



**OREGON
BEER
IMPORTS**



OREGON BEER IMPORTS 1936, 1937, 1938, 1939, 1940, 1941.

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1941 Sales Pos.	1936 Barrels	% Total Volume	1937 Barrels	% Total Volume	1938 Barrels	% Total Volume	1939 Barrels	% Total Volume	1940 Barrels	% Total Volume	1941 Barrels	% Total Volume							
1	BLITZ WEINHARD CO.	1	57,523.93	14.45	1	59,559.82	15.77	2	46,707.79	13.40	1	56,738.38	15.50	1	87,534.37	23.70	94,596.39	22.26	
2	Olympia Brewing Co.	3	35,796.74	8.99	2	51,509.23	13.64	1	55,965.25	16.10	2	55,751.95	15.20	2	56,885.70	15.40	70,266.71	16.53	
3	Interstate Breweries							6	18,997.12	5.20	3	26,630.36	7.20	3	26,630.36	7.20	36,241.15	8.53	
4	Anheuser-Busch, Inc.	22	*3,708.25	.93	18	†5,838.43	1.55	5	23,478.92	6.70	3	27,123.95	7.40	4	24,366.56	6.60	30,249.89	7.13	
5	Acme Breweries	7	19,973.58	5.02	7	16,789.74	4.45	6	20,876.49	6.00	5	23,399.16	6.40	5	19,382.68	5.50	24,642.04	5.80	
6	Columbia Breweries	4	22,842.92	5.74	4	29,206.89	7.74	4	24,057.33	6.90	4	23,608.02	6.40	6	17,526.47	4.80	20,200.48	4.75	
7	San Francisco Brewing Co.	32	453.63	.11	35	163.44	.04	31	286.01	.10	32	420.79	.10	10	10,661.20	2.90	17,006.57	4.00	
8	SALEM BREWING ASSN.	12	14,054.02	3.53	5	17,345.16	4.59	15	7,691.32	2.20	16	6,913.49	1.90	11	9,849.72	2.70	16,819.24	3.96	
9	Rainier Brewing Co.	6	20,880.25	5.25	11	13,297.37	3.52	9	12,141.16	3.50	7	17,159.92	4.70	7	17,190.79	4.70	16,069.30	3.79	
10	Bohemian Breweries, Inc.	5	21,011.13	5.28	6	17,080.97	4.52	7	14,668.16	4.20	8	15,956.45	4.30	8	15,389.36	4.20	15,696.18	3.69	
11	Miller Brewing Co.	19	5,765.00	1.45	24	3,341.25	.88	21	3,552.26	1.00	13	7,759.17	2.10	13	8,137.09	2.20	11,797.30	2.78	
12	Premier Pabst Sales	11	15,263.12	3.83	16	7,946.05	2.10	10	11,835.90	3.40	11	11,288.19	3.10	12	8,959.00	2.40	11,244.76	2.65	
13	Seattle Brewing & Malting Co.	8	19,131.28	4.81	9	15,851.08	4.20	11	11,775.29	3.40	10	12,350.73	3.40	9	11,878.48	3.20	10,500.93	2.47	
14	Jos. Schlitz Brewing Co.	10	*16,004.76	4.02	15	†8,175.97	2.17	8	14,106.61	4.10	12	9,504.62	2.60	14	7,862.00	2.10	9,791.20	2.31	
15	Spokane Brewing Co.	15	11,432.69	2.87	12	11,357.02	3.01	14	8,374.42	2.40	14	7,589.47	2.10	15	6,414.72	1.70	6,515.91	1.53	
16	United Union Breweries				28	1,187.35	.31	23	2,708.01	.80	25	2,385.47	.60	23	2,613.55	.70	4,553.23	1.07	
17	Theo. Hamm Brewing Co.							32	223.33	.10	9	13,972.54	3.80	16	5,355.77	1.50	4,094.57	.96	
18	Golden West Brewing Co.	27	1,702.41	.43	27	1,390.59	.37	27	1,207.75	.30	26	1,647.98	.30	22	2,850.03	.80	3,798.76	.89	
19	Regal Amber Brewing Co.	17	7,917.87	1.99	21	4,642.49	1.23	20	4,066.36	1.20	21	4,869.93	1.30	18	4,367.70	1.20	3,794.77	.89	
20	Golden Age Brewing Co.	14	13,742.86	3.45	8	16,000.45	4.24	16	7,614.50	2.20	18	6,316.63	1.70	19	3,781.47	1.00	3,670.71	.86	
21	WM. ROESCH BREWING CO.	18	7,053.79	1.77	20	4,833.37	1.28	19	4,323.09	1.20	20	6,023.61	1.60	17	5,117.77	1.40	3,528.07	.83	
22	A-1 BREWERY							36	63.12		23	3,794.23	1.00	20	3,747.96	1.00	2,677.81	.63	
23	Mutual Brewing Co.				34	216.18	.06	30	812.91	.20	30	772.25	.20	21	2,858.51	.80	1,456.14	.34	
24	Minneapolis Brewing Corp.												25	1,239.75	.30	1,312.36	.31		
25	Jacob Schmidt Brewing Co.												24	2,179.20	.60	1,033.62	.24		
26	Silver Springs Brewing Co.	25	2,215.11	.56	19	5,123.22	1.36	24	2,173.23	.60	27	1,166.37	.30	28	843.27	.20	754.24	.18	
27	M. K. Goetz Brewing Co.																499.77	.12	
28	Grace Bros. Brewing Co.	33	302.36	.08									32	346.44	.10	430.21	.10		
29	Pacific Brewing & Malting Co.	28	1,158.06	.29	31	922.18	.24	29	870.78	.30	31	524.23	.10	27	879.16	.20	400.75	.09	
30	Yakima Valley Brewing Co.							40	34.98		40	34.98		36	149.97		307.86	.07	
31	Peter Fox Brewing Co.												29	698.41	.20	273.86	.06		
32	Drewry's, Ltd.							37	119.27		37	119.27		38	97.20		228.41	.05	
33	Pioneer Brewing Co.	38	125.94	.03	29	1,138.64	.30	28	1,092.46	.30	33	388.50	.10	34	247.68	.10	180.79	.04	
34	Buffalo Brewing Co.	30	1,065.56	.27	36	137.65	.04	33	143.16		38	68.33					156.36	.04	
35	Manhattan Brewing Co.	35	207.94	.05							35	245.20		35	197.05	.10	134.28	.03	
36	National Brewing Co.																93.26	.02	
37	Columbia Distributing Co.																6.29		
38	North American Mercantile																1.66		
	Blatz Brewing Co.	24	†2,929.68	.74	26	†1,942.66	.51	26	1,209.99	.30	29	830.48	.20	26	948.74	.30			
	Falstaff Brewing Co.												30	469.83	.10				
	Hemrich Brewing Co.	9	17,875.28	4.49	10	14,704.00	3.89	17	7,221.08	2.10	19	6,060.31	1.70	31	385.89	.10			
	Prima Brewing Co.												33	310.15	.10				
	Pfeiffer Brewing Corp.												37	146.56					
	Albion Brewing Co.							34	136.38		34	347.16		39	77.75				
	Los Angeles Brewing Co.	39	91.23	.02									40	75.03					
	General Brewing Corp.	13	13,913.89	3.50	14	8,245.35	2.18	12	11,497.70	3.30	15	7,170.16	2.00	41	72.58				
	Humbolt Brewing Co.	20	4,887.68	1.23	13	8,909.46	2.36	13	8,810.92	2.40	17	6,516.83	1.80	42	33.36				
	ROSE CITY BREWING CO.	16	9,715.40	2.44	17	7,872.78	2.09	18	6,351.78	1.80	22	4,708.91	1.30						
	Horluck Brewing Co.	26	2,093.44	.53	22	4,177.42	1.11	22	3,013.16	.90	28	1,134.34	.30						
	G. Heilman Brewing Co.				32	238.39	.06				36	144.99							
	Louis Eckhart Brewing Co.										39	63.56							
	Century Brewery										41	17.50							
	Star Brewery	2	37,365.23	9.39	3	30,752.04	8.14	3	26,783.72	7.70									
	SOUTHERN OREGON BREWING CO.	21	4,116.56	1.03	23	4,099.10	1.09	25	2,062.54	.60									
	Apex Brewing Co.	29	1,087.52	.27	25	2,106.86	.56	35	75.00										
	St. Clair Brewing Co.	34	243.63	.06	37	109.14	.03	37	56.55										
	El Rey Brewing Co.	37	175.13	.04	33	216.29	.06	38	47.30										
	Globe Brewing Co.	40	82.10	.02	42	3.32		39	41.13										
	Aztec Brewing Co.							40	32.21										
	Ellensburg Brewing Co.	31	998.58	.25	30	1,011.17	.27												
	Modesto Brewery				38	55.73	.01												
	El Dorado Brewing Co.	36	203.52	.05	39	50.49	.01												
	Kiley Brewing Co.				40	36.99	.01												
	Anchor Brewing Co.	41	9.98		41	5.00													
	Northwest Brewing Co.	23	2,958.03	.74															
	TOTAL OREGON BREWERIES		92,463.70	23.23		93,710.23	24.82		67,136.52	19.30		78,178.62	21.30		106,249.82	28.81		117,621.51	27.68
	TOTAL OUTSIDE BREWERIES		305,616.38	76.77		283,880.50	75.18		281,018.55	80.70		288,916.33	78.70		262,509.86	71.19		307,404.32	72.32
	GRAND TOTAL		398,080.08	100.00		377,590.73	100.00		348,155.07	100.00		367,094.95	100.00		368,759.68	100.00		425,025.83	100.00

CODE: *—First 8 months only available
**—Portland Distributor only available

†—Figures available for 10 months only
††—Figures available for 11 months only

‡—June through November

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CIRCULATION TREND OF PORTLAND NEWSPAPERS

A. B. C Reports Since March, 1933

Since 1931, The Oregonian has steadily progressed, subscription by subscription, so that today it is at an all-time high with a daily circulation of 151,591.

During the same period of time several factors have clearly indicated the weakness of evening newspaper circulation in this market. (1) In 1931 there were three evening newspapers in Portland with a total circulation of 222,296. (2) Today, after a series of mergers, evening newspaper circulation totals only 147,159—a loss since 1931 of 75,137. (3) Note the circulation drop of both The Oregonian and the Journal, March, 1938. This resulted from a subscription rate increase by both newspapers of from 85c to \$1.05 per month for the daily and Sunday. While The Oregonian registered a quick recovery by the following A. B. C. statement, the Journal's sustained loss activated its purchase of the News-Telegram in August, 1939. (4) Despite the immediate circulation lead enjoyed by The Journal for a time following the purchase, The Oregonian today leads in total circulation by 4,432.

EVENING Newspaper Circulation	
Loss Since 1931	75,137
MORNING Newspaper Circulation	
Gain Since 1931	45,733

151,591

147,159

JOURNAL

OREGONIAN

THE JOURNAL
PURCHASED
NEWS-TELEGRAM,
AUGUST 22,
1939

100,921

93,887

MARCH '33

MARCH '34

MARCH '35

MARCH '36

MARCH '37

MARCH '38

MARCH '39

MARCH '40

MARCH '41

SEPT '41