

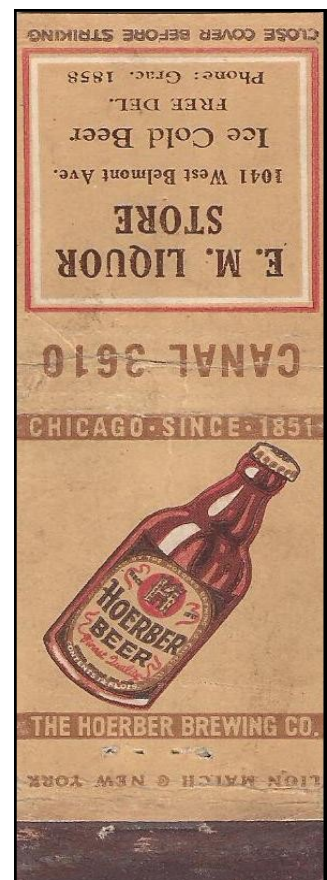
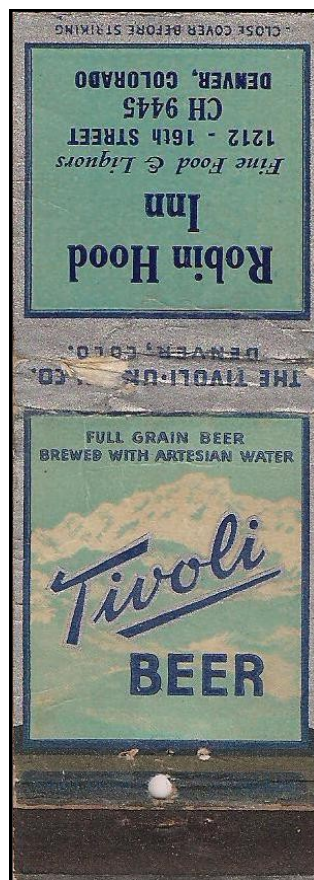
## Old Beers

Perhaps not surprisingly, beer is one of the earliest man-made beverages, going back at least 7,000 years to ancient Iran. There's a Sumerian cuneiform tablet c. 2050 BC that records the purchase of 'best' beer from a brewer. When I was stationed in West Germany, I remember being very impressed visiting breweries that were over 1,000 years old and still going.

Well, those Europeans eventually came to the New World and brought their beer with them. And, while we here in America can't boast about the age of our beers, we can certainly boast the variety...a variety mirrored in our Beer covers.

Beer is one of those 'old-time' categories, and those covers are still highly sought after today (beer collectors tend to be fanatical in their collecting).

There's no current Beer listing, but Jerry Glenn, OH, had 7,615 such covers in his collection as of January 2016.





CLOSE COVER BEFORE STRIKING MATCH



AMERICAN Malt Beer

THE *Peoples* BREWING CO.  
OSHKOSH, WIS.

**UNITED TAVERN**  
814 So. Main Street  
Hot Lunches  
At All Times  
FRED A. WEISHEIPL  
Prop.  
Phone 545

CLOSE COVER BEFORE STRIKING MATCH

CLOSE COVER BEFORE STRIKING

MURDOCK & POHLMAN  
WHOLESALE LIQUOR DEALER  
FINE WINES AND LIQUORS  
IMPORTED AND DOMESTIC  
1000 MISSOURI AVE.  
PHONE EAST 1400



DISTRIBUTORS

**EAST 2378**

**MURDOCK & POHLMAN**  
DISTRIBUTORS


**HAMPAGNE ELVET BEER**  
DRAUGHT & BOTTLED

55 ST. CLAIR AVENUE,  
EAST ST. LOUIS, ILLINOIS

MADE IN AMERICA  
UNIVERSAL MATCH CO., ST. LOUIS

CLOSE COVER BEFORE STRIKING

THE OHIO MATCH CO. WADSWORTH, OHIO  
MADE IN U.S.A.



BOTTLED FOR  
*Art. F. Seefeldt*  
PLYMOUTH, WISCONSIN

KENTUCKY STRAIGHT BOURBON WHISKEY

**4 YEARS OLD**


**ART. F. SEEFELDT TAVERN**

**BLATZ BEER ON TAP**

PLYMOUTH, WIS.  
TEL. 42

CLOSE COVER BEFORE STRIKING

UNIVERSAL MATCH CORP., ST. LOUIS




"KRAUSEN BREWED as of old"

PICKS YOU UP!

THE BUCKEYE BREWING CO.  
TOLEDO, OHIO  
Phone AD. 7201

\* MONTHS in BREW



Then SERVED to YOU -

**Buckeye BEER**


CLOSE COVER BEFORE STRIKING

CLOSE COVER BEFORE STRIKING MATCH

THE DIAMOND MATCH CO.

ONE OF AMERICA'S OUTSTANDING BREWS

**GENESEE 12 Horsepower**



**KELLY & HAUGHEY**  
DISTRIBUTORS  
Watkins Glen, N. Y.  
Telephone 23

CLOSE COVER BEFORE STRIKING

MISSION, TEXAS  
Phone 629  
618 East 9th Street  
FOOD  
HOUSE OF FINE  
RESTAURANT  
CHANAY'S

Premium Quality

**FALSTAFF Beer**

MADE IN AMERICA  
UNIVERSAL MATCH CO., ST. LOUIS

CLOSE COVER BEFORE STRIKING

THE OHIO MATCH CO.  
SPOKANE, WASHINGTON  
MADE IN U.S.A.



KESSLER BREWING Co.

PHONE 71 HELENA

**KESSLER BEER**

Brewed from MOUNTAIN SPRING WATER

CLOSE COVER BEFORE STRIKING

CLOSE COVER BEFORE STRIKING

Thanks - Call Again  
Phone 995  
BETHALTO, ILL.  
Corner Route 140  
Bill & Al Brinkman

**FLAT TOP INN**

STAR-PEERLESS BREWERY CO.  
BELLEVILLE, ILLINOIS

Really Distinctive

**Oltimeer**  
The Premium BEER



THE OHIO MATCH CO. ST. LOUIS, MO.  
MADE IN U.S.A.