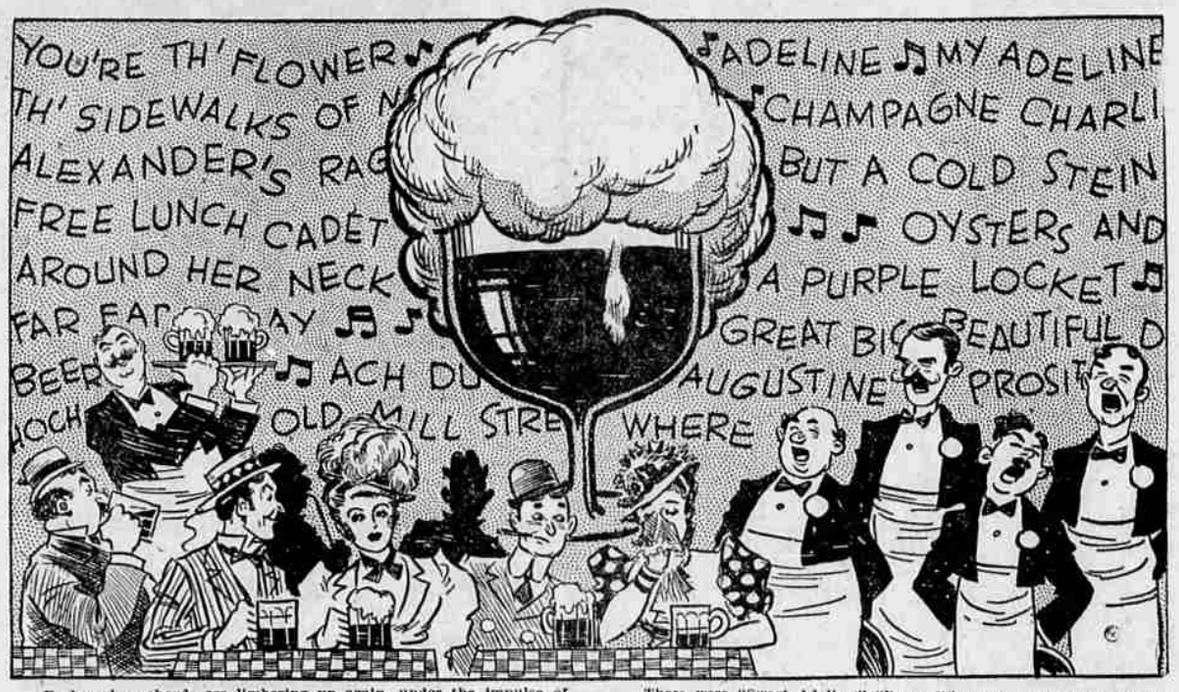
Beer's Back—So the Quartets Get in Tune, Reviving 'Sweet Adeline' and All Her Crew



Barber shop chords are limbering up again, under the impulse of legalized beer, and trying the high and low notes of the famous old songs of the pre-prohibition era, when singing waiters did not lack aid from tavern tables in putting the favorites across.

(By Associated Press.)

With a foaming seidel to wet their whistles, the singing boys reassembling their beery quartet after 13 years of silence.

Once again, as the 3.2 per cent lager begins to flow from 250 breweries, there are being revived throughout the nation hundreds of the ancient Saturday Afternoon Clam Bake and Hiking societies.

In the pre-Volstead days every fair-sized town boasted several such clubs of convivial spirits, the most popular titles usually including the appellations of "Deutcher" and "Maennerchor." Their equivalents in the larger cities were mostly of a political nature, as the First Avenue Boys or the Canal Street Pals.

Aim the Same for All

They all had a mutual aim, a weekly gathering outdoors in fair weather, but in an indoor garden if the sun failed to appear. The programs consisted almost entirely of conversation, consumption of kegs of cold beer, pretzels, spare ribs and sauerkraut (if in the south the menu was changed to beer, 'possum and sweet 'taters).

After the beer and food, the boys concerned themselves almost entirely with singing—harmony sweet and sour, but it was harmony.

Although "Sweet Adeline" (hold that high note, boys!), "Moonlight Bay," "In the Good Old Summertime" and "Sidewalks of New York" were the favorite selections of these quartets, there were many others which struck the nation's fancy from time to time.

Song Acclaimed Wurzburger

Perhaps the one that old-timers most easily recall is "Down Where the Wurzburger Flows," written by Harry Von Tilzer, then one of the most prolific and successful tunesmiths of old Tin Pan Alley.

It was written for a musical comedy first, but was pigeonholed and remained in oblivion until the late Nora Bayes decided to sing it. This she did so well that she was known for years both here and in London as The Wurzburger Girl.

The lyrics (remember?) start:

Take me down, down, down
where the Wurzburger flows,
flows, flows,
It goes down, down, down, but
nobody knows where it goes.

At the end of the chorus there was a couplet that made the song, for the words could be howled, yodeled or sung:

The Rhine may be fine,
But a cold stein for mine
Down where the Wurzburger
flows.

There were various tunes that dated back long before, such as "The Little Brown Jug" and "Champagne Charlie," whose clarion call was "good for any game at night, Champagne Charlie is my name."

Free Lunch Extolled

Then, too, there was "The Free Lunch Cadets," written by no less a person than John Philip Sousa, extolling the gratis lunch counters in Philadelphia beer gardens, where he then sawed away at a violin in an orchestra prior to his days as bandmaster and "The Stars and Stripes Forever."

There were "Sweet Adoline," "Down Where the Wurburger Flows" and dozens of old songs, including the contemporary ditties that were adopted by convivial assemblies, the Hiking clubs and Clam Bake societies of pre-war times. So—altogether now—and hold that high note!

Many of the songs were composed to praise the various brands of beer and wine, and there was one, obviously written by a strong-stomached jougleur: "Oysters and wine at 2 a. m., 2 a. m., 2 a. m."

The Romantic Touch

In the beery circles, the usual tendency at that hour was not wine, or warbling thereof, but a doggerel, bayed at those within earshot:

Around her neck
She wore a purple locket . . . .
She wore it for her lover
Who was far, far away.

Which would lead the singing boys into even a more romantic mood, and they would oblige (or annoy, if not in good voice) with "I'd Love to Live in Loveland With a Girl Like You" or "Oh, You Great Big, Beautiful Doll."

With a couple of more tankards to whet their German accent, the singing boys could be depended upon for a Rhineland number or two, best known being "Ach, Du Lieber Augustine" and "Ein Prosit."

THUMP OF BUNG STARTER BRINGS BEVERAGE BACK

(Continued from Page One.)

nue home with a case of the new beverage.

Puts Money in Circulation

n the confusion and frantic efforts by brewers to keep abreast with orders, no estimate could be obtained immediately as to how much of a fillip the legalization of beer had given to business, how much money was being spetn on beer, or how many men had been put to work. Brewers in Chicago estimated $5,000,000 had gone into circultaion there immediately, while a newspaper said about 40,000 persons had got jobs in Illinois as the result of beer. From the first few hours' sale in Minnesota the government garnered $100,000 in revenue.

Wide Price Variance

The price varied. In New York, a much quoted figure was $2 a case of 24 bottles. The price for a glass nickel for a small glass, but in hotels and some restaurants, it was in many cases 15 cents a glass and sometimes as high as 25 cents a bottle.

Four hundred thousand barrels of beer began rolling away from brewery loading platforms in New York, but from there and other sections came word that the demand leaped ahead of the supply.

In many places the brewers held fast to the plan to hold deliveries until after dawn. In California the hour was set for 6 a. m. and in Oregon for 8 a. m.

Planes Deliver Suds

Milwaukee, home of famous brews, welcomed beer with German bands tooting "Ach, Du Lieber Augustine," and some 2000 "soft drink" places selling the new beverage for 10 cents a glass or 15 cents a bottle. Airplanes augmented trucks in deliveries to distant plonts.

A carnival spirit reigned in St. Louis at midnight, as whistles tooted and 25,000 persons crowded around one brewery alone to cheer as special trains and big trucks rushed the shipments away. Hotels, night clubs and restaurants did a "gold rush" business.

Philadelphia, pronouncing its new brew good, cheered as 10 breweries opened their gates to let the flood out.

The price in Indiana was generally 20 to 25 cents a pint, and $300,000 was collected in license fees.

Oregon Supply Scant

In Oregon, the supply was believed unequal to the demand, while in Seattle, where pint bottles sold at 15 to 20 cents, celebrations were private and brief.

In Reno, a brewery's entire supply of 3720 gallonst sold in a midnight rush.

California's governor signed a tax bill at midnight, which officials estimated would increase revenu $775,000 a year. Crowds overflowed beer-selling places in San Francisco but in Long Beach, which remained dry, police poured a large quantity of the new brew into the butter.

The big iron doors of New York's many breweries clanged open at 6 a. m., releasing hundreds of loaded trucks.

How to make *good* coffee *everytime*

Delicious crystal-clear coffee every time you make it. Try DRIP Coffee made the Schilling way. Here is the simple method.

Use a **Drip Coffee Maker**—a simple device that permits fresh boiling water to filter *quickly* and *only once* through a special coffee and a filter paper (*see illustration*)

Specially Prepared Schilling Drip Coffee. It is specially blended, specially roasted and specially ground for the Drip Process. No standard coffee is suitable for the *rapid once-through* filtration of this method. Grinding it finer helps some—but not much. The Coffee must be specially prepared so that all its rich fragrant goodness may be quickly extracted.

A filter paper rests below the coffee, to let through nothing but the delicious healthful amber drops. Real Drip Coffee cannot be made otherwise. For your convenience, a sufficient number of filter papers (20 to the lb.) are *packed in each Schilling tin.*

Costs far less. First, you use far less coffee than with any other process (saves you over 5¢ per lb.) Then, the 20 filter papers in each lb. of Schilling DRIP Coffee save you 2c (regular retail price).

The Schilling Drip Maker shown here, is of sturdy enamel endo. ed by "The Good Housekeeping Institute". The color is rich ivory, trimmed in pastel green—in keeping with the finest table service.

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Special Model **DRIP Coffee Maker and 1lb. of Schilling DRIP Coffee** $1 **both for only 20 at your grocers**

Moneyback. Try them for a week — for a month. If, morning after morning, they do not produce the most delicious coffee you ever tasted — your $1.20 back from your grocer or from us.

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Furniture that has been used for Display--Floor Samples--Nearly Our Entire Stock has been Reduced for This Mighty

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Homespun Club Chairs — Low built and comfortable chairs in rust or green. Regular $13.95 and $14.95. Now $9.95

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Clearance RUGS

Axminster Rugs—Ardsley quality 9x12 size. Several patterns. Sale.... $18.95

Md. Wt. Axminster—Full room size 9x12. A choice of several patterns to select from $22.95

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Frameless Mirrors — Fancy shapes, with decorative designs. Regular price $7.95. ..... $5.49

Bed Room Suite

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Bed Room Suite

Our finest walnut 3-piece bed room suite with Hollywood vanity dresser. Reg. $69.95 ..... $49.95

Bed Room Suite

Two 3-piece suites with vanity dressers. Walnut veneer, maple trimmed. Reg. $49.95 ..... $39.95

Bed Room Suite

6-pc. bed room suite with dressing table. Walnut finish. Reg. price $59.95 ..... $44.95

8-Pc. Dining Set

Full size table, 5 side chairs, host chair and 66-inch buffet; high quality walnut veneer. Reg. $69.95 ..... $49.95

Dining Suite

Eight-piece full size table, 5 side chairs, 1 host chair; 60-inch buffet. Reg. $59.95 ..... $44.95

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Beautiful walnut suites with full size table, 5 side chairs and host chair, large buffet. Reg. $69.95 ..... $59.95

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Six-foot extension table and 4 side chairs, tapestry upholstery, walnut finish. Reg. $29.95..... $22.95

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One floor sample 2-pc. suite covered in popular homespun. Reg. $44.95. Save $10.00..... $34.95

Living Room Suite

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Mohair Suite

Two-piece mohair living room suite. Extra quality covering and reverse cushions. Hard wood frame $59.95

Living Room Suite

Excellent quality new color mohair covered suite. Latest shape, luxurious chair. Reg. $89.95.... $69.95

Box Springs and Mattress

Twin size box spring and high grade spring mattress. One only. Normal price, 2 pieces, $30.75 ..... $22.95

Iron Beds

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