

1933  
2008

# REPEAL OF PROHIBITION

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## 75th ANNIVERSARY

### Prohibition Facts and Trivia

- Prior to Prohibition, Budweiser was one of the top selling beers in the U.S. Because of that, the country looked to Anheuser-Busch and Budweiser to lead the way after the Repeal.
- August Busch, Jr. addressed the nation on CBS/KMOX radio on April 7, 1933, proclaiming, “Beer Is Back” and “Happy days are here again.”
- The World Famous Clydesdales made their debut in 1933 to deliver some of the first legal beer to President Franklin Roosevelt at the White House and the former governor of New York, Alfred E. Smith.
- April 7th marks the 75th Anniversary of the Repeal of Prohibition for beer. BEER became legal eight months before the 18th Amendment could be legally repealed on December 5th.
- Lawmakers were wise to understand that revitalizing the beer industry would help stabilize the suffering economy.
- On January 16th, 1920, National Prohibition went into effect.
- At the height of pre-prohibition production in 1910, there were 1568 breweries operating in the United States. By 1934, only 714 of those reopened.
- In 1922, the state of New York estimated the cost for police enforcement in New York during Prohibition to be \$1,000,000 a year.
- To stay in business and keep jobs available to the public during Prohibition, Anheuser-Busch produced more than 25 different items including armored cars, paddy wagons, Ginger Ale, Ice Cream and refrigerated trucks.
- Of the non-beer products Anheuser-Busch produced during Prohibition, AB Root Beer; Busch Extra Dry; Ginger Ale; Budweiser Bakers Yeast; Budweiser Barley Malt Syrup; and waffle/pancake syrup continued to be manufactured after the Repeal of Prohibition.

