**BEER AND BASEBALL Monday June 26, 2017**

**SEGWAY** – today we’re going to talk about Beer & Baseball, a partnership made in heaven … but, as the song says, “In heaven they have no beer, that’s why we drink it here.”

**Slide 2** – but beer wasn’t always welcomed at the ball park. In fact, in the 1870’s the National League, the only professional “major league” at the time - had rules against liquor sales – and Sunday ball games - and the league’s owners voted to expel any club that violated these “gentlemen’s rules”. <<read slide>>

**Slide 3** – the formation of the American Association created a great opportunity for one of baseball’s first beer men – Chris von der Ahe. <<read slide>> The Browns were very successful, winning four straight AA pennants starting in 1885. From 1884 to 1890 the AA and NL champions played in a 19th Century version of the World’s Series. In 1886, the Browns were the only AA team to win a 19th Century World’s Series.

**Slide 4** – moving on to Boston in the 1890s. The Third Base Saloon was considered America’s original sports bar, opening in 1894. It was owned by Michael McGreevy, who was also the leader of the Boston Americans fan club, the Royal Rooters. McGreevy got his nickname, “Nuf Ced” because that was what he usually shouted to end any bar-room disputes. The interior of the saloon was decorated with baseball memorabilia, setting the trend for today’s sports bars. They closed due to Prohibition in the early 1920s.

**Slide 5** – in New York, an early 20th Century brewery owner that got involved with baseball was Jacob Ruppert. <<read slide>> His Jacob Ruppert brewery produced several brands of beer, but the most well-known was Knickerbocker.

**Slide 6** – in the Midwest, a popular watering hole in Chicago was The Billy Goat Tavern. <<read slide>>

**Slide 7** – moving on to St. Louis, here’s another beer man that got involved with baseball <<read slide>> Let’s watch a short clip of two of Mr. Busch’s favorite employees, Whitey Herzog and Jack Buck, explain the “double steal”.

**SEGUE** – in the early 1950s, St. Louis still had two major league teams, the Cardinals and the Browns, and they were both struggling financially. Browns’ owner Bill Veeck had hoped the Cardinals would be purchased by out-of-town interests and moved – possibly to Milwaukee. But when Busch bought the Cardinals, Veeck concluded that the Browns had better relocate. This opened the door for another brewery owner to enter baseball …

**Slide 8** – <<read slide>> Hoffberger is shown here with manager Earl Weaver … who went to the same high school as Bob !! Note the popular $1 “Bohs and O’s” promotion -- $1 hot dogs and $1 beer.

**SEGUE –** as selling beer at the ballpark became socially acceptable, we begin to see more beer advertising at the park, and eventually on radio and TV. Let’s take a look at some of those …

**Slide 9** – Here’s the scoreboard at Ebbets Field in Brooklyn, sometime in the mid-1950s. You can see that Schaefer beer is a prominent sponsor. Schaefer was first brewed in New York City in 1842 and in the early 1900s they moved their main brewery to Brooklyn. Back when most brewing was still a regional business, Schaefer was the fifth-largest selling beer in the U.S. during the ‘50s and ‘60s. <<read slide>> Their jingle was “The one beer to have when you’re having more than one.”

**Slide 10** – moving across New York to the Polo Grounds, we see that Rheingold was a major sponsor. Rheingold was first brewed in NYC in 1883 and had a reputation as the working man’s beer. It held as much as 35% of beer sales in New York in the 1950s. <<read slide>>

**Slide 11** – across the river at Yankee Stadium, Ballantine Beer was a major sponsor from the 1940s to the 1960s. Ballantine’s was founded in 1840, making it one of America’s oldest mass-produced beers. At its peak Ballantine was the 3rd largest brewer in the U.S. When Mickey Mantle would hit a homer, Mel Allen would say “There’s a Ballantine Blast!”

**Slide 12** – A little closer to home, let’s check out Buffs Stadium in Houston. I’m guessing this picture was taken before the Busch Brewery bought the Cardinals, along with the Buffaloes, in 1953. There’s an ad for Schlitz beer in the outfield, but I was looking for a Texas-brewed beer and there’s also an ad for Grand Prize. Grand Prize was brewed in Houston by Gulf Brewing Company and was distributed state-wide by Dr. Pepper Bottling Co. <<read slide>>

Gulf Brewing was founded by a prominent businessman who was born in Harris County, Texas. He dropped out of Rice University to take over his family’s Tool & Die company. He soon moved into the growing field of aviation. Who was he ?

**Slide 13** – it was Howard Hughes !!

**Slide 14** – <<read slide>>

**Slide 15** – <<read slide>> you’ve got the lyrics in the handout. Everyone got them? – SING --

**Slide 16** – as radio and TV broadcasts became more popular, we saw more ballplayers and announcers becoming “pitch-men” for their beer sponsors. Dizzy Dean was one of the first on national radio and TV, usually pitching for Falstaff.

Falstaff started out in 1903 as a local St. Louis brewery. By the early 1960s it was the third-largest brewer in the U.S., behind only Anheuser-Busch and Schlitz. But like so many of the beers we’ve talked about, it doesn’t exist today.

**Slide 17** – Harry Caray was another broadcaster well-known as a beer salesman. Like Dizzy Dean, Harry started broadcasting in St. Louis and his original sponsor was Griesidieck Brothers Brewery (picture 1), whose beers also included Falstaff and Stag. Here’s Harry with the Cardinals broadcasting team in the late 1950s (2) – with Jack Buck, Joe Garagiola, and current sponsor Budweiser. Gussie Busch fired Harry after the 1969 season (it was rumored that Caray was having an affair with Busch’s daughter-in-law). But Harry moved on to even greater national fame with the Cubs (shown here with partner and former pitcher Steve Stone) – still pitching Budweiser. Let’s watch one of his commercials…

**Slide 18 , Slide 19, Slide 20 –** one of the most popular and successful baseball-themed beer promotions was Miller Lite’s ads – remember “Tastes Great, Less Filling” <<read slides>>

**I’m thirsty !!**