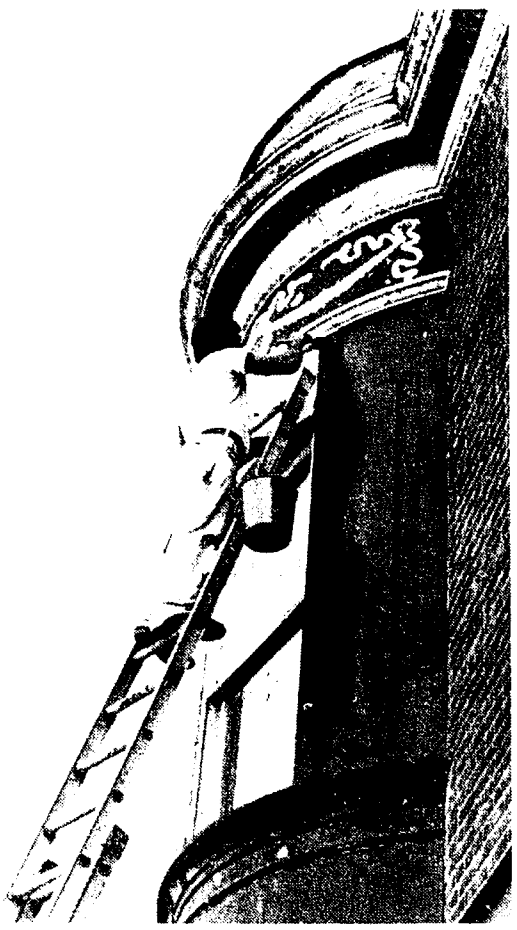


# Continued from 21A: Pickett Brewing



Ken Duggan of East Dubuque, Ill., paints the front of the Pickett Brewing Co. building to get it ready for a movie to be filmed at the plant in Dubuque.

brewery, Dubuque Star, and turned it into a family business.

Joe Jr., who had discovered the brewery in his job as a consultant, stresses that it was a family dream come true.

"We took Dad out of retirement," he said. "Val was underwriting stocks and municipal bonds, Steve was a school teacher. My mother works here, and my sister-in-law keeps the books."

"That's what I mean, it's the all-American story."

The family continued brewing the Edelweiss and Dubuque Star brands. The formula for Pickett's Premium came after a special survey to see what Dubuque-area people wanted in a beer. It's a light, almost dry beer with a definite body, an identifiably malty taste.

The water comes from the deepest well in Dubuque, more than 1,800 feet. The hops come from an area of Bavaria northeast of Munich. The corn is from Iowa. There are no artificial ingredients.

All this information is on the label of the can, and Joe Jr. proudly points out Pickett's was the first brewery to list all the ingredients, even though it isn't required by law.

He also explains how the Picketts don't plan to challenge the major breweries, but do want to blanket Iowa, hoping eventually to boost their output of about 50,000 barrels annually to 120,000.

Joe Jr. is very big on Iowa. While his father went over script changes with the movie man in the other room, he explained that all the corn used in

Pickett's beer has to be certified as from Iowa. And he said that the brewery occasionally fills special-order cans for centennials and so forth, even though it causes some problems, because "they are Iowa towns that approach us, and we couldn't turn them down."

A little later Joe Sr. walked to the tap, filled his glass (flip, turn, tip, flip, these guys have it down to a science) then joined a group that included his son, a reporter, a photographer and Fritz Schubert, a local man who was an extra in "F.I.S.T." and isn't hesitant to tell a stranger about it.

The new movie isn't as ambitious an undertaking as the multi-million-dollar "F.I.S.T.," which starred Sylvester Stallone and was a disappointment at the box office, but it isn't a low-budget quickie, either.

It's about an efficiency expert who's sent back to his hometown to reorganize a small family-owned brewery when it's taken over by a big conglomerate.

Art Carney has been signed to play the head of the family. The way things look now, the character he plays may be called Joseph Pickett, and the Pickett's label may be used in the film.

"It's not that simple," Joe Sr. cautioned, when asked about it. "The movie's going ahead, but I don't know about using our name."

Would he feel honored to have an Academy Award winner like Carney play him on the screen?

"Well, I was thinking the other way," he said, eyes twinkling. "Art Carney ought to feel honored."

A lot of "firsts," "bests," "smallests"

and "onlys" seem to work their way into any conversation about Pickett's. At 73, the head of the family is one of them, the oldest active brewmaster in America. He's been brewing beer since the end of Prohibition, and can talk at length about the beers he's brewed, the way different materials and proportions are blended to produce different tastes, the way the public's idea of what makes a good beer has changed over the years, moving away from the heavy taste of the old all-malt brews.

He's also acutely aware of the need to let people know about the product, something Pickett's may do more of with the infusion of new capital.

"I could go and brew Michelob tomorrow," he said.

"I could put Michelob in a Pickett's bottle and put a \$5 label on it, and I couldn't sell it."

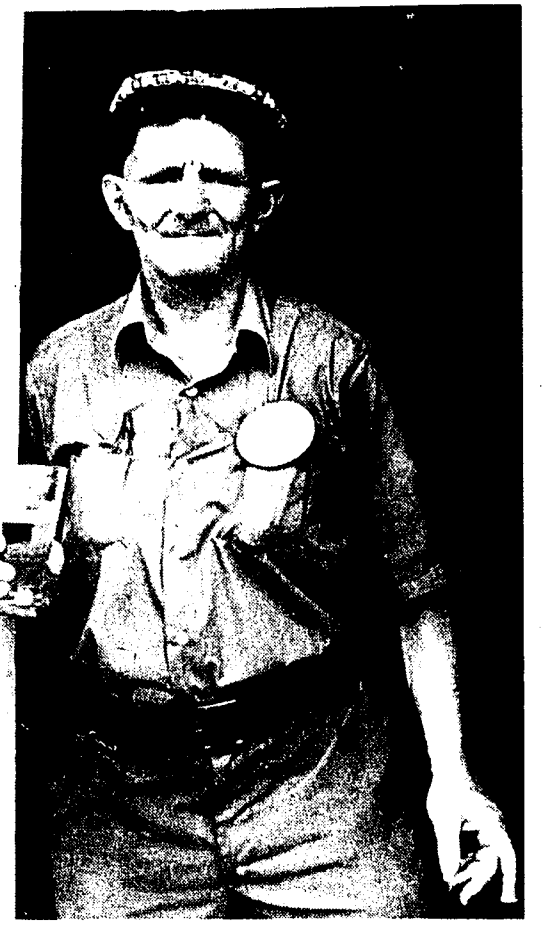
"I couldn't even give it away, because they wouldn't know where in the hell to go to get it."

"You've got to advertise."

IT'S WARM in the Pickett taproom in the late afternoon, especially when there's not much of a breeze through the screen door (Joe Sr. doesn't like air conditioning).

But you get the idea this isn't the first time a group of men have stood there as the shadows lengthen, ties loosened, plucking occasionally at their shirts where they stick to the skin, nursing a cool one and listening to the man in the blue cap with the bright gold braid talk about brewing beer.

There are worse ways to spend an afternoon.



Gazette photos by Tom Merryman  
Fritz Schubert of Dubuque, who was an extra in the movie "F.I.S.T.," drops in for a draw of beer at Pickett Brewing. Part of "F.I.S.T." was filmed at the brewery.

## U of I study on smoking: Like father, like son

By Tom Walsh  
Gazette Iowa City Bureau

IOWA CITY — If your teen-ager smokes cigarettes, chances are you do, too.

Preliminary findings of a recent study of 2,194 Muscatine junior high and high school students show teen-agers don't stand much of a chance of escaping the lure of cigarettes if their social spheres are populated by parents and best friends who smoke regularly. Of Muscatine teens in this category, 85 percent tried smoking at least a few times, and 43.7 percent made lighting up a regular part of their lives.

"We've found a high relationship between a teen-ager's smoking habits and the smoking behavior of his or her parents," said Ronald Akers, professor and chairman of the University of Iowa's Department of Sociology and a co-investigator in a five-year, \$400,000 attempt to learn both why teen-agers smoke and what, if anything, will persuade them not to.

Information gathered this spring through confidential questionnaires, follow-up interviews and saliva samples taken in high school gym classes and junior high homerooms showed half the students surveyed never tried cigarettes. Just over 14 percent of the seventh through 12th graders admit to being regular tobacco users.

"Nationally, 15.5 percent of junior high and high school students

smoke regularly, which we interpret to mean daily or weekly," Akers said. "While the study showed that about half of the Muscatine students had no experience whatsoever with cigarettes, nationally only about one-third of teen-agers in this group never even experiment with tobacco."

Of the 1,283 junior high students surveyed, 9.6 percent said they smoked regularly. Among 911 high school students, that rate more than doubled, with just over 20 percent admitting to cigarette habits.

"There's virtually no difference between boys and girls," Akers said. "In the last year of high school, the number of those who have smoked more than once or twice seems to drop off. Among 17-year-olds, the figure is 41 percent, but among 18-year-olds, the number of occasional smokers drops to 36 percent."

"Of all the juniors surveyed, 46.3 percent are regular smokers, but only 38 percent of the seniors have smoked more than once or twice."

The study also found a correlation between grades and smoking habits. Just over 10 percent of students with A gradepoint averages are occasional smokers, while 51 percent of those earning grades below a C level smoke occasionally. Of those earning B's, 21.7 percent are smokers. Among students earning C's, 35.2 percent said they have smoked on more than an experimental level.

The smoking habits of a teen-ager's best friend have even more influence than parental habits on triggering regular cigarette usage, the study's findings show.

A teen-ager stands only a 1 percent chance of becoming a regular tobacco user when neither parents nor best friend smokes. If parents don't smoke, but a best friend does, chances increase to 25.8 percent. If only the parents smoke, chances drop to 5.7 percent.

These statistical findings and others yet to be analyzed will be used by Akers and other U of I sociologists to devise a classroom program for Muscatine's seventh graders, a custom-designed curriculum that will attempt to effectively discourage tobacco use.

"This will not be a program designed to get kids to quit who have already started smoking," Akers said.

"That may be a side effect, but we want to try to give these kids the skills they need to keep from trying cigarettes in the first place. We don't expect to stamp out smoking in Muscatine. We do hope to make at least a marginal percentage difference. Even if you get only a very small percentage to avoid cigarettes, it's worth doing."

Akers said teen-agers realize smoking is unhealthy and that their motivations to smoke are more subtle than the catch phrase "peer pressure."

"Information about smoking is not the variable," he said. "The fact is, almost all these kids realize smoking is bad for you. The variable is how they are influenced socially, and it's not pressure."

"Most answered 'no' when we asked if they ever felt pressured to smoke or felt they had been put in a position where they could not refuse a cigarette. There are more subtle influences involved than 'Hey, come on, chicken. Have a cigarette.' It's more a matter of imitation and social reinforcement."

"Through our interviews, we are fleshing out the details of how these kids felt about their first smoking experiences, who they were with, where they were. Once we understand the dynamics of that first experience, we can better attempt to find the most realistic way of either preventing these kids from getting into such a situation or how to keep them from smoking once they are in it."

After the course has been introduced into the two Muscatine junior highs, U of I researchers will do follow-up studies designed to measure the impact, if any, of the classroom intervention project.

"There is smoking education now in these schools, but we hope to have more of an impact," Akers said. "We'll go back each year for the next three years to check on the level of smoking in the community and to see what is happening with the kids who went through our program."

Should the program prove successful, it could be adapted for use elsewhere in Iowa and throughout the country, Akers said.

The smoking study and the classroom intervention phase of the project are being funded by the National Institute of Child Health and Human Development, an agency four levels down in the federal health care bureaucracy now headed by the Department of Health and

Human Services, the successor to the now-defunct Department of Health, Education & Welfare.

"It's the latest in a 10-year series of grants to the Muscatine Coronary Risk Factor Project, which has allowed Dr. Ronald Lauer, the project's director, and other heart specialists at University Hospitals to study the early stages of heart disease through regular screening of school-age children."

Laboratory results of saliva samples and other information gathered through interviews and questionnaires will be compared with years of blood pressure, blood fat and obesity data on the nearly 10,000 Muscatine students who have volunteered for the heart disease research project.

Cigarette smoking has been identified as a major risk factor contributing to heart disease, and medical researchers hope to learn more about smoking behavior, thought by some to be the only risk factor not genetically influenced.

## Demos savor mild GOP dissent

By Norman D. Sandler  
United Press International

DES MOINES — While Republicans have been whooping it up in Detroit, parting between potshots at President Carter, Iowa Democrats have been savoring a mild undercurrent of dissent at the GOP National Convention.

The extent to which the Republicans emerge truly unified and with a broadly representative ticket obviously will have an effect on Democratic chances in the fall election.

But even more important to state Democratic leaders than the effect on Carter's fortunes is the way the condition of the Republican Party might impact on the re-election chances of Sen. John Culver.

Carter fell short of winning Iowa's eight electoral votes four years ago. In view of the state of the economy and Carter's sagging popularity, Democrats do not expect him to carry Iowa this year either.

In Culver's case, however, they see a high degree of volatility.

Throughout the four-day convention in Detroit and preliminaries held last week, Democrats have been encouraged by signs of ideological tension that could be used to drive a wedge into GOP solidarity this fall.

The nomination of Ronald Reagan is one element of a multi-faceted campaign by Democrats to paint the Republican Party as too stridently conservative for free-thinking moderates, independents and disenchanted Democrats.

As the party adopted a conservative platform that repudiated the Equal Rights Amendment, took an unambiguous anti-abortion stand and angered moderate delegates, the Democrats were encouraged.

After seeing a buildup of GOP political strength, aided by Carter's drop in the polls, they were seeing evidence of weakness in the united front Republican leaders have tried so hard to project.

"We couldn't have planned the thing better ourselves," Democratic state

Chairman Ed Campbell said with a sly smile earlier this week.

"First the results of the (Iowa) primary, then the ERA at the state level and now the conservatives in control of the national convention. Three months ago they may have looked strong. Now they're in trouble."

Just how much trouble the Republicans have — and how easily it can be overcome — remains to be seen.

Many Democrats, buoyed by the Republicans' turn to the right, were hoping to see Reagan pick a staunchly conservative running mate to put the finishing touches on alienation of GOP moderates.

The theory is that although some moderates may defect to Carter, the majority of those unhappy with Reagan would vote for John Anderson or skip

the presidential race altogether.

In the case of the Senate race, however, there is evidence Democrats could — and still can — capitalize on resentment among GOP moderates who have been overpowered this year by conservatives.

With many moderates on the losing side of the June 3 primary that made conservative Charles Grassley the GOP Senate nominee, Culver campaign aides hope to have an easier time selling their candidate to Republicans.

Some Republicans already have indicated they are viewing Culver in a more favorable light, despite a campaign to depict him as too liberal for mainstream Iowa political thought.

"We've been beaten so many times that even John Culver begins to look different," said a moderate alternate to the Detroit convention.

BAVARIAN SCRAMBLER MIRROR MAZE  
DER FLINGER HAUNTED HOUSE FOOD  
CAMPING TEA CUPS SUPER DREAMER  
KIDDIE KARS FOOD COURT SOUNDS  
SHERIFF'S OFFICE MINE TRAIN  
GALAXY LADY JUMPING BEAN  
HIGH ROLLER GAMES MICHEL  
ROOM PALACE THE CAMPING  
JOHN F. FRANKLIN MUSEUM & THEATRE  
FOOD COURT BUGS LIGHTHOUSE GAMES  
FLYING SCOOTERS FOOD SKY SEATS  
RED BARON GAMES FRANTIC RAY  
RIVER RAPIDS PER FREEZER CAMPING

**A FULL DAY OF FAMILY FUN FOR ONE LOW PRICE!**

**ADVENTURELAND**  
HIGHWAY 65 & I-80 / DES MOINES, IOWA

**MONTGOMERY WARD FREEZER SALE**

Growing Older pages Sundays

**Only 249<sup>88</sup>** Regularly 299.95

Choice of 10-cu.ft. upright or chest freezer.

**Both feature:**

- Space-saving size. It easily fits where other freezers can't.
- Adjustable cold dial. You select, maintain the level of freezing.
- Removable basket. Makes storing bulky frozen foods easy.
- Textured door lid. In almond color, the new decorator look.

**4089**

**\$50 off.** Upright with big slide-out bin. Easy to organize. Spacious enough to take advantage of meat sales, frozen food specials, or home gardens. 3 fast-freeze shelves inside.

**\$50 off.** Chest freezer has security lock. Convenient size for small and bulky pkgs.; great for storing pre-cooked meals. Counter-balanced lid is stay-clean textured steel.

CAN'T WAIT FOR THAT NEW APPLIANCE? USE CHARG-ALL

**STORE HOURS:**  
Mon.-Fri. 10 am-9 pm  
Saturday 10 am-6 pm  
Sunday Noon-5 pm

**396-1200**

**MONTGOMERY WARD**