

***The 2025 Handbook of United States Beer
Advertising Openers and Corkscrews***

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By

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Library of Congress Catalog Card Number 84-90405

Twenty-Sixth Edition

Printed in the United States of America

Published by

John R. Stanley

4711 Hope Valley Rd Ste 4F-331

Durham, NC 27707-5651



Welcome to The 2025 Handbook of United States Beer Advertising Openers and Corkscrews. This is a revision of the 1978 book, Beer Advertising Openers, the 1984 book, The Handbook of Beer Advertising Openers and Corkscrews, the 1985-89 Supplement to the 1984 Handbook, 1990 thru the current year to any previous Handbooks. This handbook is presented in an 8 1/2 by 11 two column format with three-hole punch paper. The size allows for larger pictures and making additions to the handbook much easier than a bound format.

The Handbook is officially in three sections. Section I. is a pictorial or picture guide of all known styles. Section II. is a listings' guide. The listings' guide gives information known about each type such as style, identifying characteristics, patent information, and lengths are given if known. Due to various lengths of corkscrew worms, their lengths are not given. This section also shows any non-beer or foreign openers deleted over the years, deletion of duplicate listings, hopefully accounting for all numbers that have been assigned since 1978. After each correction the year the correction was made and the JFO member's number who sent in the correction is shown. Anyone who discovers additional corrections or believes a correction has been made in error, please contact me (John Stanley). Section III. is a table reference with price ranges for each type and starting with the first JFO book in 1978, the highest number used each year when making new additions to the handbook. (Visit: www.just-for-openers.org)

To help owners of this book better understand how new 'Discoveries' and 'Additions' are made the following guidelines are used:

- (1) "New Discoveries" (NDs or Types) are openers whose type category (picture) is not in the book. "New Additions" (Uls) are openers whose type is already pictured, but the particular wording or inscription on the opener is not listed.
- (2) Only United States Beer or Malt advertising openers are allowed. The opener or corkscrew should have advertisement (United States only) for a brewing company, a beer brand, malt company, or malt brand. Openers with companies that bottled beer for breweries are allowed. Try to have supporting proof or documentation, such as bottle labels, old coasters, newspaper articles or advertisements for any type of breweriana. Beer stores, bars, and saloons are not allowed unless a brewery name or beer brand is shown.
- (3) Alphabetize Openers using the following "key" words: 1) Company (Brewing or Malting), then 2) Brand (Beer or Malt). If multiple companies or brands appear, use the first company or brand appearing. If multiple companies or brands appear on different sides of the opener, use the side with the company or brand that would appear first in the alphabet. Use the company or brand name before using a distributor or bar name. If a number starts the key word, such as '2X BEER', the listing will be alphabetized as reading 'TWO X BEER'.
- (4) List the key word (company or brand) used to alphabetize the opener as close to the first of the listing as possible.
- (5) Any misspelled words should be noted. (Ex. PITTSBURG (NO H)).
- (6) If more than one opener is discovered with the same wording but different stamping styles, varieties (Ex. 2 VAR) will be added to the listing and differences noted.
- (7) It is permissible to list partially legible openers if the key word is legible.
- (8) Use a "/" to differentiate front side wording from backside wording. List the key word side first even if it is the reverse side.
- (9) If possible send in a photograph, xerox, or drawing of the new addition if possible. Many times an incorrect listing can be caught this way.
- (10) If correcting one listing makes it match another listing, the corrected listing is deleted and a notation is made in its place, "(See A-XX (matched listing))".

Special thanks to the following people for their support and previous work. Don Bull, Ed Kaye, and Art Santen. Other special thanks go to many members of the "Just For Openers" group who helped with verification and support. Finally I would like to thank my wife, Pat, and good friends Roger and Janice Jarrell for their help and support. Without their contributions this book (1994 Edition) would not have been possible.

Opener Categories (Types)

- A: Flat Figural Openers
- B: Key Shaped Openers
- C: Flat Metal Cap Lifters
- D: Cast Iron Cap Lifters
- E: Wire Formed Openers
- F: Multi-Purpose Openers
- G: Formed Cap Lifters
- H: Over-The-Top Style Cap Lifters
- I: Combination Cap Lifters/Can Piercers
- J: Can Piercers
- K: Special Can Piercers
- L: Can & Bottle Shaped Openers
- M: Miscellaneous Openers
- N: Novelty Openers
- O: Wall Mount Stationary Openers
- P: Corkscrews
- Q: Modern Openers
- R: Figurals (3-D)
- S: Bottle Bottle & Can Can Openers
- T: Tap Handle Openers
- X: Convention Openers
- Z: In a Class by Itself



Pricing Guidelines:



- 1) **Condition** Prices are for openers in at least excellent condition.
- 2) **Scarcity** Openers with the highest prices are generally the hardest to find openers especially in nice condition. Several types have few examples known and this is reflected in the price.
- 3) **Demand** Malt companies or the more common brewery names are at the low end. Small breweries or breweries in business for a short time bring the highest value. Also certain areas of the country have more collectors looking for openers from that area (Ex: Missouri or Pennsylvania).

Spouse's Corner Openers 101

by Pat Stanley, the Editor's Spouse Describing Type Categories

A. Flat Figural Openers: This type includes Mermaids, Ladies Legs, Lions, Dogs, Cars, Fish, Baseball Players, etc. Look at A-30 and A-53 in the Handbook (Pages A-3 and A-4). At first they appear to be the same, but there is a difference. The A-30 does not have a gas key, the A-53 does. What is a gas key? It was used to turn on the old timer gas lights on the old timer cars. I now know that I have an A-30 on my key chain.

B. Key Shaped Openers: Now, I ask, why are these called key shaped? They don't look like a key to me. Oh, I find out....they are the most common ones for "key chains". The first one John gave me was a B type with a Wall Street Journal advertising on it, appropriate for an accountant, but I wanted something prettier, so the A-30 came along. You place the opener on the bottle cap at a perpendicular angle on the edge of the cap and pop it off. The brass Bs with enamel paint are my favorites.

C. Flat Metal Cap Lifters: Some of this is almost logical. This type lifts the cap off by applying the opener horizontally, surrounding the bottle cap. The opener itself has an open area. The handles are filled in. This *is* interesting. When you learn a little, it means more, but a little knowledge might be dangerous!

D. Cast Iron Cap Lifters: These are like "C" types, only made of cast iron, rather than metal.

E. Wire Formed Openers: Same concept as the cap lifters, but the handles are often open. They look like the safety lollipops we had as kids. If you learn more, you may get to be a kid again and have your favorite flavored lollipop. At least the lifter part of this type appears to be formed from *round* strings of wire, not flat like the "Cs".

F. Multi-Purpose Openers: These practical openers serve more than one function. In addition to an opener, they may have a spoon, ice pick, corkscrew, hook, or perhaps some other utensil.

G. Formed Cap Lifters: Most "Gs" look three dimensional. They may have a top piece plus sides forming the actual opener mechanism, or the opener portion may look like a roller coaster. Now this is beginning to get confusing. The G-1 seems in the wrong category to an amateur. I must go back to the "C" type to make another distinction. When you look at a G-1, remember the "Cs" are flat, the G-1 is a combination of a "C" and an "E", a lifter made from round metal, not flat.

H. Over-The-Top Style Cap Lifters: "Over the Top" is a motivational book by Zig Ziglar. Over the Top cap lifters go *beyond* the edge of the cap closest to you...to the far side of the edge. The opener fits under the far edge and off comes the cap when you raise the handle.

I. Combination Cap Lifters/Can Piercers: We all have one of these in our kitchen drawer, a roller coaster lifter on one end and that pointed piercer on the other. We use the piercer at Christmas to open condensed sweetened milk, then have to wash it off before throwing back in the drawer.

J. Can Piercers: If you know the "I" type, you know what these look like. They are one-half of an "I".

K. Special Can Piercers: "I, J, K" collectors think all of their can piercers are "special", but what this really refers to is those big objects used to pierce cans. Some look like levers on a stand. You place the can under the lever and bring the handle down to open up your beer.

L. Can & Bottle Shaped Openers: These are always interesting to me too. I like the bottle shaped ones. But looking ahead, what are the "Ss", Bottle Bottle Openers. Keep reading. Would someone explain how the L-7 got in this group???

M. Miscellaneous Openers: Now, now beginners, let's not put everything into this group. We can make a "stab" at classifying openers as well as anyone else does. Like I said, some of them just don't seem to fit the group they ended up in. In the Handbook, there's 18 pages of these "Ms". They look like they could be in the lifters, piercers, etc. to me???

N. Novelty Openers: Novelty openers are kind of in the "F" category, they seem to have other purposes, but maybe more glamorous ones. In these pictures you see, opener, knife, corkscrew, nail file combos; fish hooks; pencils; axes; hammers and nutcrackers.

O. Wall Mount Stationary Openers: Most of us remember the Coke openers mounted on the kitchen wall. Just replace Coke with a beer name and you have a type "O".

P. Corkscrews: "Corkie", our "Yorkie" says these are the best kind of openers. Everybody knows what a corkscrew looks like!! Sometimes, these cute little items are hidden inside a treasure, so check out things to see what's on the inside. (Corkie is hidden inside her blanket on the sofa, enjoying a Sunday afternoon.)

Q. Modern Openers: If you are unsure about these, call Art Santen. I like the one with Mary Kay advertising. Wonder why it has not been listed??? John, I need to talk to you!!

R. Figurals (3-D): Dale Deckert, where are you??? See I know more about what other people collect, than what John collects. The prices on these amaze me. Watch for paint chips.

S. Bottle Bottle & Can Can Openers: These are very different from "Ls". These are real bottle or can shape, like round. In some cases, the opener is in the bottom of the bottle.

T. Tap Handle Openers: If you are in a bar and order a draft, the bartender may dispense the beer by applying pressure to a little handle which has the beer brand name and emblem on it. That's a tap handle.

X. Convention Openers: The Denver, Colorado ones were the most elaborate. The hot air balloon really unique. The co-hosts, Bill McKenzie and Gary Deachman did a fantastic job. The one shaped as Michigan is dear to me, having lived in that state for nine years. The dog shaped ones remind me of the fun of hosting a convention, and the cardinal adds some color to the convention opener collection.

Z. In a Class by Itself: The only picture in this type is of a "Miracle Opener", which has a pliers like cap lifter. Hope that isn't what I tried to use while playing handy woman this week!!! It has a spring mechanism to add power to the process.

Now get the Handbook out, look at pictures to learn more about the types, then file them away in your mind for future reference.

Cleaning Openers

Since taking over as Editor, several members have written me wanting to know how to clean openers. This topic has been covered several times in past issues. I will present old and new methods of cleaning and let you experiment with any methods you wish to attempt. Since I do a lot of mail trading, I know that many members do not even attempt to clean their openers. For the ones who wish to do so here are several methods.

In the 1st JFO (April, 1979) issue Ed Kaye writes the following. Each opener (if not mint) I get from whatever source, is first wire brushed, then dipped in Naval Jelly, then rinsed in cold water, transferred to extremely hot water, hand dried, and finally buffed. Ed adds a grading system and that he priced his openers (1979) at 25 cents above what he paid for the item.

In the July, 1984 JFO issue Jack Lennon reported that he cleaned openers with fine steel wool and car polish compound. He would then clear spray them.

In the July, 1986 JFO issue Jim Hollinger's letter contained the following explanation on how he cleaned openers. I use various methods for cleaning my openers depending on the original condition. the various steps used in cleaning include:

- 1) Naval Jelly: For very poor condition openers. Openers such as this usually are not worth the effort due to excess pitting.
- 2) Fine Wire Brush: Fine wire brush is used in a drill press for removing spotty rust areas. A fine wire brush does not scratch the opener finish.
- 3) Polishing Compound: Automobile paint scratch and blemish remover is used with a soft cloth to buff all openers. This removes dirt and discoloration.
- 4) Paste Car Wax: All my openers receive a coat of car wax as the final step. This returns the original sheen of the plating as well as it leaves a protective coating against further corrosion.

Finally in the July, 1990 JFO issue I sent in the following article on how I cleaned openers. At this year's convention several members asked how I clean my openers. The following steps are how I clean most of my openers. Please remember that if an opener is pitted about the only way to remove pitting is by wire brushing (and this does not always work). Also I do not try to clean any openers with enameling using the acid solution.

- 1) Prepare a solution of oxalic acid (can collectors use this) using about 3 tablespoons of crystals for 2 pints of water. I also use a narrow lidded glass container so the opener will not lay flat in the bottom of the jar. The oxalic acid can be purchased at your local drug store (they may have to special order) and the cost is about \$6 for 16 ounces.
- 2) Depending upon the condition I will soak an opener in the solution from 30 minutes to 4 hours (for one with a lot of rust). I cleaned an A-13 Car for Gary Deachman at the convention soaking it for about 4 hours. It came out so nice he didn't want to trade the opener to me.

Cleaning Openers (Continued)

3) At the end of the soaking time remove the opener from the solution using an old screwdriver or coat hanger. If you do spill acid on your skin rinse thoroughly with water.

4) I then scrub the opener with a soapy "SOS" pad. I dry the opener thoroughly with paper towels. If the opener has a moving part I will add some machine oil.

Hopefully this method will help make your openers look better. But remember do it after you have traded for the opener!!!

Since the above article came out I have continued to use Oxalic Acid. If an opener is pitted I use a Dremel (small electric drill). The Dremel is used by Jewelers and anyone needing a small drill but it can leave brush marks. The wire brush attachment is very handy for cleaning pitted openers. You cannot remove the pit marks but the discoloration can be cleaned off. The Dremel is especially useful in cleaning the back side of types "G-1", "H-2", and "H-3".

An alternative to the Dremel is using a regular drill with a "Copper" wire brush. Fil Graff has used this before and reports excellent results. Other members use a fine steel brush. With both methods the original finish is supposedly not damaged.

I constantly experiment with Oxalic Acid and have found that many times now I "soak" openers overnight if they are especially rusty. Even if the opener only has a bad spot or two, the overnight soaking will do a good job.

Cleaning openers with "Celluloid" parts (so as type "E-5") is very tough. All I ever do is use warm soapy water to clean the celluloid part. A soapy SOS or just a piece of fine steel wool is used to clean the metal opener. Celluloid is very tough because if the lettering is worn you are just plain out of luck.

Enameled Openers present a real challenge because any rubbing of the enamel will take it right off. Gary Deachman tells me he uses Lemon-Juice (a milder form of Oxalic acid) and lets the opener sit in the solution for up to ten minutes. Close attention must be paid when using this method. If the enamel starts to come off remove the opener from the solution and rinse with water immediately. Bob Stahly uses a "600" Grade Emery cloth and lays the opener flat down on the cloth and rubs both sides of the opener. This method is very helpful with either steel or brass types such as "B-1"s and "B-2"s. The enamel on these openers is in a recess area and will not come off when the opener is rubbed on a flat surface. Other members simply repaint these type of openers if the enamel is gone. I personally use "Brasso". All back sides are cleaned but I only clean the front side if little or no enamel remains, or the edges if a lot of enamel remains.

Harold Queen writes when using Oxalic Acid it is safe to use with your bare hands, since the acid is diluted with water. Harold also says he uses 2 heaping teaspoons to about 6oz of water. He then uses a soapy SOS pad and finally uses a fine wire brush to complete the process. New member Joe Knapp writes that he uses Dow Bathroom Cleaner with Scrubbing Bubbles and a fine brass wire brush. He completes the process with chrome polish and has had great results.

Finally Ollie Hibbeler now uses "White Distilled Vinegar" soaking the opener for about 12-15 hours. Ollie claims it does a fine job.



NO. 1—SIZE 2 1/2 INCHES

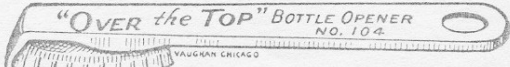
A FEW SUGGESTIONS

Your "AD" Stamped Plainly (not to wear off) on one of our Novelties will surely make you friends



THE BOTTLE INSURANCE

ADVERTISING



"OVER the TOP" BOTTLE OPENER
NO. 104
VAUGHAN CHICAGO



PREST-O-LITE KEY
COMPLIMENTS
SAVOY HOTEL
NEW YORK.
KEY RING



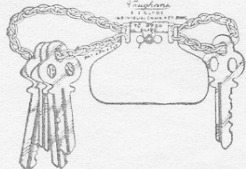
OLD DUTCH GRILL
MINNEAPOLIS.



PREST-O-LITE KEY
COMPLIMENTS
St. Francis Cafe
SAN FRANCISCO.
KEY RING



"AD" STAMPED ON OTHER SIDE



NOVELTIES

IN
METAL



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CT & CO. CHICAGO

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NO. 22
CT & CO. CHICAGO

PREVENTS CHIPPING





				
A-1	A-2	A-3	A-4	A-5
				
A-6	A-7	A-8		
				
A-9	A-10 (Top)	A-11 (Bottom)	A-12	
				
A-13	A-14	A-15 (Top)	A-16 (Bottom)	



A-17 (Top)

A-18 (Bottom)



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A-23



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A-29



A-30



A-31



A-32 (Top)

A-35 (Bottom)



A-33



A-34



A-36



A-37 (Top)

A-39 (Bottom)



A-38



A-40



A-41



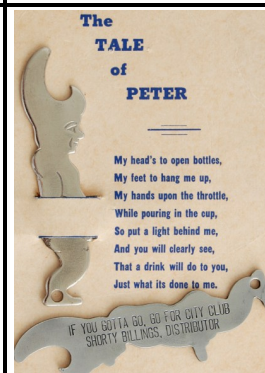
A-42 (Top)

A-43 (Bottom)



A-44 (Top)

A-46 (Bottom)



A-45



A-47



A-48



A-49



A-50 (Top)



A-51 (Bottom)



A-52



A-53



A-54



A-55



A-56 (Top)

A-57 (Bottom)



A-58



A-59



A-60

				
A-61		A-62 (Top)	A-64 (Bottom)	A-63
				
A-65	A-66		A-67	A-68
				
	A-70 (Top)	A-71 (Bottom)	A-72 (Top)	A-73 (Bottom)
				
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A-78 (Top)

A-83 (Bottom)



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A-80



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A-84



A-85



A-90



A-86



A-87



A-88



A-89



A-91



A-92



A-93 (Top)

A-96 (Bottom)



A-94



A-95



A-97



A-98 (Top)

A-103 (Bottom)



A-99



A-101



A-102



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A-104



A-105



A-106 (Top)



A-107 (Bottom)



A-108



A-109



A-110



A-111



A-113



A-112 (Top)

A-112 (Bottom)



A-114



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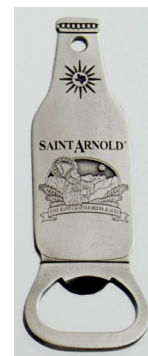
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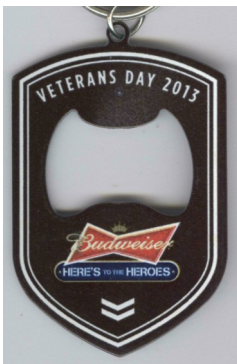
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A-123

				
				
A-124 (Top)	A-125 (Bottom)	A-126 (Top)	A-127 (Bottom)	A-128
				
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A-148 4 Fathers



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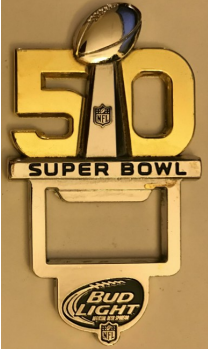
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A-186



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A-188



A-190



A-189 (Top)



A-192 (Bottom)



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A-197



A-198 (Top)



A-199 (Bottom)



A-200



A-201 (Top)

A-202 (Bottom)



A-201 Card



A-203



A-204



A-205



A-206



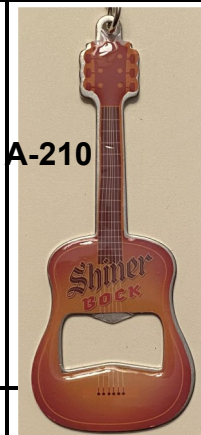
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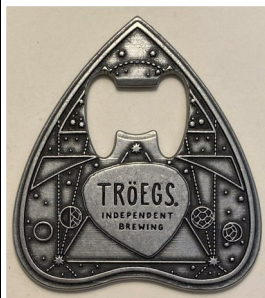
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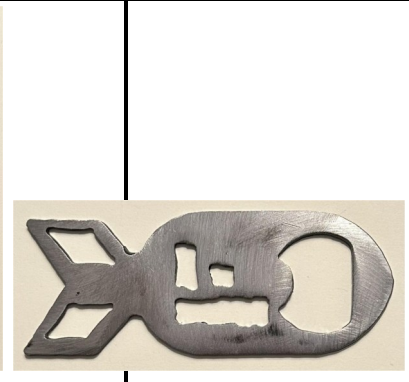
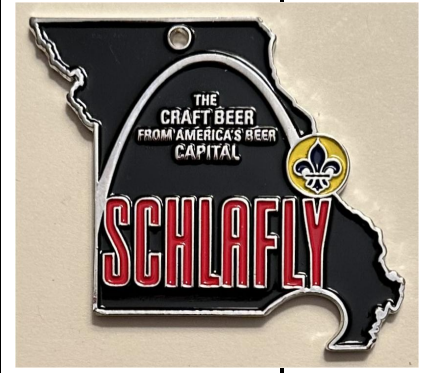


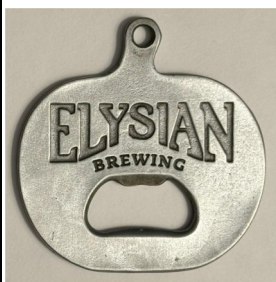
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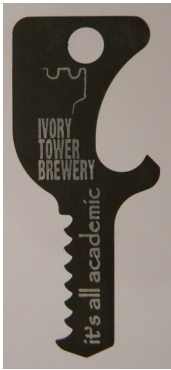
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B-87 (Top)	B-88 (Bottom)	B-89	B-90 (Top)	B-91 (Bottom)
				
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B-96 (Top)	B-97 (Bottom)	B-98	B-99	
				
B-100	B-101			