

## Country Club Beer – An Update to the USBC Supplement

The USBC Volume 1 covers the many beer brands marketed in our country from January 24, 1935 to circa 1971 with the market distribution of the last flat top beer can. The goal of the USBC team was to photograph and document what was available to us at the time. The intention was to follow-up after publication to locate and document those cans that were missed and this was done in the form and format of the USBC Supplement Volume 1 located at either [www.bcca-usbc-supplement.com](http://www.bcca-usbc-supplement.com) or its link on the BCCA website [www.bcca.com](http://www.bcca.com).

This article covers the work spearheaded by John Page and focuses on the Country Club Brand, regional to the Kansas City/St. Joseph, MO area. This was one of those brands that we recognized up front would require a significant upgrade despite the fact some of the major contributors to the USBC lived and worked in this exact area. This article includes the latest coverage of the 12oz. cans of Country Club Beer & Pilsner, Malt Lager and Malt Liquor.

The images that follow now show a good coverage of the brand. Just as in the USBC Supplement, the coding is as follows:

1. A Red Box with a beige background around both the image and the mandatories represents the addition of a new can.
2. A Red Box around the can image only indicates an upgraded image.
3. A Red Box with a yellow background around just the mandatories indicates a change was made to the mandatories (error correction, clarifications, etc.).

The images shown here are as displayed on the supplement website where they can also be viewed in a detail view and a 5 view of each can.

The original Country Club Layout included 15 cans plus 1 Front Only image. The revised Supplement now includes 28 cans. 13 new cans have been added to the series and the mandatories have been changed on 14 entries.





As the USBC Supplement is updated in the future and as brands are upgraded with a better coverage, we will add Brand Updates to this drop down menu.

John Page & Bruce Gregg