

# Acme Brewing Company Victory Size Acme Beer 1942-1946



Within just a few months of the attack on Pearl Harbor and Americans entry into WWII rationing had begun. While beer and glass were not rationed, metal bottle caps were. In an effort to continue providing as much refreshment as possible the Acme Brewing Co of San Francisco, Ca came out with the “victory size” beer bottle. Now beer would come in quart size bottle, three times bigger than the previous size. The company wasted no time in invoking people’s patriotic side as we see in this ad.



As we will see in this continuing series of home front artifacts, anytime the word Victory could be used for marketing, it was! A handy period accessory to go with your extra large beer was the Kork-N-Seal reusable bottle cap. The box in our collection is dated 1945 and they fit our victory beer bottle perfectly.



Acme beer would continue to make the victory size through 1946. After war rationing ended they continued to manufacture the quart bottle but now called it "party" sized. This product was discontinued 1948. I hope you have enjoyed this weeks WWII artifact. Check in next week to see what neat piece of history the Kingman Virtual WWII museum will have on display.

Thanks for visiting, Tom