

THIRTY-FIFTH ANNUAL REPORT
OF THE
Department of Liquor Control
OF THE
State of Missouri



1968

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SUPERVISOR

ANALYSIS OF BEER TAX PAYMENTS IN 1968

		5%	3.2%
Anheuser-Busch, Inc.	St. Louis, Mo. ...	\$803,081.31	\$63,649.41
Anheuser-Busch, Inc.	Los Angeles, Cal. .	4,341.65	
Anheuser-Busch, Inc.	Tampa, Fla.	6.62	
Atchison, Topeka & Santa Fe RR Co. ...	Chicago, Ill.	67.51	
Ballantine & Sons, P.	Newark, N. J. ...	1,085.46	
Bedford Importers, Ltd.	New York, N.Y. ...	34.71	
Better Brands of Ill., Inc.	Chicago, Ill.	6.76	
Brown Beverage Co., Chas. E.	Lebanon, Mo.	107.73	
Canadian Ace Brewing Co.	Chicago, Ill.	5,221.31	
Carling Brewing Co., Inc.	Belleville, Ill. ...	176,468.68	32,449.91
Carlsberg Agency, Inc.	New York, N. Y. .	6.75	
Central Distributing Co. of Sedalia, Inc. .	Sedalia, Mo.	2.33	
Champale, Inc.	Trenton, N. J. ...	2,550.56	33.95
Chicago, Burlington & Quincy RR Co. .	Chicago, Ill.	3.05	
Chicago, Rock Island & Pacific RR Co. .	Chicago, Ill.	8.34	
Consolidated Distilled Products, Inc. .	Chicago, Ill.	1.84	
Corydon & Ohlrich, Inc.	Chicago, Ill.	64.50	
Cumberland Brewing Co.	Cumberland, Md. .	1,125.31	
Danisco, Inc.	New York, N. Y. .	38.48	
Drewry's Ltd. U.S.A., Inc.	South Bend, Ind. .	9,267.83	
Drewry's Ltd. U. S. A., Inc.	Chicago, Ill.	16,496.14	
Falstaff Brewing Corp.	Omaha, Nebr. ...	101,263.90	5,866.84
Falstaff Brewing Corp.	St. Louis, Mo. ...	425,853.31	37,484.97
Falstaff Brewing Corp.	Ft. Wayne, Ind. .	108.00	
General Standard, Inc.	Kansas City, Mo. .	39.38	
Gies Import, Inc., Joseph	Chicago, Ill.	173.46	
Guinness Harp Corp., The	Long Isl. City, N.Y.	194.71	
Hamm Brewing Co., Theo.	St. Paul, Minn. .	130,014.91	11,492.12
Hans Holterbosch, Inc.	New York, N. Y. .	1,395.85	192.18
Heileman Brewing Co., Inc., G.	La Crosse, Wisc. .	16,553.02	
Huber Brewing Co., Jos.	Monroe, Wisc. .	10,225.23	
Imported Brands, Inc.	Brooklyn, N. Y. .	16.46	
La Preferida Liquors, Inc.	Chicago, Ill. ...	68.52	
McCormick Distilling Co.	Weston, Mo. ...	8.10	
McKesson Liquor Co., Division Foremost-McKesson, Inc.	Kansas City, Mo. .	30.38	
Miller Brewing Co.	Milwaukee, Wisc. .	124,162.83	8,827.83
Miller Brewing Co.	Azusa, Cal.	5,655.83	
National Brewing Co., The	Detroit, Mich. .	5,222.28	
Original Beer Importing & Distributing Co., Inc.	Long Isl. City, N.Y.	40.02	

ANALYSIS OF BEER TAX PAYMENTS IN 1968 (continued)

		5%	3.2%
Pabst Brewing Co.	Milwaukee, Wisc. .	\$45,740.52	\$4,083.09
Paramount Liquor Co., Inc.	St. Louis, Mo. . .	388.80	
Pearl Brewing Co.	St. Joseph, Mo. . .	24,975.83	921.53
Piel Bros., Inc.	Brooklyn, N. Y. . .	384.35	
Popper Morson Corp.	Jersey City, N. J. .	7.02	
Quality Beverage Distributing Co.	St. Louis, Mo. . .	94.50	
Robert Williams & Co., Inc.	St. Johns, Mo. . .	63.36	
St. Johns Distributing Co.	St. Louis, Mo. . .	136.08	
Schlitz Brewing Co., Jos.	Kansas City, Mo. .	192,110.97	14,778.83
Schlitz Brewing Co., Jos.	Milwaukee, Wisc. .	70,429.11	3,749.40
Schlitz Brewing Co., Jos.	Van Nuys, Cal . . .	2,449.44	
Southwest Missouri Liquor Co.	Joplin, Mo.	87.93	
Sterling Brewers, Inc.	Evansville, Ind. . .	36,622.73	158.02
Storz Div., Grain Belt Breweries	Omaha, Nebr. . . .	7,332.53	
Sunny Hill Distributors, Inc.	St. Louis, Mo. . . .	37.80	
Tuborg Importers, Ltd.	New York, N. Y. . .	222.75	
Van Dyke Brewing Co.	St. Charles, Mo. . .	1,141.61	20.57
Van Munching & Co., Inc.	New York, N.Y. . . .	1,293.69	
Walter Brewing Co., The	Pueblo, Colo.	4,169.20	44.69
Warsaw Brewing Corp.	Warsaw, Ill.	3,737.39	51.18
Whitaker and Company	Sedalia, Mo.	34.56	
TOTALS		\$2,232,473.23	\$183,804.52

BEER BREWED IN MISSOURI, 1968

		5% (Barrels)	3.2% (Barrels)
Anheuser-Busch, Inc.	St. Louis	8,597,789	633,048
Falstaff Brewing Corp.	St. Louis	917,190	48,283
Pearl Brewing Company	St. Joseph	700,217	46,650
Schlitz Brewing Co., Jos.	Kansas City	419,162	191,033
Van Dyke Brewing Company	St. Charles	1,720	
TOTALS		10,636,078	919,014

BEER SHIPPED OUT OF MISSOURI, 1968

		5% (Gallons)	3.2% (Gallons)
Anheuser-Busch, Inc.	St. Louis	213,724,337	16,212,071
Falstaff Brewing Corp.	St. Louis	12,425,251	71,570
Pearl Brewing Company	St. Joseph	19,603,981	627,714
Schlitz Brewing Co., Jos.	Kansas City	6,539,267	5,375,273
Van Dyke Brewing Company	St. Charles	981	540
TOTAL		252,293,817	22,287,168

WINE PRODUCED IN MISSOURI, 1968

		(Gallons)
Alfree, D. Yvonne	Gladstone	4
Bardenheier Wine & Liquor Co., Inc., John	St. Louis	288,098
Dressel, Lucian W.	Augusta	112
Held, James (Stone Hill Wine Co.)	Hermann	34,464
McDonald, Wilbur P.	St. Joseph	25
Manley, Sam L.	Linn	24
Mathews, Arvel H.	West Line	20
Meister, Albert I.	Jefferson City ..	100
Schepker, Mary P.	Jefferson City ..	95
Stoltz, W. B.	St. James	1,341
Wallen, Thomas A.	St. Joseph	100
Wepperich, M.	St. Charles	1,255
TOTAL		325,638

LIQUOR PRODUCED IN MISSOURI, 1968

		(Gallons)
McCormick Distilling Co.	Weston	214,513
Speas Company	Kansas City ...	19,768
TOTAL		234,281

PER CAPITA CONSUMPTION

	1965	1966	1967	1968
LIQUOR:				
Gallons Consumed	6,246,630	6,361,069	6,770,082	7,278,670
Gallons Per Capita	1.446	1.472	1.567	1.685
5% BEER:				
Gallons Consumed	69,350,647	71,489,234	71,564,787	74,415,775
Gallons Per Capita	16.054	16.549	16.566	17.226
3.2% Beer:				
Gallons Consumed	6,420,654	6,498,239	6,268,647	6,126,817
Gallons Per Capita	1.486	1.504	1.451	1.418
WINE:				
Gallons Consumed	3,009,067	3,054,662	3,209,234	3,296,832
Gallons Per Capita	.717	.707	.742	.763

Based on 4,319,813 population from 1960 Census.