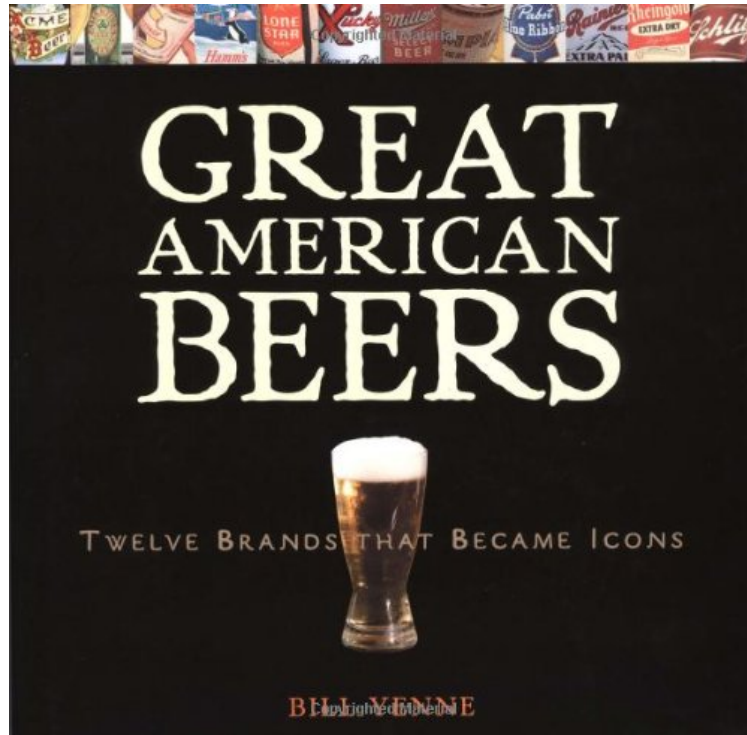




Great American Beers: Twelve Brands That Became Icons

Bill Yenne

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Bill Yenne : Great American Beers: Twelve Brands That Became Icons before purchasing it in order to gauge whether or not it would be worth my time, and all praised Great American Beers: Twelve Brands That Became Icons:

1 of 1 people found the following review helpful. Olympia BeerBy Lorac NotsnhojMy father worked as advertising manager for the Olympia Brewery in the 50s ... the article was well written and brought back many fond memories!1 of 1 people found the following review helpful. Attractive coffee table bookBy P. MulloyBeer writer Bill Yenne tells the story of twelve iconic brands of beer that were once either regionally or nationally dominant. These include Acme, Ballantine, Falstaff, Hamm's, Lone Star, Lucky Lager, Miller High Life, Olympia, Pabst Blue Ribbon, Rainier, Rheingold, and Schlitz. He pulls all the old nostalgia stings my illustrating the book with liberal doses of vintage advertisement and old photos. The book is attractive and well laid out. It is more of a coffee table book than a text to study. Its text is breezy and a quick read. If you are researching beer brands look elsewhere but if you want a ride back to the fifties and the classic age of beer, this is your book.0 of 0 people found the following review helpful. Great Coffee Table Book, pictures and infoBy Dave CharlieGreat book, well done, I love Ballantine! Great overview of Ballantine's history and includes some great vintage ads!

This book celebrates 12 of those great regional quaffs, some of which still exist as brand names under large brewers. Each chapter is devoted to the history, players, advertising, breweries, and, of course, the product associated with each brewer. All regions of the United States, as well as Canada, are represented. Brands include Acme, Ballantine, Falstaff, Hamm's, Lone Star, Lucky Lager, Miller, Olympia, Pabst, Rainier, Rheingold, and Schlitz. Archival

photography, period advertising, and other breweriana have been sourced from some top collections in the country, illustrating how each brand survived and thrived despite such external factors as wars, Prohibition, and tax hikes, and the ultimate fate of each is explained. About the Author Bill Yenne is the San Francisco-based author of more than three dozen books, mainly on historical topics. He is also a member of the American Society of Journalists and Authors (ASJA) and the American Book Producers Association (ABPA), and he is a graduate of the Stanford Professional Publishing Course. Among his beer books are *Beers of North America*, *Beer Labels of the World*, *Beers of the World* and the *Field Guide To Breweries*, *Microbreweries of North America* and an MBI bestseller *The American Brewery* (0-7603-1470-5).- Rare archival imagery from collections around the nation- In 1950, the nation's top ten brewers accounted for 38 percent of annual production. By 1980 that number had risen to 93 percent- The industry went from a high 4,131 breweries in 1873 to a low of 80 in 1983

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