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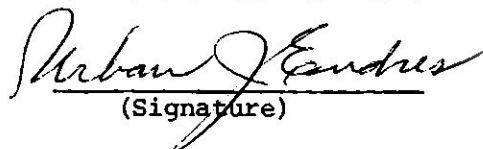
Interview with
URBAN J ENDRES
April 4 1984

Place of Interview: Muenster, Texas

Interviewer: Robert W. McDaniel

Terms of Use: Open

Approved:


Urban J. Endres
(Signature)

Date: April 4, 1984

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Oral History Collection

Urban Endres

Interviewer: Robert W. McDaniel Date of Interview: April 4, 1984

Place of Interview: Muenster, Texas

Mr. McDaniel: This is Robert Wayne McDaniel interviewing Urban J. Endres for the North Texas State University Oral History Collection of Denton, Texas. This interview is taking place on April 4, 1984, in Muenster, Texas. I am interviewing Urban Endres to obtain his recollection about prohibition, the local option election on Saturday, September 5, 1959, and his experiences in establishing a wholesale beer distributorship.

Thank you, Urban, for giving me this time. We'll begin with a little biographical information concerning yourself and your family. Tell me who your parents were.

Mr. Endres: My dad was Werner H. Endres--Werner Hubert--and Mother was Adalie Luke. My dad's folks came here from Wisconsin in 1890. Mother came with her family from Leopold, Missouri, around the turn of the century. I don't know the exact year.

Mr. McDaniel: Of this marriage, where did the family live?

Mr. Endres: They lived first, I understand, in town, where my grandfather was in the hardware business with his brother Nick. Then he went and bought a farm, and then he at one time was also in the automobile business. He sold the Saxon car...sold a

few of them...three of them and that was the end of his auto business. Then he bought a farm northwest of Muenster, about five miles, and he lived there with his family. When my dad married, he lived there also on the farm and eventually bought the farm from my grandfather. My dad and mother lived there fifty-two years.

McDaniel: Would you tell me the children born to this couple?

Endres: My brother Arthur was the oldest, and then there was my brother Gilbert and myself, and then there was three girls, Mary Elizabeth, Darlene, Della Rose. They were younger than I. There was another girl born between Gilbert and Paul, only she died in infancy.

McDaniel: And on what day were you born?

Endres: January 28, 1920.

McDaniel: Why don't you tell me a little bit about your schooling years.

Endres: Well, of course, back in the early farming days, we went to school in the summertime more than they do now, and then the schools let out in September and October for the cotton harvest so that the student, children, could help their parents. It was an agriculture community, and they had to help with the cotton harvest. That was the main crop in those days. I started at Sacred Heart School in 1925, I believe it was, I believe I was five years old when I started, and then in the second grade there was a

sudden illness that kept me out of school most of the year, and so I missed a year there. I went through the tenth grade at Sacred Heart in Muenster, and they didn't have the eleventh and twelfth grades, the last two years of high school, at Sacred Heart. The public school did have, but it was before the present era of the public school, and it wasn't known as that good of a school, so a number of us boys from Muenster, I included, went to Subiaco Academy at Subiaco, Arkansas, to a boarding school for boys. It's a Benedictine monastery, but they operated a boarding school for young men.

McDaniel: Then you went to this boarding school, Subiaco, strictly for an education, not for religious reasons.

Endres: That's right.

McDaniel: Of what religion do you belong?

Endres: I'm Catholic.

McDaniel: Is the majority of Muenster Catholic?

Endres: Yes, sir. It was founded...the settlement originally was of German Catholic descent and remained that way primarily through the years.

McDaniel: Now we'll get to the era of prohibition, which was passed before your time. But as you were growing up, do you remember your parents or other relatives or friends telling you about the problems associated with the enforcement of the Eighteenth Amendment?

Endres: Yes, that was a problem. Of course, it was the prohibition amendment. It was repealed in 1933, I believe. Of course, that made me thirteen years old, and I wasn't that knowledgeable at the time, but afterwards, why, it was the talk of everyone. In the mid-1930's the entire Cooke County was wet for a matter of a two-year period there. There was a lot of stories about the period of prohibition, and bootlegging was one of them. Even after that, when Cooke County voted dry, a lot of bootlegging was going on in the county until the time when Muenster finally did become wet legally.

McDaniel: I've heard a friend of ours, Charlie Hellman, speak fondly that Joe Trachta, his uncle, bootlegged both during and after prohibition out of his drugstore. Do you remember this as being so?

Endres: Oh, yes. That's common knowledge. I don't recall ever buying anything from him, but I know many people who did and how he'd secret it in unusual hiding places. The Alcoholic Beverage Control people would raid him, and after they were gone, in thirty minutes he was back in business. They never did seem to get it all.

McDaniel: Did your father make alcohol?

Endres: Yes, beer and wine. He never did make whiskey to my knowledge, but he always made wine every year and always made beer, which we called home brew.

McDaniel: Did most people at this time make home brew and wine for consumption?

Endres: I believe every family did, or if they didn't have the knowledge or expertise to make good products, they would have their neighbors make some for them or something. They would buy the grapes and sugar and yeast or whatever it took to make one or the other. But everybody had the access to it in this community.

McDaniel: Now during prohibition, since the making, distributing, and selling of alcohol was illegal, if a resident of Muenster wished to have a beer, where did they have to go?

Endres: Well, the nearest legal sales were in Oklahoma, north of Gainesville about eight miles or nine miles, plus the distance from here to Gainesville would make it be about twenty or twenty-five miles. Wichita Falls was wet; Dallas, Fort Worth were wet. Denison was wet for a period of time but not for very long.

McDaniel: Would you tell me some of the problems associated with going across the river to Oklahoma for drinking purposes?

Endres: Well, naturally, the people going to a place like that, if they went for one night a week, you know, well, they would try to over-do it. I mean, it's just normal. They would say, "Well, let's have one more. It will be a week before we get back up there next Saturday night or something." And people tend to drink more than they normally would when it's those circumstances--the same as going to the larger cities where alcohol was available. They would try to over-do it.

McDaniel: Could you tell me about the accidents associated, to your knowledge, or with traveling north of the river and back to Muenster.

Endres: Well, there were a number. I don't recall any instance, you know, exactly, but there were a number of accidents and serious accidents. I am sure they were caused by that very thing.

McDaniel: Since Highway 82 was not a four-lane highway at this time, could this also be a reason as a contributing factor to the accident problem?

Endres: I'm sure it was, and, of course, at that time we didn't have Interstate 35 either, and that was also a two-lane road, the old Highway 77 from Gainesville north to Thackerville.

McDaniel: Another problem in relation to prohibition was the loss of tax revenue. Would you comment on this for me?

Endres: Well, I'm sure it was substantial. I don't know the figures, Robert, but naturally, when you don't have the tax from the products that's taxed legally, then you don't get it. The bootleg items were not taxed, and neither was the wine or beer that was homemade, and so there was a loss of revenue because of that.

McDaniel: Was the Catholic Church's attitude about drinking different from the other religions?

Endres: I think so. I am sure there were some other religions who didn't oppose it, but neither does the Catholic Church, in

moderation. They oppose excesses, as any church would.

I never heard of anyone advocating drinking to excess, but a drink in moderation is okay. That's pretty well the unwritten policy, I think.

McDaniel: Policy would be a good choice of words. As we stated earlier, enforcement was a problem. To your knowledge, did they have enforcement officials in the county or in Gainesville due to the bootlegging process that was going on in and around Muenster and the Catholic community east of here, Lindsay?

Endres: I think that the Alcoholic Beverage people were stationed ...I think they had two stationed at Sherman and Denton. I don't recall any being stationed in Gainesville as such. There was one in Wichita Falls, or two, and in different areas like that maybe to work the whole area.

McDaniel: As it did become a problem and was finally repealed, as we stated earlier, in 1933, things went along fine for a while. But then in the mid-1950's, Cooke County was voted dry, and then toward the end of the 1950's, the Supreme Court in 1958 passed a ruling that cities within dry counties could opt to become wet, to allow the sale on premises and for home consumption of alcoholic beverages. When this ruling was handed down, would you give me your opinion or your viewpoints on how Muenster felt about the Supreme Court rulings.

- Endres: They looked on it with jubilation, I would say, (laughter) because they knew then that there would be a matter of time to call the election, and they knew ahead of time that it would pass. You mentioned the mid-1950's when the county was voted dry. I don't know if that's right. I think it was the mid-1930's.
- McDaniel: Mid-1930's.
- Endres: Yes. I don't think there's been legalized alcoholic beverages in the county between the mid-1930's and late 1937 or 1938 and 1959.
- McDaniel: Nineteen fifty-nine.
- Endres: Of course, beer could be bought everywhere...not everywhere, but several places in town.
- McDaniel: What about the rest of the county? What are some opinions concerning the surrounding cities and their viewpoints on the Supreme Court ruling?
- Endres: Well, I don't know. I know Lindsay, a German Catholic community between Muenster and Gainesville, was, I'm sure, pleased. However, Muenster voted in September of 1959, and Lindsay voted the following year, in the summer of 1960, and they also voted by a large majority for the legal sale of alcoholic beverages. Denison also in that same year, 1960, voted for the legal sale of beer only, I think, at that time.
- McDaniel: Would you give me your opinion about the two preachers in

Gainesville who on the radio voiced local negative viewpoints toward the upcoming election.

Endres: Well, they had some scorching sermons about it--the radio broadcast--but it didn't have any effect on the community because very few people here listened to them. But other people throughout the county who thought the way that we thought tried to get them to go a little bit easy on it, but they didn't until one of them was caught across the river and drinking on the sly himself. Then they threatened to expose that if he didn't let up, and not surprisingly he never said another word about it.

McDaniel: I can see why (laughter). Back to this going across the river, did Muensterites go there in...not in large numbers, but was it fairly common to see people from Muenster and Lindsay at these places?

Endres: Oh, yes, yes. That was the common place to be for the younger crowd especially, and even families would go up there because there was some good restaurants. One place had fried chicken, delicious fried chicken, and served beer. It was clean, well-kept, orderly, and people would go there with their families for maybe Sunday noon dinner or evening.

McDaniel: So they weren't the local dives that sometimes we are led to believe?

Endres: No, There was one or two that even I didn't frequent because I thought it was too bad, and that could be pretty

bad (laughter).

McDaniel: Did you often take your wife with you when you went across the river?

Endres: Yes, I did. We went up there quite often, yes. In fact, after we married I always took her up there, and before we were married we went up there a few times. Her mother and dad didn't approve of it, and so we didn't go up there very often but special occasions, perhaps, or with another couple or two and maybe for a meal. But after we were married, yes, we went by ourselves.

McDaniel: As I should have mentioned earlier about your wife, would you tell us about just who you married, the year, and the number of children you do have.

Endres: I'd be happy to. I have a wonderful family. My wife is Jane Miller. Her parents are Arthur P. and Doshia Miller of Gainesville. He is one of eleven children. She was one of seventeen children, I believe. And wonderful people. Jane and I married on April 3, 1945. We have four children ...five children...we lost one boy when he was young. Our oldest child is Eileen. She married Bob Vogel. They live here in Muenster. Steven is the next son. He was the one we lost. Carl is the next child, and he married Karen Bezner of Gainesville. Danny is the next youngest, and he married Jan Metzler of Lindsay. Jack is the youngest, and he married Mary Caplinger of Muenster.

McDaniel: Thank you. Back to the election in 1959, according to the law, 25 percent of the voting population in the last general election had to sign a petition which numbered or mathed out to 171. Did you, yourself, sign this petition?

Endres: Yes, I'm sure I did. I don't recall specifically, but I'm quite positive I did.

McDaniel: Do you remember...

Endres: ...as well as my wife and brothers and sisters and all of them.

McDaniel: Do you remember there being any discussion that it would be impossible to come up with this number of signatures?

Endres: No, I don't think that was even considered. They knew there would be plenty,

McDaniel: Do you remember anyone opposing this petition?

Endres: Very few. There were several that opposed it, but that was inconsequential.

McDaniel: The election itself...when the number of signatures were obtained and taken to the Cooke County courthouse for review, the election was designated for Saturday, August 5, 1959. Do you remember where this election was held?

Endres: August or September 5...September, I believe.

McDaniel: That would be the 9th, wouldn't it? Yes, it was September 4, 1959.

Endres: Because I know thirty days later, we were able to sell, and that was the first week of October.

McDaniel: It was. It was September 5. I stand corrected. Back to the question again, do you remember where the election was held?

Endres: I think it was held at the public school. Most of the elections are held here because it was on Saturday, and the school is not being used, and it's spacious and clean. I'm quite sure it was.

McDaniel: The hours of voting were eight a.m. to seven p.m. Do you remember at what time you did your voting?

Endres: No, I don't. I presume I voted early. At that time, I was engaged in an automobile business full-time, and I think that I probably voted pretty early in the morning. At mid-morning at the latest.

McDaniel: Were there people within the designated distance from the voting places that were watching to see basically the type of people and how they thought they would vote. Were they located across from the polling place?

Endres: Kind of poll watchers and such?

McDaniel: Right!

Endres: Yes, I think they were pretty well-organized. However, the way it turned out, they weren't needed. But it was a well-organized effort to be sure that it went good.

McDaniel: The judges for this election were Joe Luke and R. E. Hamric. Do you think that either of these gentlemen were influential in one way or the other concerning how the election might go?

Endres: No, I don't think so. They were honorable people, and they wouldn't stoop to influence any voters at the polls. But there again, it wasn't necessary. People knew how they were going to vote, and there was no problem.

McDaniel: And the election did carry 392 for to 6 against. Can you remember why and the types of people that were these six that voted against it?

Endres: Well, there was pretty common knowledge who the six were who voted against--they said so--and two of the families moved out of Muenster within weeks after the election in protest of it. But that was not all there was. There were many Protestants who lived in Muenster at that time. Most level-headed people knew that alcoholic beverages were available to everyone in Muenster through the bootleggers, and it wasn't even restricted to adults because minors could go in and buy; and those people realized that the legal sales can keep places under control of the Alcoholic Beverage Commission of Texas. They have to abide by the laws, and it would be better for all concerned if it were legal sales instead of illegal sales. Therefore, most clear-thinking people voted for the legal sales.

McDaniel: So then you're saying that besides regulating the sale of it, you could also regulate who bought it and the quality of it?

Endres: That's right. And the hours of sales. You had to abide

by the law, and if they didn't, they were subject to lose their license. They didn't want to do that, so they abided by the law, and it made a much better community for the consumption of alcohol, especially among the teenagers, and the hours of consumption.

McDaniel: Could you tell me how you did find out the results of the election?

Endres: Well, I'm just positive that everyone was waiting outside the polling places until it was announced, and quite a loud yell or acclamation was the result of when they did announce the results of the election.

McDaniel: When the election did go in favor of the consumption and sale of alcoholic beverages, can you remember, or would you tell me, the types of restrictions placed on the sales of these alcoholic beverages?

Endres: Yes. Of course, Muenster voted for whatever was legal at that time in the State of Texas, which was distilled spirits, wine, and beer, on and off premise. Now the city in turn has control of the location for the zoning of it. They wisely control the zoning of what we called the "fire zone" at that time, which was the business district of Muenster along Highway 82, known as the business street, and two blocks north on Main Street, which was the primary business district of Muenster.

McDaniel: There's three clubs--the K. of C. Club, the V.F.W. Club,

and St. Joseph's Society--that are not located within this "fire zone." Would you tell why these were exempted?

Endres: They were fraternal organizations, and they already had a license to sell beer to their members. They were not licenses, but they had beer and they were allowed to operate by the Texas Alcoholic Beverage Commission because of being a fraternal deal; and since they'd already been in business--they were established--they were exempt from that zone.

McDaniel: Then could you tell me the first businesses to go into the business of actually selling alcoholic beverages?

Endres: Yes. I think it was Hofbauer's Grocery Store, the Rohmer's Restaurant, which is in the location where now the Office Bar is located, formally the H & H Bar. I guess, maybe, Fischer's Market would probably be the third. Now those were the three--the first ones to get their licenses in Muenster. Then there were several others, you know, the following week and the weeks after it.

McDaniel: When various businesses did start selling alcohol, did this stop personages such as the aforementioned Joe Trachta from still bootlegging the product?

Endres: No. He still operated as such because you couldn't buy whiskey on Sunday, you know, through legal channels, and you couldn't buy beer after midnight legally or before seven a.m. in the morning or on Sunday before twelve noon. In those

periods, why, he was in still quite active for those people who wanted to break the law and needed a drink badly.

McDaniel: So the profit motive was there?

Endres: Still there.

McDaniel: I guess that's something you totally can't eradicate.

Endres: That's right.

McDaniel: Now we'll talk a little bit about your business itself. How did you get associated with the Schlitz brewery?

Endres: It was quite unusual, and it's one of those things of being in the right place at the right time. I was acquainted...as I mentioned earlier--I believe I did--that I had been a Ford dealer since 1946 and served on the advertising committee of the Dallas District of the Ford Dealers Association. The person we dealt with on the advertising was a Mr. Blyer, J. W. Blyer, who was the manager for J. Walter Thompson Advertising Agency in Dallas. He handled the Ford advertising as well as J. Walter Thompson had the Schlitz Brewing Company advertising account. They also handled it for the wet area of Texas at that time. So in one of the meetings, why, he mentioned that if Muenster had the election and was going to go wet or was going to have the election, he said, "Well, would you like to be in the beer business?" I said, "Well, I don't know." And he said, "Well, why don't you think about it." And I said, "Well, it wouldn't hurt, I guess." So

he set up an appointment with the Schlitz people, who he was acquainted with, and from that I secured the Schlitz franchise for the Muenster area or the Muenster Community, which is the only wet area between Wichita Falls and Dallas-Fort Worth.

McDaniel: Do you remember the date that you actually secured the licensing for this beer distributorship?

Endres: Yes, October. The federal permit, basically which you have to have first, is dated October 5, 1959, and then the state license and the county and city licenses are right after that. Before, when Muenster first had the first sale of the beer the first day, I didn't have my licenses yet, and so I worked through the wholesaler in Wichita Falls. He brought the truck down, which is legal for him to do, and I went with him and helped make sales through those three accounts. I guess that's how I got started, because I didn't have my license quite soon enough.

McDaniel: So in order to make some sales, you had to work out of another distributor.

Endres: Yes.

McDaniel: You mentioned that you were the owner of the Ford Motor Company or Endres Motor Company franchise, also. Did the running of a beer distributorship interfere with this other business?

Endres: No. It was so small at the start that it was just a

part-time deal. I doubt I invested more than thirty minutes a day toward it at the time. By the way, I started the Ford business in 1946, and in 1956 I sold 50 percent interest to my number one man, Marty Klement, and he's been with me ever since. We're still partners to this day in that business. But I just devoted very little time to it. Of course, with four or five accounts in the community, it didn't take much. You could call them within an hour or two, and so I had Mr. Ed Endres, a cousin of mine, who's a rural mail carrier and was through by noon to one o'clock every day, and I imposed on him to work for me half days I think it was just three days a week at the start--Monday, Wednesday, and Friday--to deliver during the afternoons. That's when I bought a used half-ton Ford panel truck. I believe I paid a hundred-and-something dollars for it and painted it the customary Schlitz colors at that time and with decals, and that was my delivery vehicle.

McDaniel: Where was your warehouse--the first warehouse you had?

Endres: Clyde Fisher and I, and, I think, Gilbert shared the old theatre, the Relax Theatre building, which is part of the Wolf Hotel building, Wolf building, which is now The Ranch in Muenster, because we didn't need a lot of room. We just shared it and worked that out.

McDaniel: You've mentioned twice that sales weren't that large. Would you tell me why they weren't that large even though

there were a large number of people that did vote for the consumption of alcoholic beverages?

Endres: Well, in the Muenster Community itself, you know, they really are moderate drinkers. They're not heavy drinkers. Still they did their own beer and wine and stuff that they carried over, and they weren't all that interested in paying for beer that they could make themselves or had been making for themselves. So it was a gradual transition from home-made alcoholic beverage products to what'd you call legal sales in the store?

McDaniel: Store bought.

Endres: Yes, store bought.

McDaniel: Then would you say that the second generation or the generation growing up with the ready-made products probably depended on you more than on actually making it themselves?

Endres: Yes. I might mention, too, that it took a few weeks or months probably for the surrounding communities to change their method of going to Dallas-Fort Worth, buying ten or twenty cases, you know, and come out here instead and buy the beer in the Muenster area. Some came from Bowie and Nocona and all the surrounding communities.

McDaniel: So some of your sales were to out-of-towners?

Endres: Oh, yes, yes, yes--right from the start. But especially after sixty to ninety days, then they really started moving in.

McDaniel: When people became aware of its location. How long did you remain in the Wolf Hotel with your warehouse?

Endres: I don't recall exactly, but I think not more than perhaps six months or so. Then my brother Gilbert had a building that he'd used for his construction equipment, earth moving equipment, that he'd sold, but after he had secured the Budweiser franchise, we moved into that building. He had plenty of room, and Clyde and I were getting crowded in the Wolf building, so I moved up with my brother in his building and used it for a warehouse. We divided it, and each used a half of it. That stayed there until 1965, I believe, 1964, 1965. I built a warehouse at the present location where my warehouse is today.

McDaniel: On Mesquite Street?

Endres: Yes.

McDaniel: Would you tell us what types of licenses a beer distributor had to have or still must have?

Endres: Still does. He must have a federal basic license, and then there's a state license, county, and a city license.

McDaniel: Has the cost of these increased over the years?

Endres: Yes, but not substantially. I think the first state license was \$50, and now it's around \$200 for a general distributor's license and...wait a minute. It's gone up now just tremendous. It's gone up...I forget what it is. It goes by the size of the distributorship now, and I believe mine is \$350 or thereabouts.

McDaniel: So it has been a substantial increase?

Endres: Yes.

McDaniel: What products were you licensed to handle?

Endres: Well, at that time, if you had a license, you could handle any beer product with the beer license. If you had a malt liquor, you had to have a separate malt liquor license. By the way, I forgot that a malt liquor license will handle wines and malt liquor because malt liquor was a stronger drink than beer. Beer licenses are restricted to not more than 4 percent alcohol, whereas malt liquor is about a 6 percent, and wines run from 6 to 14 percent on that license. For stronger wines, you need a different license yet.

McDaniel: Would you tell us some of the brand names you had?

Endres: Well, I started with the Schlitz brand, as I mentioned earlier. All premium beers, so-called premium beers, Bud, Schlitz, Miller, were not that popular in the area. The biggest sellers were called regional beers: Lone Star, Pearl, Jax, Falstaff, and things like that. The division manager for Schlitz knew that with the small market I wouldn't be able to survive with just his brand alone, and so he interceded for me in securing the Pearl franchise at that time, which was the number one seller in the State of Texas. It wasn't in this particular market, but it became the number one within about a year's time.

McDaniel: You mentioned premium beers versus other beers. Would you tell me the difference between premium beers and the other beers sold?

Endres: Really, the only difference was that there was a higher price, and therefore they got the name "premium" because of the price, because of the shipping, long distance of shipping of the beers at that time. Anheuser Busch only had one brewery in Saint Louis, and Schlitz had one brewery in Milwaukee, and Miller had one brewery in Milwaukee; and so it was quite a freight cost to ship the beer those distances. Otherwise, the regional beers from San Antonio and Houston...and even Dallas had a brewery at one time, a Bluebonnet brewery. Those are shorter distances, and, therefore, they ended up with a lower price. Naturally, people bought that because it was the same alcoholic content.

McDaniel: Cheaper price:

Endres: Yes.

McDaniel: Would you tell me a little bit about the alcoholic content of beer?

Endres: Well, I get confused when I shouldn't--I'm in the business--but there's an alcohol by volume and alcohol by weight. There's a limit that the state says you can have. I think it's by weight. Four percent by weight is a beer content. That's the maximum you can have in the state. Most beers are considerably less than that, especially now in the light

beer category, where you drop down to as much as 2.5 and 2.6 and 2.7 percent alcoholic content.

McDaniel: Oklahoma has what is called 3.2 beer. Would you tell me what this is...what this 3.2 means?

Endres: That's the alcohol content--3.2 percent alcohol--and that's the only beer still that can be sold cold in Oklahoma. They have up to 4 percent, but it has to be sold through a package store and be sold warm in the State of Oklahoma. Now Texas has either one, except the military bases have to be 3.2 in the State of Texas.

McDaniel: So in Texas it can be sold at 4 percent for on-the-premises consumption as well as taking home?

Endres: Yes.

McDaniel: But in Oklahoma it has to be 3.2 if it is sold for on-the-premises consumption.

Endres: Right.

McDaniel: Would you tell me why they have this on-the-premises consumption law?

Endres: In Oklahoma?

McDaniel: Or even Texas.

Endres: Well, there's no differential in Texas. Well, do you mean just the law itself?

McDaniel: Just the law itself.

Endres: Well, for different licenses for what they call on premise consumption, you have to furnish restrooms and a place that

meets specification, or if it's off premises, you don't have to have restrooms for your customers. Well, see, there are two different licenses in Texas, and some communities have voted only for off premise sales. In other words, they don't allow on premise. One of them is Melissa in Collin County, which is close by. They just have beer to take out. You just don't have any taverns in those communities.

McDaniel: Would you speculate that...off premises sales could also remove the undesirable element that's sometimes associated with alcoholic sales?

Endres: I think that is the intent of it in these communities, and it is easier to pass such an election than it is on premises because you have more opposition from groups in the community that don't want a tavern. They don't want a place where you can go and buy something. They'd rather have their husbands and sons and their daughters to buy it and come home and drink it, which is not all bad.

McDaniel: Not all bad. Let's talk a little bit about your employees. You've already mentioned that Ed Endres was your second employee, you being the first. How has your employee hiring or numbers of employees grown since this time in 1959?

Endres: Well, they just grew a little at a time. My son-in-law, Bob Vogel, came to work for me about the time that he

married Eileen. I wanted him to come to work earlier, but I just didn't get around to asking him. I didn't want to ask him until after they started dating and until I knew that they were serious or not. It just grew from that. We picked people that we knew pretty well. We wanted good, solid people with a good, moral background, and we didn't hire anyone we didn't know. So we just didn't hire any strangers.

McDaniel: Bob Vogel has become your right-hand man?

Endres: General manager, yes.

McDaniel: General manager. That's a pretty good title. How many present employees do you have?

Endres: Nine plus myself--ten people.

McDaniel: And they handle the sales in what areas besides Muenster?

Endres: We now have all the areas in Denton County, which, I believe, are seven. I could enumerate them if you would like for me to.

McDaniel: Go ahead.

Endres: Well, the first one is Lincoln Park, which is a trailer community which incorporated and voted. Second is Little Elm, I believe. The third is Lake Dallas, and then came Corral City, another little trailer park, then Denton itself, and then Flower Mound, Bartonville, The Colony, Eastville. Well, that's all of those in Denton County, and in Wise County we have Lake Bridgeport and Runaway Bay and...in Collin

County is the Community of Melissa, which voted about two years ago. Muenster and Lindsay in Cooke County. That's the areas that we presently serve, totaling approximately 240 accounts now. Cooke County was the only area we served. We have about thirty accounts in Cooke County alone.

McDaniel: You mentioned earlier that many times trailer parks became cities. Would you expand upon this for me?

Endres: Well, it was easy to move in a group of mobile homes with the people that you wanted to live in there and the ones that were inclined to vote for alcoholic beverages. Well, the rules have been changed a little bit now by the state, incorporation procedures as well as the Texas Alcoholic Beverage Rules. Well, at that time, I think any amount, whether it was twenty, thirty, or forty people, could set out an area and petition for incorporation and have such a vote, and you could get set up and call an election for alcoholic beverage sales. But now they make it a little tougher, I think. You have to have 200 people before you can call it an alcoholic beverage sales election for alcoholic beverages.

McDaniel: And this is more difficult to get 200 people to live in an area just for that purpose?

Endres: Yes.

McDaniel: What other items do you handle besides beers in your distributorship?

Endres: Well, at various times we have handled some wines, but they hadn't been too successful for us. We don't plan to continue in the wines, just beer.

McDaniel: Do you have a keg beer?

Endres: Yes.

McDaniel: Would you tell me some advantages and disadvantages of handling keg beers.

Endres: Well, the disadvantages are because it has to be under refrigeration from the time it's purchased from the brewery until it's delivered to the consumer. Of course, they have to keep it under refrigeration until it is sold to the consumer. The advantages to the retailer are greater than the advantages to the wholesaler, but the retailer has about 200 glasses of beer per keg. The cost is much less to him than package beer, cans or bottles. However, it costs him more to handle it because of the glass or the sanitary problems that you run into. Some people like that here, and it has a place in the market, but it's a small market share.

McDaniel: From researching, it appears that the bulk of the manufactured sales of beer are made by the German people. Would you explain this for me?

Endres: Well, I don't know. I suppose it's primarily a heritage-- the knowledge, the expertise, being handed down from generation to generation. Of course, you have beer in all countries --Australia, and China, and Japan, everywhere else, also--

but as you say, the majority, I think, is of German descent, it seems. It is in America, especially.

McDaniel: Do you know of these areas that are heavily German-populated that do have breweries or the beginning breweries that later led to either expansion or other companies?

Endres: Oh, are you talking about major breweries?

McDaniel: Yes, your major ones.

Endres: Well, I suppose they were all...I know that the Schlitz Brewing Company...old man Joseph Schlitz, I think, worked for...I don't know why, but he worked for another guy. Then he bought out later on...and the other fellow didn't have any descendants. Then he bought the company and went from there.

McDaniel: Would you tell me some family names of these major companies?

Endres: Oh, like, Miller? There are so many, you know. Back before prohibition, there were 1,700 breweries in the United States, and every community of any size had their own brewery. Dallas had the Bluebonnet brewery. I don't know the ownership of that brewery. Spoetzl Brewery in Shiner, Texas.

McDaniel: Right.

Endres: The Shiner Brewery. Lone Star was a stock company from right before the World War. In 1939 and 1940 was the beginning of that brewery...the late 1930's.

McDaniel: Would you say that Adolph Coors, Joseph Schlitz, and the Anheuser Busch families are the three or four largest

families in the making of alcohol?

Endres: Yes, that and then with the Pabst and the Millers, they were all good German families. Strohs, a German family in Detroit. Years ago, in all of these towns, it just really seemed like the Germans were that business and the Irish were in the whiskey business (chuckle).

McDaniel: So it appears that every ethnic group has its own form of alcohol that they are known for?

Endres: Yes.

McDaniel: Do you have any criticisms about going into the beer distributorship?

Endres: Nope. I don't have any. It has been a good business, and as I said earlier, it is well-regulated by the state. It's the only business that I know of that requires as many licenses to operate as we have to have, and the violation of any one of them would result in a temporary shutdown, and a repeated offense would bring on a loss of your licenses, which is too severe to even fool with.

McDaniel: The beer companies have recently added, in the past five years, the light beers. Would you comment on the reason why this was added?

Endres: Well, it was just a gimmick, I think, really, to start with, and it grew and grew and became, it looks like, an important segment of our industry now. It really started more than five years ago. It started at least ten years ago, but in

the last five to eight years, it has really become a factor. It's not a good buy for the consumer unless they just want the image of drinking a beer and not having much out of it because, as I mentioned earlier, the alcohol content is very low in some of them. The alcoholic content of some light beers is as low as 2 percent, which is just half of a standard strength beer. Therefore, if you wanted to drink a beer for the alcoholic content itself, you're wasting money because it costs more to buy than to get a half, or a third as much or two-thirds as much as a regular strength beer.

McDaniel: I've often wondered why a beer bottle is brown versus other drinks as not being. Would you tell me why this is so?

Endres: This is a very interesting story behind that. Mr. Schlitz was the first one to use the brown bottle, and the hospitality rooms in all the Schlitz breweries are known as the Brown Bottle Room, and that was the reason. But beer at first was always put in white bottles. That was the only bottle they had, was white. The light upon beer deteriorated the quality of the product in the bottle, especially if it was set in the sunlight or under an artificial light in a room or in a reach-in box in a package store. Of course, it didn't have much at that time, but just in shipping and transporting beers, they were subject to light, sunlight and artificial light, either. It deteriorated the products, so they experimented with different colored glasses and found

that the brown glass was by far the best to protect the product inside the bottle. He got a patent on it through the U.S. Patent Office. It was so good, and so good for the industry, that he felt that he should make it available to the industry. Therefore, he released the patent within a few years after he'd secured it and made the bottle available to all bottlers of beer. Most companies used it, but some did not. Miller was one of the companies that didn't use it for their regular beer. They use it for their light beer but still don't for their Miller Beer.

McDaniel: Could you explain why?

Endres: I don't know. Well, one reason is that they said...the stories I've heard was that Mr. Miller and Mr. Schlitz were enemies, you might say, or...

McDaniel: Competitors?

Endres: Competitors. But some competitors, you know, are friends or at least they associate. But they didn't associate, and neither had anything to do with the other. One didn't have anything to do with what one or the other had. That's the story I hear. Now whether it's true or not, I don't know.

McDaniel: Speaking of competitors, you have a brother in the Budweiser distributorship. Has this led to any hard feelings between the two?

Endres: None. None whatever. We are still good friends and good brothers, and when we visit his house, I drink his beer,

and when he visits mine, he drinks mine.

McDaniel: That's fair enough (chuckle) When in Rome, do as the Romans do.

Endres: Yes.

McDaniel: How about the third large competitor, Clyde Fisher?

Endres: We have an association between the three of us. We have formed the Muenster Wholesale Beer Distributors Association. We contribute monthly, according to our sales, and have done this from the start of our business ventures. We use that money for donations to the community, for the good of the community, for different things that we don't want to take individual credit for and for some group advertising. It works real well because, after all, we all want to contribute to the community, put things back in the pot. If you take--take things out--ultimately, soon the pot will be empty. Also, some things we can't do legally as individuals, but the association can do it by making donations to different organizations that we cannot get personally involved with. We've got a good organization for a good cause.

McDaniel: Before we leave, do you have any other comment you'd like to make concerning any opinions of alcohol--good, bad, or indifferent?

Endres: Well, I'm in favor of alcoholic beverages, so consumed in moderation. I do not like to see anyone drink who cannot handle it because I think they are better off if they

don't drink at all. I think it is better for them and better for the community to abstain. There's nothing wrong with it. I admire people who have the will power to do so, to know they can't handle it.

McDaniel: That stimulated my question. Would you tell me some possible future trends in the alcoholic business?

Endres: In the present day we hear more and more about DWI. The DWI laws have been strengthened tremendously last year. I just recently talked to a justice of the peace who has received the law, the DWI law. It's a book about the size of a Texas Almanac. It's heavy. And about the M.A.D.D., the mothers, other organizations that are very active or having an influence on the deal...I think we will see a national age limit set by the federal government probably for twenty-one. That's the minimum age to buy alcoholic beverages. I do not agree with that because I think that a young man can vote at eighteen and can be drafted into the army at eighteen or nineteen is a mature person and therefore should be mature enough to decide whether he must have an alcoholic beverage or not. I think "Don't Drive if You Drink" is a good slogan, and the alcoholic beverage industry is promoting that. One person out of the group doesn't drink and is responsible for the driving. I think that's good. We're going back to the moderation, and that's the whole thing. I started to mention about the trends. Are you asking about...they

are testing in some markets now what they call a low alcohol beer that is maybe only a 1 percent beer, 1.5 percent beer, even half as much as the current light beers. We think that there may be a place for that, for those people who want to be sociable and have a drink and yet don't want to...

McDaniel: ...get into trouble with the law?

Endres: Right.

McDaniel: They make it less of a problem.

Endres: Yes. But I really don't know. It's just brand-new. Just some companies are coming out with it. Our company is going to have it within thirty days, or sixty days. We should have some lower alcohol products.

McDaniel: Well, I'll come down and get a free sample.

Endres: Good. You're most welcome. We can give it away, but we can't sell it at the warehouse.

McDaniel: Urban, I appreciate greatly your time, and we hope that anyone listening to this in the future can find it a most valuable source of information as well as possibly a research tool.

Endres: Well, I enjoyed visiting with you and hope that the little knowledge I have of this is helpful to you and anyone else who may come along.

McDaniel: Thank you, Urban.