



'Famous First'

party-idea book

Quiz games, menus and recipes
to make your parties more fun.

Stag
BEER

Including

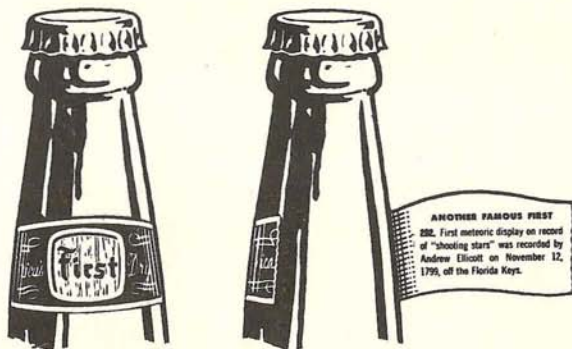
50

'Famous
Firsts'

For Your Enjoyment

All the skill and experience of 102 years of brewing have gone into making Stag Beer the finest-tasting, most pleasurable beverage of its kind in the world today. Yes, Stag is brewed especially for your enjoyment — during moments of solid comfort and on all occasions of good fellowship and friendly conversation.

This book, with its suggestions for games and good food, is dedicated simply to increasing your pleasure whenever you enjoy Stag Beer.



THE popular "Famous Firsts of History" printed under Stag Beer necklabels can be used in a variety of interesting tavern and home-party games. A number are outlined in this booklet. Try them at your next party, or when you and your friends visit your favorite tavern.

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The Game



This is a version of the hit game—Pantomime, or Charades.

Divide your guests into two teams. Serve all members bottles of Stag Beer.

Members of the first team tear off all necklabels from their Stag bottles.

Then the team selects one of the most interesting 'Famous Firsts' printed under the necklabels for the game.

The second team chooses a member of its team as "The Actor", or "The Actress". He or she is informed of the 'Famous First' by a representative of the first team. It is the duty of "The Actor" to act out the 'Famous First' so that his team members can identify it. For example: Stag 'Famous First' No. 297 is chosen. This states that the first person to cross Niagara Falls on a tightrope was a Frenchman named Blondin in 1859.

To make it reasonably easy for "The Actor", all he is required to register is "the first person to cross Niagara Falls on a tightrope". Neither the name of the person nor the date would be required.

"The Actor" can *not* speak, nor can he spell out words with hand signals. Everything must be acted out by facial expressions or body movements. He can encourage members of his team when their guessing becomes close.

The number of minutes and seconds required for the team to arrive at the correct answer are scored on a tally sheet.

The process is repeated with the other team as contestants. A 'Famous First' chosen by the opposing team is used.

'Famous First' Telequiz



With this game you and your friends can enjoy the fun of a "television quiz show" right in your own home.

First, you appoint one of your guests as a "Quizmaster". He conducts the questions-and-answers game.

All guests are given bottles of smooth, dry Stag Beer and told not to remove the necklabels.

One-by-one guests are called to face the "Quizmaster". He removes the necklabel from their bottle of Stag Beer, reads the 'Famous First' to himself and puts it in question form. For example:

'Famous First' No. 301 is chosen. It states that the first 18-hole golf course was designed and constructed by Charles B. MacDonald for the Chicago Golf Club of Wheaton, Ill., in 1893.

The "Quizmaster" puts this in question form by asking . . .

In what year was the first U. S. golf course constructed? Was it in 1860, 1776, 1893 or 1908? Always give 4 or 5 possible answers, one of which is right.

The contestant gets one choice. If he or she guesses the right answer, 10 points are awarded. If not, the "Quizmaster" reads the 'Famous First' for the benefit of the party guests. The procedure is repeated for the next guest and continued until all guests have appeared. Then it's about time for another round of Stag and the game can be enjoyed over again.

Prizes—a first and a booby prize should be posted by the host to add to the fun.

'Famous First' Right-Or-Wrong Game



This is an excellent interlude game when you have the gang in for cards.

Serve Stag Beer throughout the evening, but before serving collect the necklabels from each bottle. Place the necklabels in a fish bowl or vase.

First, ask each guest to place a poker chip in the kitty. Then you, the host, draw a necklabel from the bowl. Read it as it appears, or change it to make it wrong. Then ask the friend at your left if it is right or wrong.

If the guest gives the correct answer, he takes two chips from the kitty. If he guesses wrong, he adds one chip to the kitty. In any event, you follow by reading the 'Famous First' on the back of the label for the information of the crowd.

The player at your left then draws a necklabel from the bowl and asks the "right-or-wrong" question of the player at his left. Continue the game until the necklabels are exhausted and then, either replenish the bowl with new necklabels from your Stag Beer supply, or split the pot and continue with your regular card game.

This is an ideal pastime to enjoy while you are serving your snacks or dinner. There are several good recipes in this book for such meals.



ANOTHER FAMOUS FIRST
 302. First automatic display on record of "shopping cart" was invented by Andrew Wilson on November 12, 1796, off the Florida Keys.

America's First Dry Beer

Party Menus

A good dry beer enhances most foods. It accentuates the subtle food flavors—makes your meals taste better. There's an added pleasure, too—you enjoy the beer more.

On the following pages are a number of party recipes which are ideal for serving with America's First Dry Beer—Stag.

We call Stag America's First Dry Beer because it is the first truly dry beer introduced in America. Stag's dryness (which means smoothness and lack of sweetness) is a result of an exclusive extra brewing which makes it sugar-free as beer can be. Stag has a flavor that can't be copied.



Stag Dip-A-Chip

This is a taste-tempter which is good on any occasion.

Take two large packages of Philadelphia Cream Cheese and stir in whipping or coffee cream until it reaches a consistency suitable for dipping with potato chips. Add six tablespoons of chopped chives, and garlic salt to taste.

Serve in a bowl on a large tray or platter which has been heaped with potato chips. Around the tray or platter, arrange bottles of Stag Beer and glasses. Then shout—"Come and get it!", and watch your happy guests. This recipe serves eight.



Bonfire Steak and Stag Backyard Supper



Your backyard barbecue grill will serve in lieu of the old-fashioned bonfire.

Wipe a 1½-inch steak with a damp cloth. Trim off surplus fat. Lay steak on a greased rack as near the glowing coals as possible. Sear the steak for 2 minutes on one side, turn and sear the other side for 2 minutes. Raise the rack above the coals somewhat. Cook for 12 minutes if liked rare, 15 for well done, turning the steak occasionally.

Just before removing from grill, salt and pepper both sides and spread the steak with butter.

Serve with (1) a combination salad of crisp head lettuce cut in ½-inch slices, sliced tomatoes and cucumbers and your favorite dressing; (2) potato chips and bottles of Stag Beer. For dessert—pass around a cheese and cracker plate, with various cheeses sliced to inch squares and another round of smooth, dry Stag Beer.

Hot-Cold Saturday Nighter

Nothing heightens the enjoyment of a fine Chili Con Carne dinner like a smooth, dry beer. Here's a Saturday night menu that will draw cheers from your guests, and it's easy to prepare.

Heat your oven to 375 degrees F. Empty two cans of your favorite brand of chili into four small casserole dishes. Top with prepared corn-bread-mix batter in rows. Place ripe olives between rows. Bake for 20 to 25 minutes. Serve in the casserole dishes direct from oven—along with plenty of America's First Dry Beer—Stag Beer. Serves four.



America's First Dry Beer

South-of-the-Border Party

*Mexican Tamale Pie Tossed Green Salad
Pickles and Mixed Relishes

Hot Garlic French Bread

Cheese Tray with toasted crackers

STAG BEER

*Tamale Pie (Serves 4 to 6)

6 Tamales

1 boiled chicken breast, cut in thick slices

$\frac{3}{4}$ cup grated Parmesan cheese

Sauce:

1 cup canned tomato soup

$\frac{1}{2}$ cup sweet chili sauce

1 cup whole-kernel canned corn

2 tbs. granulated sugar

2 tbs. salad oil or chicken broth

10 ripe olives cut in strips

Salt and pepper seasoning

Remove husks from tamales and arrange in buttered casserole. Top with slices of chicken. Add sauce mixture and sprinkle with Parmesan cheese. Bake for 45 minutes in moderate oven (about 375 degrees).



For that Get-Together

Ham slices, heated in
barbecue sauce and served on
open sandwiches

*Kidney Bean Salad Cheese Sticks

STAG BEER

Kidney Bean Salad:

No. 2 can red beans

$\frac{1}{4}$ head shredded cabbage

1 green pepper, diced

3 or 4 pieces celery, diced

1 carrot, grated

Juice of 1 lemon

Mix together 2 tablespoons mustard, $\frac{1}{3}$ cup sugar and half of a small can of evaporated milk. Beat together and add to above ingredients and chill.



America's First Dry Beer

Quick Midnight Snack

*Stuffed Frankfurters Baked Beans

Sweet Pickles and Relish

Potato Chips

Bottles of Smooth, Dry STAG BEER

*Stuffed Frankfurters:

8 Frankfurters

1 cup bread crumbs

1 tablespoon minced onion

1 teaspoon melted butter

¼ teaspoon salt

Dash of pepper

Boiling water to moisten

8 slices bacon



Combine bread crumbs, onion, butter, salt and pepper. Add boiling water to moisten. Fill mixture into frankfurters partly split lengthwise. Wrap bacon around each frankfurter, and broil until bacon is crisp. Serve with preheated baked beans en casserole.



Porch Supper

*Hamburger Pinwheels

Chilled Tomato Juice

Cabbage slaw topped with green pepper rings

Stag Beer

*Hamburger Pinwheels:

1 lb. ground beef

¼ lb. pork sausage

1 small onion, minced

2 tablespoons fat

1 teaspoon salt

½ teaspoon pepper

¼ teaspoon Worcestershire sauce

1 recipe baking powder biscuits



Cook onion in fat until tender, but not brown. Add meat and cook until browned. Season with salt, pepper and Worcestershire sauce. Roll out biscuit dough into a rectangle ¼ inch thick. Spread meat on dough and roll like

jelly roll. Cut into slices about 1½ inches thick. Place cut side up, on greased baking sheet and bake in hot oven (400 degrees) about 15 minutes. (Pour over heated tomato sauce, if desired.) Serves 8.



Stag Evening Snacks

Assorted Broiled Cheese Sandwiches

Broiled Vienna Sausages
on toothpicks (canned)

Pretzels

Popcorn

Stag Beer

Preparation of Sandwiches: For really tasty cheese sandwiches put a little finely chopped onion under the cheese and top with tomato, bacon or both. You can use the small pieces of ice box rye bread or half slices of white bread for your tray of sandwiches. Just before serving place in the broiler until cheese melts. Serve hot with bottles of cold Stag Beer.



America's First Dry Beer

Midnight Supper

Ham and Turkey Sandwiches
with Cheese Sauce

Relishes

Stag Beer

Preparation of Sandwiches: To make these open-face sandwiches use two slices of white bread (trim crusts and butter well) and place in individual baking dishes or on broiling platters. Cover bread with alternate slices of ham and turkey (or chicken). Top with a generous amount of your favorite cheese sauce and place under broiler until cheese begins to bubble. Serve immediately with Pilsner glasses full of ice cold Stag Beer.



ANOTHER FAMOUS FIRST
1882. First meteoric display on record
of "shooting stars" was recorded by
Andrew Ellicott on November 12,
1798, off the Florida Keys.

America's First Dry Beer

Cold Spreads for Tidbits or Miniature Sandwiches

Combine in order listed and spread on various breads and crackers

MEAT

$\frac{3}{4}$ cup ground cooked ham, $\frac{1}{4}$ cup chopped pecan meats, 1 teaspoon mustard, 3 tablespoons heavy cream, $\frac{1}{4}$ teaspoon salt, $\frac{1}{8}$ teaspoon pepper.

1 cup ground cooked chicken, $\frac{1}{4}$ cup cream, 3 tablespoons sweet pickle relish.

$\frac{3}{4}$ cup deviled ham, 1 chopped hard-cooked egg, 1 tablespoon mayonnaise, 1 tablespoon chili sauce.

1 cup mashed cooked chicken livers, 2 tablespoons minced cooked bacon, 4 drops tabasco sauce, 1 tablespoon lemon juice.

$\frac{3}{4}$ cup minced cooked chicken, $\frac{1}{3}$ cup crushed pineapple, 3 tablespoons mayonnaise.

CHEESE

$\frac{1}{2}$ lb. pimiento cheese, 2 tablespoons chopped sweet relish, 4 slices broiled bacon, minced.

$\frac{1}{2}$ cup cottage cheese, 6 tablespoons minced celery, 8 minced green olives, 5 tablespoons minced green onion, salt, pepper, paprika.

1 cup grated cheese, 4 tablespoons chopped sweet pickle, mayonnaise to bind mixture.

1 cup cream cheese, 5 tablespoons cream, $\frac{1}{2}$ teaspoon salt, $\frac{1}{4}$ teaspoon paprika, 5 tablespoons sherry.

$\frac{3}{4}$ cup grated American cheese, 5 tablespoons deviled ham, $\frac{1}{2}$ teaspoon Worcestershire sauce, 4 tablespoons cream.



EGG

3 hard-cooked eggs, mashed; 6 sweet pickles, minced; 1 tablespoon peanut butter, prepared mustard; pickle juice to moisten.

4 hard-cooked egg yolks (sieved), 1 teaspoon prepared mustard, 3 drops Worcestershire sauce, $\frac{1}{4}$ teaspoon salt, $\frac{1}{8}$ teaspoon pepper, 1 teaspoon catchup, 1 teaspoon grated onion.

4 hard-cooked eggs, mashed; enough catchup to bind mixture.

FISH

6 ounces caviar, 2 tablespoons grated onion, 2 tablespoons lemon juice.

$\frac{1}{2}$ cup mashed sardines; 4 hard-cooked egg yolks, sieved; 1 tablespoon lemon juice; 2 tablespoons mayonnaise; 1 tablespoon French dressing.

$\frac{1}{2}$ cup flaked salmon, $\frac{1}{2}$ cup deviled ham, enough mayonnaise to bind mixture.

3 ounces caviar, $\frac{3}{4}$ cup salad dressing, 1 tablespoon minced onion, 1 tablespoon minced pimiento, 1 minced hard-cooked egg.

$\frac{3}{4}$ cup mashed anchovies, 2 mashed hard-cooked egg yolks, 2 tablespoons Parmesan cheese, dash cayenne, cream to moisten.

1 cup minced lobster, 1 tablespoon lemon juice, $\frac{1}{8}$ teaspoon pepper, $\frac{1}{4}$ teaspoon salt, 1 tablespoon mayonnaise, 1 tablespoon French dressing.



'Famous Firsts'

You can use these "Famous Firsts" to play the necklabel games, but better yet, find hundreds of new and different Firsts underneath necklabels on all bottles of Stag Beer.

First winner of Indianapolis Speedway 500-mile race was Harroun, in a Marmon, 1911. Time: 6:42:08, an average of 74.59 m.p.h.

First winner of the Grand National Steeplechase, Liverpool, England, was Lottery, 1839.

First Rose Bowl Football Champions: Michigan, 1902. The Wolverines beat Stanford 49-0.

First National League Champions of professional football: Stanley's Bears, 1921. Won 10, Lost 1, Tied 1.

First Academy Awards for Acting were won by Janet Gaynor and Emil Jannings, 1928.

First Pulitzer Prize for Reporting went to Herbert Bayard Swope of the New York World, 1917.

First Nobel Prize for Literature won by Rene F. A. Sully Prudhomme, France, 1901.

First locomotive built in the U. S. operated on the B&O as early as August 28, 1830. It was named the "Peter Cooper" and travelled at 5 to 18 miles per hour with one car and 23 passengers.

First bicycle with a rotary crank was patented on November 20, 1866, by Pierre Lallemond, it was known as a "Bone Shaker."

First cafeteria was opened in 1895 in Chicago, Illinois, by Ernest Kimball.

First cash register was invented in 1879 by James J. (Jake) Ritty of Dayton, Ohio.

First cigarette tax was levied on June 30, 1864.

First copper coins made by the U. S. mint were one cent and one-half cent issues, coined on April 2, 1792.

First college in the U. S. was Harvard, established on September 8, 1636.

First elevator was a platform elevator made by Henry Waterman in 1850 in New York City.

First ferris wheel invented in 1892 by George Washington Gale Ferris. It had 36 cars, each capable of holding 60 passengers. The highest point of the wheel was 264 feet.

First fountain pen of practical use was invented by Louis Edson Waterman and was manufactured in 1884 in New York City.

First college fraternity was Phi Beta Kappa, the national scholastic society which was founded December 5, 1776 at William and Mary College, Williamsburg, Virginia.

First lunch wagon introduced at Providence, R. I., in 1872 by Walter Scott.

First Friction matches were made in Springfield, Mass., 1834.

First road map printed in the U. S. was published by John Tully in his almanac of 1698—showing towns, roads and distances from Boston.

First intercollegiate billiard match was played in 1860 between Harvard and Yale.

First American college to adopt a rowing team was Yale, in 1843.

First intercollegiate track and field contest in modern history took place between Oxford and Cambridge in 1864.

First volleyball was played in 1895 at Holyoke, Mass.—the invention of William C. Morgan. Original name was Minonette.

First water polo was played in England in the 1870's.

First fake kick in football was pulled by Princeton in 1896.

First football uniform numbers worn in Chicago-Wisconsin game in 1913.

First football signals used by Yale in 1882.

First known use of Jujitsu in 1532. Improved method developed in 1882, and called Judo.

First wrestling matches in England held in 1222 in London.

First American to win the Olympic amateur wrestling championship: R. Curry, in 1904 — he weighed only 105 pounds.

The first cook book was published at Hartford, Conn., in 1796.

First Army Balloon School was established in St. Louis on April 6, 1917, at Grand and Meramec Streets.

The first long-distance night mail service by pilot D. C. Smith went from New York City to Chicago, Ill., July 1, 1925.

The first incubator ambulance service began in Chicago, Ill., March 21, 1935.

The first cattle exported to Great Britain were shipped from Chicago, Ill., 1868.

The first inland salt water aquarium was built in Chicago, Ill., in 1893.

The first foreign automobile was exhibited in Chicago, Ill., 1893.

The first illuminated airplane runways were completed Aug. 21, 1923 in Chicago, Ill.

The first business mail order house was established in Chicago, Ill., 1872.

The first Steam Shovel was introduced in 1838 by William S. Otis of Philadelphia, Pa.

First Army cavalry unit was organized in St. Louis (Jefferson Barracks) in August, 1833. Known as the 1st Regiment of Dragoons.

The first zoological garden of naturalistic rock construction was completed in 1918 in Denver, Colo.

The first dirigible transfer of mail to a train occurred at Belleville, Ill., June 15, 1928.

The first addressograph was commercially produced in Chicago, Ill., July 26, 1893.

The first Tournament of Roses was presented Jan. 1, 1889, at Pasadena, Calif.

The first saxophone was manufactured in 1888 at Elkhart, Ind.

The first seedless navel oranges were grown at Riverside, Calif. in 1873.

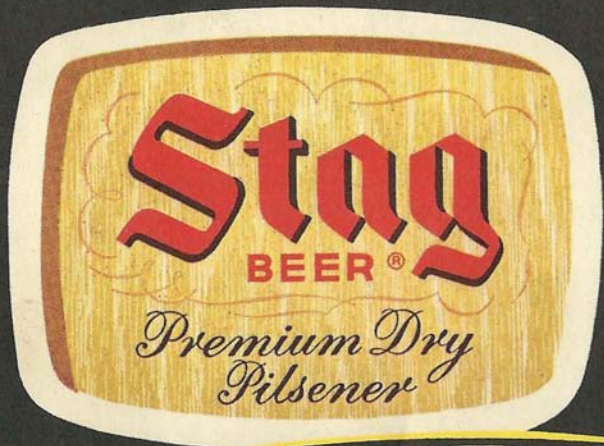
The first automatic telephone system was successfully installed in May, 1892, in LaPorte, Ind.

Why SUGAR-FREE As Beer Can Be *means better-tasting beer*

Connoisseurs the world over agree that a truly fine beer *must* be "dry"—meaning without a trace of sweetness. True dryness, of course, depends on lack of sugar . . . the less sugar a beer contains, the drier it is. By a costly Extra-Brewing process, Stag brews out *every trace* of sugar possible. This makes Stag "Sugar-free as beer can be". Actually Stag is America's FIRST Dry Beer.

The exclusive Extra-Brewing steps which give Stag its famous flavor have been painstakingly developed over the years since 1851, when the first brewery in this area was established at Belleville, Illinois. The late Henry L. Griesedieck, who established the present Griesedieck Western Brewery Co., faithfully adhered to the old-world tradition of fine quality which the original founders brought from Germany. Today, his descendants carry on these same rigid standards of excellence.

From its founding 102 years ago at Belleville, the Stag brewery has grown to one of the largest in this country, with a new modern plant on the original site, and another in St. Louis . . . outselling all other brands in this city of fine beers.



America's  *Dry Beer*

Griesedieck Western Brewery Company • Belleville, Illinois • St. Louis, Missouri