



# Beer Can Collectors **NEWS REPORT**



The BCCA's Bi-Monthly Publication Vol. 12, No. 3 May-June 1982

Minneapolis Is Ready,



the Beer's on Ice!





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**Advertisers:** for rates and data, write Dan Andrews, Advertising Manager, 809 N. Juanita Ave., Redondo Beach, Calif. 90277.

**Postmaster:** send form 3579 to BCCA, 747 Merus Court, Fenton, MO 63026.

## Conducting business

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Herb Schwarz #1922	St. Louis, MO	September 1982
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Roster Chairman	John Vetter #369	Fairfax, VA

**Members:** send material for *News Report* consideration to Larry Freeze #5937, 238 Gage Blvd., Apt. 1609, Topeka, KS 66606.

## What's on tap

**CANVENTION XII** It's time to get the traders shined up and ready for the trip to Minneapolis. All registration information can be found on pages 7, 8 and 9. Registration, hotel and display forms can be found in the center insert — pages 20 and 21. Please register early!

**GEYER BROTHERS** One of the nation's smallest, but still going strong. A history of this famous Frankenmuth, Mich., brewery is written by Keith Boesenecker #23112 and appears on page 4.

**NEWS REPORT INDEX** After exhaustive research, BCCA scholars have compiled an index of articles which appeared in the BCCA *News Report* from 1971 through 1978. The list begins on page 29.

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# President's message

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By Gregg Kreyling #3533

Two points I'd like to talk about this month are: 1) the buy-sell issue and 2) the membership drive.

By now, everyone should have received the questionnaire from the buy-sell committee. I hope each of you took the time to fill it out and make your views known. By the amount being received at the office, this is going to be the greatest response in the history of the club. So I know everyone is interested one way or another.

Although I have not read any of these questionnaires yet (they go directly to the committee), I have received and read numerous letters addressed to me concerning this issue. I have in turn, turned these over to the committee for their use.

In reading these letters, it comes to mind that a lot of our members do not understand the present BCCA policy on buying and selling. I have heard that it is time BCCA recognize buying and selling, and that cans have value. Section 12 of our By-Laws deals entirely with buying and selling. Therefore, we must recognize it if we mention it in our By-Laws. We couldn't prohibit something we don't recognize. Also, according to Section 12, any member of this club is free to buy or sell any can or breweriana he or she wants to as long as it is not at a BCCA sponsored event or uses the roster to do so.

Our trading code, which I admit should be changed or dropped, assigns cans certain can values such as 2-for-1, etc. Also, in the July-August *News Report*, 1980, there was an article on how to insure your collection. The BCCA is not hiding its face in the sand when it comes to buying and selling, we are simply adhering to the By-Laws of the club which our members voted for. If it is time for a change, then we can change it.

As it stands now, the buy-sell committee must make its report to the general membership present at the business meeting at the Convention in Minneapolis. The result of all this is not known at this time.

Remember, the buy-sell issue is a by-law change, not a Constitutional change. This means it must be changed by a vote of the Board of Directors. Whatever the outcome, I hope this rift in the club can be quickly healed and we can get back to the trading or selling of cans to the betterment of the club, our members, and the hobby.

Before I run out of room, I'd like to mention the membership drive which was mentioned on page 20 of the last issue of the *News Report*. It is really a simple way to save money on next year's dues. For each new member you sign up between now and Sept. 1, 1982, you will get \$3 off next year's dues. Sign up enough new members and you can renew

next year for free. Sounds like a pretty good deal to me.

In closing, I'd like to ask that person, who is going around to trade sessions with a Budweiser sweater and hat impersonating me, to refrain from doing so in the future. You're giving me a bad name.

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## NEWS REPORT DEADLINE SCHEDULE

ISSUE DATE	DEADLINE
January-February	Nov. 15
March-April	Jan. 15
May-June	March 15
July-August	May 15
September-October	July 15
November-December	Sept. 15

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## Maybe There's Hope After All!

By Prof. J. Robert Halma  
father of Horlacher Chapter  
member Tom Halma #H-37

It is not uncommon for parents to apply for a Social Security card on behalf of their children. As is frequently done for young teenagers, I dutifully took my son, Tom (H-37), to the Social Security Administrative offices in Allentown.

Assuming such an application would require official identification, I took along his birth certificate, duly stamped by the Commonwealth with its portentous air of bureaucratic officialdom. On reading the application, however, I discovered two "proofs" are required — one from column A (which includes birth certificates), and one from column B (which includes such lesser documents as school records, insurance policies, vaccination certificates, court orders, etc.).

Column B floored me. I knew I hadn't taken any other semi-official documents of Tom with me, and I was sure there were none in my billfold, but I looked anyhow. The

only thing I found was his Horlacher Chapter card. The thought couldn't escape me: would the bureaucracy of the United States Federal Government equate a Horlacher card with membership in such established institutions as the Church, the East Penn School District, the Federal Court, or the Hartford Insurance Company?

We completed the application and hesitatingly submitted it, the birth certificate, and the Horlacher card to the desk officer. After some usual paper shuffling, she looked up at Tom, smiled, and said, "You're a beer can collector, eh? How many do you have?"

Tom smiled weakly and replied, "Oh, about 550 some, I guess."

"Wow! Sounds like a fun hobby, young man," she said eagerly, "and I hope you'll collect many more."

With that she returned our "proofs," smiled and added, "You'll get your Social Security card in the mail in about four to six weeks."

I went home, bottom-opened a Premium Bilow, and drank a double toast to the bureaucracy and our Horlacher Chapter.



# A Frankenmuth Tradition Since 1862



By Keith Boesenecker #23112

When the German pioneers settled Frankenmuth, Mich., in 1845, the item they missed very much was the native refreshment of Bavaria — beer. The first settlers did brew their own beer but it wasn't long before the demand for a brewery arose.

John Matthias Falliers, who came from Zambach, near Steinacham in Bavaria and his wife Barbara, built the first brewery in 1857. The cast-iron brew kettle had a capacity of 200 gallons and the quality was not

## Geyer Brothers Has Enjoyed a Colorful History

equal to the beer in Germany, but it was beer. The brewery ceased operations in 1864 and John Falliers died March 23, 1866.

During the 1870's the Frankenmuth Brewery was in operation again under the management of John George Rupprecht. It was short lived and Peter Schluckebier took over as operator with Henry Luebker as his foreman. Sometime between 1880 and 1884 the Frankenmuth Brewery became known as the Stahl Brewery.

BARBARA FALLIERS, widow of John Matthias Falliers, founder of the Frankenmuth Brewery, married John Stahl and in 1880 built Stahl's Eagle House Hotel on the Falliers property next to the brewery. Evidently Stahl operated the brewery after Peter Schluckebier until 1884, the year in which John George Geyer, then operator of the Cass River Brewery, purchased the brewery property.

Stahl producing beer for his hotel? This could be. My Grandfather, Dr. George Schmitt, bought the Eagle House Hotel in 1920 and I remember stories told to me of when the hotel brewed their own beer. Further research brings out that Stahl sold the cast-iron brew kettle



to Bill Zehnder Sr. who installed it in his slaughterhouse to heat water for the scalding of hogs and the plucking of chickens. It was still in use in the early 1930's and when the slaughterhouse was demolished, no one had the foresight to save the historic relic in which the first malt was brewed in Frankenmuth.

In 1862 William Knaust, (Nowst) and Martin Heubisch (Hoybish), organized the Cass River Brewery just two lots north of the Falliers Frankenmuth Brewery. It was named in the German tradition after the river on which it was built and is credited as being the first commercial brewery in Frankenmuth.

Knaust and Heubisch operated the brewery until 1874 when they sold it to a German immigrant John George Geyer. With his brother John Michael Geyer as his partner and John Boesenecker as Brewmaster, they thought beer had a future in Frankenmuth.

In 1879 John Michael didn't see eye to eye with his brother John George, quit the partnership and went into farming. John George then continued on his own with Boesenecker as his Brewmaster, but they too did not get along very well and Boesenecker in 1899 accepted a position on the board and became the first brewmaster with the New Frankenmuth Brewing Co. built a mile or so south down Main Street across the river. This brewery became known as International Breweries Inc. and eventually Carlings.



The only authentic can brewed and filled by Geyer Bros is the Frankenmuth Light can (left), which was produced in the summer of 1972.



The Geyer Bros. Brewery today. At left is the racking room, the brew house is in the center, and the bottle shop is at the right.

AS JOHN GEYER'S two sons, John Leonard and Fred George, grew up, he taught them the ancient art and passed down the Bavarian recipe still used today.

The name was changed to the Geyer Brothers Brewery in 1908 with John L. and Fred G. operating it until 1949 when the company was reorganized the same year. Fred and John held equal interest and the five sons of John L. also were among the incorporators.

They were John Fred, better known as Hansy who later became Brewmaster at the Goebel Brewery in Detroit, Walter who is still the Brewmaster, Herbert assistant Brewmaster, Carl secretary and treasurer and William (Bill) sales manager. The name of the brewery was also changed in that year to The Geyer Brothers Brewing Co., Inc.

Though the brothers were still connected with the business in 1968, some retired and some sought other fields when the controlling interest was sold to a group of businessmen from Bay City and Saginaw who in turn sold out to the Mat-tean Investment Co. from Indiana and Illinois. Walter is still the Brewmaster and has been a brewmaster longer than anyone else in the U.S. at one brewery.

Walter along with Dick Brozovic, general manager and president and Dick's wife Jean, chairman of the board, brew Frankenmuth Bavarian Light and Dark along with Geyer's Lager and Oktoberfest. Other brands but no longer brewed at this time are Pioneer Ale, Boyne

Falls, for the Vescio's Supermarkets, Holly Mountain for the Holly Mt. ski resort, Schuch Beer for the Old Schuch Hotel in Saginaw, and Korrs Beer which was a private label of Adell Industries of Novi, Mich. Although a label was made for the franchise brand "Heritage House," it was never marketed.

**TWO INTERESTING** stories concerning the Geyer labels is that the label used before World War II had a German saying "1st Gut Fur Sie" which translated means "It's Good For You." During the war, however, Government officials thought it necessary, because of the German, to have the saying deleted from the label. The other story is that when Frankenmuth International Breweries moved out of state with their label, Geyers had the rights to the Frankenmuth name and International had to separate the Franken from the Muth on their labels . . . Franken Muth.

In the days before Prohibition, it was a custom of breweries to run their own saloons. So the Geyers in 1889 built theirs across the road of brick. Many are the tales told of the saloon and of John G. Geyer who served as his own bouncer as well as bartender and brewmaster. At the Geyer saloon law and order were strictly observed. Each night John G. had a closing ritual. He bought the house a nightcap, then walked over to the big wall clock, wound it loudly and with ceremony. When he had finished, the bar was closed and everyone had cleared out. In 1961 no one again had the foresight and



the saloon which also housed the family of John Leonard as well as being a hotel, came tumbling down to the sad song of the wrecker's ball.

When prohibition began in 1918, the Geyers stepped back right along with the brewers throughout the U.S. but not for long. John L. and Fred G. were running the brewery at this time and began marketing and selling malt extract. As far as the law was concerned, malt extract was sold and used for baking purposes. Baked goods made with Geyers malt extract, poured into a glass and had a fine, creamy head.

BETWEEN 1967 and 1972 the equipment from the defunct Sebewaing Brewery was purchased and moved, and Frankenmuth Light was put into cans and marketed, but the project was short lived and dropped due to the expensive and time consuming problems with the canning equipment. Frankenmuth

Dark and Geyer's Lager cans were printed in sheet material only but some sheets were overcoated and reused by printing other logos over them and sold to other beverage manufacturers. However a clever technique of uncovering the top layer of print was discovered, thus creating a unique situation of non-original brewery related cans made available to the collector conscious public! The ONLY authentic can brewed and filled by the Geyer Bros. Brewing Co. is the Frankenmuth Light can, hitting the market in the summer of 1972.

Today Geyers is the second oldest brewery in Michigan and is one of America's smallest. Brewing capacity is about 30,000 barrels annually but brewing seldom exceeds 4,000 barrels. A production staff of 15 produce the four major brands of beer.

Forty feet below the level of Main

Street is the cellar that is the last physical reminder of the brewery built over a century ago in 1862. The Brew House, which is still in use today, was built in 1890 to replace the old frame structure. The founders dug deeply to create the "lager" in which their product was to be cooled and aged. There was no refrigeration in those days so cakes of ice were cut from the Cass River, as well as the coolness of the earth itself, but today the cellar is cooled by electric refrigeration but still carries the flavor of a by-gone era just as the beer itself retains the flavor of an ancient recipe.

Oh, the words of a farmer back in 1845 "Wenn I-etz Bloss A Bierla Hett," which means "Oh what I wouldn't give for a beer now." Well just say Geyer's 'cause nothing else will do, it's the right brew since 1862.

## Chapter corner

By Ken Horstman #1931

Over the past few months, I have received two suggestions from chapter correspondents which, I'm happy to say, will be incorporated into BCCA. The first came from David Turo #3481 of the Congress Chapter wondering if the BCCA roster could include a space for Chapter affiliation. The Board of Directors approved this suggestion and Dave Ohlendorf #1603 is working on this for the 1983 roster.

The second suggestion came from Mike Fish #12688 of the Yankee Chapter. Mike's suggestion was to incorporate, in some manner, photos and sale information of chapter patches into the *News Report*.

I discussed this possibility with Larry Freeze and Larry has agreed to use photos of patches, as fillers, where space permits. Patches should be sent to Lew Cady #98 for photographing and sale information to Larry Freeze, our editor.

Thanks, guys, for two good ideas. Believe me, your opinions and suggestions are appreciated, so don't

hesitate to speak up. This is YOUR club.

As you no doubt read in the March-April issue, there is a membership drive underway. Take this opportunity to help yourself and BCCA. You can save part or all of your 1983 dues by just signing up new members. Don't know how anyone can pass up saving money these days.

"Why doesn't BCCA do more for its chapters?" An often heard complaint. Believe it or not, BCCA does everything it can to assist the local chapters. As an example, in the last issue several chapters took advantage of free advertising to 6,500 members and plugged either their chapter sales or special trade sessions.

As you finish reading this article, take note as to how many chapters did so this time. Seems to me that for a 20¢ stamp, BCCA is offering quite a bit, so why not use it.

During the month of March, I had the opportunity to travel to these chapter events: The Buckeye Session

in Toledo, the Western States Mini-Convention in Las Vegas and the 3rd Annual B.B.B.S. in Albert Lea, Minn.

Three separate sessions in three distinctly different areas of the country and yet they all held one thing in common. The people, BCCA'ers, who go overboard to see to it that everyone has a good time. If there is a group of people somewhere assembled for some common reason that can top BCCA people, I would sure like to meet them. Personally, I'm sure such a group doesn't exist.

BCCA'ers are the TOPS. Happy collecting.

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### Lyman Beebe

We regret to report the death of fellow member Lyman Beebe #5427. Lyman was secretary-treasurer of the Hawkeye Chapter. The club extends its sympathy to his wife Lois.

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Convention XII  
Minneapolis, MN

## General Information

Sept. 16-18, 1982  
Hosted by the  
North Star Chapter

### REGISTRATION

Enclosed is your registration form to be completed by the member and returned to BCCA with your payment. Office address is 747 Merus Court, Fenton, MO 63026. This year we ask that you register early as a change in registration procedure is being put into effect. Pre-registration cut-off is August 13 with late registrations accepted no later than August 27 at the BCCA office. This is the cut-off date for all members who wish to attend the banquet and have a trading table at the trade session. The registration desk at the hotel will only accept members and guests who arrive with limited amount of cans to trade not requiring a table and not intending to attend the banquet. A set fee of \$18 to enter the trading area will be charged each member and \$15 for each guest who registers on Thursday or Friday. Saturday's fees are \$10 for members and \$6 for guests. This includes admission to the National Hospitality Room.

### BANQUET

Members and guests who have pre-registered and plan to attend the banquet and awards ceremonies, will be assigned a banquet table. A special registration booth will be set up in the hotel lobby, where members can reserve a table for himself and guests. Every person who pre-registers for the banquet will be guaranteed a banquet seat. Members who wish to sit with other members and friends at the banquet

can do so by having one person collect the banquet tickets of his group. Take them to the registration area and have the tickets stickered with a table assignment. This can be handled by one person but the limit is 10 persons to a table.

As you probably noted, there are two registration prices — one for those who wish to attend the banquet, and one for those who are not interested in the banquet or ceremonies. Prices have been adjusted



**All Registration Forms  
for Convention XII  
Are on P. 20-21**

Convention XII

## Displays

Minneapolis, MN

Entry for the 1982 Convention XII display competition is on page 21. Trophies will be awarded to the first and second place winners in each category. Ribbons designating award winners will be placed on winning displays by the judges. However, these ribbons will not reveal what place the display was awarded. Only at the banquet will the first and second place winners be disclosed. There will also be a trophy for the best overall display. This will be the trophy having the most points tabulated by the judges. All entries not winning a trophy will receive an award.

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In addition to a trophy, first place winners will receive a renewal membership for one year (chapter display excluded). A member cannot win more than one renewal, and only one renewal will be awarded each first place winning display.

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Displays will be set up from 5 p.m. to 8 p.m., Thursday, Sept. 16 and for late arrivals 8 a.m. to 10 a.m. Fri-

day, Sept. 17. Security will be provided for your display from 5 p.m. Thursday to 3:30 p.m. Saturday. You are asked to tear down displays between 3 and 3:30 p.m. Saturday. The display area will be open to visitors on Friday from 1 p.m. to 9 p.m. and Saturday from 11 a.m. to 3 p.m.

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Judging will take place on Friday from 10 a.m. to 12 noon.

\*\*\*\*\*

Deadline for entries is July 30, 1982.

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Categories with maximum number of cans allowed in each are as follows: Chapter (100 cans max.), Brewery (no limit), U.S. Flat Tops (including tabs any size, 100 cans max.), U.S. Cone Tops (100 cans max.), Foreign Any Size (100 cans max.), Open (50 can limit, includes beer related items), Type and Brand (Ales, Lights, Bock, Lager, Pilsener, etc., no limit).



accordingly.

### **HOTEL REGISTRATION**

The Convention headquarters is the Hotel Leamington, with the overflow housed in the Curtis Hotel. If you are planning to stay at the hotel, complete the enclosed hotel registration form and mail direct to the address on the form. Room rates are listed. Room assignments will be made on a first come, first served basis.

There are a limited number of certain type rooms at the hotels, we suggest you make reservations early to receive your requested type room. Those of you that wish to have rooms in the same area should send your hotel reservation forms together in the same envelope asking the hotel to honor your request. The Hotel Leamington will send out room confirmations.

To assist you in making your hotel selection, the following information may be useful. The Hotel Leamington has an adjacent parking lot with a maximum rate of \$2.50 per 24 hours. The Curtis Hotel has a parking ramp across the street from the hotel with a direct skyway access, and parking is free to registered guests. The Leamington has no access to a swimming pool. However, the Curtis has both an indoor and an outdoor swimming pool available to its guests.

### **CAMPER FACILITIES**

As in most major cities, no facilities for campers or motor homes exist in downtown Minneapolis. However, arrangements have been made with the Curtis Hotel to use a parking lot owned by the Curtis for camper parking. The parking lot is located approximately 1½ blocks Southeast of the Curtis at the intersection of 14th Street S.E. and 5th Avenue S. All persons desiring to use this lot should register at the Curtis and pay a moderate parking fee. Vehicles parked in this lot that are not registered with the Curtis are subject to being towed!

### **TRADING TABLES**

Tables are limited and assigned on a first come, first served basis. For those who do not require a table, an adjustment in registration fee has been made. Should you wish

to have your table assignment next to another member, send your BCCA registration form back together with that member and ask that tables be assigned together.

### **IDENTIFICATION BADGES**

Members and guests attending are required to wear their identification badge at all times. Security guards will be placed at all entrances, and no entries to any activities will be permitted unless you are wearing your badge. The drinking age in Minnesota is 19. Those under that age will receive a badge of a different color. Those under 18 must be accompanied by a responsible adult who signs the registration form. All hotel personnel will be made aware of this. Chapters and others who are planning to have a hospitality room are asked to provide security in their rooms and prohibit underage members from drinking alcoholic beverages. Please note that underage members and guests are required to have their parent sign the registration form. It is our way of knowing that parents approve of the responsible adult.

### **ACTIVITIES**

Your pre-registration package includes entrance to the Convention, special Thursday activities, trade session on Friday and Saturday, annual business meeting (members only) on Saturday morning, national hospitality room on Thursday, Friday and Saturday nights with free beer and soft drinks, commemorative can (members only), insurance, corkage fees. The banquet is held Saturday evening with a cocktail hour preceding. Only those who pre-registered and purchased the full package will be allowed in the cocktail and banquet area. Security guards will check identification badges and banquet tickets at that time.

### **REFUNDS**

Should you register and then decide not to attend, you will have to return all material you received in the Convention envelope before a refund will be made. All requests for cancellation must be made prior to August 31. No refunds after that date. No exceptions. We pay in advance for banquet meals and cannot

make any refunds should you decide not to attend. All requests for refunds should be directed to the BCCA office.

### **DISPLAYS**

Chapters and members wishing to enter an exhibit for awards should read the rules on the entry form enclosed.

### **CONVENTION ENVELOPE**

After pre-registration, you will receive a Convention envelope approximately two weeks before the Convention. The envelope should contain identification badges, banquet tickets (if ordered), commemorative can ticket, trading table assignment (if ordered). Agenda for Convention XII, information on Minneapolis and badge holder will be available at the Convention Registration area. Those needing their Convention material should so note on the registration form.

### **MISCELLANEOUS**

If you are flying to Minneapolis and wish transportation to the hotel, you can take the Airport Limo to the Leamington. It is available at the airport every 30 minutes from 6 a.m. to 12 midnight and costs \$3.50.

If you wish to ship baggage or cans ahead to Minneapolis write to Jerry Miller #978, 817-82nd Ave N., Brooklyn Park, MN 55444.

If you need advance information concerning the city and state, write to: Jack Isacson #1213, 97-16th Ave S.W., New Brighton, MN 55112.

### **BREWERIANA & SPECIAL TRADE SESSIONS**

The usual special table sessions for full, foreign, cone and 16-oz. cans will be held on Thursday, Sept. 16. This year an additional session will be scheduled for BREWERIANA related items only. This session will also be held on Thursday, Sept. 16, and will run concurrently with the other special trade sessions.

### **CHAPTER SALES**

Any chapter wishing to reserve a table in the chapter sales area, should write: Vern Hastings #14578, 6390-7th St N., St. Paul, MN 55119.



## BASEBALL

For any of you baseball buffs who may wish to go to a Twins game when in town, the Twins are playing at home during Convention week:

September 13, 14, 15 — Texas, 7:35 p.m.; September 16 — Texas, 12:15 p.m.; September 17 — Kansas City, 7:35 p.m.; September 18-19 — Kansas City, 1:15 p.m.

The games will be played in the new downtown domed stadium  $\frac{3}{4}$  mile from Convention Headquarters.

## TOUR

The tour you have been waiting for... Can you imagine — a picture stop at the fabulous Grain Belt Brewery; Olympia (Hamm's) Brew-

ery for a tour and a visit to their Rathskellar in the Sky (by way of an outside elevator) for refreshments and their well-stocked gift center... and then on to the Jacob Schmidt Brewery for a tour and their Rathskellar. Wow!

There will be identical tours on both WEDNESDAY and THURSDAY, leaving the Leamington each morning. Neither of these breweries give regular tours, so there is a limitation on the number of people they can handle at one time. Immediate reservations are suggested!

Another fabulous tour will be offered starting with the Betty Crocker Kitchens for coffee and rolls and a tour of the famous kitchens. Then on to Byerly's which has received national coverage on TV and in magazines and news-

papers as the most fantastic grocery (?) store in the world. There will be time for a tour and shopping as well as lunch if you desire (at your own expense). Then continue on through some of Minneapolis' beautiful lake and park areas, including passing by Mary Tyler Moore's "TV home." This tour will leave the Leamington at 9:00 A.M. on THURSDAY only. Again, early reservations are suggested.

Send your reservations and \$4.00 (check or money order) for each reservation to:

Bob Campbell #1178  
2567 Orchard Lane  
White Bear Lake, MN 55110

Please specify which tour, and the day desired. Reservations will be accepted in the order received.

# Down in the dumps

By Pete Johnson #15082

So how are the dumps treating you this spring? Winter is finally over, so maybe we will all have a chance to get out and stretch our legs. Soon the trees will be budding, the grass will be green, the last patches of snow are gone, and the rust will be in full bloom. Ah, spring.

Thanks go to the following great people who sent in these great tips:

**George Powell #23273:** When you arrive at a good dumping spot, be sure you stop and look for other nature, such as bees, hornets, or other awful characters. Also look out for awful characters of the people type — George was actually chased away at gunpoint. Also a question from George: Are there really any good dumps in Virginia? He doesn't seem to have had much good fortune yet. Who can help?

**Mike Ingram #23383** suggests using a bike to hunt for dumps instead of the car. It seems that they can get to out-of-the-way places better, are quiet, and provide you with a little exercise to boot. Also, has anyone ever dumped by way of a canoe? This might get you to some places you wouldn't see from a road.

**Jim Gleason #23372:** A metal detector can be a valuable tool for finding cans that are completely buried from view. This might also provide you with old coins, silverware, etc., depending on where you want to look (probably also tin foil, bottlecaps, too, unfortunately). One caution is that you may pick up an underground cable, so make some large circles around what you find.

**Bob Venners #8842:** Some really good suggestions on people to ask for dump information: put advertisements in rural advertising papers, put flyers in the mailboxes of rural houses, and take ads in resort areas, preferably towns of small population in northern areas. These people should probably be able to provide you with lots of good tips on dumping. Also, try to attend Grange meetings and ask farmers about dump information — many of them probably have dumps right on their own farms. Any more hints along these lines out there?

**Ed Tate-Lee #18997:** Here's a thoughtful idea. Why not leave a couple of current cans in one of your dumps? This will provide future collectors with some cans of a different era when they find your dump. Maybe some of the currents of today will be the treasured oldies

of tomorrow!

**Steve Tracy #21248:** One of my "regular" contributors! Don't be afraid to ask liquor store employees if they might have old cans in their storerooms, just collecting dust. The same would be true of taverns and the like, especially the older ones in older sections. Most of them sure don't want this old useless beer hanging around. Maybe some of the old employees will even know where the beer drinkers of yesterday consumed (and disposed of) their favorite beverage.

**John Kennedy #22750:** John found an almost mint flat top in his basement that he never even noticed for two years. Are you really sure you might not have a can or two tucked away in your basement or attic you never noticed? You can never tell what you may find.

Here's one from yours truly: I'm not sure if I ever mentioned this before, but here goes. Always be on the lookout for new roads that bypass an older section of the same road. Usually the older road will be blocked with dirt or wooden posts or something. You can probably find a few cans along the old road.

Pete Johnson #15082  
419 West St.  
Hebron, CT 06248

# Foreign brand changes

By Marcella Schinski #3715

We certainly do have an abundance of news for you in this column. Even though my reporters were few in number they were mighty in the volume of news they submitted. The following deserve the thanks of one and all; Hasso Streger (23268), Cris McGinnis (21026), Vaclav Ciz (23711), Leonard Dicker (9598), Christer Loow (11743), Turnbull-Kress (10515), Frank Constable (11187), Steve Zbinden (21504), Mike Andorf (5501), Bob Gervais (5793), and Horst Salewski.

**ANSELLS BITTER**/Ansell's/Aston Cross, Birmingham, U.K. First Established in 1857 appears below the brand name on this black 440ml can with yellow as the accent color. New in this size. (Similar to #1, May-June '81).

**ARCTIC LITE LAGER**/Allied Breweries Ltd./Burton-On-Trent, U.K. Can has the Arctic Lite tab top, plus an altered logo now incorporating ORIGINAL GRAVITY 1030-1034° at the bottom on one can face and BEST BEFORE DATE ON BASE OF CAN at the bottom on the other can face. Still a blue 440ml can.

**BANKS'S FOURSOME BITTER BEER/BANKS'S FOURSOME MILD ALE**/Wolverhampton & Dudley/Wolverhampton, England. "unspoilt by progress" appears on these new 2.22L cans.

**(B.H.S.) PALE ALE**/for British Home Stores/London, U.K. Metallic blue, 440ml can with accent colors of gold, white, silver and black. "Produced to the highest standard, using specially selected malt and hops," at the bottom on one can face and "Serve Cool" on the other can face at the bottom. A mate to the Lager can.

1. **BINDING EXPORT**/Binding/Frankfurt, Main, Germany. Completely changed label on this 0.331 all white can which has the UPC code as well as the Halte Die Natur Rein logo. Not a true two sided can; only one side shown.

**BIRELL**/Cooper & Son/Burnside-South Australia. 375ml silver can with wording changes. Brewed Malt Beverage has been replaced with Brewed Soft Drink in the bottom of the oval, and Fermented From Malt and Hops Only now appears along the curve of said oval at the bottom. (The words soft drink would indicate a

soda, but the malt & hops indicate a beer). In the November 1981 Australasian Beer Can Collector publication this is listed as a new issue, so you will have to be your own judge about this can.

2. **BJORNEBORG PURE MALT BEER RENT FULLMATSOL II**/Nyckel, Lulea, Sweden. Very attractive all white 45 CL can with gold, and two shades of blue as contrast colors. The name Bjorneborg has nothing to do with the famous Swedish tennis star; Bjorneborg is the Swedish name of a Finnish town called Pori.

**BOCKEN 01 KLASS II**/Till/(Sweden). Aluminum 45CL all white can whereby the silver and gold accent colors have been eliminated. I felt the crimp steel can (featured May-June '80, #1) was a far more attractive can because of these self same two accent colors.

**CARLING BLACK LABEL LAGER**/Bass Limited and Subsidiaries/Burton-On-Trent, United Kingdom. UPC code plus Original Gravity 1034°-1038° have been added to this all red 440ml aluminum can.

**CARLSBERG IMPORTED BEER**/Carlsberg/Copenhagen, Denmark. Usual blue can with the word Imported below the gold oval but now there's a crown, rather than a red sunburst within said oval, on this 0.50L can.

**CARLTON DRAUGHT**/Carlton & United/Australia. Collectors of the minute this is for you. This is the 750ml can with the contents on the front, new design-the taper into the glass, Australia E15142 on can side by the seam, but one can has GD4 and the other can has CL5. (There are two can companies; Container Unlimited (CL) and Gadsden (GD).)

3. **CASCADE ANTARCTIC LAGER**/Tasmanian/Hobart, Australia. Spectacular 375 ml can featuring the Penguins of the Antarctic region. The logo of the Australian National Antarctic Research Expeditions appear in blue at the top left of the can. Word has it this can will be harder to get as a large percentage of the cans were shipped to members of the research expedition in the Antarctic.

4. **FALCON BAYERSKT II DARK BEER/FALCON BAYERSKT III DARK BEER**/Falken/Boras-Falkenberg, Sweden. a.) II Dark Beer is a two faced can. b.) III Dark Beer has "Export beer brewed and canned by the Falcon Breweries of Sweden" on the can face and text on the reverse face. New all red 45cl aluminum cans, with gold, black, green and beige contrast colors. The aluminum can logo appears on one side at the top.

**FALCON LAGER**/Victoria Wine Company, Ltd./London, U.K. Company name, street address and city name has been moved to the top of this 440ml can (replacing the words Brewed In The United Kingdom). "Best Before Date" etc., at bottom on one can face; "Sold Only By Retail Through Branches Of Victoria Wine" at bottom on the other can face, plus "Brewed In The United Kingdom" is now between the logo's on the non-seam can side. (See March-April 1981, #4).

5. **FINE FARE LAGER PILSNER/FINE FARE**





**LIGHT ALE/Fine Fare/Welwyn Garden City, Herts (Scotland).** a.) Over 12% Extra Free 500ml for the price of 440ml (in white) in a wide band at the top of these special Christmas 1981 promo cans. Lager Pilsner can is still light green with a wide band at the top and No. 365 on the side. Light Ale can is still white with a wide red band at the top and No. 984 on the side. The words Scottish Beers has been deleted from the oval and the logo has been changed as well. One side of each can is shown. b.) Lager Pilsner was issued in the 440ml size with the new logo and deleted words but replaced after one month by the new 500ml can. This can has a special lid ML9810014 and is obsolete. This is a one shot, rare version.

**FOSTER'S LAGER/Carlton & United/Australia.** I've received information about another variation to this 750ml can. Contents and Australia E15142 are on this CL5 can front. However the contents consist of block numbers and letters with a round zero. The GD4 can I reported on Sept.-Oct. '81 had the contents in thin number and letters and an oval zero. Needless to say it wasn't reported in such depth at that time.

**GUINNESS EXTRA STOUT/Arthur Guinness/ Dublin, Ireland.** All black aluminum cans with beige oval in 275ml and 440ml sizes. These are the Dublin versions with Brewed in Dublin Ireland within the oval. The 440ml can has two lines of print beneath the oval whereas the 275ml does not.

**HARP LAGER/Courage Brewery Ltd./London, England.** Canned Under License From Trademark Owner appears on the side of this all blue 440ml can with the harp in the center. Only the words "Harp Lager" and the contents "440ml 15.5 fl. oz." appear in the oval, at the top and bottom, respectively. This can has the UPC code on one can side and the ecology symbol on the other.

**HENNINGER DIAT PILS/Brewed in Frankfurt, West Germany/Canned by Courage/London, U.K.** "over 10% extra FREE 485ml for the price of 440ml" appears in a red band at the top of this green and orange can, strong in alcohol for diabetics. Another Christmas 1981 promo can.

**HENNINGER KAISER PILSNER/Henninger/Frankfurt, Main, Germany.** 0,331 three sided can now in aluminum with the UPC code. Major difference is the four lines of print at the bottom left of the can, which encircles the can. This is the can that has Original Braueri Abfullung and Kaiserliches Pils der Reife on it.

**HERFORDER PILS/Felsenkeller/Herford, W. Germany.** Getreu den Reinheitsgebot in a red slanted banner (at top left) and Premium Exquisite (in gold) below the brand name near the bottom of this 4 Liter can.

**HOLSTEN EXPORT STRONG LAGER/For Holsten Distributors/London, U.K.** BUY 3—GET ONE FREE (in a white band at the top of this) 440ml special Christmas 1981 promo can. (See March-April 1982, #5).

**6. IND COOPE LONG LIFE BEER/Ind Coope Ltd./London, United Kingdom.** a.) Original Gravity 1038-1042° and the UPC Code appears on the 440ml aluminum can which has the smaller label. b.) Special Half Liter Can (in gold) Over 12% Extra at the top in a wide blue band on this New Year promo can. Special

Long Life top too.

**7. IND COOPE TRENT BITTER/Ind Coope Burton Brewery/Burton-On-Trent, U.K.** Very colorful maroon 440ml can featuring The Ferry Bridge (at) Burton-On-Trent.

**8. INVIGNING PLM FOSIE/Prripp/(Malmo, Sweden).** Given out at the dedication of the new can-factory at Malmo on the 5th of June, 1981. Golden 45cl aluminum can with a view of the factory in black. This can was never sold in the public markets.

**9. JOHN BULL BITTER/Romford/Romford, Essex, U.K.** Cream colored 440ml can with Best Before Date On Base Of Can, Original Gravity 1035°-1039° and the UPC code.



4



6b



5a & b



7



8



9



10

**LEOPARD NEW ZEALAND EXPORT LAGER BEER/** Leopard/Hastings, New Zealand. One more mountain scene can, but a new brand name on this 340ml can, having a **blue** leopard in a small **silver** rectangle at the top.

10. **MAC LION LATTOL SPECIAL I/**Appeltoftska/Halmstad, Sweden. Lion licking the foam off his lips and wearing a red tam is the focal point of this (12 oz.) aluminum all white can.

11. **MAYPH MIHYPA FIX BOCK/**(Fix)/(Athens, Greece). Since I'm not a linguist, and all wording is in Greek, all I can say is it's a 330 gold can and I'm delighted to have it in my collection.

**McEWAN'S INDIA PALE EXPORT ALE/**Scottish & Newcastle/Edinburgh, Scotland. **GREAT BEER BONUS L2 Refund Voucher** appears in a white band at the top of this 440ml can. On the back, also in the white band at the top, is the instructions. "To obtain your L2 VOUCHER simply collect 24 special coloured ring pulls from the **GREAT BEER BONUS** cans. Ring pulls collected must be in the proportions stated. 8 **GREEN** from Younger's Kestrel Lager-8 **RED** from McEwan's Export or Newcastle Brown-and 8 **BLUE** from McEwan's Lager of Younger's Tartan or Younger's Light Ale or McEwan's Pale." This is the **red** can, as is the **lid**, featuring the cavalier within the white oval.

12. **McEWAN'S LAGER/**Scottish & Newcastle/Edinburgh, Scotland. Sixth 440ml can in the **GREAT BEER BONUS** series, but unlike all the others, it has no surface markings but only the special lids. Unlike the others the details of this offer were carried on a special cardboard package containing 12 cans. The **lid** is **dark blue** like the can. Also available (same design) is the 440ml can but without the special Great Beer Bonus lid.

**MELBOURNE BITTER/**Carlton & United/Australia. GD4, 750ml can, with contents (oval zero) and Australia E15142 on the front.

**MILLERS HIGH-LO LAGER BEER/**Tooheys Limited/N.S.W., Australia. Issued in the 375ml size of can but the label remains the same; still all white with red and blue accent colors and the gold band at the top and bottom of the can.

13. **NEWCASTLE BROWN ALE/**Scottish & Newcastle/Newcastle Upon Tyne, England. **GREAT BEER BONUS L2 Refund Voucher** (Refer to McEwan's IPA Export-this column). This is the 440ml brown can with the greatly enlarged label and changed hopleaf design. The **lid** is **red** on this can. (Back shown only). Also available in crimp steel.

14. **PADERBORNER PILSENER/**Paderborner/Paderborn, W.-Germany. Silver and white horizontal lines encircle this can having a white circle which contains a crest and the brand name. Cont. 33cl Cont. 11,2 fl. oz. (on one can face) and Inh. 0,331 Inh. 33cl (on the other can face) appears near the bottom. Only one side shown.

**PLM PAC/**Pripps/(Sweden). **BOLAGSSTAMMA 1** April 1981 **FOSIEFABRIKEN:** Given out at the shareholder's meeting. A silver 45cl can with all lettering in red and black. This can was never sold in the public markets.

15. **RISINGSBO PREMIUM II/**Risingsbo/Smedjebacken (Sweden). Patriotic, red, white and blue 45CL

two sided aluminum can having the aluminum can logo on one side at the bottom.

16. **RÖDE ORM KLASS I/**Till/(Sweden). "It was the finest ale he had ever tasted . . . such as only kings could afford to brew, and he drank it with a will." (Red Orm in the Long Ships, a saga of the Viking age). Tomato red 45CL aluminum can featuring a red bearded viking with shield and drawn sword. Aluminum can logo on one can side at the bottom.

17. **SKÖNA LAGER/**Hall & Woodhouse Ltd./Blandford, Dorset, England. Marine green, 440ml can, with the brand name on a beige ribbon. Can has Original Gravity 1031°-1035° and the UPC Code.

**SOUTHWARK BITTER BEER/**South Australian/



11



12



14



13



15



16



17



18



Adelaide, Sth. Aus. This is the **true two sided green can** now available in the 375ml size. Same label but wording differences on one can side; specifically 4.5% Alcohol By Volume.

18. **SPAR TRADITIONAL ALE**/Spar Ltd./Harrow, Middlesex, U.K. Brewed in England At An Independent Brewery (all in orange) on this tan 440ml can. Alcohol by volume 3%.

**SPENDRUP'S EXPORT BEER III**/Grangesbergs/Sweden. White 45CL aluminum can with a blue band diagonally across the can from top to bottom, plus all lettering in gold. A mate to the Premium Beer II crimp steel can.

**STARBOCK EXPORT III BEER**/Till/(Sweden). Unusual in that one side is still white and the reverse side is ecru (formerly gold on the crimp steel can). It's still a 45CL can, but it's now aluminum, but all the silver accent color has been eliminated, and the gold accent color being changed to an ecru color on both sides. Swedish wording still appears on both can faces within the rectangle.

19. **STAUDER PILS PREMIUM KLASSE**/Jacob Stauder/Essen, (Germany). Brand name, etc. appears on a tap sign (as it's called in Czechoslovakia) which hangs from the top of this 0.33 Ltr. burnt pink can which has a moisture drop effect.

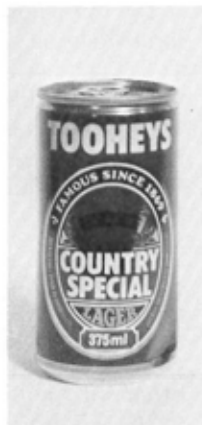
20. **SVENSK LAGER BEER**/Warby/Stockholm, Sweden. Distributors:/U.K./Norbrewh Marketing Ltd./Ipswich, Suffolk, England. 440ml can; brewed and canned in Sweden for export to the U.K.



19



20



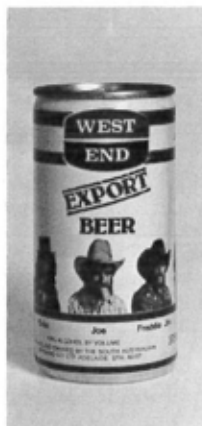
21



22



23



24 front

**SWISS NEWS-Hurlimann** has taken over the Erlen brewery.

**TENNENTS T LAGER**/Tennent Caledonian/Glasgow, U.K. Several changes have been made to the cans featuring the girls (for instance June); her name appears below her picture on the left with the UPC code below her picture on the right. To her left on the can side is Brewed In The United Kingdom Tennent Caledonian Breweries Limited, Glasgow. To her right on the can side is 440ml Original Gravity 1034-1038°.

**THREE HEARTS GOLDEN BEER 01 II**/Appeltoft-ska/Halmstad, Sweden. Label design of this 45cl dark blue can remains the same except it's now a two faced aluminum can. In addition the bands at the top and bottom are now gold as is the shield/crest.

**TILL EXPORT III BEER**/Till/Ostersund, Sweden. Here again the silver accent color has been eliminated and the gold highlight color has been replaced by an ecru color on this 45CL aluminum can. Still all white on one can face and all blue on the other with Swedish on the white side and English on the blue side within the rectangle. The wording is now black (on the white side) and white (on the blue side) at the bottom whereas it was silver on the crimp steel can.

**TILL SPECIAL II BEER**/Till/(Sweden). Still an all blue 45CL can, but now it's aluminum and all the areas that were white on the crimp steel can are now cream colored.

21. **TOOHEYS COUNTRY SPECIAL LAGER**/Toohey's Ltd./Australia. Colorful, green 375ml can with contrast colors of red, white, gold and silver.

**TOOTH KB Lager**/Tooth/Lismore, Melbourne, Sydney, Australia. Another variation to the 750ml gold pebble can with horse's head at the top. The brand name is in "caps and non-capital letters." Tooth KB Lager, whereas the brand name was all in capital letters when originally reported on Jan.-Feb. '82.

**TOP 01 II**/Pripps/(Sweden). A 45CL aluminum can (now two faced) still in light blue but the wording at the bottom varies from front to back. The aluminum can logo appears on one can side at the top.

**TOP III STARKOL**/Pripps/(Sweden). Now a 45CL aluminum can (same design as one sided crimp steel black can featured Sept.-Oct. '80, #19) except this is a **two faced** can. However the wording at the bottom of the can varies from front to back. The aluminum can logo appears on one can side at the top.

**TUBORG PILSENER**/Tuborg/Copenhagen, Denmark. The weary traveler with the caption Der durstige Mann is still the label but it's now an **0.501 crimp steel can**.

**TUBORG STRONG GOLD LAGER**/for Tuborg Lager Ltd./Northampton, United Kingdom. New issue from TUBORG; 440ml gold can with all lettering in red and black. However this can has a detailed design at the top and bottom rather than a solid black band as on the Bass cans.

22. **VAUX DOUBLE MAXIM**/Vaux/Sunderland, England. A first in Great Britain is the issuance of a half litre, 500ml, can which features Major Vaux celebrating his return from the South African war.

**VICTORIA BITTER**/Carlton & United/Australia. Information has been received about another variation to

this 750ml can. Contents and Australia E15142 are on this CL5 can front. However the contents consist of a round zero. The GD4 can I reported on Sept.-Oct. '81 had the contents with an oval zero. Naturally I didn't report in such depth at that time. Incidentally this is the can whereby the letters VB (in black) are on a red and white rectangle which is trimmed in gold.

**WARBY SPECIAL FULLMALT 01 II/Warby/(Sweden).** Second version of the 45CL (now aluminum) all blue can; the crown, the words Warby Fullmalt 01 II, the barrel, a bed of leaves, etc., is now silver on this two sided can. Aluminum can logo on one can side at the bottom. After all is said and done I definitely prefer the steel cans as the colors of the labels are more "true," therefore appear to be a more "class" type of can.

**WARSTEINER PREMIUM VERUM/Warsteiner/Warstein, W. Germany.** Seven can set of 33 CL cans, all having the same can face, but each reverse face is information, etc. about the beer, in a different language; Warsteiner One of the best beers, etc.

Warsteiner Een van de beste bieren, etc.

Warsteiner Einer der besten Biere, etc.

Warsteiner L'une des meilleures bieres, etc.

Warsteiner Una de las mejores cervezas

Warsteiner Una delle migliori birre

Japanese wording

Same can face as the 10 Liter featured March-April, '80, #21. Imp. for U.S.A. by Warsteiner Importers Agency, Denver, CO. 80104.



24 back



25a & b



26

**WATNEYS BROWN ALE/WATNEYS PALE ALE/** for Watneys/London, Great Britain. Free 50p BOOK TOKEN (in blue) special lids on these 275ml cans with the brick design. Christmas 1981 promo cans. (See Sept.-Oct. '80, #21). These crimp steel cans have the UPC codes on the side. The Pale Ale can is also available in a 440ml aluminum can with the UPC code & special lid. The Free 50p Book Token offers reported on in the Jan.-Feb. '81 issue were in black.

**23. WATNEYS CREAM LABEL STOUT/Watneys/London, Great Britain.** L2 FREE TV LICENSE TOKEN special offer on the back of this all black 275ml can. This Christmas 1981 promo can also has the FREE L2 TV LICENSE GIFT TOKEN lid. (See Jan.-Feb. '81, #29 for can front). Back shown only.

**WEBSTER'S YORKSHIRE BITTER/for Samuel Webster & Sons/Halifax, Yorkshire, England.** 440ml Christmas 1981 promo crimp steel can with FREE 32 PAGE ROAD ATLAS special lids. Same label as the 2.22 litres can featured May-June '81, #19. The 440ml can also has the UPC code.

**WEST END DRAUGHT BEER/South Australian/Adelaide (Australia).** True two sided can (with glass of beer) but now in the 375ml size. But the  $\frac{3}{2}$  has been eliminated from the glass. The draft barrels and the words ALL-ALUMINUM CAN (on the sides) have been eliminated also.

**24. WEST END EXPORT BEER/South Australian/Adelaide, Sth. Aust. Southern Country Festival-Willomurra Stud, Kersbrook. Nov. 28th & 29th 1981.** (375ml). Both sides shown.

**25. WEST END XXX EXPORT BEER/South Australian/Adelaide, Australia. a.) S.A.N.F.L. GRAND FINAL 1981 October 3rd, 1981. b.) TIBOORURRA CENTENARY 1881-1981.** (Backs shown only on these 375ml cans.) c.) This is the true two sided can now available in the 375ml size. The words Imported Australia (at the top) and the importers name (on one can side) has been eliminated. On the one can side is 4.9% Alcohol By Volume.

**WHITEWAY'S CYDER ROYAL/Whiteways/Whimble, Devon, England.** Extra Strength Medium Dry Cider — Colorful 440ml can having the UPC code. To some collectors this can should be in a beer can collection; to other's it's not a beer can. Make your own choice.

**26. XP EXTRA PREMIUM II BEER/Nyckel/Lulea, Sweden.** XP is a fine beer of premium quality, made with superior ingredients; A pure malt beer, made of salt, hops, yeast, and water. Brewed and packaged by Nyckel-Bryggerier, Lulea under license from MANICO AB, Stockholm, Sweden.

**13. YOUNGER'S KESTREL PILSNER LAGER/Scottish & Newcastle/Edinburg, Scotland.** GREAT BEER BONUS L2 Refund Voucher appears in a white band at the top of this 440ml can in place of the words Younger's. (Refer to McEwan's IPA Export-this column). The lid is green as is the can; same gold falcon head in a white oval. Front shown only.

**YOUNGER'S LIGHT ALE/Scottish & Newcastle/Edinburg, Scotland.** GREAT BEER BONUS L2 Refund Voucher (Refer to McEwan's IPA Export-this column). This is the all blue 440ml can (as is the lid) with the man logo except there is no wording encircling the man.



(Mar.-Apr. '80, #23).

**YOUNGER'S TARTAN ALE**/Scottish & Newcastle/  
Edinburgh, Scotland. **GREAT BEER BONUS L2** Re-

fund Voucher. (Refer to McEwan's IPA Export-this col-  
umn). This is the plaid 440ml can with the bearded man  
within the rectangle. This can has a **blue lid**.

# TOONER SCHOONERS



Bucky and the Hahn Brothers are proof there is more to this hobby than cans — **FRIENDSHIP!!**

## SWAP-A-RAMA

The greater St. Louis area chapters held their Third Annual three day Swap-A-Rama this past June at Knights of Columbus Park in Florissant, Mo. It was a tremendous success despite the rain on Sunday.

There were collectors from California, Massachusetts, Ohio, Michigan, Wisconsin, Arkansas, plus a contingent from Texas and Kansas City. Also, we had visitors from South America and New Zealand.

They all enjoyed the trading, the hospitality, the huge raffle, and the Saturday night dance band. Be sure to mark your calendar for June 18-20, 1982, for Swap-A-Rama IV. Same time! Same place! Same great fun!

*Jimx Reed #5027*

## TOLEDO

While most normal people are heading to Florida to keep warm in March, many beer can collectors make a yearly pilgrimage to beautiful Toledo, Ohio.

This year's 8th annual was held amid a forecast of snow and cold. Although it was cold, the snow held off for us. The trading hall doesn't officially open until 10 a.m., but when we arrived at 8 a.m., there was already a line forming to get in the door. More and more collectors showed up until the two floors of the trading hall were overflowing. I spotted collectors from 10 different states. Everyone was ready to trade and most seemed quite satisfied with the selection of cans. There were even a few breweriana collectors there with their signs and glasses.

The Buckeye hospitality was fantastic. Bucky was in attendance. He made sure that everyone was having

a good time and also that they purchased their raffle tickets.

After the trading shut down around 3 p.m., Dick Adamowicz invited everyone to the Hall of Foam. It was standing room only in Dick's basement, but no one seemed to mind. Dick was passing around the beer and Nancy was passing out great food.

The only mar on an otherwise perfect day of trading and partying was that Dick ran out of beer glasses so some of us had to drink out of glasses depicting the 12 days of Christmas. In order to get your glass refilled you had to hear the St. Louis Choir sing the "12 Days of Christmas." It was **almost** enough to make you want to stop drinking. Hopefully, someone will buy Dick and Nancy new glasses before the 9th Annual Toledo Trade.

*Shar Berg #7799*



Two members of the KC's Best crew at Swap-A-Rama included Cookie Gregg and Carl Covell. Cookie is the cute one.

## B.B.B.S. #3

On March 19 and 20, Schell's Border Batch Chapter held the Third Annual B.B.B.S. The event got under way at 7 p.m. Friday with a hospitality room at the Kahler Motel in Albert Lea, MN. The hospitality room is situated directly across from the indoor pool, thereby enabling the kids to swim while mom and dad party. It also provided the opportunity for Bill Baburek of Omaha to do a double flip (exaggerated by 1½ flips) hat and all. The hospitality room featured not only cold Schells, ample food, but also the opportunity to visit with old and new friends from all over. This year was the first competition for the traveling trophy for the Grandest Toast. It was won by BCCA VP Ken Horstman of St. Louis.

Events continued Saturday morning with the trade session at 10 a.m. at the Elks Club. Hardy collectors braved the ice, rain and wind to turn out in good numbers. Many good cans were available and traded but probably the most active trading was with breweriana. The session was so active that the of-

ficers forgot to hold the annual meeting and election of officers.

Given a little time to relax (for Herb and Gerry Schwarz, Ken and Nancy Horstman, all of St. Louis, T.C. Reinke of New Richmond, WI, Shar Berg of Palatine, IL and Don Kielack of Arlington Heights, IL, this meant overcrowding the Kahlers whirlpool while throwing cans into the pool for young collectors to dive for) the activities began again with a 6 p.m. social hour followed by the banquet.

BCCA past president Herb Schwarz was determined to not only take home the Margarita Drinking Trophy, but to also break last year's record set by a Chicago collector (who shall remain nameless because of his absence this year.) Herb succeeded, somehow, even though the competition was very stiff. Good times, a can or two, good food, great music, what more can you ask for?

Other long distance guests included John and Jan Goss of Buffalo, WY, Danny Fisher and Ben Lucas from Oklahoma City, OK, John Nlady and Vern Yost from Omaha, NE, BCCA president Gregg Kreyling and his wife Pat of St. Louis and



Herb Schwarz is awarded The Margarita Drinking Trophy at the B.B.B.S. #3 in Albert Lea, MN.

Uncle Milt and Gerry Rewer of Sheboygan, WI. Uncle Milt won a wood clock made by Duane Galou commemorating B.B.B.S. #3.

Next year's B.B.B.S. is set for the last weekend in April. Come on over for it, you'll enjoy.

Bob Vierkant #11214

## Meeting of the board

### February Highlights

- The last number issued was 23979. There are 6,537 active members.

- Chapters: There are 98 active chapters.

- Convention: 550 rooms have been reserved at the Leamington Hotel, 75 rooms at the Leamington Motor Lodge, and 200 rooms at the Curtis Hotel, which is across the street from the Leamington.

- Want Ads: We had 193

breweriana ads and 1,201 can ads in 1981.

### March Highlights

- The last number issued was 24040. There are 6,669 active members.

- Chapters: There are 97 active chapters.

- Supplies: Some new items will be made available to the membership soon. A motion was made to buy a quantity of 24-inch pennants (white with red lettering) which say Beer Can Collectors of America and a quantity of 18-inch pennants (red with white lettering) in honor of the Minneapolis Convention. Passed by a voice vote.

### Future BCCA Board Meetings

Date	Location	Time
Sat., May 15, 1982	BCCA Office	12:30
Sat., June 19, 1982	Knights of Columbus Park	11:00
Sat., July 17, 1982	Schwarz' House	12:30
Sat., Aug. 14, 1982	BCCA Office	12:30
Fri., Sept. 17, 1982	Minneapolis	3:00 p.m.

Dates are tentative and subject to change. If possible, 30 days notice will be given.



# Chapter brewings

By Jim McCoy #136

*A collection of this 'n that taken from recent issues of the BCCA chapter publications and newsletters. Contributions are welcome and can be accomplished by sending your chapter's mailings to Jim McCoy #136.*

## WHY NOT JOIN A CLIQUE TODAY!

As most everyone has heard, some form of apathy and dissatisfaction exists within the way things are done or not done to help our club. Many feel the club is run by a "clique." An investigation would probably show this to be true. Furthermore, you will find that the "clique" is composed of members who are present at meetings, who do most of the work and who give willingly of their time, energies and who believe the more you put into the club, the more you will get out of it. There is no doubt that the efforts and responsibilities of these individuals are of great value to the club. Anyone interested in joining the "clique" can do so very easily. First, start by attending your club's meetings and trade sessions. Take a firm interest in its activities and never refuse a chance to help the club. Always show your enthusiasm in club activities. Before you realize it, you will become a member of the clique and see how surprisingly easy it was to join.

*Big Beer Brotherhood Rustic News*

## JUST BE GLAD THAT WE ARE HOLDING OUR MINNEAPOLIS CONVENTION IN SEPTEMBER RATHER THAN JANUARY!

The weatherman again cooperated with a record snowfall of over 46 inches during January and a temperature of -9 when the trading session started. It didn't seem to warm up much. The beer still froze before it could be drunk.

*North Star News*

## A WELL-BALANCED DIET:

Genesee Beer in one hand and a Cream Ale in the other.

*Southern Tier Newsletter*

## ONE IDEA TO HELP BUILD YOUR CHAPTER'S TREASURY:

We do have a drawing for a six-pack of various cans at each meeting. These are donated by the members. For almost a year, only a few have donated these cans. Beginning at our last meeting, we are asking every member who attends to donate six cans to this project. We will sell tickets at 25 cents and the money is used to sponsor our club expenses. The cans that are donated are asked to be something that you would be proud to receive — not the regular current or major brewery cans. The better the can, the bigger the pot.

*Big Sky Newsletter*

## BUILD YOUR OWN CHAPTER COMPOSITE

We had a proposal that will be implemented with our next chapter meeting. The host of the meeting will select

two cans or types of cans (one old and one new) to be featured. An example would be Tudor cans (old) and generic light beers (new). Each member attending the meeting would bring all their varieties of these cans and a small composite will be made for the next newsletter. Please put a piece of tape on the bottom of the can with your name so the cans can be returned to their proper owners.

*Capitol City Newsletter*

## PAINT-OVER REPORT

Found: Expertly concealed behind the mask of a Drewry's 654 the image of a Goebel 1059, which also was marked "Withdrawn Free of Internal Revenue Tax for Exportation."

*Schell's Border Batch Brewings*

## CANVENTIONS AND FIRKINS GO HAND IN HAND!

Does anyone know how much a beer firkin holds? Would you believe nine gallons? If your grandfather boasted of drinking one on a single evening don't believe him. However, if a BCCA member makes that statement, I wouldn't doubt him at all.

*CANecticut Red Fox Sez*

## WHO SAYS BEER IS EXPENSIVE?

When you buy a six-pack of beer, you pay five times more for the cans, the six-pack holder and the case the beer was shipped in than for the ingredients, the U.S. Department of Agriculture reports.

*Badger Brewnews*

## FINE, BUT THE SPOTLIGHT HAS TO GO!

How do you show off your favorite new can? Do you just stick it up on your shelf and hope everyone will notice it, or do you hold it in your hand and stick it up everyone's nose as I used to do? Dick Adamowicz has a trophy whereupon he displays his Can of the Month. That is the best of the cans he has traded for during the last month. Usually it is a can that I have never seen nor heard of before. Unabashedly, copying from Dick, I now have my own display of my favorite new can. At the moment, a Happy Hops flat sits there. I hope it is not too long before I can come up with another can to take its place. My display is extremely corny and you need to see it to come up with a better idea of your own.

*Silverfoam Foaming at the Mouth*

## KEN ONLY DRINKS BEER IF HE IS ALONE OR WITH SOMEONE!

Talk about variety, Ken Tolstyga #6822 over the last 10 years has drunk 702 different brands of beer. And he keeps a record of these as proof. When asked which one was his favorite, he said Ringnes Bock from Norway, although he and his wife Sue drank a lot of Gilt Edge on their honeymoon. A couple of losers, according to Ken, are Iriquois and Potosi. Ken has sampled 443 domestic and 259 foreign brands, and the list keeps growing. So

if you're ever in Kenosha, Wis., stop in and see Ken. You never know what he's got in the frig — or in his stomach.

*Bullfrog Frogs Log*

#### ONE MORE FOR MY BABY DEPARTMENT:

A Danish doctor says that the taste of beer can be enhanced by good music. He notes that if you drink beer to the correct type of music, you will experience a subconscious sensation in your jawbone. And we always thought we were just getting bombed. The doc further says that dark beers go better with high-pitched music, and light beers and spirits (that's the hard stuff) taste better with low-pitched tunes. But one thing we know for sure is that nothing tastes good with Donny and Marie.

*Pint Size Walkentall Report*

#### T-SHIRT IDEA.

How's this T-shirt recently observed with a mug of beer illustrated? "I got this body from lifting weights" (12 ounces at a time!).

*Nutmeg News*

#### DESCRIBE BEER CAN COLLECTORS IN ONE WORD:

CANARADERIE.

*News from the Valley of Flowers*

#### DICK ADAMOWICZ #344 IS LOOKING FOR THE FOLLOWING PHOTO:

Does anyone have a photo of Miss Beer Can of 1972 (Lake Geneva)? Only one I'm missing.

*Big Beer Brotherhood Rustic News*

#### CHAPTER TRADE SESSION IDEA:

February trade session will be "foreign cans." If you have some foreign cans setting around that you don't want to keep, bring them and trade them off. Of course, this doesn't mean that you have to have foreign cans to trade to attend the session. We are picking each month as a special feature.

*KC's Best Newsletter*

#### 'NOTHER GOOD REASON FOR TRADING WITH NEW MEMBERS!

Why not help out a newer collector with a trade, even though he or she has nothing you need. It's good for the morale of the new collector, and it certainly won't hurt your image. For instance what I often try to do in this situation is trade two or three of my empty currents for a full current from a new member or beginner, even if I don't need it. One of my mottos is, "You can't drink empty traders."

*Knickerbocker Knick Knews*

#### A NEW FIND?

Recently, we reported that there was a possibility that a Robin Hood can existed in an Iowa collection — a cone top in about a grade four or five. Now we have learned that there may very well be one located right

here in Omaha in what our source describes as a historical museum. That is all that is known. In the days to come, I will be checking out all the museums in town and we will see what happens.

*Cornhusker Chatter*

#### TRIVIA DEPARTMENT:

As the head of the Packer Chapter aluminum recycling center (the only one with storage room in the garage), I have crushed over 200 pounds of aluminum cans. I started to wonder just how many pounds of pressure it takes to crush an upright empty beer can. At work I have access to certified weight and pressure machines. I tested several different types of cans and this is how they rated: straight-side aluminum cans, 210 psi; crimp-top aluminum cans, 265 psi; triple neck aluminum cans, 280 psi; tall steel cans (Stroh's), 425 psi; crimp-top steel cans, 535 psi; and straight-sided steel cans, 600 psi.

*Packer 6-Pack Report*

#### MORE RESTORATION TIPS:

Just a couple of ideas that may be of use to those of you who have dumpers on your shelves. If you patch, you probably use liquid aluminum. For smaller holes, give Elmer's Glue-All a try. You can paint over it, and it will even take the Sharpie marking pen. Also, for those cracked seams, you might try some adjustable clamps, like the ones plumbers use. They can be tightened with a screwdriver to the correct circumference. A word of caution: do not use the ones with the rubber interior. Then liberally apply Elmer's to the seam. It may take more than one coat, but the can will never split at the seam again. Old glue will adhere really well to rubber gaskets; therefore the word of caution.

*Great Imperial Quart News*

#### 'NOTHER RESTORATION TIP:

Ever had a grade one or two can with nagging rust on the rims or seam? Here's an easy way to eliminate the problem. Go to your local hobby store and buy some Rub 'N Buff. It comes in a variety of colors but for our needs gold or silver will do. Take the cans you want to restore and sand the rims and seam as smooth as possible. Use some masking tape around the body of the can to keep the stuff where it belongs. Try a small piece of tape at first to make sure the paint won't come off when you remove the tape. It happens sometimes when the paint is not too stable. In that case, try another method of covering the body of the can. You can do it by being very careful in your sanding and likewise in your applying the Rub 'N Buff. Once you've sanded to a smooth finish, apply Rub 'N Buff with your fingers. Let this set for two or three minutes and then buff with a soft cloth — presto, instant shine! Follow the same procedure on the seam of the can. One problem you might find is the color match of the gold. The gold color is a little off from most of the gold lids on cans. Try it and if you are not happy with the results, re-sand and use the silver color. No one will know if the lid is supposed to be gold or silver when the can is on your shelf.

*Yankee Newsletter*



# Beer Can Collectors of America®

747 MERUS COURT • FENTON, MO 63026

THE BEER CAN COLLECTORS OF AMERICA® was founded in St. Louis, Missouri in April, 1970 by six beer can enthusiasts. We now have over 8,000 members in all fifty states and in 22 foreign countries. There are no prerequisites for membership in the BCCA® only an interest in collecting beer cans. We have members in almost all walks of life and in every age group.

## HERE ARE SOME OF THE BENEFITS OF BELONGING TO THE BCCA®:

1. YOU RECEIVE a Composite List showing all canned beer brands known to our members. You can use this as a check list against your own collection.
2. YOU RECEIVE a Roster containing the names & addresses of all fellow members. This is most helpful when trading by mail, phone or in person.
3. YOU RECEIVE your official Membership Card which is proof of membership for the year your dues are paid. This card entitles you to all the rights and privileges of a member of the BCCA®.
4. YOU RECEIVE an official BCCA® windshield decal, the BCCA® embroidered emblem and a BCCA® iron-on.
5. YOU RECEIVE our bi-monthly (6 issues per year) publication BEER CAN COLLECTORS NEWS REPORT, which contains new brand information and numerous articles of interest.
6. YOU RECEIVE a Membership Certificate suitable for framing, signed by the President and Secretary.
7. YOU HAVE THE RIGHT to attend our Annual CANvention. The News Report will contain details about the CANvention which is held yearly in September.
8. YOU RECEIVE a bi-monthly (6 issues per year) Want Ad Bulletin containing many possible trades. (A small charge is applied for placing ads. A coupon for one (1) free ad will accompany each new membership.)

We welcome you to join this fast growing, fun loving, club so you may enjoy the fellowship and all the benefits of membership; however, please note, the BCCA® is a trading club, and the buying and selling of cans is strongly discouraged.

IT'S MORE FUN AND EASIER TO TRADE FOR A CAN THAN TO BUY IT.

David Ohlendorf

David Ohlendorf  
Secretary, BCCA®

## MEMBERSHIP APPLICATION

B.C.C.A.\*

FOR OFFICE USE

NAME (LAST, FIRST, MIDDLE INITIAL)

STREET ADDRESS

NAME OF SPOUSE

USA OR CANADIAN CITY

STATE

ZIP

C

CANADIAN PROVINCE

FOREIGN CITY, COUNTRY

F

(TN)

A/C TELEPHONE NUMBER

(OC)

OCCUPATION

(BD)

YEAR OF BIRTH

(CT)

NO. OF CANS  
IN COLLECTION

(CC)

FOR OFFICE USE

Enclose a check or money order **NO CASH PLEASE** for \$18.00 (23.00 for foreign and Canadian) to cover initiation fee of \$3.00 and annual member dues for the year 1981 in the Beer Can Collectors of America® of \$15.00 (\$20.00 foreign members). \$3.00 of this amount is for a subscription to the Beer Can Collectors News Report for one year. Return this bill form with remittance. Members who join after the Convention will be paid for the balance of the present year plus all of the following year.

Please make check payable to BCCA\* and mail to: BCCA® 747 Merus Ct., Fenton, MO 63026



BCCA 12th Annual Convention  
Minneapolis, Minnesota  
September 16-18, 1982

Headquarters: Hotel Leamington  
Third Ave. at Tenth St.  
Minneapolis, Minnesota 55404  
(612) 370-1100

Overflow: Curtis Hotel  
Tenth St. & Third Ave. S.  
Minneapolis, MN 55404  
(612) 340-5300

# OFFICIAL REGISTRATION FORM:

Member's Name (please print or type) \_\_\_\_\_ Age \_\_\_\_\_ BCCA # \_\_\_\_\_

Address (please print or type) \_\_\_\_\_

City, State, Zip (please print or type) \_\_\_\_\_

Registration Fee: (enter appropriate amounts below)

Member with Banquet \$29; member without banquet: \$14 ..... **Enter Amount** \_\_\_\_\_

Table, if desired: \$5 (only one table per member) ..... \_\_\_\_\_

Guest(s) with banquet: \$26, guest(s) without banquet: \$11

1. Name \_\_\_\_\_ Age \_\_\_\_\_

2. Name \_\_\_\_\_ Age \_\_\_\_\_

3. Name \_\_\_\_\_ Age \_\_\_\_\_

4. Name \_\_\_\_\_ Age \_\_\_\_\_

Enter total amount of registration fee and enclose check (no cash) payable to the BCCA, 747 Merus Ct., Fenton, MO 63026.

NOTE: failure to show age will result in being issued a nondrinking type identification badge. These fees are effective now until August 13. After that date, fees will increase by \$2 for members and each guest. Cutoff date for pre-registration is August 27. All mail postmarked after that date will be returned. Only pre-registered members and guests will be eligible for a trading table and banquet tickets. Please read GENERAL INFORMATION page for instructions in registering.

I am under the age of 18. I will be under the responsibility of: (who **must** attend)

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

BCCA MEMBER ☐ Yes ☐ No. If yes, his BCCA Number \_\_\_\_\_

If no, and not registered on this form, BCCA # of member registered with \_\_\_\_\_

Signature of responsible adult (who must attend) \_\_\_\_\_

Signature of parent (also required) \_\_\_\_\_

"Specialty" (please check one box only) ☐ Obsolete tabs ☐ Cone tops ☐ 16 ounce ☐ General  
☐ Flat tops ☐ Full cans ☐ Foreign ☐ Breweriana

Please do not include money for other members; as separate registration forms are required for each member.

Cancelled check will serve as receipt. Please do NOT send cash.

BCCA office staff will handle pre-registrations and all inquiries should be made in writing and sent to the office. Mail to BCCA Office, 747 Merus Ct., Fenton, MO 63026.



### HOTEL ROOM RESERVATION FORM

BEER CAN COLLECTORS OF AMERICA — SEPTEMBER 16-19, 1982

Please check requested accommodation and circle rate desired

<input type="checkbox"/> Hotel Leamington	<input type="checkbox"/> Single (1 person, 1 bed)	\$32 - \$40- \$45
<input type="checkbox"/> Curtis Hotel	<input type="checkbox"/> Double (2 persons, 1 bed)	\$38- \$45- \$50
	<input type="checkbox"/> Twin (2 persons, 2 beds)	\$38- \$45- \$50
	<input type="checkbox"/> 1 Br. Suite	\$90-\$169
	<input type="checkbox"/> 2 Br. Suite	\$176-\$228

"Twin" rooms will have two single person beds. A limited number of double-double rooms are available. Extra person in room, the charge is \$8.00. Suites on request from hotel, subject to availability. If rate requested is not available, the next rate will be confirmed.

(PLEASE PRINT OR TYPE)

Name \_\_\_\_\_

Rooms will be held until 6:00 p.m. on the date of arrival unless a later time is specified.

Sharing with (Name) \_\_\_\_\_

Company Name BEER CAN COLLECTORS OF AMERICA — Sept. 16-18, 1982

Room reservations must be received 21 days prior to the opening of the CANvention.

Confirm to (Address) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Arrival Date \_\_\_\_\_ Hour \_\_\_\_\_ ☐ a.m. ☐ p.m.

All room rates are subject to the prevailing Occupancy, Operators' and Accommodations Taxes, which currently are: 11%.

Departure Date \_\_\_\_\_ check-out is 1:00 p.m.

MAIL TO: B.C.C.A. Convention Housing  
c/o Hotel Leamington  
1014 Third Ave. S.  
Minneapolis, MN 55404  
(612) 370-1100

## ENTRY FORM

### 1982 Display Competition

NOTE: see page 7 for all Display general information.

Displays must fit either in an 8-foot x 36-inch table or in 8-foot by 4-foot approximate floor space if free standing. Those displays not in conformance may be disqualified by the display chairman/judges in coordination with the display coordinator. Displays may not be combined with another display.

Members Name \_\_\_\_\_

BCCA Number \_\_\_\_\_

Mail entry to: Display Chairperson, Gordon Hovde #8840, 11345 Interlachen Road, Chisago City, MN 55013.

I wish to enter a display in the following category:

check:

Chapter	<input type="checkbox"/>	Flat Top	<input type="checkbox"/>	Table Top	<input type="checkbox"/>
Foreign	<input type="checkbox"/>	Cone Top	<input type="checkbox"/>	Free Standing	<input type="checkbox"/>
Open	<input type="checkbox"/>	Type & Brand	<input type="checkbox"/>	Electricity Required	<input type="checkbox"/>
Brewery	<input type="checkbox"/>				

# SUPPLY CORNER

## CANVENTION XI COM-MEMORATIVE CAN

The official can available only to those members who did not receive one at the national Convention. Glistening steel can, featuring a striking blue and yellow design. Only \$3.00 each. (Limit one per member.)



**BCCA IRON-ON.** Make your own T-Shirt on your favorite fabric and color with the official BCCA Iron-On. Design comes in black and red, 10"x10", for \$1.00 each, postpaid.



## CANVENTION XI T-SHIRT

The BCCA and Windy City Chapter have teamed up to bring you this terrific souvenir of Convention XI — the official T-shirt. Available in blue with black and red lettering. Specify size (L). \$5.00 each.



All prices include postage and handling.

Mail your check (no cash) to:

**BEER CAN COLLECTORS OF AMERICA**  
Attn: Supplies Chairman  
747 Merus Ct.  
Fenton, Missouri 63026

Checks should be made out to **BEER CAN COLLECTORS OF AMERICA**.  
Allow four weeks for delivery.

### ITEM

BCCA Belt Buckle, \$3.50 ea.  
BCCA Iron-On, \$1.00 ea.  
Guide to U.S. Beer Cans, \$6.00 ea.  
The Beer Can, \$4.50 ea.  
Guide to U.S. Beer Cans & The Beer Can, \$10.00 for both  
**Convention XI Can, \$3.00 ea.**  
(Limit one per member)  
News Report 3-ring binders,  
2 for \$7.00, 3 for \$10.00  
Window Decals, 3 for \$1.00  
Embroidered Emblems, \$1.00 ea.  
Convention XI T-shirt, \$5.00 (L)  
10th Anniversary Patch, \$1.00  
Bumper Stickers, 3 for \$2.00, 75¢ ea.  
BCCA Leather Key Ring, \$1.50  
BCCA Can Totes, \$6.00 each,  
minimum order 3. (Circle:  
12 oz. or 16 oz. size.)

### QUANTITY

_____
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**BACK ISSUES OF NEWS REPORT.** All back issues are available to members, 1971, 1972, 1973 issues are 50¢ each. 1974 to present are \$1 each.

### CIRCLE ISSUES WANTED

1971 — Mar, Jun, Sep, Dec  
1972 — Mar, Jun, Sep, Dec  
1973 — Jan, Mar, May, Jul, Sep, Nov  
1974 — Jan, Mar, May, Jul, Sep, Nov  
1975 — Jan, Mar, May, Jul, Sep, Nov  
1976 — Jan, Mar, May, Jul, Sep, Nov  
1977 — Jan, Mar, May, Jul, Sep, Nov  
1978 — Jan, Mar, May, Jul, Sep, Nov  
1979 — Jan, Mar, May, Jul, Sep, Nov  
1980 — Jan, Mar, May, Jul, Sep, Nov  
1981 — Jan, Mar, May, Jul, Sep, Nov  
1982 — Jan, Mar,

### ORDER COMPLETE BACK ISSUES BY SETS IN BINDER

\_\_\_\_\_ Volume #1 — \$10.00  
(1971, 1972, 1973, 1974)  
\_\_\_\_\_ Volume #2 — \$10.00  
(1975 and Jan, Mar, May 1976)  
\_\_\_\_\_ Volume #3 — \$10.00  
(Jul, Sep, Nov 1976 and 1977)  
\_\_\_\_\_ Volume #4 — \$10.00  
(1978 and Jan, Mar, May 1979)  
\_\_\_\_\_ Volume #5 — \$10.00  
(Jul, Sep, Nov 1979 and 1980)

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
BCCA # \_\_\_\_\_ AMT. ENCL. \$ \_\_\_\_\_



# Brand changes

By Jim McCoy #136  
Photos by Lew Cady #98

Spring fever. Got a good case of it today and it sure makes it difficult to get this column wrapped up and sent off to Larry Freeze. Adding to the problem is the fact that what I thought was going to be a fairly average length column for this time of the year has turned out to be anything but. Four boxes of cans arriv-

ed the past two days boosting the total count to 51 for this issue. There is the usual assortment of design changes, generics and minor variations — something for just about everyone. Also, August Schell has added to their two series of cans introduced last issue — Safari and Sugar & Spice. Still no information on whether or not there will be more additions to these series. Guess we'll just have to wait and see.

A mighty big thanks to the following members for their cans and information in this month's column: John Nutting (10830), Gordy Durocher (13307), Charlie Craibe (7082), Bill Grissom (12476), George Prince (12223), Jim Carmody (1393), Walt Wimer, Jr. (13267), Chuck Nekvasil (525), Oscar Mehl (2573), Carl Bourgeois (23561), Jim Thole (410), George Arnold (2217), Richard Revolinsky (15760), Fred Goulden (10769), Bill Lewis (22809), Fred Koehler (18820), Dick Rausche (526), Michael Underwood (22880), Floyd Cope (14274), Al Kilburn (16207), Perry Retzlaff (23883), Greg Teggeman (21722), Warren Hardaker (696), Ed Sadler (1210), Louis Capriotti (408), John Cressy, Jr. (3580), and Jack Kerr (10964).



1 (GS 6)



2 (HMN 133)



3 (FA 109)



3 (side)



4 (FA 110)



5 (FA 111)



8 (HBR 53)



9 (AB 85)



10 (GEN 93)



5 (side)



6 (DU 20)



7 (HMN 134)



11 (PRL 107)



12 (FA 112)



12 (side)



13 (PRL 108)



14 (PRL 109)



15 (RY 21)



16 (GSE 32)



17 (GSE 33)



18 (GSE 34)



19 (RNR 29)



20 (HUD 16)



21 (HUD 17)



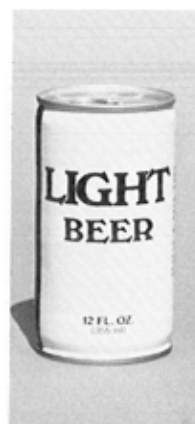
21 (side)



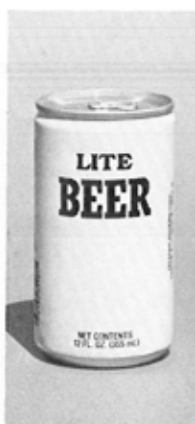
22 (PIT 180)



23 (LNK 31)



24 (DU 21)



25 (FA 113)



26 (MLR 46)

1. **ABC PREMIUM ALE** (Garden State), actually brewed by Eastern, has added .35 L to their contents information. (GS 6)

2. **A-1 LIGHT PILSNER BEER** (G. Heileman) is now out with can #2 in their legend series — this one depicting Ed Schieffelin and how the town of Tombstone got its name. (HMN 133)

3. **BALLANTINE XXX ALE** (Falstaff) is a three-panel D&I steel can with the U.P.C. and three brewery locations. (FA 109)

4. **BALLANTINE XXX ALE** (Falstaff) now has their version of the Half Quart D&I steel can. Can lists three brewery locations. (FA 110)

5. **BALLANTINE PREMIUM LAGER BEER** (Falstaff) is out in a two-panel D&I steel can showing three brewery locations. (FA 111)

6. **BEER** (Dubois) now makes its contents information readable clear across the store! (DU 20)

7. **BLATZ BEER** (G. Heileman) is similar in design to the can issued by Rainier a few years back. (HMN 134)

8. **BRAUMEISTER PILSENER BEER** (Jos. Huber) is now out in a completely redesigned aluminum can. (HBR 53)

9. **BUDWEISER BEER** (Anheuser-Busch) issued this special can commemorating the Anheuser-Busch Golf Classic held July 23-26, 1981, in Williamsburg, Virginia. (AB 85)

10. **COST CUTTER BEER** (General) is now on the market by this brewery. (GEN 93)

**COY INTERNATIONAL PRIVATE RESERVE BEER** (various breweries) has made several design changes on their can. These include a different style barley malt on either side of the crest and the addition of a ribbon under the crest with a cask number on it. The cask number will identify the particular brewery which produced the brew.

11. **FALSTAFF BEER** (Pearl) is now out by this brewery. (PRL 107)

12. **FALSTAFF FINE LAGER BEER** (Falstaff) was marketed by this brewery. Previous two-panel LAGER cans were issued by General and Pearl. (FA 112)

13. **FALSTAFF LITE BEER** (Pearl) is now out by this brewery. (PRL 108)

14. **FALSTAFF 96 EXTRA LIGHT BEER** (Pearl) is now out by this brewery. (PRL 109)



15. **FISCHER'S OLD GERMAN STYLE BEER** (Royal) is now out in an aluminum can. (RY 21)

16. **GENESEE BEER** (Genesee) is now out in an aluminum can. (GSE 32)

17. **GENESEE BEER** (Genesee) has altered the design on their can replacing the wording on the lower portion of their can with barley, hops and a new slogan. The oval surrounding the brand name is now in blue rather than black. This can is aluminum. (GSE 33)

18. **GENESEE BEER** (Genesee) is also out in a D&I steel can featuring their new design. The blue color is darker on this can and the gold is more pale compared to the aluminum can. (GSE 34)

19. **HEIDELBERG BEER** (Rainier) has replaced the gold background color of their can with white. (RNR 29)

20. **HUDEPOHL BEER** (Hudepohl) is now being marketed in an aluminum can. As usual, much of the color is missing compared to the original steel can. (HUD 16)

21. **HUDY DELIGHT BEER** (Hudepohl) is now being marketed in an aluminum can. The U.P.C. is now silver with horizontal lines. (HUD 17)

22. **IRON CITY BEER** (Pittsburgh) salutes the 1982 Pittsburgh Penguins hockey team with this team photo can. (PIT 180)

**LEINENKUGEL'S LIGHT BEER** (Jacob Leinenkugel) is now being marketed in a can with a similar design to their regular beer, but the can is blue.

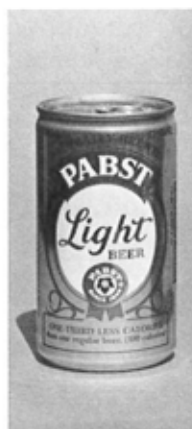
23. **LEINENKUGEL'S GENUINE BOCK BEER** (Jacob Leinenkugel) is now out in an aluminum can. Also, the phrase, FAMOUS SINCE 1867, has been deleted and replaced with, Registered 1982. (LNK 31)

24. **LIGHT BEER** (Dubois) is identical to DU-14 (Sep.-Oct., 1979) with the black rectangles and the reference to Schnucks Markets deleted. (DU 21)

25. **LITE BEER** (Falstaff) is now out with the LITE in small lettering. (FA 113)

26. **LITE FINE PILSNER BEER** (Miller) now lists six brewery locations. (MLR 46)

27. **MICHELOB BEER** (Anheuser-Busch), as with the Budweiser Beer can shown at the beginning of this column, issued a special can for the Anheuser-Busch Golf Classic tournament held last year in Williamsburg, Virginia. (AB 86)



29 (PBT 57)



30 (SL 118)



31 (SL 119)



32 (SL 120)



33 (SL 121)



34 (SL 122)



35 (SL 123)



36 (SCH 26)



37 (SCH 27)



26 (side)



27 (AB 86)



28 (FA 114)



37 (side)



38 (SCH 28)



38 (side)

28. **NARRAGANSETT LAGER BEER** (Falstaff) is now in an aluminum can with three brewery locations. (FA 114)

29. **PABST LIGHT BEER** (Pabst) is now back to their white oval, this time in an aluminum can. (PBT 57)

**SAFARI BRAND PREMIUM BEER** (August Schell) adds six more cans to their series reported in last issue's column.

30. Spotted leopard (SL 118)

31. Hippopotamuses (SL 119)

32. Thatched huts (SL 120)

33. Rhinoceros (SL 121)

34. Gazelle (SL 122)

35. Wildebeest (SL 123)

**SCHAEFER BEER** (F&M Schaefer) has had several varieties of the can that was originally reported in the March, 1977, issue of the *News Report*.

36. D&I steel can listing Baltimore and Lehigh Valley brewery locations. No U.P.C. (SCH 26)

37. D&I steel can listing Lehigh Valley with horizontal U.P.C. (SCH 27)

38. D&I steel can listing Lehigh Valley with vertical U.P.C. (SCH 28)

39. **SCHLITZ BEER** (Jos. Schlitz) is available in the stubby 8 ounce size can. (SZ 65)

40. **SCHLITZ BEER** (Jos. Schlitz) has made several changes on their new white can. The design at the top of the can has been altered and more detail added: the parallelogram now has a narrow gold parallelogram within it; and the ingredients information has been added to the side of the can. (SZ 66)

41. **SCHLITZ LIGHT BEER** (Jos. Schlitz) has been totally redesigned to resemble their regular can. The background color is silver. (SZ 67)

42. **STAG LIGHT BEER** (G. Heileman) has switched the colors on the oval encircling the brand name — the main portion is now in gold outlined in dark brown. (HMN 135)

**SUGAR & SPICE BRAND PREMIUM BEER** (August Schell) has added three more cans to the set that was shown in the last *News Report*. However, these cans feature Terri rather than Mary.

43. Terri in swimsuit. (SL 124)

44. Terri in black and white outfit. (SL 125)

45. Terri in red hooded sweater. (SL 126)



41 (SZ 67)



42 (HMN 135)



43 (SL 124)



43 (front)



44 (SL 125)



45 (SL 126)



46 (CRN 38)



47 (WE 27)



48 (WLW 60)



39 (SZ 65)



40 (SZ 66)



49 (WLW 61)



50 (WLW 62)



51



46. **TUBORG BEER** (Carling National) has been totally redesigned to upgrade the appearance of the can. Going to a white background in place of the gold has given this can an attractiveness that could make it a strong contender for Can of the Year honors. (CRN 38)

47. **UTICA CLUB PILSENER LAGER BEER** (West End) is now out in a D&I steel can and the background color of the medallion is gold rather than silver. (WE 27)

48. **WALTER'S LIGHT ALE** (Walter) is now out in a crimped neck steel can. (WLW 60)

49. **WALTER'S BEER** (Walter) is now out in an aluminum can. (WLW 61)

50. **WALTER'S BEER** (Walter) produced this specially designed can saluting St. Patrick's Day 1982. (WLW 62)

#### MISCELLANEOUS:

51. Tony Dohr's retirement from Anheuser-Busch was commemorated with this uniquely designed can. Yes, it was filled with beer.

## Did you know?

By LeRoy Blake #17899

Sorry about that Pollock joke a couple of issues ago. At least two people read this column. I had one positive reply and one negative reply. I apologize to anyone that I may have offended. Since my wife is Polish and my family is mostly American Indian, I can appreciate it when someone is proud of his heritage.

The session at Marietta, Ohio, was really good. Met lots of old friends. Seen lots of nice cans too! So now I get ready for Dayton . . . Does the misery outweigh the ecstasy?

**GENESEE BEER** (GSE 31) from several collectors at or near the PIONEER CITY swap meet. This new can was available in steel or alum. That's no big thing, but . . . the style of print on them are different. Very noticeable, side by side. There is also a color difference on the reds, between cans.

**KRUEGER EXTRA LIGHT DRY BEER** (BCU 88/39, Bible 1597) Hugh Griffin #17191 tells me of this one. Can #1 is like pictured — gold bands above & below the label. Can #2 has red bands and the word "Finest" under the "K-man".

**NEUWEILER'S PILSENER BEER** (BCU 97/30) Jeff Bentley #23836 has four varieties of this old flat. #1 has a full opener, with patents pending. #2 has opening instructions in two boxes, with an opener in the middle. It is also IRTP. #3 is the same as #2, but not IRTP. #4 has no opening instr. The words "Neuweiler's Pilsener Beer" is there instead. It is not IRTP. Jeff says that the Ale can comes in the first three varieties also. Not sure of

the 4th. Let him know if you've seen it.

**RHEINGOLD SCOTCH ALE** (BCU 112/17, Bible 2466) Art Macheski #17711 sent this one. One can has a 1/2 inch yellow side panel with a red Rheingold emblem, and the words "Look for this mark of quality . . . on all Rheingold products." The second can has only a 1/4 inch panel, with the words "Ask for Rheingold beer and ale in quart cans." No emblem.

**SCHMIDT BEER** (HMN 124, vol 11, #5 of *News Report*) Cleo Moore #17146 reports four varieties of this can. #1 has a dull gold ribbon. Brewery info is vertically along the seam. The statement "The brew that grew with the great northwest," is at the bottom on both sides of the can. #2 same as #1, except brewery info is horizontal around the bottom of the can. #3 same as #2 except that "The brew that grew . . ." is on one side of can. And on the other side it says "Brewed with the purest spring water from the northwest's deepest brewery wells," in two lines. #4 is identical to #3, but the ribbon is metallic gold.

Another short column. I am just not getting much mail. This column originally started as a place to tell of label changes or differences. In my book, silver UPCs vs black UPCs, 105 calories vs 90 calories in small print — does not constitute a label change. It should be something different — like lettering style, size, or color. Brewery info, or variations in logo design. Information such as calories, carbohydrates, alcohol content, etc. are listed to satisfy different state and federal require-

ments. The list of these cans would go on forever.

So let's hear it . . . have we found them all?

**DID YOU KNOW . . . Things are SLOW**

A.L. Blake

P.O. Box 26

Little Hocking, Ohio 45742

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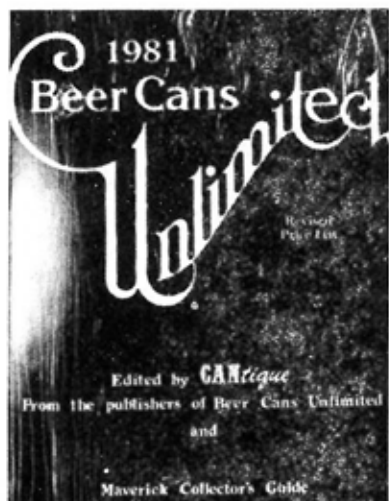


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## 1981 Revised Price List For Beer Cans Unlimited.

Since the publication of the Beer Cans Unlimited of over a year ago and the ensuing auction of the Garard Collection, values of beer cans have changed dramatically.

This price list was put together with the help of knowledgeable persons in our hobby and reflects the present market values of all the cans pictured in the 1980 edition of Beer Cans Unlimited.

It is our sincere hope that these updated values will help you to be wiser in your trading and better informed for your buying and selling.

Remember, our prices are not the only correct prices. Individual tastes and preferences make a can worth more to one person than to another. A wise trader once said, "A beer can is worth only as much as someone is willing to pay or trade for it."

This price list contains up-to-date values for over 5,100 American beer cans. It will only take one wise trade, buy or sale, to more than pay for the price of this list.

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# Index of Past News Report Articles

Below you will find a complete alphabetical index to articles which have appeared in the *News Report* during our first eight years. The 1971-74 Index first appeared in the May 1975 *News Report*, and the 1975-78 Index has just been completed. Many of the articles listed are outstanding compositions by our members, and several are a feature length of four to eight pages.

These indexes are reprinted for your convenience in ordering back issues of *News Reports* which contain articles of particular interest to you. In this connection, it

should be noted that the BCCA will no longer restock back issues of the *News Report*. There is an ample supply of all issues right now, but once they're gone, they will not be restocked. The high cost of reprinting small quantities, and the high money cost of having our funds tied up in an increasingly large supply of back issues, now makes it cost-prohibitive to continue the old restocking policy.

So order your back issues now, and don't miss out on some excellent breweriana reading from the past.

Jim Thole #410

## 1971-1974

A Beer By Any Other Name  
A Bouquet of Beer (Facts & Fancies)  
A Day In Watts  
A Few Footnotes To The Ballantine Listing  
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Kent Ale	Jan 1978	P4	A New Brewery, Far Out! (Alaska)	Sep 1975	P5
Poth's Beer	Jan 1977	P24	New Can Top at Falls City	May 1976	P14
Yankee Ale & Beer	Jul 1978	P42	New Running Fad Brewing	Mar 1978	P3
CANclussions (on BCCA policies)	Mar 1978	P4	Olive Drab Military Beer Cans	Jul 1977	P8
CANmate of the Month (the one & only!)	Jan 1975	P22	Olympia Gets Bargain in Hamm's Buy	May 1975	P30
CANvention Training Manual	Jul 1978	P22	Orion Beer	Jul 1975	P16
Cartoons (Beer-Related)	Jul 1978	P33	Packagers Exploring Steel Can End Production	Jan 1977	P19
Chelsea Soft Drink Defended by Busch	Nov 1978	P20	Packing Materials (for mail trading)	May 1978	P42
Christian Heurich Brewery (& its cans)	Sep 1978	P23	Paper Label Beer Cans	Mar 1977	P26
The Companies That Fill the Cans	Jul 1977	P28	Park, Superior Quality Premium Beer	Mar 1975	P14
Controversy Brews over Korr's Beer	Jul 1976	P31	Phoenix Lager Beer	Jul 1978	P10
Coors-Mania!	May 1975	P22	Piel's Woodgrain Real Draft	Jul 1978	P24
The Dakota Malting & Brewing Co.	Sep 1976	P5	Pittsburgh Brewing Co. (composite list)	Jan 1975	P8
Darwin Needs its Beer Can Regatta	Nov 1975	P39	Pittsburgh Brewing Co. Names New Officers	May 1978	P31
The Departed: Schaefer, Rheingold & Grain Belt	Mar 1976	P28	The Pre-War Krueger Cans (8 page history)	May 1976	P3
Dixie Using "Coupon Combat" in New Beer War	Jul 1978	P16	Progress Swallows Up Old Home-Town Beers	Mar 1975	P11
Dumping Tips	Jul 1978	P16	Rainier Jubilee	Jan 1976	P4
Eighth Annual Convention	Nov. 1978		Reading Brewery Will Close	Jul 1976	P8
El Dorado Brewery (Stockton, CA)	Jan 1976	P10	Recent Deaths (of Breweries)	Mar 1975	P1
Enjoyment of Beer	Jan 1975	P33	Recent Flat Tops	May 1978	P36
Erie Brewing Co. Closes	May 1978	P48	"Recycled" (El Paso) Brewery Has New Life	Mar 1978	P31
Experts Differ on Future of Beer Can	May 1978	P32	Regal Brewery to Bite the Dust	Jul 1977	P24
The Falstaff Bicentennial Cans	Mar 1977	P3	Regal Brewery Closing ... Loss of Local Flavor	May 1975	P26
The Fesenmeier Brewery	May 1977	P26	Reopening of Rheingold	Jul 1975	P19

Repainting of Cans: Another Facet of Restoration  
 Repainting of Cans: Part 2  
 Rheingold Closes Last Brewery at Orange  
 Russian Beer Production is Comedy of Errors  
 Sale of Falstaff Tentatively Approved  
 Sapporo Breweries Ltd.  
 Schell's White Cans  
 Schlitz Chief Resigns Amid Market Slide  
 Schlitz Decides to go Lightly  
 Schmidt-Schaefer Battle  
 Schmidt Scenes May 1978 P45 &  
 Schmidt's Bicentennial Cans  
 Schultz Light Quality Beer  
 Sets of Foreign Cans (every issue) Jan 1975 -  
 Seventh Annual Convention  
 Sheridan Brewing Co. (Wyoming)  
 Shiner Brewery Rescue  
 Sixth Annual Convention  
 South African Breweries  
 The Spoetzl Brewery

May 1975 P36  
 Mar 1977 P4  
 Jan 1978 P45  
 Sep 1976 P4  
 May 1975 P33  
 Mar 1975 P8  
 Sep 1975 P13  
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Stout Lovers Take Attack Stoutly  
 Study Indicates Beer May Ward off Heart Attacks  
 Tahitians Boast Big Beer Thirst  
 Tennessee Brewing Co.  
 Tennent's Temporary Can  
 Those X-Rated Swedish Beer Cans  
 Thoughts on Dumping  
 Trading Misprints or Error Cans  
 Turkey Joe's — A New Baltimore Landmark  
 Uihlein Dies; New Schlitz Execs Named  
 Ultra Lightweight Cans  
 U.S. Brewing Capacities (list as of 1-1-78)  
 The Vanishing Steel Can  
 Walter B.C. Closes Doors in Pueblo  
 Wooden Beer Containers — "Can of the 80's"

Mar 1975 P31  
 Nov 1977 P45  
 Jan 1975 P7  
 Jul 1975 P26  
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 Jul 1977 P30  
 Mar 1975 P10  
 May 1975 P40  
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 Mar 1975 P23  
 May 1978 P16  
 Jul 1978 P39  
 Mar 1975 P10  
 Jul 1977 P19  
 Jul 1978 P29  
 Sep 1976 P29  
 Jul 1977 P22

## Letters

### Chemical Warning

Dear BCCA,

The last two issues of the *News Report* have suggested using two extremely dangerous chemicals, and have made a foolish suggestion concerning oxalic acid. Concerning hydrochloric acid and sodium hydroxide, four rules stand out:

- Do not allow to come into contact with the body.
- Do not breathe the vapors. (Oxalic acid is merely toxic. Sodium hydroxide is corrosive.)
- Dispose of properly (see below).

- Do not mix HCl and NaOH! If contaminated with HCl, particularly in the eyes, rinse under cold water for 10-15 minutes, then call your local poison control center for further advice. If contaminated with NaOH, Rinse the affected area continuously with cold water while someone else is arranging to get you to a hospital for emergency treatment.

For further information on NaOH, read your Drano can. Note that Drano has a weak NaOH concentration. A strong solution will dissolve human flesh on contact. It is essentially the most corrosive base known.

It is true that a reaction between HCl and NaOH yields only table salt and water if equal amounts of ions are present. However, it also liberates a lot of heat. Mixing strong solutions will give you a boiling solution which will split acid or base over

you and your surroundings (since it is unlikely that you will balance the two to yield a neutral solution).

These chemicals should be kept away from children while being disposed. Do not pour HCl down any drains, except in very dilute solutions, and do not put it out with trash. Speak to your high school chemistry teacher or the like about disposal. NaOH may be trickled down the drain with cold water running. Read your Drano can for details.

Next, the suggestion that capping a bottle in which a can is being cleaned will eliminate fume problems was presented. The vapors are still there when the bottle is opened. The hard and fast rule is: use oxalic acid only in a well-ventilated area. Check the warnings printed in the BCCA roster.

*Martin Landey #78*

### 'Geneseeing Is Believing!'

Dear BCCA,

Thanks, Capitol City Chapter, for the great piece and composite for Genesee (March-April 1982 *News Report*)!

A few things that were not told to the membership about this company is that, besides brewing one of the best beers and cream ales to be had these days, the people in Rochester, N.Y., are the best friends a beer can collector could have.

I have had dealings as a col-

lector and consumer with these fine folks by letter and phone and found them willing to do anything they could to help us and our hobby.

At Genesee, "Beer Can Collector" is not a dirty word.

*Hugh O. Griffin, Jr. #17191*  
*Vice President and*  
*Membership Officer,*  
*Tidewater Chapter, BCCA*

### FRUSTRATED?

Tired of trying to seek that elusive can? Then, we may be of some help. Try us for that special Ale, Beer or Bock can in Light, Lager, Pilsner or Premium.

With our World-wide contacts in 7 oz., 8 oz., 10 oz., 11.5 oz., 15.5 oz., 16 oz., 25 oz., or gallon can we may be the answer.

To name just a few:

All Iron City Series  
 All Old Froths  
 Historical Sets #1, #2 & #3  
 South African Wildlife Series  
 All Tennent Girls  
 Sugar & Spice & Everything Nice

Over 7,000 cases in stock.  
 Send for our new 7 page list.

**THE CAN CORNER**  
**Box 1173**  
**Linwood, PA 19061**

# And Now the Case for Cincinnati . . .

By Robert L. Pohl

According to a recently published article in the March-April 1982 issue of the *News Report*, written by Milt Rewer #388, Milwaukee is still "Beer City." I wonder whether that is true or not. It's a matter of perspective.

According to Mr. Rewer, Milwaukee was home to over 150 breweries over the years. The Milwaukee brewers are responsible for numerous improvements in the packaging end of the breweries. There is no doubt that the Miller Brewing Co. segmented the beer industry via Lite and Lowenbrau. There certainly is a case to be made in behalf of Milwaukee as "Beer Capital of the U.S.A."

**THERE IS ALSO** a very strong case to be made in behalf of Cincinnati. Over the years Cincinnati has had 165 plus breweries. That's at least 15 more than Milwaukee. Prior to prohibition, The Christian Moerlein Brewing Co. was ranked 13th largest in the U.S. while Windisch-Muehlheuser Brewing Co. was the 20th largest brewer in the U.S. The Christian Moerlein Brewing Co. is often credited with being the first brewer in the United States to brew lager beer.\*

In 1898 alone there were 26 sizeable breweries in Cincinnati. By 1914 there were 24 Cincinnati breweries producing 1,500,000 barrels of beer annually. Even in 1936, after prohibition, the production of Greater Cincinnati breweries was 1.5 million barrels plus.

Over the years Cincinnati breweries pioneered many changes in the brewing industry. The first Hoff-Stevens' easy-taps were tested by The Hudepohl Brewing Co. The Burger Brewing Co. was a consistent innovator in beer packaging.

Other Cincinnati brewers also made significant contributions to the brewing industry.

**IN RESPECT TO** volume of beer currently being produced, Cincinnati is not near the top of the list. Cincinnati is important when considering numbers of breweries. In Greater Cincinnati are The Hudepohl Brewing Co., The Schoenling Brewing Co. and The Wiedemann Brewing Co. Of these three breweries, two (Hudepohl & Schoenling) are independently owned and operated. Wiedemann is a division of the G. Heileman Brewing Co.

Three brewers in one town is a significant factor in the industry today. The Miller Brewing Co. is currently building a plant 20 miles north of Cincinnati. That makes four brewers in a radius of 20 miles!

What makes Cincinnati brewing unique is the two small independent brewers. Both Hudepohl & Schoenling produce unique high quality beers.

Cincinnati is a unique beer town with a strong brewing tradition. Cincinnati has the most brewers of any city in the U.S.A. Could it be that Cincinnati has been overlooked? Maybe Cincinnati is really Beer City U.S.A.!

\**THEY BUILD A CITY*, Published by *The Cincinnati Post* 1938, Page 135.

*Editor's note: Mr. Pohl is vice president and general manager of the Hudepohl Brewing Co. Incidentally, the 26 breweries which were operating in Cincinnati in 1898 were listed in the September-October 1980 issue of the News Report.*

# BCCA Library Continues to Grow

By Warren Taylor #175  
Librarian

Below is a list of the books available for reference at the BCCA Office. We invite members to stop by when in the area and take advantage of the club's resources.

*Beer Cans Unlimited*, Art and Pete Ressel  
*The Practical Brewer*, Master Brewers Assn. of America  
*Beer Breweries & Breweriana*, Sonja and Will Anderson  
*Beer Can Collecting*, Lew Cady  
*The Politics of Assimilation, The Effects of Prohibition on the German American*, Herman W. Rommenberg  
*The End of the Roaring Twenties, Prohibition and*

*Repeal*, Bill Severn  
*Stroh's, the Fire Brewing Story*  
*A Visit to Bass Brewery, Burton-on-Trent*  
*One Hundred Years of Breweries*, H.S. Rich & Co.  
*Soda Cans Old and New*, Betts Toefler  
*The Beer Can*, Beer Can Collectors of America  
*The Great American Beer Book*, James Robertson  
*The Collecting Book*, Ellen Liman with Lewis Liman  
*The Beer Book*, Will Anderson  
*The Tin Can Book*, Hyla Clark  
*Making Friends Is Our Business, 100 Years of Anheuser-Busch*, Roland Krebs and Percy J. Orthwein  
*Collecting Beer Cans*, Richard R. Dolphin  
*The Beer Can Collectors Bible*, Jack Martells



## Leaving Your Legacy

By Dave McGuire #22922

May I offer a suggestion, one which should endear each and everyone of us to beer can collector posterity?

Whenever you remodel your home, install insulation, repair walled plumbing or wiring, sell or buy a home, do this: stash a 6-pack or so of various local current or older cans in the holes you're working in, or the attic, basement, rafters, sub-flooring, etc.

You'll possibly make somebody very happy someday, at no cost or effort to yourself. Be a good samaritan!

Below is a copy of a standard note I use to stuff in one of the can holes. If we hope to have future collectors, we must leave something to collect!

"TO THE FINDER: I am a beer can collector, and found many of my collection cans in places similar to where you found this.

"If you are also a collector, I hope that this find is enjoyable to you. I trust you will also use this method of leaving something for someone else.

"If you are not a collector, I beg you not to throw this/these away, or damage them in any way. Look around in want ads, (under Collectibles, Hobbies, etc.) or run an ad in a newspaper yourself.

"These cans are vintage 19\_\_\_\_, and their value is known only to an experienced collector.

"Do NOT sell them to a store, because it will certainly try to buy cheap and sell high. I would rather you eliminate that middle man and make a collector ... and yourself ... happy."

### KC's Best 3rd Annual Abilene Kattle Stampede & Kolossal Kan Kaper

July 24-25 Abilene, Ks.  
Bruce Gregg 248  
Steve Van Slyke 10437  
Larry & Sue Bolen 11411

Brown's Memorial Park, K-15 south of Abilene. Nearby campsites and motels available. Daily drawings for cans and signs. \$2.00 per trader.

SATURDAY & SUNDAY 9 A.M. til ?

### FREE BEER COASTER!

Not too good to be true! You'll get a valuable old 4" coaster FREE with every copy of "The U.S. Beer Coaster Guide" that you buy! This popular reference guide tells you which coasters are rare, which are common and which ones are worth BIG BUCKS! See photos of over 1,150 different U.S. beer coasters with complete descriptions and prices. This book will pay for itself with just one lucky coaster find. Reviewed by the B.C.C.A. in January 1981 News Report!

Send only \$8.95 for your book and valuable coaster to:

Tom Byrne, Box 173  
Dept. B, E. Hanover, NJ 07936

## Spring Special on the BCCA Can-Tote®

HERE'S YOUR CHANCE TO SAVE \$ ON LARGE QUANTITIES!

Buy the minimum order of 3 Can-Totes at the regular price of \$6.00 each, and you can get all additional totes in the same order at \$5.00 each. Your Spring Special cost would be as follows (postpaid — USA only):

3 — \$18	5 — \$28	7 — \$38	9 — \$48
4 — \$23	6 — \$33	8 — \$43	10 — \$53

THIS SPRING SPECIAL WILL EXPIRE  
WHEN SUMMER STARTS ON JUNE 21, 1982



- Strong cardboard display case for carrying cans to trade sessions.
- Perfect solution for organized storage of traders at home.
- Simple construction — no tools, glue or staples needed to assemble.
- Holds 48 cans in 12 oz. size; 36 cans in 16 oz. size.

Specify 12 oz. or 16 oz. size  
and send order to:

BCCA CAN-TOTES  
747 MERUS COURT  
FENTON, MO 63026

By Mark C. Ferguson #5836

Boy, do Louise Durbin, Ray Short, Mary Lou White, and all the Queen City members know how to throw a mini-convention. Janet, Aaron, Lisa, and I travelled to Cincinnati to take part in all the festivities of the ANNAUL LUCK 'O' THE IRISH Mini. Even though our participation was limited, due to Aaron's impatience, we had the best time we've ever had at a trade session. I've recently started specializing in flats and 16 oz., and with Janet & Lisa's charm, and an abundance of generosity from advanced collectors, I took home 22 16 oz., and 11 flats. Also got to meet some people I've been corresponding with for years: Ralph Collins, (God, what traders!), Kit Hall, Leroy Art, Al Brand, (Give 'em Hell, Al), Ernie "the dirty old man" Haist, Jack Kellogg, Art Zerby, and many, many more. Also learned that CHRISTIAN MOERLEIN will be out in cans May 17. Saw a sample of it; MOST DEFINITELY ANOTHER CAN OF THE YEAR FOR HUDEPOHL.

I know we've said this before, but THIS TIME (if we can afford it) WE MEAN IT!! Janet and I will be going north to Minneapolis in September. After seeing what a mini is like, the National Convention could only be Heaven; and since Jack Isacson, and the North Star Chapter are the hosts, it's gotta be a great one.

- May 22 **Horlacher**; MacUngie, PA, CHAPTER PICNIC; Larry Handy, #947.
- May 22-23 **Southern Tier**; Deposit, NY, Guestward-Ho; 8TH ANNUAL CAMPING & TRADING ALL WEEKEND SESSION; BCCA members & families only; NO BUYING OR SELLING; Marie Lillie, #3590 or Pete Hempstead, #689.
- May 23 **Bullfrog**; Wauconda, IL, Lakewood Forest Preserve, Shelter "C"; Raffle with 6' BEER sign as Grand Prize; Augie Parochelli, #3497.
- May 23 **KC's Best**; Lake Jacomo; Sue Bolen, #17394 or Dick Wilson, #2422.
- May 23 **Wooden Shoe**; St. Mary's, OH, VFW Hall, Beer Can Show, 9-3; M. Olberding, #1882.
- May 29 **Patrick Henry**; Kalamazoo, MI, Firefighter's Hall, 5TH ANNUAL MINI-CANVENTION; Russ Elliott, #11095.
- June 5 **Heart of Illinois**; Kewanee, IL, Open Air, 11-4; FREE BEER!!; John Sovanski, #4521.
- June 5 **Wes-Tex**; Midland, TX; Ann Semple, #828.
- June 5 **Cape Cod, Pickwick, & Red Fox**; 2ND ANNUAL GLEASON'S PACKAGE STORE TRADE, Rt. 2A, Templeton, MA; Wayne S. Ronn, #7160.
- June 6 **A-1**; Flagstaff, AZ, Fort Tuthill City Park, S. on I-17 to Airport Exit, 10 AM; Bill Grissom, #12476 or Harold Mann, #10689.
- June 6 **49er**; Novato, CA; Warren Hardaker, #696.
- June 6 **Queen City**; Cincinnati, OH, GE Park; Larry Cline, #8481.

- June 6 **Hawkeye**; Marshalltown, IA, Fairgrounds; Ron Wagner, #568.
- June 11-12 **North Star & Badger Bunch**; Eau Claire, WI, 10TH ANNUAL WEEKEND AT WALLY'S; Fri nite campfire, sing-a-long, weiner roast, & trading, Sat, trade session. Free Camping on grounds — NO HOOK-UPS; Wally Swenson, #348 or Glenn Thorsen, #320.
- June 12 **Cape Cod**; Pembroke, MA, Outdoor session, 10-6; Ralph Collins, #14826 or Ralph Whitcher, #9298.
- June 12 **Olde Frothingshlosh**; Pittsburgh, PA, South Park, Black Ash Grove, 10-4; Clyde Moyes, #14761.
- June 13 **Blue Room**; TRACEY'S TRADE SESSION/PICNIC, Elburn (Kane County Park #4) Forest Preserve, ¼ M. W. of Rt. 47 or Rt. 38, or 14 M. E. of Dekalb, IL on 38; Morrie McPherson, #434 or Homer Whitesel, #17856.
- June 19 **Canecticut Red Fox**; Waterford, CT, Outdoors at home of Derek Hillyer, #19987, 122 Spithead Rd; Rain Date June 20.
- June 19 **Chesapeake Bay**; Baltimore, MD, 7TH ANNUAL MEMORIAL STADIUM MEET; Ron Sanders, #7062 or Shere Cituk, #23710.
- June 19 **Stroh's Fire Brewed** Chapter presents our ANNUAL STROHHAUS TRADE MEET, at the Stroh Brewery grounds; Gift shop will be open, FREE BEER, Free Hot Dogs, Free Pretzels, & Free pop for the kids, ALL SUPPLIED BY THE STROH BREWERY; Norma Rapelji, #15959.
- June 19-20 **Jersey Shore**; Asbury Park, NJ, 6TH ANNUAL EAST COAST TRADE; Best darn trade session in the Atlantic States Region! 2 days; great cans; terrific raffles, AND NOW KEG BEER — OUR TREAT TO YOU! Joe Redman, #6898.
- June 26-27 **Mile Hi**; SEVENTH ANNUAL CHILI MAKING AND EATING AND BEER CAN EMPTYING AND TRADING EXPOSITION, Now — 2 days — Sat. in Central City, Co.; Sun. at the Sheraton-Denver Airport; Don Stwalley, #15636 or Lew Cady, #98.
- June 26-27 **49er**; Rogue River, OR; ROGUE RIVER ROOSTER CROW AND BEER CAN TRADE MEET #7; Warren Hardaker, #696.
- June 27 **Windy City**; Location TBA, 9TH ANNUAL PICNIC, TRADE, & BEER DRINKING SESSION; Ron Jones, #1236 or George Rendl, #1303.
- June 27 **Keystone**; Lancaster, PA, Outdoor trade session; Matt Hunt, #1121.
- June ? **Grand Prize**; Houston, TX, 3RD ANNUAL EXTRAVACANZA; Howard Jones, #17242 or John Des Jardins, #18557.
- June ? **Schultz & Dooley**; West End Brewery Trade Session, Utica, NY; Gene De La Fleuer, #9431.
- July 11 **Ar-Can-Sas**; North Little Rock, Arkansas, 11-4; Mark Crane, #15584.
- July 17 **Mid-Michigan**; Lansing, MI, Sharp Park Pavillion, SUMMER SWAP, 11-3; Doug Ross, #23443.
- July 17 **Cape Cod**; Dalton, MA, VFW Hall, 336 E. Housatonic



- St., 10-4; Chuck Huber, #20194.
- July 18 **Tidewater Beer Can Collectors**; VA Beach, VA, Little Creek CPO Club; 1/4 M W of Ches. Bay Bridge Tunnel. Enter Main gate on Shore Dr. (Rt. 60), 10 AM; VA BEACH IS THE WORLD'S LARGEST RESORT CITY; Richard Revolinsky, #15760.
- July 18 **McDonnell-Douglas**; Normandy, MO, Normandy #1 Park Pavillion, Noon; Jimx Reed, #5027.
- July 23-25 Ohio Mini-Convention sponsored by 12 chapters; Bob Kates, #1493.
- July 24 **Cape Cod**; Pembroke, MA, Outdoor session, 10-6; Ralph Collins, #14826 or Ralph Whitcher, #9298.
- July 24-25 **KC's Best**; Abilene, KS; ANNUAL KATTLE STAMPEDE & KAN KAPER; Sue Bolen, #17394 or Steve Van Slyke, #10437.
- July 25 **Schell's Border Batch**; Mapleton, MN, Daly Park; Al Rabenhorst, #8607.
- July 25 **Prison City**; Joliet, IL, Belmont A.C.; Jim Mitchell, #1546 or Paul Zagielski, #7362.
- July 30-Aug. 1 **THREE RIVERS**; Ft. Wayne, IN, Hanley House, I-69 & IND. 1; HOOSIER HOSPITALITY WEEKEND; R.L. Berz, #139.
- July 31 North Star has the Guzzle 'N' Twirl, Cowboy Chapter has the Dead Sheep hunt . . . Now come to the Live Buffalo Bar-B-Q in **SIMON PURE City**! 1000 Englewood Ave., Buffalo, NY, Ellwood Fire Hall, Free BEER & Soda — Food Available. For map — Dick Rausche, #526 or phone 1-800-828-1801 TOLL FREE ask for Bob Terrey.
- July ? **North Star**; Minneapolis, MN, In association with Mnpls Aquatennial, Details next issue; Jerry Kalla, #14182.
- Aug. 1 **Grand Prize**; Houston, TX; Howard Jones, #17242 or John Des Jardins, #18557.
- Aug. 6-8 **2ND ANNUAL WESTMONT STROH'S, PRISON CITY, & WINDY CITY CHAPTERS CAMPOUT & Mark Ferguson's Birthday Celebration**, Yorkville, IL, Hideaway Campground; Call Jim Mitchell, #1546, 815/729-0036.
- Aug. 7 **Heart of Illinois**; Peoria, IL, OPEN AIR, 12-? — PARTY FOLLOWING; Tobi Harms, #586.
- Aug. 7 **CANecticut Red Fox**; Outdoors at the home of George Leduc, #20959, 59 Townline Rd., Forestville, CT, 203-589-4108.
- Aug. 8 **Olde Frothingslosh**; Pittsburgh, PA, South Park, Black Ash Grove, 10-4; Clyde Moyes, #14761.
- Aug. 14 **Wes-Tex**; San Angelo, TX; Alex Schwertner, #3094.
- Aug. 14 **Horlacher**; MacUngie, PA; HORLACHER WEEKENDER; Larry Handy, #947.
- Aug. 14 **Genesee Valley**; Annual Mini-Can-Can; come to party & trade; Have fun at the White House Lodge, Webster Park, Rochester, NY; Sandy Schaeffer, #18811 or Dan McGuckin, #3548.
- Aug. 15 **McDonnell-Douglas**; Normandy, MO, Normandy #1 Park Pavillion, Noon; Jimx Reed, #5027.
- Aug. 15 **Nutmeg**; Westport, CT, VFW #399, 465 Riverside Ave., SUMMER SWAP; S.J. Bodnar, #22281.
- Aug. 15 **49er**; South Lake Tahoe, CA, OLLIE'S TRADE; Warren Hardaker, #696 or Ollie Oliver, #2514.
- Aug. 21 **Mile Hi**; Pueblo, CO, 1242 Toltec Gorge; Take exit 98A off I-25, then S on Santa Fe Ave., across Arkansas R., then E on Santa Fe Dr. (50 Br.) to 27th Ln, S on 27th Ln. to Hillside Rd, E on Hillside to Toltec Gorge, 11 AM; Don Stwalley, #15636 or Norm Wiedrick, #4908.
- Aug. 21 **Cape Cod**; Pembroke, MA, Outdoor session, 10-6; Ralph Collins, #14826 or Ralph Whitcher, #9298.
- Aug. 21 **Queen City**; Cincinnati, OH, GE Park; Larry Cline, #8481.
- Aug. 29 **KC's Best**; Kansas City, MO, Minor Park; Sue Bolen, #17394 or Cookie Gregg, #22842.
- Aug. ? **North Star**; South St. Paul, MN; Details next issue; Jerry Kalla, #14182.
- Sept. 16-19 CANVENTION XII IN MINNEAPOLIS, MN
- Sept. 18 **Cape Cod**; Pembroke, MA, Outdoor session, 10-6; Ralph Collins, #14826 or Ralph Whitcher, #9298.
- Sept. 26 **McDonnell-Douglas**; Normandy, MO, Normandy #1 Park Pavillion; PICNIC TRADE; Noon; Jimx Reed, #5027.
- Oct. 3 **Heart of Illinois**; Barry, IL, APPLE FESTIVAL, 10-4; Rev. Frank Westhoff, #1329.
- Oct. 3 **Grand Prize**; Houston, TX; Howard Jones, #17242 or John Desjardins, #18557.
- Oct. 3 **49er**; Auburn Trade; Warren Hardaker, #696.
- Oct. 3 **KC's Best**; Belton, MO; Sue Bolen, #17394 or Ray Koenig, #6409.
- Oct. 3 **Cape Cod**; Tiverton, RI, VFW Hall, Conanicus St., 11-4; Ralph Whitcher, #9298.
- Oct. 10 **Westmont Stroh's**; Union Laborer's Hall, 12 West Ogden Ave., Westmont, IL; Dick Johnson, #9492 or Scott Prazak, #6574.
- Oct. 16 **Cape Cod**; Northampton, MA, YE OLE' WATERING HOLE, 10-5; Al Drew, #20518.
- Oct. 17 **Tidewater Beer Can Collectors**; Va Beach, VA, Little Creek CPO Club, 1/4 M W of Ches Bay Bridge Tunnel, Enter Main Gate on Shore Dr. (Rt 60), 10 AM; Richard Revolinsky #15760.
- Oct. 18 **McDonnell Douglas**; Bldg. 33 Cafeteria, 6:30 PM; Jimx Reed, #5027.
- Oct. 22-23 **COAL CRACKER**; WILKES-BARRE, PA. MASTER HOST INN; 4TH ANNUAL OKTOBERFEST — IT'S PARTY TIME!!! — ONE BIG FAMILY; FRI. — MASQUERADE BALL, 8-12 WITH THE POLKA DYNAMITES; FANTASTIC HOSPITALITY ROOM, SMORGASBORD STYLE — BEST RAFFLE IN THE EAST, SAT. — CLAM ROAST, APPLE DUNK'N CONTEST, WHO'S WHO CONTEST, AND OUR OWN MOCK WEDDING WHICH WILL BE THE WEDDING OF THE YEAR, WITH CAKE AND ALL THE TRIMMINGS; ALSO A CRIBBAGE TOURNAMENT; DAVE THOMAS, #9777.

PLEASE SEND ALL TRADE SESSION INFO TO:  
Mark C. Ferguson, #5836 (new address) 6284 Rosalind Rd., Huntington, WV 25705, 304/736-9394.



# Brewery briefs

## Texas Breweries Hold Their Ground

Small breweries in Texas say they are confident they can survive the dominance of national brands and avoid the fate of the more than 700 local and regional beer makers that have gone out of business in the last 50 years.

"Many regional breweries didn't know how to compete and went out of business," said Bill Monroe, vice president for marketing at Lone Star Brewing Co., San Antonio.

"But regional brands today that have learned to compete against national brands in almost a David and Goliath type situation are doing well."

Monroe said Lone Star was "stagnating" in the spring of 1980, when it launched an advertising campaign featuring a giant armadillo and the slogan, "the national beer of Texas." The ads "turned this company around," Monroe said, and resulted in a sales increase of more than 20 percent.

In the central Texas town of Shiner, population 2,100, the white brick Spoetzl Brewery has been standing a few blocks from the tiny downtown area since 1909. It is Texas' last independent brewery.

Modernization of manufacturing equipment in the early 1970s increased Shiner's production ability, but the brewery still produces only 40,000 barrels of beer a year — about 500,000 cases.

Is the brewery in your area making news? If so, why not keep the BCCA membership up to date. Send your newspaper clippings and other items of interest to your editor, Larry Freeze #5937, for possible publication. You will be rewarded with a hearty "thank you."

"What we produce here all year long some of the larger brewers would produce in two weeks," said L.K. Beal, sales manager for Shiner. "We have a better chance of survival today than we did 10 years ago, but it's still a struggle."

Beal said Shiner has survived because Texans have developed a pride in their "homegrown" brand. "People are looking for something in our beer that they don't find in a national beer, and I guess that's called character," Beal said.

"The trend is toward small things because the giant industries have been turning the world around," he said. "Smallness takes you back to the time when America was being settled and every business was small."

Shiner's annual advertising budget is about \$40,000, and the bulk of that is spent for promotion at local events such as chili cookoffs, bazaars and rodeos. In January, 6,000 cases were shipped to California for the brewery's first venture out of state in several years.

Unlike Shiner and Lone Star, Pearl Beer distributes its products in about 20 states and attributes its survival to its success in the light beer market.

## Heileman Still On the Hunt

Although the U.S. Justice Department blocked the takeover of Schlitz by G. Heileman Brewing Co., the LaCrosse-based brewery is still looking for acquisitions in areas of the nation where it does not have plants.

Russell Cleary, Heileman's chairman and president, believes the Justice Department eventually will change its mind and come to see that a Heileman-Schlitz merger would be "pro-competitive."

By taking over firms that cannot make it on their own, Heileman will become "the one viable solution to (establishing) that third major brewer that has to challenge Anheuser-Busch and Miller," Cleary says.

"Someone has to lead that second tier group . . . or you'll end up with an auto industry on your hands," Cleary says.

Thirty-five percent of Heileman's sales come from Old Style — a brand that is particularly strong in Chicago. According to A.C. Nielson Co. data, Old Style accounted for 36 percent of all Chicago beer sales during the last two months of 1981. Stroh's had 10.2 percent, Budweiser 7.2 percent and Miller 7 percent.

## Mixed Reviews Greet Newman's

The long-awaited debut of Newman's Pale Ale, the first locally-owned brew in Albany, N.Y., in a decade, brought mixed reviews from local beer drinkers, according to the Schenectady Gazette.

The consensus: Great for an



American product, not quite up to imported standards. But people said they admire William Newman for starting a brewery in Albany.

The brew is priced at 95 cents a glass and \$1.80 a pint, "but the fact is, it's convenient and it's local. It's well worth it," said one patron at The Washington Tavern in Albany.

So far, Newman's is being sold on draft at specified locations in Albany, Schenectady and Troy, says Greg Giorgio #23740.

"Beer can aficionados like myself are hoping that Mr. Newman will change his marketing strategy in the near future to include some cans to be sold locally," Giorgio says.

"The present plan is to keep this a very 'exclusive' type of brew that will only be marketed under the brewer's conditions. I wish the brewery much success but, frankly, don't understand how he expects to survive in a small market like ours without somehow offering more ap-

peal to the 'common man.'

"Any way you look at it," Giorgio adds, "a new brewing operation in our area is a blessing — it's the only one."

## Falstaff Escapes Ft. Wayne Flood

It was a close call, but the flood waters that ravaged Fort Wayne, Ind., in mid-March did no direct harm to the Falstaff brewery, according to Earl Thompson, plant manager.

The brewery is located only about three blocks from the Maumee River, which overflowed and displaced several thousand residents.

"The water was about a block away at the closest point," Thompson said. "But we had no water damage."

The only difficulty, Thompson said, was that publicity of the flood prevented most wholesalers from attempting to reach the brewery, although roads leading to the facility were open.

## Now Stroh's Wants Schlitz

Shortly after the Justice Department stepped in to block the proposed takeover of Schlitz by Heileman, Stroh Brewery Co. has announced it is seeking to buy two-thirds of Jos. Schlitz Brewing Co. for \$316 million.

"We believe this won't violate the anti-trust laws," said Christopher Lole, project manager for the Schlitz acquisition. "Of course, we can provide no assurance the FTC won't make a challenge."

## Book review

By Dennis W. Gordon #520

(No Relation) A Record  
Peter and Lou Berryman  
available from  
Cornbelt Records  
1444 Jenifer St.  
Madison, WI 53703  
\$7.00 including postage and handling

*The Club de Wash, over the last few years, has become Madison's only bona fide acoustic music saloon. Through the door and across the panoramic West Washington Avenue rail corridor waft the musical sounds of bagpipes, spoons, saws, penny whistles, fiddles, trumpets, harmonicas, dobros, banjos, pianos, and, as with Peter and Lou Berryman (no relation), guitars and accordions.*

For BCCA members in need of appropriate serious drinking music to complement some serious beer drinking and can trading, here it is! Long popular at Madison's Club de Wash Tavern where part of this album was recorded, this unrelated couple (formerly married to each other) is now successfully expanding their au-

dience by touring and making records. All songs are original and are accompanied by guitar or accordion. Both vocalists have pleasant voices offering singable and rhythmic songs: well suited for drunken brawls, chicken fights, driving through Kansas, and beer can trade sessions.

Collectors in Wisconsin will appreciate the satire of "Up in Wisconsin" sung to the tune of a well-known Mexican song about cockroaches. At last, they should find it more humorous than, say, the Dept. of Tourism.

*If you hate the taste of booze  
Better bring your running shoes  
Better sneak around discreetly  
Or maybe stay away completely.  
If you're moving to Wisconsin  
And your wife is on the wagon  
I feel it only fair to warn her  
There's a bar on every corner.*

The remaining songs are comparable, but my favorite is the tender "Are You Drinking with me Jesus?"

*Do you nestle by my barstool  
Making me so calm within*

*Have you touched me with your  
warmness  
Or have I touched myself with gin?*

chorus:  
*Are you drinking with me Jesus?  
I can't see you very clear.  
If you're drinking with me Jesus  
Won't you buy a friend a beer?*

*Does your head pound with the  
masses  
As hungover you do rise?  
What does heaven look like Jesus  
Seen through holy bloodshot eyes?*

chorus:  
*It's awful dark outside at bar time.  
We have something here that glows.  
You've a headlight for a halo  
I've a tail light for a nose.*

chorus:  
*Should we take a taxi Jesus?  
Should we try to walk from here?  
I know that you can walk on water.  
Can you walk on this much beer?*

Ah, this is a fine album, good for lot-sa laughs, and sure to add some extra laughs to a few parties and beer can shows.



# Potpourri east

Related and unrelated tidbits from the East and other places.

By Will Hartlep #3109

## PHOTO QUIZ:

Which pig is the beer can collector? Is it the one lovingly holding the Old Style in his porkulant jowls, or is it the one longingly eyeing the can from the side?



Actually, this photo is usually seen in the company of 16 ounce's Fred Judd and Mike Andorf, and is used to show their disdain for the 12 ounce can.

## MORE YUKKY BEER:

Last issue's piece on Nyora Tribe beer prompted Clarence Rassi #18614 to send in this equally disgusting recipe.

"My wife and I were on a tour in Peru which took us into the Amazon Jungles. During that time we visited a primitive tribe of Indians known as the Yagua. To make Masato, which is their beer, the root of the Manioc is boiled, then mashed into a paste. The Yagua women then take large mouthfuls from a container, chew it actively, then spit it back into the mixture to start fermenting. It takes 4 to 6 days before the finished product (a lavender liquid) is ready to drink."

For some unknown reason, Clarence didn't try any.

## SPEAKING OF THE LAST ISSUE:

In which we noted that there are now only 40 active brewing companies, Len Moyer #9956 thought we might also be interested in these figures: In the mid-1930's there were about 750, and in 1873 there were 4131 active breweries in this country, the most ever.

Len included a few more bits of beer trivia:

In the first 24 hours after the repeal of prohibition, Americans drank a million barrels of beer (as compared to today's average consumption of one-half million barrels.)

A can of beer cools faster lying on its side than it does

standing up, according to tests conducted at Purdue University.

## A LITTLE TRIVIA OF MY OWN:

I recently made two consecutive mail trades for an OB and for a Schwechater Schwarzwel Spezial Bier, which, at least for me, are the shortest and longest beer names ever seen.

## 10 YEARS AGO IN THE NEWS REPORT:

New brands listed in "Brand Changes;" Wunderbrau Malt Liquor, Mule Malt Liquor, Food Town, and Ortlieb's Real Draught.

The drawn-steel beer can was reported to be making its debut in Philadelphia, containing Rams Head Ale.

The Mile Hi Chapter of Denver, Colorado became the BCCA's third chapter.

The BCCA was reported to be up to 518 members.

And John Ahrens #9, in his article "Unofficial BCCA Trading Etiquette," suggested these trading values: currents — 1 for 1, recent obsoles — 2 for 1, cone tops — 8 for 1, and "due to scarcity" WWII olive drabs — 10 for 1.

## BUY/SELL INVESTIGATION COMMITTEE:

In the last issue I promised, for this issue, to give a summary of the mail received. Please forgive me for postponing that summary until the Committee reaches their conclusions, for as a member of that committee I should remain as objective and opinionless as possible.

I must note, however, that four letters I received, one from an irate dealer who **demand**ed that his opinion be printed, and three from hard-core trade-only'ers who threatened to stomp their cans flat if we embraced the demon dollar, were all filed together in the circular file.

Ease up fellas, and have a little tolerance for the other guy. The one thing we ought to know for certain is that the two wings of our hobby deserve each other's mutual respect, whether they remain separate or not.

## FROM THE HEART:

There was a table in the Gettysburg "Spring Thaw" trading hall devoid of cans, the table where for so many years you'd find ol' Bill Helsley. This year the table held only a piece of paper, on which the man who reserved the table, Dave Thomas #9777, recorded his tribute to a man loved by so many of us. Thank you, Dave.

If you've got something you'd like to see here, send it to Will Hartlep, 306 Olympia Street, Pittsburgh, PA 15211.





**THIS INCLUDES  
CONTENT WHICH  
MAY BE OFFENSIVE TO  
SOME MEMBERS  
OF THE PUBLIC.**

For all you out-of-work collectors, here is a golden opportunity!

Rust's position as a leader among the top U.S. engineering firms (ranked 7th by ENR) has been established and maintained by a wealth of engineering skills based upon the quality of engineers and designers we have employed through the years. Our expertise ranges from pulp and paper mills, metallurgical works, chemical plants, phosphate and fertilizer plants to synthetic fuels.

Heh, heh, heh. 2 months of stumps on 7000 collectors. The term for people that brew their own home brew is zymurgist. Try this one . . . since people seem to know movies better than beer, we'll switch back to movies. Name the two "actors" who were joined together in the film "The Incredible Two-Headed Transplant." No looking in books or TV Guides.

This was lifted from the Yardbird's Grapevine, which is the Prison City Chapter newsletter.

"The BCCA has set up some new rules so what happened in Chicago won't happen again in nominating and electing for the National Board. 1. Chapter endorsements are requested only from the area the position opens up in and only those endorsements will be counted and placed on the ballot. 2. Local endorsements will be solicited from the local chapters but will not be

listed on the ballot. 3. Members of the nominating committee shall be ineligible for the board or officership."

Seems another case of too little,  
too late.

Some truly excellent thoughts on the BS thing from Debi Williams, #23185.

*I saved a few bucks for a trade  
show last week,  
For gas, hotel, beer, and eats  
But I wasn't prepared for the big  
surprise  
The BCCA had been changed by  
the "wise."*

*I paid for admittance, I paid for a  
table,  
and clutched my best can — a  
grade 2 Black Label.  
I set up my totes and suddenly  
spied  
Money being exchanged on the  
other side.*

*How dare they, I steamed, stand*

there using money  
At a trade show, too! I don't think  
it's funny!  
But as I looked closer, I was  
shocked to learn  
That the BCCA had taken a turn.

*The Duquesne was ten, the  
Genesee five,  
And I barely had funds to pay for  
the drive!  
No one wanted to trade with me.  
They all had a look of coolness  
and greed.*

So I packed my totes, my Label,  
my beer  
And headed for the door to get out  
of there.  
I paused for a moment to survey  
the show  
Then took a great breath and let  
them all know.

BUY AND SELL CAN GO TO  
HELL!  
I HAVE ENOUGH BILLS  
COMING IN  
WHEN IT WAS ALL TRADE,  
WE REALLY HAD IT MADE  
PLUS MONEY TO GO WHERE  
WE'D BEEN!

To "LC" of the Queen City Chapter for the kind words in your recent newsletter concerning BS. And also to Jim McCoy, thanks for the article on Sheridan that I managed to lose. Have another copy laying around??? Who is LC??





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## City of Lakes





















