



USBC Supplement: Schmidt Scenes

The USBC Supplement work on can sets continues. We've covered the Rainier and Esslinger sets, which leaves us with Schmidt scenic cans.

Unlike Rainier and Esslinger, whose set cans consisted mainly of flat tops that extended into the zip top era, Schmidt scenes began with a few sets of flat tops and then expanded tremendously as the zip top and tab top era progressed. Schmidt scenes continued right into the aluminum can/stay-tab era.

So, let's look at the sets and how we'll lay them out in the USBC Supplement. One thing that is consistent is the scene identification, as the scenes remained the same into the aluminum can era. We've attempted to identify the set by the commonly referenced name, and for USBC II, each scene design was assigned a number, beginning with Buffalo/Cows as #1 and Snowmobile as #21.

The first four flat top cans, issued by Jacob Schmidt Brewing Co., picture the Buffalo/Cows, Wagon/Train, Canoe/Motorboat and Moose/Logging scenes. The next flat top release, by Pfeiffer DBA Jacob Schmidt, added nine additional scenes: Steamboat/Deer, Plow Horses, Pheasants, Geese, Bear/Open Mine, Muskie, Collie, Antelope, and Rodeo. This set comes from both Continental Can and American Can Co. Two more scenes were added on the next release by Associated DBA Jacob Schmidt: Mallards and Ice Fishing. This set also comes from both American Can—"Brewed and Filled" and Continental Can—"Brewed and Packed." Another set of flats with the Jacob Schmidt Div. of Associated mandatory pictures the



same 15 cans, all from Continental Can Company. All flat tops used metallic gold trim around the label and back panels.

Then the zip tops arrived, continuing with the Associated DBA Jacob Schmidt mandatory. In the USBC-II book, these have been noted as sets 1 and 2. The same gold trim as the flats continued, and two

new scenes were added: Horse/Colt and Elk, bringing the total to 17 cans. These come with both "Brewed and Packed" and "Brewed and Filled" mandatories. Several pull tab versions of the "Brewed and Filled" variation have been noted.

The steel tab sets are numbered 3 through 16. Please note that some of these sets are out of chronological sequence. We will address that in the set descriptions. Tab sets 3 through 6 use the Jacob Schmidt Division of Associated mandatory. Set 3, which some collectors split into two sets (3 and 3a), as they come from both American and Continental, have yellow trim and back panels, with no zip code. Set 4 added a zip code to the mandatory. Set 5, an extremely difficult set, has a wide yellow back panel. Set 6 has a wide white back panel.

Set 7 is the first set to list the brewer as simply Associated Brewing Co. The mandatory on the yellow bands along the seam includes three cities, Evansville, St. Paul and South Bend. Set 9 marks the switch to a blue back panel, in this case light blue, glued seam. American Can Co. Set 10 is similar, but the back panel is dark blue. Set 11 had a dark blue back panel, glued seam, but from National Can Co. Set 12 has a welded "Conoweld" seam and light blue back panel. Set 13 is similar, but the back panel is dark blue.

G. Heileman took over Associated in 1972, resulting in the next changes. Set 8 is an odd "set," as it consists of one can, the Moose/Logging scene, wide seam, 5 cities. The question is "Are there any more out there?" The first full set from Heileman, set

14, consists of the same 17 scenes as before. Set 16 added four additional scenes: Snow Skiing, Water Skiing, Racing Car and Snowmobile. A ® symbol was added to the label, and the mandatory continued to list 5 cities. During the production of this set, the can body switched from straight to crimped steel. Some consider the crimped cans a subset of 16 (16a). Set 15 came next (although numbered out of sequence), listing 4 cities with states, with Sheboygan eliminated. This set is found with both conventional ring-pull tabs and stay-tabs. Again, some consider the stay-tab cans as subset 15a. This was the last set of steel Schmidt scene cans.

The aluminum can sets come from both G. Heileman and Rainier Brewing Co., subsidiary of G. Heileman. Sets 17 and 18 from Rainier consist of just 3 cans, the Muskie, Elk and Mallards, with the label having a yellow border in set 17 and a white border in set 18. Set 19 by G. Heileman expanded to 8 scenes, and in set 20, the cans became metallic. There are also four sets of 16oz aluminum scene cans, sets 21 through 25, two designs in each set.

One set of 12oz Draft Beer cans exists, set 26, issued by Jacob Schmidt Division of Associated, with 12 scenes. Finally, two sets of 16oz Draft Beer cans exist, also by Jacob Schmidt Division of Associated, with 8 scenes. Set 27 and 28 differ in the contents statement, with 27 having "One Full Pint" in the contents line, which 28 lacks.

That's it. We have additional subsets to document, and, as work on the layout of the online version of Schmidt scenes continues, we welcome comments, layout suggestions and additional information on variations from Schmidt collectors. Please contact Jim Wolf at jwolf@goeaston.net if you have any information, questions or comments.



Flat Tops

