

LABEL ON BUSCH BOTTLED BEER TO BE CHANGED

**Design Had Been Criticized for
Insignia Said to Be Aus-
trian Coat-of-Arms.**

August A. Busch, president of the Anheuser-Busch Brewing Association, last night announced that the label on Budweiser bottled beer would be changed, owing to erroneous criticism, from different sources, that in its present form it bears the Austrian coat-of-arms and an eagle-topped German helmet. New labels are being printed and the change in general, he said, will cost the brewery about \$40,000.

"The suggestive criticism of the Budweiser label is untrue and unfair," Busch said. "The double eagle, which it appears has been mistaken for the Austrian coat-of-arms, is not the Austrian coat-of-arms, but an arbitrary design which resembles more the Russian double eagle; and what was supposed to be a helmet are some crowns, neither German nor Austrian. The label does not bear any representation of a helmet.

"The decorations on the label are mere embellishments, with no special significance that I know of. The Budweiser label was designed by Carl Conrad of St. Louis, a restaurant keeper, in 1876, and was registered at the patent office by him in 1878. The Anheuser-Busch Brewing Co. made bottled beer for him exclusively under this, his own label.

"In the 80's the company purchased the label, name and trade mark from Conrad for use on the bottled beer of the Anheuser-Busch Brewing Co."

At the brewery it was said that "Budweiser" was a coined word, as far as was known, but may have been suggested to Conrad by the town, Budweis, in Bohemia.