a master. These men, with the other executives, are in charge of all operations.

Model New Plant Home of Regal Brewing Company

Newest Scientific Machinery, Finest Materials, Combined to Make Fine Beer

This imposing structure at 3220 Bellevue Avenue is the home of Regal Special Lager Beer. It incorporates every advanced innovation known to the brewing industry. From the gleaming brew kettles to the cypress aging casks to the modern bottling machines—everything—is as new and modern as can be.

The aging cellars are large and spacious so that every drop of Regal Special Lager can be fully aged the slow, natural, old-fashioned way.

Speedy, efficient delivery of cases and kegs is handled by the company's own fleet of modern, high-powered trucks to all points in Wayne and surrounding counties.

It is from this ultra-modern plant that the "King of Beers" makes its bow to the public. Practically every restaurant, cafe, night club, hotel, bar, grocery and beer store is now supplied. Everywhere you hear people praising Regal—the fully-aged new beer brought out by men pledged to make the finest possible brew—always.

Concentrating On One Product

In their endeavor to produce the finest beer that is humanly possible to make, the Regal Brewing Company will devote their entire efforts to Regal Special Lager. No second or third grade brews will be produced, no ales or stouts, just a superb special lager beer.

Wm. C. Stempel, Brewmaster

William C. Stempel, brewmaster, started his apprenticeship in the Strelow & Lindner Brewing Company, and is recognized as one of the foremost brewmasters in America. He is District President of the Master Brewers' Association of America.

So little found regarding Regal Brewing, but this gives a nice overview of Detroit plant



Once You Try
Regal You'll Say:
**"What
a
Difference"
!**



HERE . . . there . . . every-
where . . . you hear folks
praising Regal Special Lager.
Its distinctive taste . . . not too
bitter, not too sweet . . . and its
rich flavor have already won thou-
sands of ardent admirers for the
"King of Beers." Uncompromising
quality and slow, old-fashioned
ageing assures you of pure, healthy
goodness at all times. Please try
Regal . . . one foaming glass . . .
and then be satisfied with ordinary
beer *if you can!*

*If your dealer
isn't supplied*
**PHONE
PLAZA
1000**

Regal Brewing Co.
3220 Bellevue Ave.

Regal Special Lager Beer



**15 FEDERAL TRUCKS
to Deliver Regal Beer**

Another Federal fleet is ready to provide "Years of Faithful Service"! Not only are Federals meeting the trucking requirements of Detroit breweries, but in the many other branches of Detroit industry Federals are counted upon to give constant, trouble-free performance. The reason? Every Federal is backed by 25 years of truck-building experience; built by a Detroit company that has never built anything but motor trucks. Automotive-minded Detroit buyers recognize the superiority of Federal All-Truck Construction.

FEDERAL MOTOR TRUCK COMPANY
Detroit Branch:
FOREST AND BEAUBIEN Phone: COLUMBIA 5300

FEDERAL TRUCKS

*The Better the Malt,
The Better the BEER . . .*

. . . Congratulations, Regal!

24.4 Sold to Ekhardt Becker Brewing – February 22, 1937

A MESSAGE FROM OUR PRESIDENT

The Ekhardt & Becker Brewing Company has acquired the plant and brewing facilities of The Regal Brewing Company.

So that all interested parties — Stockholders, Distributors, Dealers and Customers—will be correctly informed . . . these facts:

There has been no exchange of stock. There will be no new stock issue. Our capital is sufficient to finance this expansion.

This new property—to be called Plant Number Two—will be completely reconditioned to Ekhardt & Becker standards.

It will be manned and managed by Ekhardt & Becker personnel exclusively.

And most important: All brewing operations will be personally supervised by Ekhardt & Becker's Master Brewer.

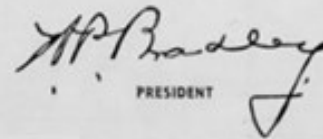
Quite naturally—we're proud of our progress. The very fact that we have to enlarge our facilities to accommodate an ever-increasing market—that's just reason for jubilation.

The Ekhardt & Becker Brewing Company appreciates the patronage and loyalty of its many friends in Michigan and elsewhere. We want to continue to merit this support and confidence. To this end we shall devote our entire resources and man power.

EKHARDT & BECKER BREWING CO., INC.

DETROIT, MICHIGAN

BREWERS OF THE "ORIGINAL AND ONLY STEINIE BEER"


PRESIDENT

ACQUIRE COMPANY

DETROIT— (A) —The Ekhardt & Becker Brewing Co. has acquired the Regal Brewing Co. under a 10-year lease with option to buy it for \$600,000 within four years.

Wonder what breweriana might have been found when E&B took over the building???

25 Schmidt Brewing Company, Detroit : 1933-1951

Schmidt was among the brewers that were able to survive Prohibition (formerly Schmidt Products), and begin brewing again with strong sales soon after repeal. However, facing increasing competition after WWII, they were forced to stop brewing in 1951, with brand name being acquired by E&B Brewing.



Schmidt's Beer Now Available in Sealed Cans

The growing demand for beer in cans has been successfully answered by The Schmidt Brewing Company, Detroit, which has placed on the market Schmidt's Beer in cans. Schmidt's is thus made available in bottles, on draught and in Cap Sealed cans.

Lou Ransom, city sales manager, reports that after a thorough survey it was decided to use Cap Sealed cans at best filling customer requirements.

"With Cap Sealed cans," said Mr. Ransom, "no tricky special opener is needed. Every home has a bottle opener, and any type will do nicely. Also, Cap Sealed cans have the advantage of furnishing a clean, Cap-protected surface to drink from. Remember, too, there is no deposit needed, and no return of empties. Cap Sealed cans have many definite advantages."

Schmidt's officials reveal that the growing demand for Schmidt's beer assured the popularity of the new container, even before it was released to the public.

They pointed out that the increasing trend to Schmidt's had made constant expansion of plant facilities necessary. Now, with many people repeatedly asking for this new type of container, plus the summer season increase in picnics and beach parties, the quick-cooling, easy storage advantages of canned Schmidt's appeals to a large new market.

But as Schmidt's president, George Schmidt, states, "This new type of container will be an addition to the already popular ways of serving Schmidt's: the old familiar bottle and on draught. It will not take the place of either, but is the answer to a distinct demand for canned beer."

"Even though the containers will be new, it will be the same old Schmidt's so many know and staunchly appreciate because it is brewed the costly, natural way."

entia, Mr. and Mrs. Charles Hygden. Miss Ruth will be Dr. Y nurse.

Miss Wand at the Oberlin sic, came ho a few weeks and Mrs. A. ing to a Vir teach for the mer. Miss trumpet play erlin high a year part of

Mrs. Adell oughby, fort is confined

Mr. and M and Mrs. F Mrs. Ralph Mrs. Kenn mont Satur annual Nur Hayes Scho how Garder

Metal I sturdy a Fremont.

Lauren S home from ton for a t his parenta, ona, return

Mrs. Elsi ters Delora spent Sund her daught sky.

Miss Tre Mr. and M taken a pos drug store Miss Helen of the No. 7

Mrs. Add land Sunda two visitin Coy and fa for her. Y will attend nouncement Arthur Me

Harold F Clinton, ha Willard to for the Cit and their here as so residence.

Miss Tan a position store.

Jim Bas tending M to spend t ents, Mr. f

U. B. Sale, June

Misses Charles E gala were see the b

Rev. W umbus T tion exerc On his re accompan local stud

Mr. and children ton wher relatives

\$25.0 special Fremont


Miss L probate A week. A ma Glee the latte made fre day for Smoky

Miss I at Robi her dur month's ents, M

R.


131 N.

AMERICA'S FINEST BEER



NOW IN CANS AT ALL BETTER BEER DEALERS!

Schmidt's THE NATURAL BREW



SCHMIDT'S IN CANS is making quick friends . . . a new container for the smooth, full-flavored, all-grain beer you know so well!

Notice the top? It's cap-sealed . . . you can use any bottle opener, and even drink from its clean, cap-protected surface! SCHMIDT'S IN CANS is easy to pack away, quick to cool . . . and there's NO DEPOSIT—NO RETURNS!

Try SCHMIDT'S IN CANS today—you'll like it!

THE SCHMIDT BREWING CO., BREMEN

You Asked for It . . . HERE IT IS!

Now in Cans too!



SCHMIDT'S in cans within a week has become a huge success! We expected to sell a lot of it but frankly the demand exceeded our fondest expectations. If your favorite beer dealer is "sold out" please be patient. We assure you that we are doing all we're able to keep everyone supplied.

Schmidt's beer in cap-sealed cans is a natural . . . quicker cooling, less space in the refrigerator, convenient to carry on picnics, hunting, and fishing trips, etc. No deposits—no empties to return—you use any bottle opener. Buy a carton of 12 today . . . it's the same delicious, light yet full-bodied Schmidt's you've always enjoyed. "Naturally" better!

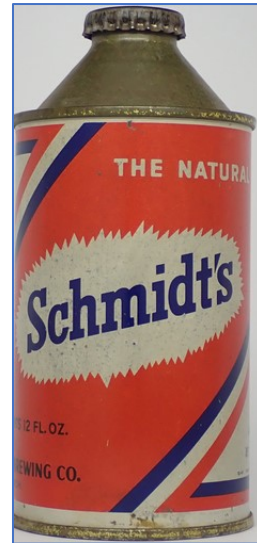
Schmidt's
"America's Finest Beer"

THE NATURAL BREW

Listen to Schmidt's! Barrel of Fun WXYZ 7:00 P. M. Every Thursday, Starting Charles Ruggie

THE SCHMIDT BREWING CO., BREMEN

Additional ads from Chris. The left dated June 13, 1941, the right June 18, 1941. Note both cans are artist renditions since neither have the "Natural Brew" or "No Sugar - No Glucose Added".



Both can variations must have been run concurrently since both have patent info, including matching color fonts. Likely just marketed to different regions/states.

25.2 Schmidts return post WWII – April 21, 1947



Pre-War Quality

Schmidt's

is Back!

Try a Bottle Today

"AMERICA'S FINEST BEER"

The Schmidt Brewing Co., Detroit 7, Mich.

WWII ended fall of 1945, but brewers didn't return to producing beer cans for civilians until 1947.

This bottle ad has the logo used from the early 1940's, though no "Natural Brew" or "No Sugar No Glucose" logo visible. Obviously, cans were not found with this label during the war, and pretty sure this logo did not reappear on cans post war.

Note the neck label has "The Natural Brew"

25.3 Schmidt's America's Finest bottle – September 09, 1947

Taste it now...

*The Best Beer
You've ever tasted*

Schmidt's

S U P R E M E

*The Best Beer
we've ever
brewed*

**A NEW LABEL
for America's
Finest Beer**

**S U P R E M E
in Quality**

**S U P R E M E
in Flavor**

**S U P R E M E
in Body**

THE SCHMIDT BREWING COMPANY, DETROIT 7, MICHIGAN

N O S U G A R O R G L U C O S E A D D E D

This appears to foreshadow the change from pre-war label to post war design

Here's the 75 year old Brewery



● Devoted to a 75 year old tradition of brewing finer beer, Schmidt's is celebrating its Diamond Jubilee Anniversary with the finest quality beer in its entire history. For a new height in beer enjoyment . . . for the taste that tells the story of beer goodness beyond your expectations—next time order SCHMIDT'S. You'll be glad you did.

—and here's the NEW BEER . .



Our New Brewmaster
GUSTAV WEYMAR

Supreme in
QUALITY

Supreme in
TASTE



Extra Fine
Schmidt's

75th ANNIVERSARY YEAR



● . . . and back of our 75 year old brewery, our new brewmaster whose skill is the heritage of 137 years' devotion to a craft that made his family—and has

made Gustav Weymar internationally famous. If you want beer at its best—smooth—mild—better beer . . . now drink SCHMIDT'S.

IN BOTTLES—IN CANS—OR ON TAP EVERYWHERE

the whole Town's Talking About!

The Schmidt Brewing Co., Detroit 1, Mich.

25.5 Schmidt's America's Finest – April 26, 1948



“Best beer I’ve ever brewed”
says Gustav Weymar,
our famous Master Brewer

In Bottles—In Cans—
Or on Tap Everywhere

WHEN an internationally famous Brewmaster like Mr. Gustav Weymar tells you that the new Schmidt's is the “Best Beer I’ve ever Brewed”—you can be sure it's truly beer at its best. Mr. Weymar comes from a family associated with the brewing of good beer since 1811.

If you were to pay a dollar a bottle, you couldn't buy a finer beer. Frankly, Schmidt's is a Premium Beer without a premium price. This is the 75th Anniversary of our brewery — we're celebrating with quality beer that is the best we've ever brewed — the best you've ever tasted. Try a bottle today — you'll be glad you did.

Extra Fine
Schmidt's
THE SCHMIDT BREWING CO., DETROIT 7, MICH.



★ *Supreme in Quality*
★ *Supreme in Taste*

75th ANNIVERSARY YEAR
1873 1948

Dates the new cone top production as early as 1948, Multiple ads with this same design but different advertisement layouts available through 1948-1950

25.6 Schmidt's Beer – No Sugar, No Glucose – November 11, 1949

If you aren't completely satisfied with the brand you are now drinking why not . . .

SWITCH
to
SCHMIDT'S
"Easier done than said"

America's Finest
Schmidt's
BEER

America's Finest
Schmidt's
BEER

The Natural Brew

Brewed to be low in calories
NO SUGAR NO GLUCOSE ADDED

The DELIGHTFUL Beer

THE SCHMIDT BREWING CO., DETROIT 7, MICHIGAN

Similar to the previous page, but has the “No Sugar – No Glucose Added” prominently stated. Note the neck label on the bottle still has “The Natural Brew”, which seems to confirm both variations popular with Schmidt’s and the can designs ran concurrently.

25.7 The end of Schmidt Brewing – October 08, 1952

Brewing Firm Gets Court OK to Dissolve

The Schmidt Brewing Co. was given permission Wednesday to dissolve. The National Bank of Detroit was appointed receiver.

Circuit Judge Frank B. Ferguson granted the firm's petition, which said the company discontinued operations last Nov. 7 because of lack of capital.

An estimated \$335,000 will be distributed among the holders of 998,732 shares of stock.

* * *
THE COMPANY'S land and building at 1995 Wilkins was sold last April. E & B Brewery, Inc., purchased the good will and trade name of Schmidt and has been brewing and distributing Schmidt beer for eight months. It will continue to do so.

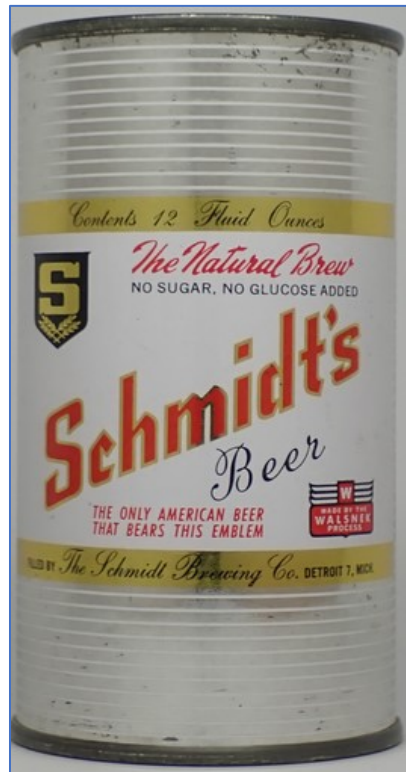
Schmidt formally dissolved in 1952, and as this article states the brewery ceased operations on November 7, 1951.

Also confirms that E&B Brewing purchased the land/name, and continued filling the Schmidt beer can design at least for a few years after the transfer.

The can photographed below left is the last gasp of the Schmidt Brewing Company. The below right is similar design carried on by E&B after acquiring the brewery/brand. Note the taller/larger emphasis on the brand, not as much silver filler.

Left : Schmidt Brewing Company

Right : E&B Brewing Company



26 Sebewaing Brewing Company, Sebewaing : 1880-1966

Some good information on the internet. Sebewaing was prosperous in the late 1940's, 1950's and very early 1960's with million-dollar years around 1960. On January 1, 1962, President A.E. Mast retired, sold his stock to an outside interest, which led to a group of outsider Detroit men gaining control via a proxy battle. These outsiders may have been good business people in other trades but were not experienced in running a brewery. Interesting blurb from the Sebewaing Blade on June 30, 1996, quote:

A year ago there was hope that the patient would rally from handling by incompetent physicians. After years of successful manufacturing in Sebewaing, the brewery had fallen on evil days. A new board had taken over a few years ago, management passed into the hands of the outsiders, and one day it was discovered that the operating capital was gone and the debts amounted to around \$100,000.

The last day of the Sebewaing Brewing Company was June 4, 1966. Story from relative of a former brewery worker (from whom I acquired my yellow can) just before shutting down, a number of unused beer cans were run through the canning equipment, air-sealed, with intent to be used as "fishing net floats!



26.1 Greetings From Sebewaing – December 12, 1955

GREETINGS



The scene is set for Christmas—every heart aglow with a spirit that makes this the happiest of Holidays. To all our cherished friends we extend this sincerest of greetings—May Christmas fill your heart and home with all its brightest cheer and may good health accompany you throughout the coming year.

The Sebewaing Brewing Co.

Nice ad, but couldn't they include some beer can love? So many ads listed Sebewaing Brewing as part of the "Michigan Brewers Association" but nothing showing Sebewaing beer in cans or bottles.

26.2 Sebewaing Diamond Jubilee - 1954



SEBEWAING BEER, cans, and Sport Beer are the three main lines of the local brew. Seventy-two percent, or 22,845 barrels went into glass bottles in 1954, and 16% or 4,280 barrels went into tins. The smallest amount, 12%, or 3,760 barrels was put up in kegs.

27 Stroh Brewing Company, Detroit : 1933-1999

The big boy of Michigan beer! In addition to its own brand, the company produced or purchased the rights to many other brands such as Goebel, Schaefer, Schlitz, Augsburger, Erlanger, Old Style, Lone Star, Old Milwaukee, Red River, Signature, as well as manufacturing Stroh's Ice Cream.

While once a major player attempting to compete as a national brewer, Stroh's heavy debt to finance the Schlitz acquisition and unable to compete nationally with Anheuser-Busch, Miller and Coors, Peter Stroh agreed to sell the company's operations to Coors, but the deal ultimately fell through.

Numerous attempts to solve their cash flow problems, including real estate ventures, fruit flavoured drinks, overseas expansion and speciality beers. In 1995 William Henry assumed Peter Stroh's CEO position to become the first non-Stroh family member to hold that position. In 1996 Stroh acquired the G Heileman Brewing Company for around \$290 million. Stroh had to borrow heavily to expand, but eventually on February 8, 1999, the 149-year-old brewer sold its brands to the Pabst Brewing Company and Miller Brewing Company.

An entire book could be written on Stroh alone, and Peter Blum's book (he himself a Stroh Historian) provides much interesting information.





Numerous Stroh ads are shown, more so than other breweries. Stroh was for some time Michigan's largest brewer, and while they didn't make any radical changes to their main brand design, they did create some nice advertisements and especially showing the top lids and cardboard packaging.

27.1 Stroh lithograph prints

The following are included simply because I like them! I have two great kids, daughter Melissa and son James. These are pictured in Peter Bluhm's book, real lithographs, and chatting with Ed Stroh are in the Stroh Archive. Ed made me two high quality digital prints of which I have framed in my can room.



27.2 Stroh's flats – July 22, 1950



27.3 Stroh early color ad – July 19, 1955



When you relax...
refresh with
fire-brewed
Stroh's beer!



A shady spot, a hammock, and a cool can of Stroh's beer in easy reach. What a pleasant way to spend a summer afternoon! Stroh's has a lighter, smoother, more refreshing flavor . . . because it's America's only fire-brewed beer—fire-brewed at 2000 degrees. So when you relax . . . *refresh* with the finest—Stroh's!

You'll like

Stroh's

it's lighter!

NOW AT POPULAR PRICES



The Stroh Brewery Co. Detroit, Michigan



27.5 Stroh's America's Only Fire-Brewed – July 19, 1962

so light, so right, and oh, so refreshing!

enjoy
STROH'S
and taste
what fire-brewing
does for beer flavor!

Brewing over direct fire creates a lighter, a smoother, a finer beer flavor... and Stroh's is America's only fire-brewed beer! And for convenience sake, buy Stroh's in handy, quick-chilling cans... premium quality always... popular prices everywhere!

STROH'S
Premium Quality
BEER

Served wherever quality counts
CONTENTS 12 FL. OZ.

Stroh's
BEER

*light
smooth
fire-
brewed*

The Stroh Brewery Co., Detroit 26, Michigan

AMERICA'S ONLY FIRE-BREWED BEER

27.6 Stroh's zip (color) – August 10, 1963

The Latest Beer News
The News That You've Been Waiting For
THE STROH BREWERY CO., DETROIT 26, MICHIGAN

STROH'S NOW IN

The Stroh Brewery Co. Brings
The Convenience of E-Z-Open
Zip Top Cans to Its Customers!

**NEW
e-z-open
ZIP TOP
CANS**

Can Openers Are No Longer
Needed For New Cans!




New Stroh's Cans
Available Now

New Stroh's Zip Top Cans Are
In New Zip Open 6-Pak!


BUY IT! TRY IT!
YOU'LL LIKE IT!

27.7 Stroh's zip – August 10, 1963

You won't need this



with this




STROH'S
Bohemian Style
BEER

Served wherever quality counts.
CONTENTS 12 FL. OZ.

STROH'S NEW E-Z OPEN ZIP-TOP CAN

*So convenient you never need an opener. Zip, it's open... now you pour!
And what you pour is the pleasure-time flavor of America's only fire-brewed
beer. Light... smooth... refreshing! Pick up a six-pack of Stroh's in the
convenient new can—and taste what fire-brewing does for beer flavor.*



THE STROH BREWERY COMPANY, DETROIT 26, MICHIGAN

27.8 Stroh's improved zip – December 10, 1963

NEW! STROH'S IMPROVED ZIP-TOP


STROH IS FIRST WITH THE
NEW SMOOTH HANDLE ZIP-TAB...



RAISED/ROUNDED/ROLLED

WORLD'S EASIEST WAY
TO PLEASURE TIME!

Raised to give you a good grip...rounded
and rolled to make a better lift-tab. Now
it's so much easier to enjoy the fire-brewed
flavor of Stroh's. Light...smooth...refreshing.
Pick up a six-pack of Stroh's beer today!



THE STROH BREWERY COMPANY, DETROIT 26, MICHIGAN


Bottom text has the “Served Wherever Quality Counts”

27.9 Stroh zip tops – January 04, 1966

6 STROH'S TO **GO**

GOING

GONE



Great for the going season

Stroh's six packs go where you go. Convenient cans chill in minutes . . . can't break . . . never need an opener. Just pull the tab. Then taste the only beer in America that's brewed over direct fire. That's how Stroh's gets better flavor out of the ingredients and puts it into the beer. Next time you're planning an outing . . . make it even *more* fun . . . take along Stroh's distinctive red six-pack. Ask for "six Stroh's to go!" Live a little.

The Stroh Brewery Company, Detroit 26, Michigan

27.10 Stroh's ring tabs - March 15, 1966



The Stroh Brewery Company, Detroit 26, Michigan

Get to Stroh's fire-brewed flavor with a quick lift of your finger. New Ring-Pull Cans are easier than ever to open. Try them. Pick up a six-pack of Stroh's today.



Stroh's

FIRE-BREWED FLAVOR

27.11 More Stroh's ring tabs – May 16, 1967

Pull up a Stroh's



Pick up a six pack of fire-brewed flavor



Stroh's in handy ring-pull cans is the convenient way to enjoy fire-brewed flavor. Easy to open . . . easy to store and quick to cool. And for a taste that's truly different, no other American beer can compare with Stroh's. Fire-brewing makes that difference and Stroh's is America's only fire-brewed beer. Pick up a couple of six packs of Stroh's 12-ounce ring-pull cans today.

Stroh's
FIRE-BREWED FLAVOR

The Stroh Brewery Company,
Detroit, Michigan 48226

27.12 Stroh's mentions "ring-pull" in the text - Dec 1967

**Some-
thing
new**



**has
been
added**

Stroh introduces a new 8 pack
of ring-pull cans especially for Indianapolis

With Stroh's new eight pack, you've got two more to pour . . . two more cans of Stroh's fire-brewed flavor. You know that Stroh's is the beer that's brewed over direct fire. And that flame really turns the flavor on. So, next time, make it Stroh's in the brand new eight pack. It's the convenient way to enjoy America's one and only fire-brewed beer.

Stroh's
FIRE-BREWED FLAVOR

27.13 Stroh's "protective plastic top" - August 1968

Drinks clean!

- Quick chilling cans in Clean-Top 6-pack
- America's only fire-brewed flavor
- Everything's premium but the price

Stroh's
BEER

OVER A CENTURY OF SATISFACTION

protective
plastic
top



27.14 Stroh's "the iceless icebox" – October 05, 1969

The iceless icebox.

We've come up with a way to make a box full of Stroh's just as lovable as an ice chest full of Stroh's.

Our aluminum insulated Stay Cold Pack.

All you have to do is make sure the whole pack is refrigerator cold. Then, the insulated

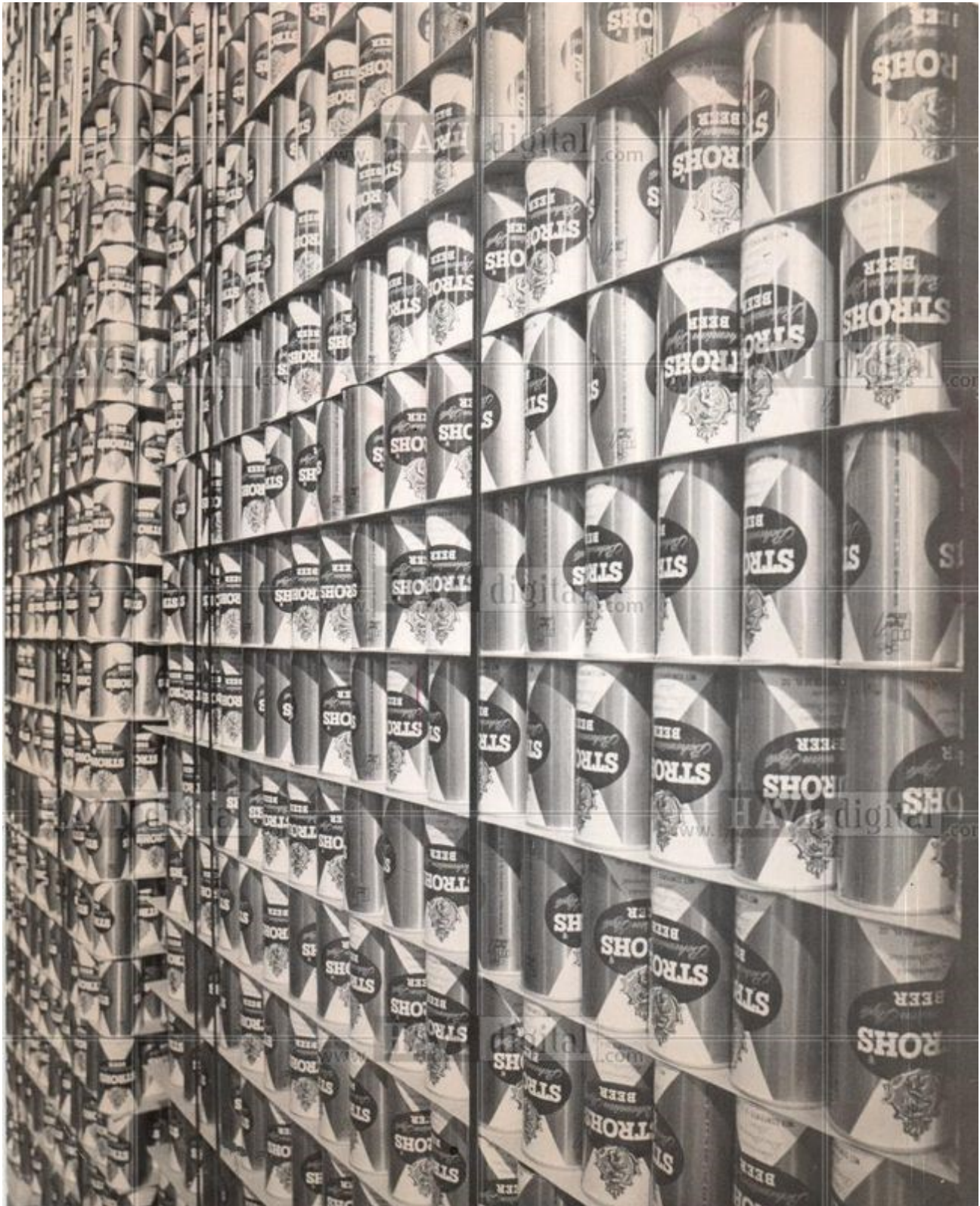
box will keep the beer inside nice 'n cold for hours. Without a refrigerator. And without ice.

So from now on you can do your picnicking with Stay Cold Packs, and leave your back-breaking ice chest at home.

Ah, it's so easy to be a beer lover.

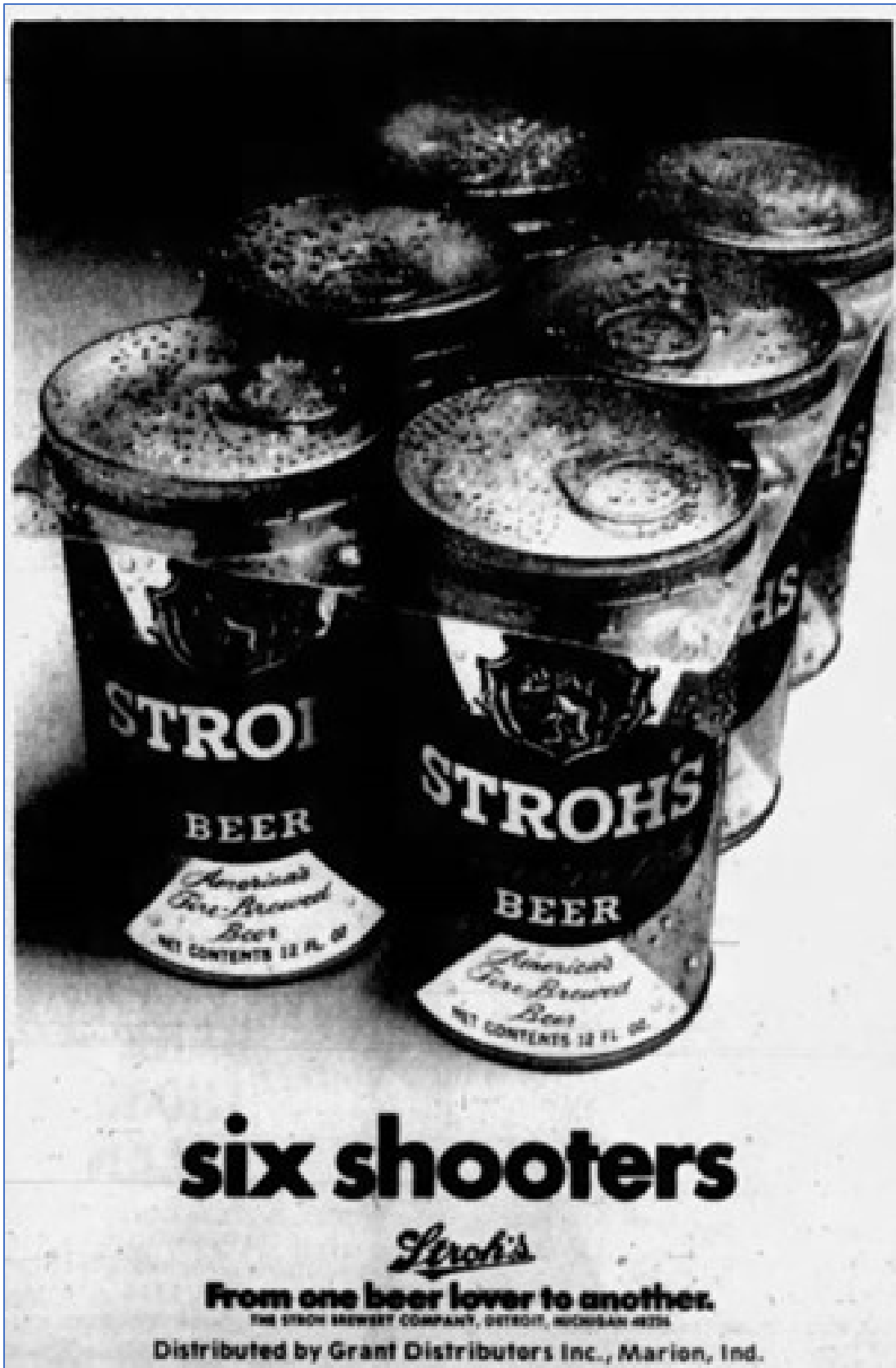


27.15 Pallets of Stroh tabs – November 03, 1970

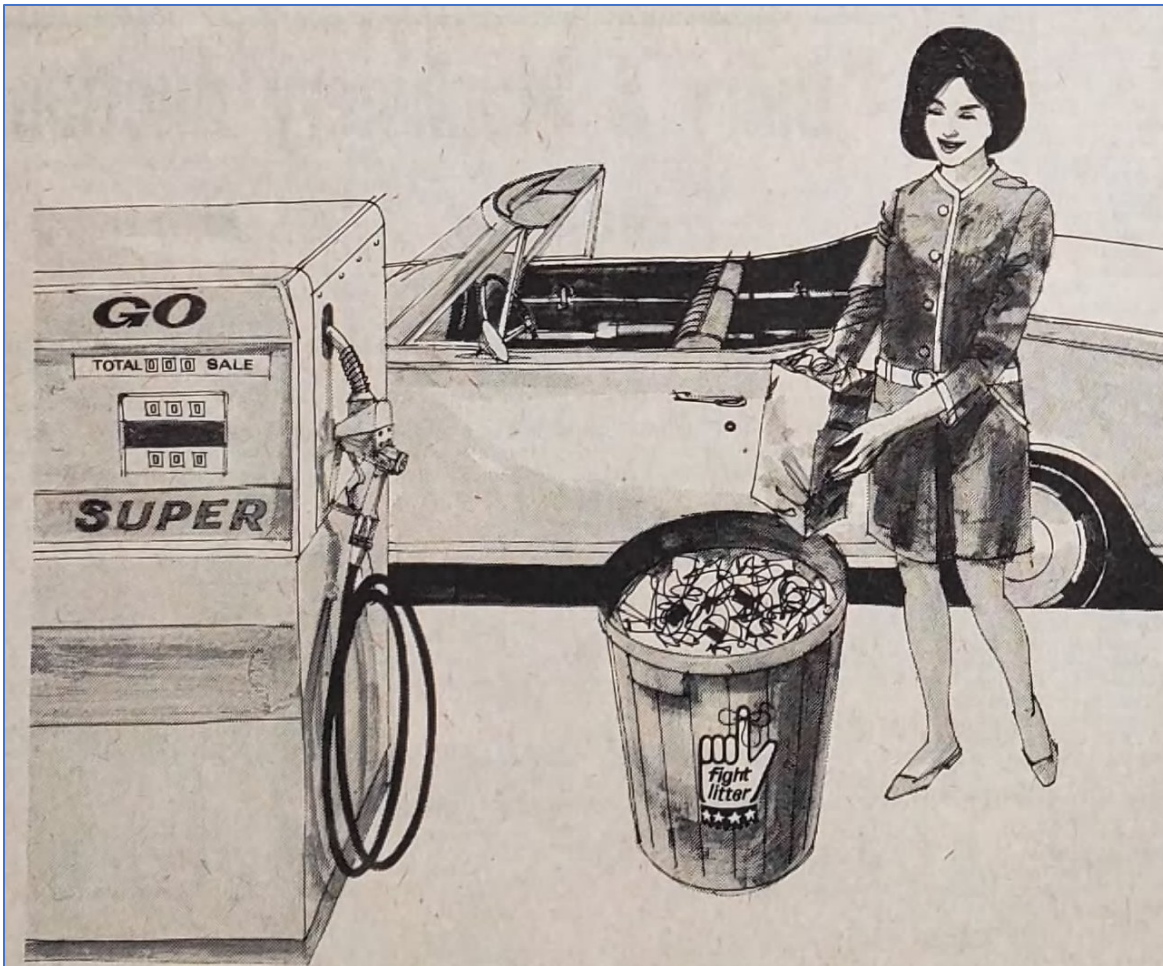


Note all the cans upside down. Helps confirm can companies lidded tab tops and brewer filled from the unlidded bottom, and final step applying the bottom lid.

27.16 Stroh's "six shooters" pull tabs - May 11, 1971



27.17 Showing the "Fight Litter" campaign - April 17, 1969



It'll make you feel good!

See what happens when you put litter in a trash barrel...
Instant gladness!

The sky's a little bluer, the grass a little greener,
the day a little brighter. You'll feel good.

You want to make the day go right? Litter
prevention isn't everything, but it'll help.

Used by permission Michigan Soft Drink Association

27.18 More regarding "Fight Litter" campaign - April 24, 1969



27.19 Stroh "Pitch In" and "Fight Litter" – June 16, 1972

COLD STORAGE

“Stroh a Party”

This handy 12-pack is actually a disposable icebox. It stores twelve cans of good Stroh's Beer. Once you chill the pack, the beer inside stays cold for hours.

And once you finish the beer, the inside makes a neat, disposable container for storing the empties. Try the Stroh's Iceless Icebox this weekend. It keeps its cool.

FROM ONE BEER LOVER TO ANOTHER

THE STROH BREWERY COMPANY, DETROIT, MICHIGAN 48224

PITCH IN - FIGHT LITTER - HELP KEEP AMERICA BEAUTIFUL!

Start of "Fight Litter" appears 1969, the newer "Pitch In" later around 1972, and ran concurrently, possibly in response to Michigan government discussing a 10c bottle/can deposit to help stop roadside pollution. Note this can has the newer "Americas Only Fire Brewed Beer" replacing the "Served Wherever Quality Counts"

Discussions on some form of deposit to help combat litter started between government and brewers as early as 1971, but didn't get signed into law until November 02, 1976, and not enforced until December 03, 1978.

TUESDAY, FEBRUARY 9, 1999

BUSINESS NEWS

Stroh ends 149 years of brewing

Deal gives beer brands to Pabst, Miller

By ALEXANDRA R. MOSES
The Associated Press

DETROIT — Stroh Brewery Co., ending a 149-year U.S. beer-brewing tradition, announced Monday plans to sell its beer brands to Pabst and Miller in a move that continues the consolidation of the beer industry.

Miller Brewing Co., the nation's second-largest brewer behind Anheuser-Busch Inc., has agreed to buy No. 4 Stroh's Henry Weinhard's and Mickeys brands. Fifth-ranked Pabst Brewing Co. agreed to buy the rest of Stroh's brands — including Stroh's, Old Milwaukee and Schlitz — and its brewery in Lehigh Valley, Pa.

Stroh will continue operating its five other breweries under a transition agreement until production can be shifted to a Pabst or Miller brewery. The transition is expected to last about nine months. Afterward, Stroh will seek buyers for the breweries.

Terms were not disclosed, although published reports said the deal could be worth \$400 million.

"My family and I struggled with this decision," said John Stroh III, the company's president and chief executive officer and a fifth-generation member of the Stroh family.

"However, in light of this attractive offer, and the long-term competitive outlook of the brewing industry, we concluded that it is the appropriate time to exit the beer business and focus on the family's other ventures," he said.

The company will focus on its real-estate business and remain headquartered in Detroit.

Stroh has about 2,800 employees. How many of those will be affected is uncertain, said Stroh spokeswoman Lacey Logan. Pabst and Miller could offer to employ Stroh's full-time workers, she said.

Several Stroh employees said they had been told not to talk with reporters about the deal.

The agreements are expected to be



The Associated Press

BYE BYE BEER: A Stroh Brewery Co. employee looks over the copper tanks used at the company's Lehigh Valley, Pa., brewery. The company is selling its beer brands to the Pabst Brewing Co. and Miller Brewing Co.

finalized in early April, and are subject to review by the U.S. Justice Department.

Stroh began brewing in Detroit in 1850, after the family had already been brewing for two generations in Germany. During Prohibition the company converted facilities into making a variety of products, from ice cream and soda to the ingredients necessary for home brewing, and did not have to lay off anyone.

Once back in the beer business Stroh enjoyed regional dominance, and by the early 1980s, it became the nation's third-largest brewer after buying the F&M Schaefer Brewing Co. and the Jos. Schlitz Brewing Co.

The Stroh family put much of its profits back into Detroit, spending \$150 million in the past 20 years in redevelopment projects.

Soon after it bought Schlitz, however, the company started losing ground and found itself with too much capacity. It closed its Detroit brewery in 1985. Four years later, Peter Stroh announced the company was looking for a partner or a buyer to help pay the company's debts and add cash.

Stroh itself later fed the consolidation trend, pursuing the G. Heileman Brewing Co. for several years until

it bought it in 1996. But the company continued to lose market share, dropping to fourth.

The privately held company reported a loss of \$3.9 million on net sales of more than \$243 million in the third quarter of 1998.

Beer industry analysts said the move follows the industry consolidation trend, necessary because the top brewing companies carry so much weight.

"The industry is just not growing that much," said Gary Hemphill, vice president of Beverage Marketing Corp. of New York. "The middle-tier brewers (like Stroh) are the ones that have suffered the most."

Frank Walters of M. Shanken Communications in New York said the move gives Miller and Anheuser-Busch 70% of the beer market.

"It's very tough to compete with the wherewithal of a Miller or Anheuser-Busch," he said. "The specialty beer market is declining and the smaller brewers are having a tough go."

"The consumer trend is toward bigness."

Tim Swanson of AG Edwards agreed.

"The market has become exceedingly difficult with competition, especially with the big players," he said.

STROH BREWERIES

WHO GETS WHAT

<ul style="list-style-type: none"> ■ Locations of Stroh Brewing Co.'s breweries acquired by Pabst: Lehigh Valley, Pa. ■ Brands acquired by Pabst Brewing Co. include: Augsburg Black Label Colt 45 Lone Star McSorley's Old Milwaukee Old Style Primo Rainier Schaefer Schlitz Schlitz Malt Liquor 	<ul style="list-style-type: none"> Schmidt's Special Export Stroh's ■ Brands acquired by Miller Brewing Co.: Henry Weinhard's Mickeys ■ Locations of Stroh Brewing Co.'s breweries whose fates are still to be determined: La Crosse, Wis. Longview, Texas Portland, Ore. Seattle Winston-Salem, N.C.
--	--

"The bigger scale that you have, the better margins that you have, ... and better profitability."

The brands to be sold to Pabst are Stroh's, Old Milwaukee, Schlitz, Schaefer, Old Style, Schmidt's, Lone Star, Special Export, McSorley's, Schlitz Malt Liquor, and Rainier. Pabst, based in San Antonio, Texas, is the nation's fifth-largest brewer.

Besides the brewery it is selling in Pennsylvania, Stroh has breweries in Seattle; Portland, Ore.; Longview, Texas; Winston-Salem, N.C.; and La Crosse, Wis.

The companies also announced that Pabst has reached an agreement to transfer its Hamm's and Old English 800 brands to Miller. Pabst has agreed to expand its contract brewing agreement with Miller.

Analysts said the move will intensify Miller's share of the malt liquor category. Mr. Swanson said the contract brewing benefits Miller because it allows it to utilize their brewing capacity better, aiding profitability.

Stroh's market share shrank from 7.9% to 6.7% last year, and Pabst's from 2.4% to 2%. No. 1 Anheuser-Busch of St. Louis represented 46.7%, Milwaukee-based Miller had 21.2%, and No. 3 Coors of Golden, Colo., 10.5%. Analysts said Miller will likely increase a couple of points with the move.

End of a Michigan brewery icon!!! 😞

28 Tivoli Brewing Company, Detroit : 1933-1948

The Tivoli brewery was rebranded Altes in 1948, likely due to the popularity of its Altes Lager brand. While Altes itself was acquired by National in 1954, the Altes brand name continued with National, then Carling, and finally with G Heileman. There were only Altes crowntainers produced by Tivoli, multiple variations, including TWO variations of the rare propeller “Victory” beer can.

MANSFIELD
Here's to You!
We are pleased to announce the appointment of
R. A. Jolly & Company
236 E. Rensselaer St., Phone 5929
Bucyrus, Ohio
As exclusive distributor for ALTES BEER
in this territory

HAVE YOU TRIED THE BEER WITH THE AGED-IN FLAVOR? ALTES' exclusive closed in process blends every brew slowly and evenly to bring the flavor to its peak of perfection the natural way. The flavor is actually AGED-IN. That's why ALTES BEER develops such lightness, mellowness and clean taste. For complete satisfaction in every quality your taste demands, for a beer that is definitely superior, ask for ALTES—the beer with the AGED-IN FLAVOR.

IN BOTTLES AND HANDY CANS

Always Say **ALTES**

THE BEER WITH THE AGED-IN FLAVOR

© Copyright 1941 Altes Brewing Co.

Atles (Tivoli) - December 29, 1941

With WWII dates 1939-1945, the Victory can must have been produced in between those years.

There is a rare Altes “Withdrawn Free” with assumption that was produced for distribution to nearby Canada.



ALTES LAGER

*The ONLY beer
with
Aged-in
Sealed-in
flavor.*

TIVOLI BREWING CO.
DETROIT 14 MICH.

ALTES BEER

ALTES BEER

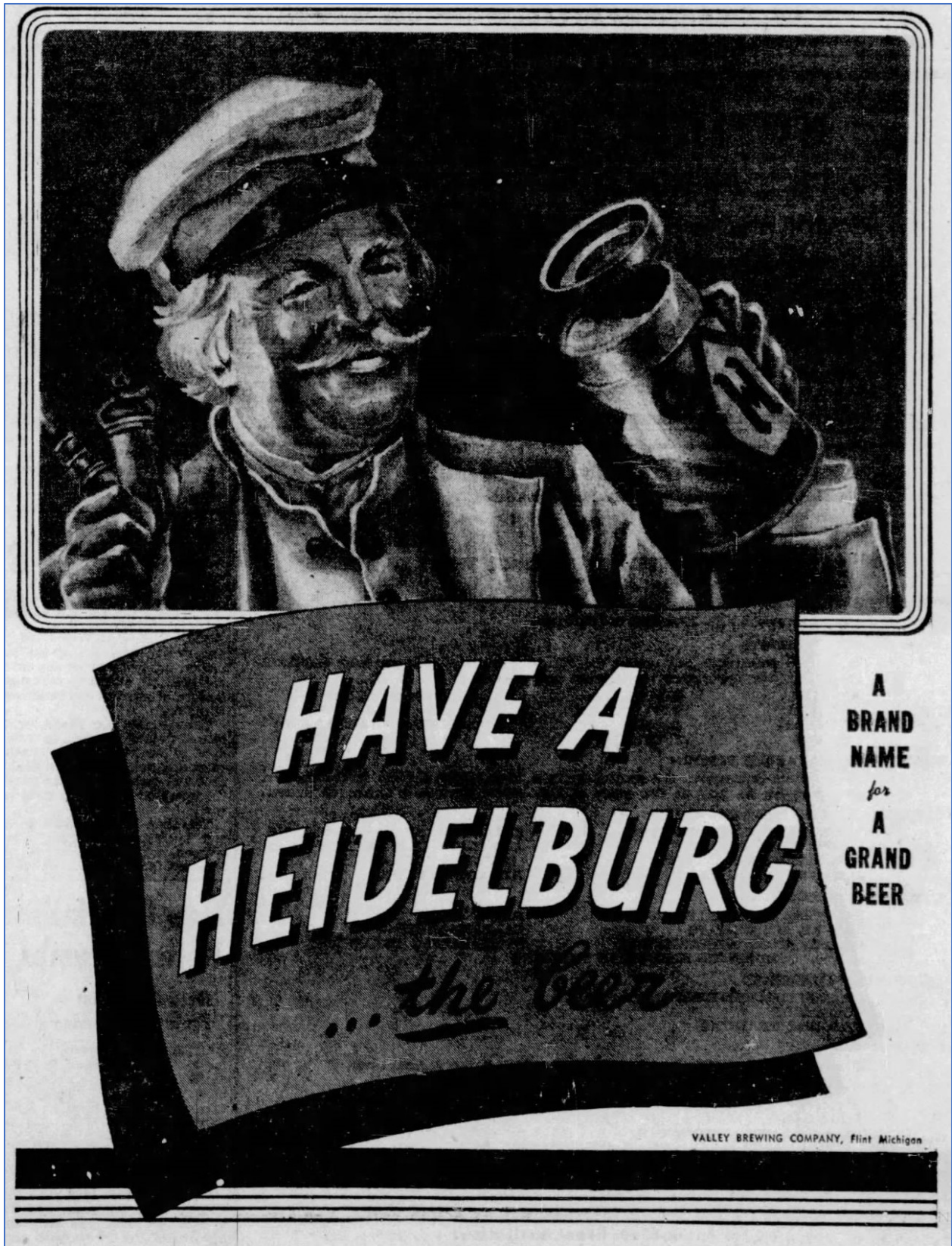
LISTEN TO THE NEW GUY LOMBARDO SHOW ...
SEE YOUR LOCAL PAPER FOR TIME AND STATION

29 Valley Brewing Company, Flint : 1949-1952

Operated just three short years and only brand Heidelberg, both IRTP and tough to find non-IRTP. This does verify brewed at least before and after the IRTP requirement was dropped March, 1950 (which also dropped the “Withdrawn Free” requirement).



29.1 Have A Heidelberg – July 01, 1949



Only ad found for Valley Brewing, Flint

30 Associated Brewing Company – 1962-1966

Brewery Merger Approved

Shareholders of Associated Brewing Co. and Drewrys, Ltd., U.S.A., Inc., Tuesday approved the merger of the two brewing concerns, with Associated to be the surviving company.

Associated shareholders met in the company's Detroit headquarters and Drewrys stockholders met in South Bend, Ind.

The merger will give Associated stronger competitive footing, particularly against the industry's giants, said President Herbert Epstein.

He said regional brewers generally have experienced earnings declines in the last year and that predictions for the industry's second half haven't materialized.

* * *

EPSTEIN declined to estimate full-year sales and earnings for Associated, but noted that nine-month results reflected the growing competitive pressure.

In the nine months ended Sept. 30 Associated earned \$364,314, or 22 cents a share, compared with \$621,301, including a special tax credit of \$232,781, or 38 cents a share, in the like 1964 period.

Nine-month sales increased to \$22,853,177 from \$18,107,585 a year ago.

The merger will sharply increase Associated's volume from a 1964 level of 1.5 million barrels to a combined volume, based on 1964 figures, of more than four million barrels. The merger also will give Associated a broader geographic base.

Drewrys, Associated To Merge

Drewrys Ltd., U.S.A., and Associated Brewing Co., Wednesday announced agreement on a merger of the two companies with Associated the survivor.

The merger is subject to approval of shareholders of both firms. Directors of each already have approved it.

* * *

UNDER TERMS agreed to, Associated shareholders will receive one share of the continuing corporation's shares for each Drewrys share they hold. 2½ shares then presently hold. Drewrys shareholders will receive one share of the continuing corporation's shares for each Drewrys share they hold.

Earnings

Associated Brewing

Associated Brewing Co. reported net earnings of \$364,314 on \$22,853,177 sales in the first nine months of 1965, compared with earnings of \$621,301 on \$18,107,585 sales in the like period last year.

Associated presently brews in Detroit (Pfeiffer, Schmidts and E & B), St. Paul and Evansville, Ind. Drewrys has facilities in Brooklyn, Willimansett, Mass.; South Bend, and Chicago.

Merger terms provide for shareholders of Associated to the surviving company for each share they hold. Drewrys shareholders will receive one share of the surviving company for each share presently held.

Mixed grouping of articles about Associated Brewing Company. This is somewhat muddled since cans such as Drewry, Pfeiffer, E&B and Old Dutch never carried the Associated mandatory, but these were all Associated DBA.

Per Peter Blum's "Brewed In Detroit", Pfeiffer had a long strike in 1958 plus large debt from purchasing the Schmidt Brewery in St Paul in 1954. With the Pfeiffer brand under pressure, management decided to become a regional brewer under the name "Associated Brewing Company". It acquired the E&B brands, Drewrys in South Bend and Chicago, Sterling in Evansville, and Piel in New York. While Associated's headquarters were in Detroit and the operation profitable, the large brewery was closed in 1966. The brands were sold to other brewers six years later.

30.1 A few ads with Associated Brewing Co

BULLSEYE!
Great taste was born the day they made this famous Pfeiffers blend.
It's a fact, each Pfeiffers is bottled with the finest malt and hops.
TASTE BEER AT ITS BEST. DRINK A Pfeiffers.



ASSOCIATED BREWING CO.

January 14, 1965

FLAVOR THAT GOES WITH FUN . . .
SCHMIDT'S BEER



Premium Quality!

Now Available in 6-pack pull-top cans.
Associated Brewing Co.

January 21, 1965



There's nothing as cooling, relaxing, and refreshing as

PFEIFFER'S DRAFT BEER



IN BOTTLES AT THE END OF A BUSY DAY.

ASSOCIATED BREWING CO.

April 01, 1965

PITCH-AWAY BOTTLES



and



CANS

Draft Brewed PFEIFFERS

Now Available!
. . . Try it — you'll like it.

ASSOCIATED BREWING CO.

May 06, 1965

Strange the cans while filled by Associated Brewing Co continued to retain their original brewery mandatories. Would have though the government/IRS would not have allowed such mis-match.

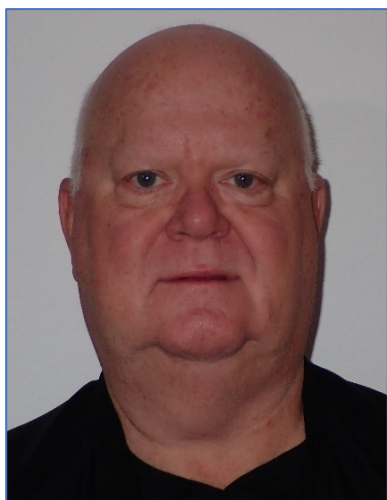
31 Acknowledgements

Of course, thank you to co-author **Chris Taylor**, and Michigan specialists **Chuck Starrett** and **Dave Wheaton**, who put up with my numerous emails, numerous text messages, review and review and review, meeting at Chris Taylor place in Ann Arbor and two Zoom meetings. A good collaborative project!!!

Thank you to **Keith Kerschner** for helping with www.newspapers.com, and Randy also purchased a one month to www.newspaperarchive.com. Be warned, these are deep, deep rabbit holes, easy to become addicted, and all hours of the morning “just one more search”. Also, you must resist putting fist through keyboard when search keywords work one day, same exact the next finds nothing!!!

Also, thanks to the Good Guys (**Tom** and **Dan**) for helping get in contact with a few other collectors with Michigan cans, and especially **Dr Kevin Foley** for great December 31, 2024 visit to allow Randy to photograph some long-desired Michigan beer can variations.

31.1 Chuck Starrett photos/info – December 2024



Chuck likely has the best current Michigan beer can collection, both quantity and quality, collecting Michigan for at least four decades. While he no longer attempts to collect every possible minor variation, he has switched focus to quality, and anyone who has seen his Facebook posts knows the mint/shine often requires sun glasses!

Chuck owns a home inspection company and has been taking digital pictures a long time. As part of the 2024 MBC project update, he has graciously photographed some missing pictures and provided A++ upgrade images for others. Maybe more important than a good digital camera is control of lighting, both neutral background photo box and light source to provide true color pictures. Chuck uses a 5000K LED light and backdrop/shield such that minimal “light bounce” and “reflection”. Here are some pics of his setup.

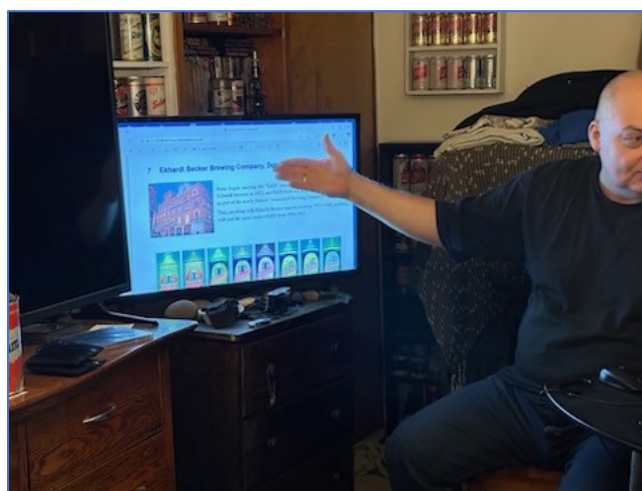


Chuck regularly posts Michigan photos and answers questions on the RB and BCCA Facebook pages.

31.2 Dave Wheaton, Ann Arbor - December 07, 2024

On that date, the two best Michigan beer can detail specialists, Dave Wheaton and Chris Taylor, met up with Randy Karasek in Ann Arbor. In Dave Van Hine style, Randy left his house 7am, roads clear of snow, pretty chilly 21 F, and gas prices were \$2.69. We met at Chris' place and had three great hours going over Chris' Michigan variations that might need to be photographed for MBC update as well as reviewing nearly every beer can date noted in this Michigan Breweries document.

Dave and Chris have been Rusty Bunchers for decades, and have extensive dumping experience of what items, what time frame. In addition, these two can speak in a language of canning codes, MPC symbols, seam style (toothed to left or the right), which generation zip lids, pressure beads, bulb top, mandatory style, etc. Really uncanny to see Dave (beer can Rain Man an honest compliment) hold a can, and based on a number of indicators able to reliably state "must be around year 19xx" purely from memory!!!



Randy brought a USB drive with couple months of work on MBC updates for end of 2024, finishing touches on two new published books, including this new document to help confirm production dates. For three hours, which seemed to pass like minutes, we reviewed much content in person. While Email/Teams/Zoom is ok, face-to-face visits much more fun.

Major thank you Dave Wheaton, Chris Taylor and Chuck Starrett. Based on your experience and multiple reviews, collectors should have high confidence in the documented Michigan beer can dates.

And bonus highlight was watching UM vs Iowa basketball, 2pm tip at Crisler arena, with the Wolverines winning a nail biter 85-83. Being back in Ann Arbor itself, priceless!!! So much so that Randy went back again December 22 with his father to watch more basketball.

31.3 Some former Randy Michigan collection pictures

What kick started the MBC project in the early 2000's! While my Michigan collection was not complete, it definitely had some super tough cans and many variations. However, long ago, fall of 2007, it made its way to other collectors. Some good memories, good shows and most importantly great friends!



More pics/info: <https://www.mbcinfo.com/Randy>

Special Friends / In Memory

Thank you for reading, hope some useful information. Please see website <https://www.mbcinfo.com/MBC> for many more details or updated content. Simply way too much to practically publish in either this or the Michigan Beer Cans reference in hard cover book form. Digital however, disk space is essentially unlimited...



Left to Right: Jack Lucas, Randy Karasek, Bob Patrick, John McGuire, Chris Taylor, Dave Launt, Dick Adamowicz. Dan Bora is shown in later pictures.

June 30, 2015

RIP (Rust In Peace) our friends:



John McGuire



Dave Launt



Neil Kanetzke

Can't end with a blank page... 😊



Randy Karasek (RB #636)

Chris Taylor (RB #417)

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