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**BREWERS
DIGEST**

IN THIS ISSUE

Another Industry

*Artists' Day
at Falstaff*

Automation of Knowledge

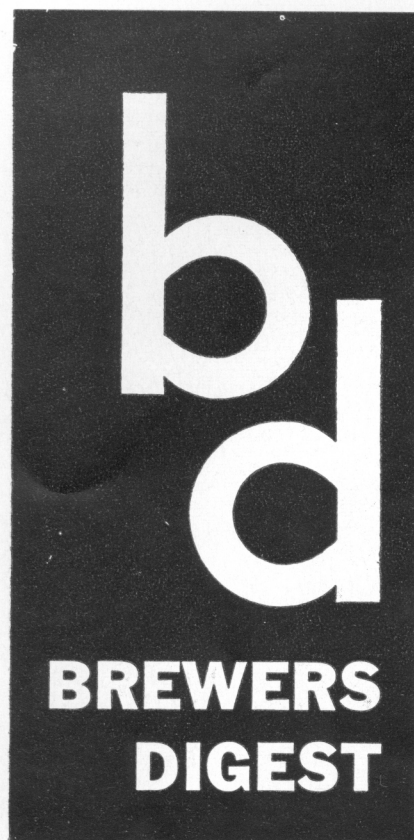
*Effective Use
of Brewery Germicides*

Problem of Gushing Beer

A.S.B.C. Convention Report

**the
MYTH
of
IMPORTED
BEERS**

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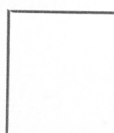
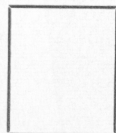
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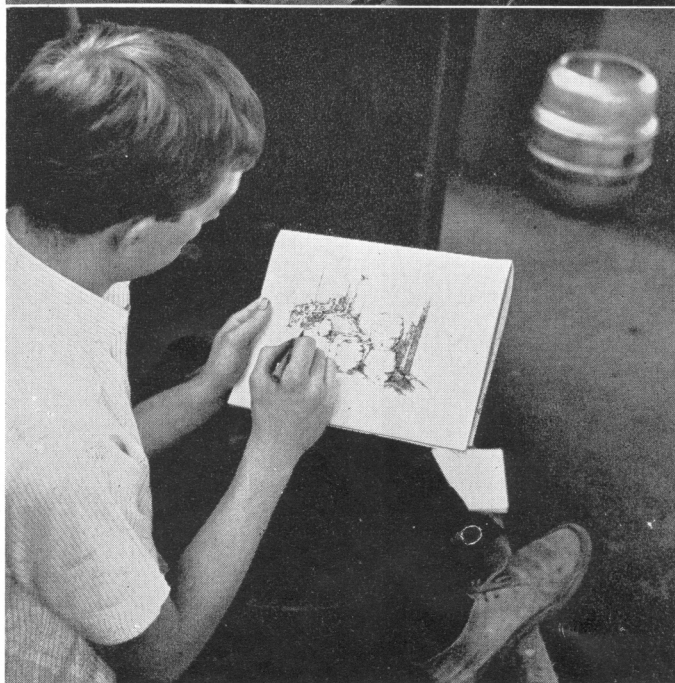
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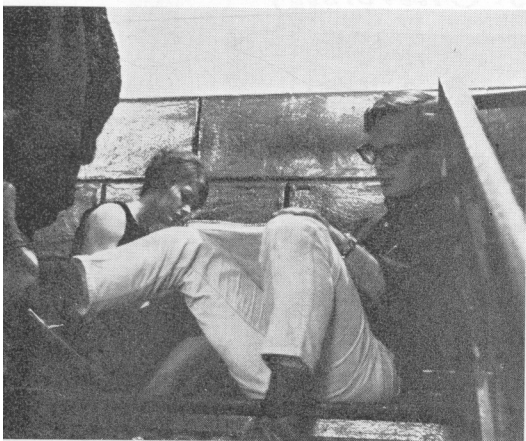
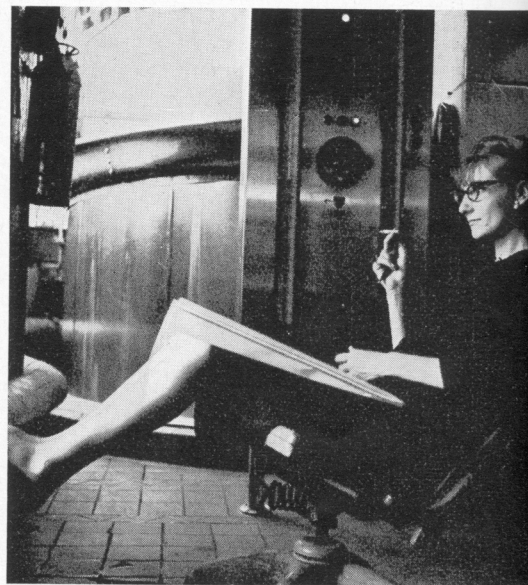
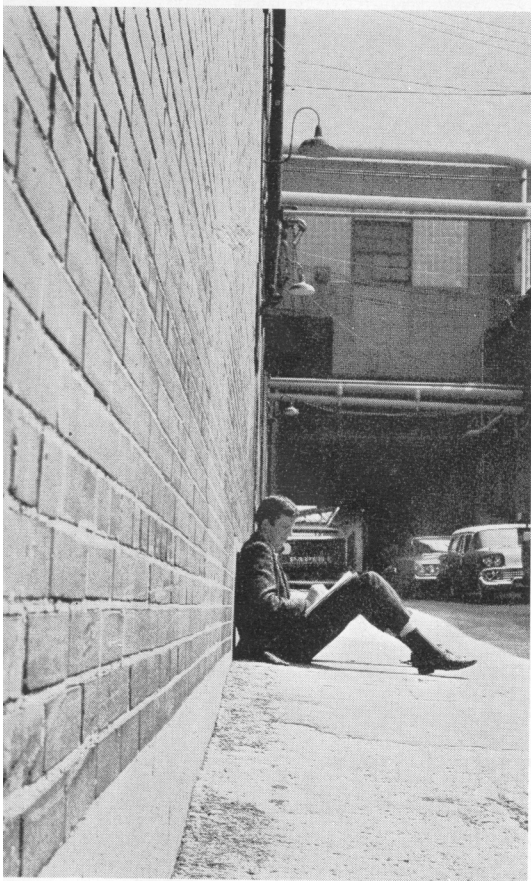
The following breweries and recognized art schools and associations have participated in the Brewers Digest's "Artists' Day at a Brewery" program since it was originated in October, 1961: Chicago: Peter Hand Brewery Co./School of the Art Institute of Chicago. Milwaukee, Wis.: Miller Brewing Co./Layton School of Art. Seattle, Wash.: Sicks' Rainier Brewing Co./Art Department of Seattle University and Burnley School of Professional Art. Buffalo, N.Y.: Iroquois Division International Breweries, Inc./Art Department, University of Buffalo. Philadelphia, Pa.: C. Schmidt and Sons, Inc./Pennsylvania Academy of the Fine Arts. Great Falls, Mont.: Great Falls Breweries, Inc./Montana Institute of the Arts. San Francisco, Calif.: Burgermeister Brewing Corp./California College of Arts and Crafts, San Antonio, Texas: Lone Star Brewing Co./San Antonio Art Institute. Louisville, Ky.: Falls City Brewing Co./Art Center School. Atlanta, Ga: Carling Brewing Co./Georgia Institute of Technology, Georgia State College, University of Georgia.



ARTISTS' DAY

at the
Falstaff Brewing Corp.
in cooperation with
Southern Illinois University







Four of the Artists' Day judges gather for a photo with three of the four winning students. From left to right: John Rush of Arlington Heights, Ill., who received a special design award; Mrs. Carl C. Ulstrup, St. Louis Post-Dispatch art critic who served as a judge; Bernard Fink of the S.I.U. Fine Arts Department, a judge; third place winner Randall Richmond of Murphysboro, Ill.; Mrs. Edwin Grossman, director of special events for the St. Louis Art Museum, a judge; first award winner Duncan Mitchell of Greensburg, Pa.; and William Wallace of Falstaff. Not shown are the second place winner, Dale A. Carlson of River Forest, Ill., and Harold Growsowsky of the S.I.U. Fine Arts Department, a judge.

the winners

the day

FORTY students from the Fine Arts Department of Southern Illinois University, Carbondale, Ill., were guests recently of the Falstaff Brewing Corp. for an "Artists' Day" at the company's Plant No. 10 in St. Louis, Mo.

After arriving in St. Louis aboard a special bus for which Falstaff had arranged, the students were greeted by Robert Huchingson, Falstaff's vice-president for public relations; Dan Beffa, general manager of Falstaff's St. Louis plants; and Bernie Erf, editor and publisher of the *Brewer's Digest*, which initiated—and with leading art schools and breweries throughout the nation co-sponsors—the "Artists' Days" as a means of achieving greater understanding between the fine arts and industry.

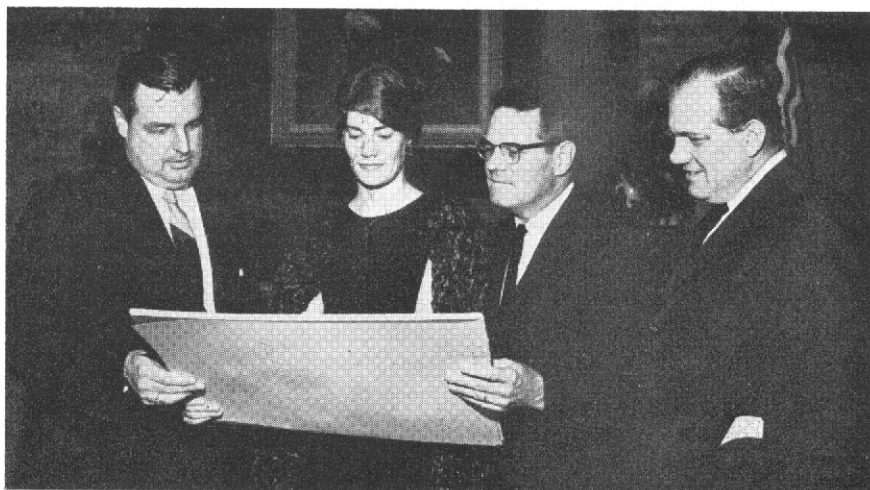
Following the introduction of Falstaff's director of research and development, Dr. Kurt Ladenburg, the students heard Walter Swistowicz, Plant No. 10 superintendent, explain the brewing process. After a conducted tour of the plant and a luncheon in the Falstaff Inn, the students spent the remainder of the day painting and sketching in the brewery (see facing page). The students made their 100-mile return trip to Carbondale aboard the Falstaff bus after being guests of Falstaff for a steak dinner at the Inn.

Ten days after the trip to St. Louis, the students entered their fin-

ished work in competition for the Falstaff "Artists' Day" awards. On that day Falstaff executives and judges from the St. Louis Post-Dispatch and the St. Louis Art Museum flew by a Falstaff plane to Carbondale to participate in the judging of the work and to make the awards to the winners.

Following an exhibit at the university, the entire collection will be brought back to St. Louis for exhibiting at the brewery.

Falstaff's invitation to the Fine Arts Department of Southern Illinois University to participate in its "Artists' Day" was particularly noteworthy. S.I.U. is one of the fastest growing universities in the nation. With this growth, however, it has continued to place its emphasis on academic stature. The maturing of its Fine Arts Department and the national recognition it and its staff is attaining has played a major part in the achievement of this stature.



Dan Beffa (left) general manager of Falstaff's St. Louis plants, Walter Swistowicz, Plant No. 10 superintendent, and Bernie Erf, (right) editor and publisher of the *Brewers Digest*, admire a sketch by Juanita McNelly, an S.I.U. student.

the brewery

THE Falstaff Brewing Corp., St. Louis, Mo., last year sold 5,548,176 barrels of "America's Premium Quality Beer" for a new company record.

This is a far cry from the brewing firm which three generations ago began humbly with an annual production of 25,000 barrels during its first year of operation in 1917.

This growth is a monument to the company's founder, Joseph Griesedieck and his son the late board chairman, Alvin Griesedieck, whose brewing tradition dates back to Stromberg, Germany. There the family's first brewer, John Henry Griesedieck, operated a brewery in the 1700's.

In the mid-1860's Joseph's father, Anton Griesedieck, came to America and in 1870 opened a brewery in St. Louis. In this plant Joseph began his long brewing career, starting as an apprentice at the age of 15. Later he gained more experience at a Philadelphia brewery and then enrolled in the first brewmaster's school in this country. On finishing the school he became one of the nation's first graduate brewmasters. In 1891, in partnership with others, he built the National Brewery in St. Louis, and in 1917, after a series of mergers and consolidations had changed the St. Louis brewing picture, he decided to form his own firm, the Griesedieck Beverage Co. In 1919, following Navy duty in World War I, his son Alvin, joined him in the operation of the brewery.

In December, 1920, prohibition became effective, forcing many breweries to close their doors permanently. Undaunted by this blow, and confident that whatever wrong had been done the industry would be righted by public opinion, "Papa Joe," as he was known throughout the industry, was determined to keep his young company alive. The firm struggled through the era producing malt beverages and soft drinks. For a time a portion of the plant was used for the processing of hams and bacon. With financial help from friends such as the late Anton Beffa, father of Harvey Beffa, Falstaff's present board chairman, "Papa Joe" managed to keep the firm in business.

Although prohibition brought many hardships to the company and its leaders, it offered at least one major benefit. Coming when it did, prohibition gave Falstaff management the roughest kind of training ground and a zeal to succeed from which

there has been no let-up even to this day.

It was during this period that the Griesediecks acquired the Falstaff trademark from the William J. Lemp Brewery in St. Louis after the latter had shut down with the coming of prohibition. The name of the young business was changed to the Falstaff Corp. and later, just prior to repeal, to the Falstaff Brewing Corp.

Brewing history was made as Falstaff received the first Federal permit in the country to produce beer. When midnight of April 7, 1933 ushered in repeal, Falstaff was ready with its first real beer in 13 years.

Less than a month after repeal the company leased another plant in St. Louis to keep pace with demand for its product. Modernized and re-equipped, the plant was later purchased and became the second plant in the Falstaff organization.

The firm's sales continued to outpace production and in 1935 Falstaff took the first of its giant strides toward decentralization of production with the acquisition of a brewery in Omaha, Nebr.

Production of Falstaff beer at the Omaha plant was of vast significance to the brewing industry. It had long been held that plants in widely separated cities could not produce an identical product. Falstaff, by carefully controlling each step of the brewing process and using the firm's thoroughbred yeast culture, successfully overcame the problems involved in the production of the same beer in geographically separated locations. Following Falstaff's pioneering in multiple-plant operation, many other leading breweries also have decentralized.

By 1937 the sales growth through the southern section of the nation had again pushed production needs to capacity. This time Falstaff expanded into the South with the purchase of a plant at New Orleans, La. It entered the market in the winter of 1937 and within weeks had taken over sales leadership.

Sales, which could not increase during World War II because of grain and other material shortages, rose sharply at the close of hostilities. Again Falstaff needed to expand production facilities, and in 1948 another brewery, formerly operated by the Columbia Brewing Co., was purchased in St. Louis.

A post-war expansion and modernization program was completed in 1952 at a cost of \$8,500,000. It included major expansion of the New Orleans plant and enlargement of facilities at other plants.

Other plant acquisitions followed rapidly. In 1952 Falstaff purchased a

brewery at San Jose, Calif., and started sales operations on the West Coast. In 1954 the firm acquired a plant at Fort Wayne, Ind., and began opening new markets to the north and east. Two years later the company, reversing its outward expansion, purchased breweries in Galveston and El Paso, Tex., a state where Falstaff has long been a favorite. In 1957 the company acquired through merger Griesedieck Bros. Brewery Co.'s St. Louis plant. (Although the two firms had been founded by brothers, there was no corporate relationship.)

Two of Falstaff's oldest and smallest breweries in St. Louis have been closed. The company acquired a modern barley malting plant in Chicago, Ill., in 1961. In 1962 another multi-million dollar expansion program which doubled the capacity of the company's Galveston plant was completed.

While production facilities and sales goals are everyday topics at Falstaff, the human side of the business always has been emphasized. Since the early days when management pitched in to help load cases, there has been real meaning to the phrase "The Falstaff Family."

Company leaders have endeavored to keep employees as well as the community aware of the firm's activities. The company's magazine, *The Falstaff Shield*, is published bi-monthly to maintain the cooperative spirit and community interest of the Falstaff family and to keep its members informed of the company's operations.

The more than 3,500 members of the Falstaff family are alive to their opportunities and responsibilities as members of their communities. Falstaff management can also be characterized as community-minded. The late Alvin Griesedieck, who succeeded his father as president and later became chairman of the board, was a driving force in the formation of a national brewing association.

His son, Joseph Griesedieck, namesake of the firm's founder and president since 1953, has undertaken many major community activities. A trustee of Barnes Hospital in St. Louis, he also is one of the organizers and a board member of the St. Louis United Fund. Mr. Griesedieck is a director of St. Louis' Chamber of Commerce, Municipal Theatre (opera) Association and the St. Louis Symphony Society. He also is a director of the St. Louis Football Cardinals.

Harvey Beffa, chairman of the board, and since 1953, executive vice-president and general manager, has long been concerned with the welfare of crippled children, particu-

the school

ONE OF the most outstanding records in higher education is being established by Southern Illinois, located in Carbondale, Ill., about 100 miles southeast of St. Louis, Mo. From only 3,000 students 15 years ago, the school now has 18,200 students (excluding the more than 10,000 people taking adult education courses). More than 60 new buildings are completed or are going up on the Carbondale campus alone (the school has branches in Edwardsville, Alton and East St. Louis, Ill.)

The growth of the school is not to be measured by students and concrete alone—account is to be taken of mortarboards as well. Since 1948, the faculty has grown from 250 to 1,150. More than 60 per cent of the staff has doctorates, which puts the school among the top 20 per cent in the United States.

Founded in 1869

Southern Illinois University was established in 1869 as Southern Illinois Normal University. The first building on the campus was completed in 1874 and in the fall of that year, 150 students were enrolled. Today, students are enrolled from every county in Illinois, from every state, and from 62 foreign lands.

The Carbondale campus now has nine schools and colleges: Education, Liberal Arts and Sciences, Agriculture, Business, Communications, Fine Arts, Home Economics, Technology, and the Graduate School. In addition there are the Department of Nursing, the Community Development Institute, the Labor Institute, the Latin American Institute, the Rehabilitation Institute, the Small Business In-

larly through his association with the Shrine of North America. As a young man, he himself was afflicted with polio. In 1952 he was elevated to Imperial Potentate, the highest office of that organization, and since then was elected vice-chairman of the National Board of Trustees of the Shriners Hospitals for Crippled Children.

Falstaff is an important contributor to the economic lifeblood of the community and the nation. For example, in 1963 employees received wages, salaries and benefits in excess of \$32,636,472. The mountains of ag-



Morris Library, named for S.I.U. President Delyte W. Morris.

stitute, the Transportation Institute, and the Vocational-Technical Institute.

Grants from such noted agencies as the Ford Foundation, Rockefeller Foundation, National Science Foundation, U.S. Public Health Service, Atomic Energy Commission, Office of Naval Research and the American Cancer Society have made possible hundreds of specialized research projects. In addition, funds are available from business and industry sources for the advancement of research at the university.

Through a highly developed student work program, more than 4,000 students augment their educational budgets with part-time work on the University's administrative payroll—many of these jobs being closely related to their academic interests. Over 80 per cent of the students are the first in their families to attend college.

The University has done much to lift the southern section of Illinois out of the doldrum of being the depressed area that it is. Teams of specialists from the school's Community Development Institute share in encouraging new industries to settle in the area. The Vocational-

gricultural products utilized in producing Falstaff beer bolster the income of farmers and processors. As Falstaff's production increases so does the need for packaging supplies, such as cans, bottles, labels and cartons. In addition, the company last year paid more than \$58,150,218 in taxes to federal, state and local governments.

One key to the success of Falstaff's multiple-plant operation is the modern central control laboratory set up in St. Louis in addition to fully equipped and staffed laboratories in each of the company's brewing plants.

Technical Institute offers over 160 courses ranging from cosmetology to court reporting and 10,000 people now are enrolled for adult education courses. In an area where 10 years ago only 19 per cent of the population over 25 had attended high school, researchers from the Education Department have strengthened local public schools by curriculum improvements and teaching aids. The school's scientists are involved in many regional problems such as water pollution, crop diversification and transportation. As *Time* magazine, in a comprehensive article on S.I.U. in its May 15 issue, pointed out: "Even the S.I.U. symphony is a regional enterprise; half the members are students and the other half are jobless coal miners and other amateurs."

Heading up the University as its president since 1948—and the driving force behind the progressive realization of the future for S.I.U. which he designed—is 56-year-old Delyte Wesley Morris. A native of the Carbondale area, he previously had been a professor of speech at Ohio State University.



Through these laboratory facilities continuous surveillance is made of the many phases of brewing, from grain to finished product, so that the high standards of quality, uniformity, flavor and character are maintained. Further, protection is offered through the services of an independent firm of consultants employed to check central laboratory results.

Another key to the successful brewing of the same product in each of the eight breweries is "identical plant environment." This is defined as in-

(Please turn to page 79)

The Brewery

(Continued from page 21)

stalling in each of the plants the same procedures and equipment and then making certain that each step of the brewing formula is followed in the same manner by brewmasters at each of the plants.

Samples of all brewing materials are sent to the central laboratory where extensive tests are made to make certain they meet the strict qualifications established for the ingredients. In addition, the firm maintains one of the industry's most complete research and development programs. Early in 1963 Falstaff completed arrangements for the exchange of technical information with breweries in Holland, England and Canada.

Falstaff's marketing area has continued to expand according to a pattern established early in the company's history. The company has concentrated on sales in depth fairly close to the point of production. When popularity of the product made it necessary to ship greater and greater distances, another brewery was acquired to service the newly-won territory. Falstaff is the only brewery among the top five industry leaders which does not sell its product in the densely populated northeast. Thus the company has great selectivity as well as potential as it plans future marketing expansion.



Brewery Promotion

(Continued from page 75)

community events are massed behind the theme.

The new multi-media promotion is hitched for high reader and listener identification to Ballantine's award-winning radio and TV "You Get a Smile Every Time" campaign.

Retailers can choose from a battery of point-of-promotion pieces, ranging from a six foot motion totem pole to unique "bottle toppers." The promotion is sparked by totem poles, teepees, braves and Indian princesses.

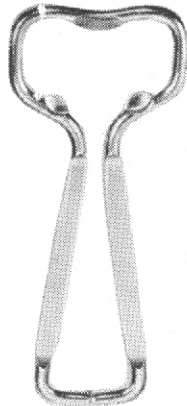
Powerful radio and TV support to the "Totem" campaign comes from all Ballantine sponsored baseball games. The brewery sponsors the New York Yankees, the Philadelphia Phillies and the Washington Senators. As they occur, other top sporting events will support the multiple sale "Plenty" promotion.

Winners of the 1964 Northeastern Ohio Indoor Tennis Tournament were presented trophies by the **F. and M. Schaefer Brewing Co.**, Brooklyn, N.Y., following tournament play in April at the Cleveland Skating Club. Jack Garrity, Schaefer

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COUNTER CAN OPENER

© Ekco Products Company, 1964

Cleveland Division manager, awarded the Singles Championship Cup to Robert Bennett of Seweckley, Pa. Mr. Bennett defeated Fred Perry of Cleveland in the finals.

Lake Texoma in Texas was the scene of a fish-for-charity tourney, courtesy of the **Carling Brewing Co.**, Cleveland, Ohio, now completing a new plant in Fort Worth, Texas.

Carling and the Dallas Woods and Waters Club co-sponsored a Bass Benefit Rodeo, Saturday, May 30, at Grandpappy Point on Lake Texoma.

Carling donated a dollar a pound to charity for all black bass, sand bass and spotted bass taken from sunrise to 5 p.m. by 100 entrants who were selected by Dallas Woods and Waters Club officials from the club's membership.

The money donated by Carling will be used by the Dallas Woods and Waters Club to further work with its Operation Orphans project. Operation Orphans is a special benevolence project in which children from orphanages across the state are given an opportunity to participate in outdoor recreational activities, including hunting and fishing.

William T. Elliott, director of marketing for **C. Schmidt and Sons, Inc.**, Philadelphia, Pa., has announced that its Tiger Head ale is now available in the 16-ounce glass-can four-pack and in the 12-ounce glass can six-pack. To supplement the company's over-all marketing program for its Tiger Head ale brand, the label has been redesigned to present a more attractive and modern appearance.