

Facts And Issues On A Proposed Boycott of Coors Beer

The Adolph Coors Beer Company is the fifth largest domestic brewer. All 1,260,000 shares of Class A voting common stock are owned by the Coors family according to MOODY'S HANDBOOK OF COMMON STOCK. Forty-one percent of all Class B non-voting common stock is also privately held by the Coors family. In 1978 Coors suffered a 19% decline in earnings from 67.7 million dollars to 54.8 million dollars. According to MOODY'S, this decline was a "...result of continued adverse market conditions including intense competition and a union led boycott."¹ Peter Coors, the company's marketing vice president stated in TIME that "...the boycott has been painful: sales in California, which account for almost 45% of the company's volume, are down by 15%."² For a complete financial analysis of Coors, refer to appendix A. We conclude from this that the Coors family has total control and financial benefit of the Coors Beer Company. Besides this strong tie between company and family, top company positions of control are held by family members: Bill Coors is chairperson of the board, Joseph Coors is company president, and Peter Coors is marketing vice president. We also conclude that the boycott of Coors Beer had a profound effect, continues to have an impact, and that future boycotting of a serious nature can show a profound impact.

According to the Director of NOW Legal Defense and Education Fund, Phyllis Segal, "For effectiveness of dramatizing and calling attention to the intensity of citizens' feelings about a particular public issue, the boycott is a useful and vital political tool, especially for broad social movements seeking fundamental changes."³ The effective boycott tool is being requested to right the many wrongs that follow that were and are being perpetrated by Coors family members. It is documented above that the family and corporation are one and the same entity. Please note that the Coors family publicly link their private beliefs and corporate status and openly seek the public eye. Joseph Coors states in the ADVOCATE in November 1977 that, "We know we get into controversial issues, maybe more so than most companies but that's the way we are."⁴ Refer to Appendix B for further wilful disclosure.

Justice Powell of the U.S. Supreme Court has commented on those persons who thrust themselves in the public eye: "An individual who decides to seek governmental office or the public eye must accept certain necessary consequences of that involvement in public affairs. He (or she) runs the risk of closer public scrutiny than might otherwise be the case. More commonly, those classed as public figures have thrust themselves to the forefront of particular public controversies in order to influence the resolution of the issues involved. In either event, they invite attention and comment."⁵ By continually flaunting their personal beliefs and corporate positions before the public, the Coors corporation has invited this comment which we hope will take the form of the action requested to boycott in light of the insidious facts that follow. Because of diversification of ownership and control, lack of intentional publicity designed to influence issues, and more neutral political activity of a moderate level, most large corporations have not incurred the high level of accountability that Coors openly has.

The following data is from the public records of the Federal Elections Commission (FEC) reports on Joseph Coors, Holly Coors, Bill Coors, and Peter Coors. The maximum that one person may contribute to candidates

for federal office during a one year period may not exceed \$25,000.00. The maximum amount that one person may give to any one political action committee contributing to federal elections is \$5,000.00 during a one year period. The maximum amount that one person may give to any one candidate for federal office is \$1,000.00 in a one year period. Please note the large number of contributions of the Coors that reach the maximum allowed by law. The last figures currently available from the FEC is for a nine month period beginning February 1978 and ending in October 1978, though the period will end in January 1979 when FEC data is compiled and processed for a one year period.⁶ During this single nine month period Joseph, Holly, Bill, and Peter Coors gave \$56,400.00 toward federal elections. Please note who they are electing to represent us at the federal level.

Joseph Coors contributed \$1,000.00 to the political action committee of Citizens for the Republic. According to NEWTIMES, this organization is "...the personal political vehicle for the future travels of Ronald Reagan, wherever they may lead. Reagan's recent presidential aspirations have been heavily subsidized by Coors."⁷ Remember that Ronald Reagan has stated that gay people are sick and should be put in hospitals and has fired an aide for being gay according to the ADVOCATE.⁸ One of Reagan's current presidential campaign co-chairpersons is Senator Paul Laxalt who has recently introduced an anti-gay bill before the U.S. Senate making discrimination against gays legal.⁹

Coors' family members contributed a total of \$9,000.00 from Joseph, Holly, and Peter to the Committee for the Survival of a Free Congress (CSFC). The ADVOCATE states that "CSFC is the ultra-conservative new-right group that got its start with financial backing from Colorado's notorious conservative Joseph Coors."¹⁰ Paul Weyrich who heads the organization states in NEWTIMES that the organization's goals include "...the defeat of liberal congressmen(persons) and their replacement by reactionaries."¹¹ The ADVOCATE also states that "McDonald is not the lone right-wing homophobe in Congress. Others include Senators Orrin B. Hatch, S.I. Hayakawa, and Jess Helms, all of whom offered assistance to the Miami Save Our Children Crusade. Right wingers in the lower house include Reps. Jack Cunningham, and Robert Dornan, both of whom supported the McDonald anti-gay amendment. McDonald, Hatch, Hayakawa, Cunningham, and Dornan all received election help from the CSFC."¹²

The following information is on the candidates that Coors contributed to. A complete list of all contributions of Coors is in Appendix C, along with ratings (when available) of three political rating groups indicating general philosophy. The ratings are from the ADA, the ACA, and the CFA. The ADA is the Americans for Democratic Action and is defined as an organization pushing for "...economic legislation designed to reduce inequity, prevent encroachment on civil liberties, and promote international human rights. It rates members on a broad spectrum of issues." The ACA is the Americans for Constitutional Action which defines itself as opposing "the massive movement of our nation into Socialism and a regimented (read as equal for all) society" and rates legislators accordingly. Its ratings cover a broad range of issues. The CFA is the Consumer Federation of America which praises for pro-consumer legislation and rates on consumer issues as well as public-interest issues such as tax and food stamp reform, and public housing. These group definitions and ratings are from THE ALMANAC OF AMERICAN POLITICS, 1978.¹³

Note that all candidates below who were in office during the anti-gay McDonald amendment voted against gay rights.¹⁴ The donations of Coors took place after the vote and publicity of the McDonald amendment.

The McDonald Amendment of 1977 prohibited government funding of legal aid in cases of indigents if they were homosexual.¹⁵ All of the Senators and Representatives below who were in office during the extension of the ERA voted against it showing their disfavor of women having equal rights in America.¹⁶

Rep. Larry McDonald of Georgia received \$1,000.00 from Joseph and Holly Coors. The ADVOCATE states in its Sept. 20, 1979 issue that, "For the first time in recent memory, Congress has before it an 'anti-homosexual resolution' designed to give the green light to employers and landlords who want to discriminate on the basis of sexual orientation. The measure was introduced by Congressman Larry McDonald, who was responsible for a nearly successful effort to amend a 1977 act so that it would bar the use of federal funds in gay legal battles." ¹⁷ NEWTIMES states in 1977 that "McDonald received the fifth biggest bundle of campaign donations among all the 435 congresspeople elected in 1974; among his contributors were the Coors, H. S. Hunt family, and the John Birch Society's National Council."¹⁸

Representative Robert Dornan of California received \$1,700.00 from Joseph, Holly, and Peter Coors. The HOUSTON POST stated on Nov. 20, 1977 that "Robert Dornan, keynote speaker at the 'Pro-family, Pro-life' rally at the Houston Astrodome (counter rally to IWY Conference) told the audience that he was saddened by seeing two former first ladies and the wife of the President at the conference downtown that morning advocating 'sexual perversion and the murdering of unborn babies'."¹⁹ The ADVOCATE tells us about Dornan that "Besides Police Chief Ed Davis of Los Angeles at the mock funeral for pornography was Congressman Robert Dornan, national spokesman(person) for an anti-amut outfit called 'Citizens for Decency Through Law'. Said Dornan about Davis, 'It was unique to see a chief of police of one of America's largest cities standing up for decency and speaking as a grandfather about his concerns of moral pollution and moral decay that is around us in America.'"²⁰

Senator Jesse Helms of North Carolina received \$1,500.00 from Peter and Joseph Coors. The ADVOCATE comments on Helms in September 7, 1977, "Senator Jesse Helms is a good friend of both The Conservative Caucus and anti-ER's Phyllis Schlafly. Helms admits to frequent conversations with Anita Bryant and has pledged his 'full support of her'."²¹

Senator Roger Jepsen of Iowa received \$250.00 from Joseph Coors, and Senator Gordon Humphrey received \$500.00 from Holly Coors. According to G. I. AUSTIN of May 1979, "Claiming to have 100,000 members and a budget of \$1 million, an organization called Christian Voice has been formed to lobby against gay rights, pornography, and other moral issues. The organization's congressional advisory committee includes Senators Orrin Hatch, Roger Jepsen, and Gordon Humphrey."²²

Texans receiving Coors money include \$700.00 to Ron Paul of Houston, and \$450.00 to Tom Loeffler of San Antonio who were successful in their recent bids for Congress. Coors also gave \$250.00 to Tom Pauken who lost his bid to incumbent Jim Mattox of Dallas who has supported gay, women, and minority rights consistently.²³ All three Texans Coors supported are arch-conservative Republicans not receptive to progressive causes.

Many of the unsuccessful candidates funded by Coors were running against congresspersons who have been strong supporters of women, gay, and minority rights. For example, Coors funded Gene Hutcheson to run against one of our few Congresswomen, Pat Schroeder of Colorado who has defended women, gay, and minority rights. Joseph, Peter, Holly, and Bill Coors gave a total of \$3,200.00 to Ed Scott who ran against Congressperson Tim Wirth of Colorado who has supported women, gay, and minority rights. Bill, Peter, and Holly Coors gave \$2,500.00 to Bill Armstrong who was recently elected to the Senate, replacing a Senator favorable to us.

When Armstrong was in the House he consistently voted anti-gay, anti-women, anti-minority. All of the remaining contributions to candidates are basically to New Right anti-civil rights legislators who are either arch conservative Republicans or Tory Democrats from all sources consulted. Please remember that this information is only about federal candidates and does not touch upon the funds that Coors pours into local and state politics throughout the country.²⁴

Joseph and Holly Coors have also been cited as contributors and participants to the following conservative, right wing groups. Because of these organizations government regulated status, they do not have to report contributions, making dollar figures impossible to obtain. The Coors contribute to The Heritage Foundation, the John Birch Society, American Conservative Union, The Conservative Caucus, Concerned Citizens, Eagle Forum, and The King's Ministries.²⁵

The Heritage Foundation is defined in NEWTIMES as a "...tax-exempt, right wing think-tank, funded last year by Joseph Coors of Colorado beer fame, which gives 'intellectual content' to right-wing projects. One early idea was Coor's plan to create a 'Fourth Network' for conservative television programming and production."²⁶ According to GROUP RESEARCH, "The Heritage Foundation was started in 1973, principally by Joseph Coors, the big brewer, who was also one of the top contributors to Ronald Reagan for President. It claims to be nonpartisan and solicits money as a tax exempt organization. The '1977 Fund to Stop Big Labor' has been announced by the foundation as a special project."²⁷

The John Birch Society is a notorious bigot organization. In May, 1977 the group's magazine AMERICAN OPINION published the article, "There's No Such Thing As A Good Fairy." The article says that "homosexuality is a sin of violence and conspiracy. It is also, and should be, a crime."²⁸ The American Conservative Union is a group which rates congressional voting records and provides educational material from a conservative standpoint on a broad range of conservative issues.²⁹ NEWTIMES defines The Conservative Caucus as "...thought to be the 'key connection' of the New Right grass-roots organizing efforts for candidates and causes. TCC is run by Howard Phillips, a former Young American for Freedom, who was Nixon's last director of the Office of Economic Opportunity."³⁰ Ruth Russell of the Washington D.C. NOW Office states that "Joseph Coors was an integral part of the organizing committee for the TCC 'Conservative Shadow Cabinet' in 1976. TCC is currently the leading group of the New Right and works toward a variety of conservative issues such as opposing all abortions, the ERA, and gay rights."³¹

Concerned Citizens is a California group urging reinstatement of criminal penalties for homosexual acts in the state according to the San Francisco Gay Democratic Club.³² The Eagle Forum is the organizational vehicle of Phyllis Schlafly which works to defeat the ERA. The ADVOCATE refers to it as an "...updated female Birch Society auxiliary."³³ The ADVOCATE notes that "Particularly disturbing to gay women is Schlafly's anti-lesbian prejudice, frequently reported in her EAGLE FORUM NEWSLETTER and the PHYLLIS SCHLAFLY REPORTS."

The King's Ministries is an Episcopal "Education and Counseling" organization dedicated to "reclaiming" homosexuals and trying to "set them free from their bondage" according to its literature.³⁴ As late as January of 1978, literature was distributed by the King's Ministries listing Holly Coors on its Board of Directors, and stating that she, with the board, had written, edited and approved the "Purpose Statement" (above) of the organization. In November of 1977 Joseph Coors states that her name was not printed with her approval; however, her name remained for a great deal of time, no retraction in the literature was printed, and no action was taken against King's Ministries by Coors.

Joseph Coors also states that he does not believe the King's Ministries to be anti-gay, and that "...someone trying to help gays become something else if they want to is not anti-gay. This man (director of KM) is not going out and preaching among the gay community."³⁵ That statement is not entirely true; however, because the group states that it "trains clergy to minister to gays."³⁶ The King's Ministries employs deprogramming techniques on homosexuals similar to that used on Moonies, and the organization is conveniently nationally headquartered in Denver, Colorado.³⁷

With the possible exception of The King's Ministries, all of the above groups and candidates are members of the "New Right", which is coming into power. The August 1979 MS. states that the New Right "... does not hope to persuade the majority of Americans to accept their ultraconservative philosophy. Rather they plan to build a coalition of special-interest groups uniting to gain political power. And in the U.S. where only one third of eligible voters went to the polls in the last election, that strategy could work."³⁸ The leadership of New Right groups flows freely between the groups and includes Coors as Appendix D indicates. Lesbian activist and former Massachusetts legislator Elaine Noble agrees, "The anti-ERA people, the Anita Bryant people, the right-to-lifers--they are all the same...Like with the Jews in Nazi Germany, they pick on the people who look like easy pickings. Unless gays can develop some political muscle, history could repeat."³⁹ Richard Viguerie, chief fundraiser and direct-mail specialist for several new right groups agrees that gays and other left minorities have reason for concern. In less than two years, he has raised nearly \$4 million for conservative groups. TCC's Director, Howard Phillips states that "America's conservative majority will wrest congressional control and federal money away from supporters of the women's lib movement, welfare rights groups, and gay groups."⁴⁰ With huge funding to these right wing groups and candidates from Coors, this may come to pass.

Coors has tried to whitewash its covert oppressive actions in the form of token support for progressive causes. Bill Coors is proud to tell us that he has contributed \$5,000.00 personally toward the ratification of the ERA, BUT what he doesn't tell us is that he unseats candidates that support gay and women's rights and funds candidates that vote against gay and women's rights (refer to candidate contributions above).⁴¹ It is very interesting to note that Bill Coors position on the ERA seems to have changed considerably since the boycott and its economic effect on the company, at least what he now says as his political actions currently belie the change. When asked about the ERA in November 1977 by the ADVCCATE Bill Coors replied: "...it is not my fight." "I don't get myself involved. I happen to have a sister in law who is violently pro-ERA. I happen to have a wife who is violently anti-ERA. I have my personal feeling in the matter which I keep to myself. My wife's argument is, I think, a very appropriate one." (emphasis added)⁴² Please contrast this dramatic change after the boycott has had time to take full effect. Bill Coors states to the Director of ERAmerica and Men for ERA that in August of 1978 "Since I have always been an ardent advocate of equal rights for all, it follows that I am personally an enthusiastic and vocal supporter of ERA."⁴³ These statements and token contributions throughout all civil rights movements are miniscule compared to the activities of the Coors family in one nine-month period.

The Coors corporation is to be particularly held up as unjust because of the large degree of family control who perpetrate these deeds against all, and because of the astronomical scale of the Coors contributions, as well as to who they go to. THE PROGRESSIVE states in August 1979 that "while corporate chiefs from the Coors and Marriot families do bankroll right wing causes, most corporate political action committees have been supporting Democratic incumbents or Republican moderates."⁴⁴

It is appropriate to examine the beginning of disharmony at Coors which led to the boycott, and its financial impact on the company. INDUSTRY WEEK of April 2, 1979 states that "Coor's problems were not considered significant until the firm clashed over work rules, human rights, and an open shop with its now defeated union. Brewery, Bottling, Can, and Allied Industrial Union Local 366, an independent affiliate of the AFL-CIO spokesperson states that 'Coors had traded higher wages, to obtain work rule concessions, but this time the changes amounted to re-writing the whole contract.' Among the changes Coors admits it sought: changing shift differential pay from between 4% to 6% of a worker's salary to a flat sum; taking back from workers a negotiated right to vote six months after a shift change as to whether they preferred to work straight or rotating shifts; the right to impose layoffs for less than five days without regard to seniority; and no interdepartmental bumping during layoffs for employees with less than 9 months on the job. Additionally Coors sought the right to fire anyone who refused to take a physical exam at his or her foreman's request. Despite the obvious failure of the strike--Coor's broke the strike within a month....The union firmly believes that many of those who went back to work did so for purely economic reasons. The average Coors brewery worker makes \$20,700.00 annually--a salary 28% higher than in other industries in the region (but about \$1,500.00 less than workers in the rest of the brewery industry get.) 'It is unquestionably one of the better paying jobs in the area, and the company was able to cut off medical insurance coverage,' adds the union's president, James Silverthorn."⁴⁵

FORBES talks about the boycott in October 1978, "When the negotiations fell apart, Coors broke the strike and brought on a union boycott. Today Coors ranks with J. P. Stevens on union-hate-lists. And the boycott has stirred up enemies of Coor's 'ultraconservative politics' (especially those of Bill's Brother Joseph, company president.)"⁴⁶ INDUSTRY WEEK says that Bill Coors "...states emphatically that neither he (nor anyone else in management) would handle the labor situation any differently if they could go back in time and restage the drama. We would have reacted to the circumstances in exactly the same way."⁴⁷ Bill Coors states in FORBES that "If people want to judge us on our errors and omissions, hellfire, let them. I for one never look back. It's a waste of time."⁴⁸ Joseph Coors is quoted in the ADVOCATE in November of 1977, "We have seen some fairly serious effects of the boycott in some areas. The people who are getting hurt the most are our distributors. We aren't getting hurt much and don't think we will be. The boycott is effective to a certain extent, but not enough to destroy the company. We want gay people to be drinking our product. We know we get into controversial issues, maybe moreso than most companies but that's the way we are."⁴⁹ Coors did not perceive at this time the serious effects of the boycott that literally threatened the company. Note the change in attitude when Bill Coors states in FORBES in October 1978 that "Our business plan in one word is survival."⁵⁰

In 1977 the ADVOCATE came to a decision not to recommend the continuation of the boycott of Coors beer. In November 1977 they state "If you believe in the importance of strong unions and/or that Coors hopes to destroy the brewery worker's union then support the boycott for that reason. If you believe that refusing to buy the products of companies owned by people who support right wing causes hurts their effort then support the boycott for that reason. The people most seriously effected by the boycott; however, are those who distribute and produce the product." The Coors family could live well and support the right without selling another can of beer."⁵¹ We totally disagree with this illogical conclusion. STANDARD

AND COORS CORPORATION RECORD reflects that in 1978 beer business accounted for 92% of Coors operating income, therefore even if the 8% of non-beer holdings remains healthy, there is going to be tremendous impact. Also recall that Coors has not relinquished majority stock on the market to profit and then further invest, but the family retains control which produces revenues on the Coors stock going into Adolph Coors Trust Fund with family members as beneficiaries.⁵² No matter what Coors would like to bluff us with, if they "never sold another can of beer" they would be in declining and very poor financial condition.

The ADVOCATE also argues that many gays wrongly boycotted Coors because of a rumor that Coors supported Anita Bryant and the Save Our Children Crusade. Examine that many of the candidates that the Coors family contributed to pledged to help Anita Bryant in her campaign. Remember that Senator Jesse Helms received \$1,500.00 from Coors and previously admitted that he has frequent conversations with Anita Bryant and pledged his full support of her. Harvey Milk is quoted in the ADVOCATE that "the story that there was potential money sent to Miami would have been great to solidify the boycott if it had checked out. But it was four years ago we started the boycott, and there was no Miami then. Coors constantly has given money to right wing organizations that, in turn, give money to organizations that are very anti-gay, anti-women, and anti-minority. It's commonly called laundering money. Every time you buy a bottle of Coors beer, part of that money is given to attack gay people and women in one form or another."⁵³ We concur and believe that gays should not contribute financially to their own oppression. Until a satisfactory remedy for these atrocities of Coors is made, we move for a boycott of Coors beer. Harvey Milk put it like this: "Would you drink a can of beer made by Hitler?"

This information was compiled by Houston Gay Political Caucus members Steve Henley, Renee Rabb, and Barbara Cigainero with the help of:

Peter Armato, Legislative assistant to Congressperson
Mickey Leland
Harriet Erlich, District Director, Equal Employment
Opportunity Commission
Frances Hicks
Sandy Ross, National Secretary, National Organization
for Women
Ruth Russell, Staffperson, National office, National
Organization for Women
and others.

FOOTNOTES

- ¹Moody's Handbook of Common Stock, Summer 1979.
- ²Time, December 26, 1977, p. 15.
- ³State of Missouri v. National Organization for Women, Inc., 79-1379.
USC 13.
- ⁴The Advocate, November 16, 1977, p. 22.
- ⁵Gertz v. Robert Welch, Inc. (1974) 418 U.S. 323.
- ⁶Federal Election Commission, Selected List of Receipts and Expenditures, Section I, pp. 2621-2631.
- ⁷Newtimes, 9/30/77, p. 29.
- ⁸The Advocate, November 16, 1977, p. 21.
- ⁹Montrose Star, January 10, 1979.
- ¹⁰"Unraveling the Anti-Gay Network," The Advocate, September 7, 1977, p. 6.
- ¹¹Newtimes, September 30, 1977, p. 30.
- ¹²"Unraveling the Anti-Gay Network," The Advocate, September 7, 1977, p. 6.
- ¹³Barone, Michael, et. al. The Almanac of American Politics, 1978, p. 9.
- ¹⁴Congressional Record, House, June 27, 1977, p. H6559.
- ¹⁵Congressional Record, House, June 27, 1977 p. H6558.
- ¹⁶Congressional Record, House, August 15, 1978, p. H 8664-8665.
- ¹⁷The Advocate, September 20, 1979, p. 8.
- ¹⁸Newtimes, September 30, 1977, p. 29.
- ¹⁹Houston Post, November 20, 1977, p. 1.
- ²⁰"Battle with Right Looms in Golden State," The Advocate, Summer 1977.
- ²¹"Report on Anti-ERA Movement" The Advocate, Summer 1977.
- ²²"Anti-Gay Lobby Formed" Gay Austin, May, 1979, p. 2.
- ²³Young, Dr. Louise, President, Dallas Gay Political Caucus, Statement on Dallas politics, January, 1979.
- ²⁴Ibid. FEC Reports and The Almanac of American Politics, 1978.

- ²⁵Gayvote, Newsletter of the San Francisco Gay Democratic Club, January 1978, p. 1., and Womens' Action Almanac, 1979, p. 244.
- ²⁶"America's New Right" Newtimes, September 30, 1977, p. 29.
- ²⁷Group Research, Volume 16 #5, May 31, 1977, p. 17.
- ²⁸New West, August 15, 1977, p. 20, and "Gay Right & Conservative Politics," National Review, March 17, 1978, p. 343.
- ²⁹Ibid. The Almanac of American Politics, 1978.
- ³⁰Ibid. Newtimes.
- ³¹Memo from Ruth Russell, National Organization for Women, Washington, D.C. Office, February 7, 1978.
- ³²Ibid. Gayvote.
- ³³"Rocky Mountain Hype," The Advocate, November 16, 1977, p. 13.
- ³⁴The King's Ministries (Episcopal) informational brochure.
- ³⁵Ibid. "Rocky Mountain Hype," p. 16.
- ³⁶The King's Ministries (Episcopal) News, November, 1977 p. 1.
- ³⁷The King's Ministries (Episcopal) News, October, 1977, p. 3.
- ³⁸"Decoding the Election Game Plan of the New Right," MS, August 1979, p. 58.
- ³⁹"A New Right: Born Again Through Anti-Gay Crusade," San Francisco Sunday Examiner and Chronicle, June 26, 1977, Section A, p. 9.
- ⁴⁰Ibid. "A New Right" p. 10.
- ⁴¹Personal letter from Bill Coors, copies provided to Houston GPC, August 8, 1978.
- ⁴²Ibid. "Rocky Mountain Hype," pp. 15, 16.
- ⁴³Ibid. Personal letters from Bill Coors.
- ⁴⁴"The Right May be Wrong but the Left Isn't Right," The Progressive, August, 1979, p. 22.
- ⁴⁵"Coors: A Victim of Its Victory," Industry Week, April 2, 1979, p. 54.
- ⁴⁶"Coors Beer: What Hit Us," Forbes, October 16, 1978, p. 71.
- ⁴⁷Ibid. "Coors: A Victim of Its Victory," p. 56.
- ⁴⁸Ibid. "Coors Beer: What Hit Us," p. 73.
- ⁴⁹Ibid. "Rocky Mountain Hype," p. 22.

⁵⁰Ibid. "Coors Beer: What Hit Us," p. 71.

⁵¹Ibid. "Rocky Mountain Hype," p. 11.

⁵²Standard and Poors Corporation Record, Summer, 1979, p. 4113.

⁵³Ibid. "Rocky Mountain Hype," p. 12.

⁵⁴Ibid. Gayvote, p. 1.

Appendix A

Coors (Adolph) Co.

3621M

NASDAQ Symbol ACCOB

| Price | Range | P-E Ratio | Dividend | Yield | S&P Ranking |
|--|---|-----------|----------|-------|-------------|
| Jun. 28 '79 14 $\frac{1}{8}$ - 14 $\frac{5}{8}$ | 1979 14 $\frac{1}{8}$ - 12 $\frac{1}{2}$ | 8 | 0.25 | 1.7% | NR |

Summary

This company is the fifth-largest domestic brewer. Its tradition of a single-brand product was broken in 1978 with the introduction of a low-calorie "light" beer. Significantly higher earnings are possible in 1979, after two years of declining results.

Current Outlook

Share earnings in 1979 are expected to post a good gain from the \$1.56 of 1978.

Dividends are at \$0.12 $\frac{1}{2}$ semi-annually.

An improvement in the number of barrels sold is anticipated for 1979, reflecting substantially increased marketing activity, expansion of the distribution territory, and the full year contribution in all markets of Coors Light. The gain in volume, coupled with price increases, could outweigh the adverse effects of higher marketing and advertising expenditures and increased packaging costs.

*Net Sales (Million \$)

| Quarter: | 1979 | 1978 | 1977 | 1976 |
|-----------|-------|-------|-------|-------|
| Mar. | 148.2 | 107.2 | 124.8 | 110.1 |
| Jun. | | 151.2 | 150.9 | 150.7 |
| Sep. | | 221.6 | 196.3 | 204.9 |
| Dec. | | 144.8 | 121.2 | 128.6 |
| | 624.8 | 593.2 | 594.3 | |

Sales for the 12 weeks ended March 25, 1979, climbed 38%, year to year, reflecting a 21% increase in volume (aided by the success of Coors Light) and higher prices. Despite increased advertising expenditures, pretax income surged 2.4-fold. After taxes at 42.8%, versus 43.9%, net income totaled \$12,021,000, compared with \$4,850,000.

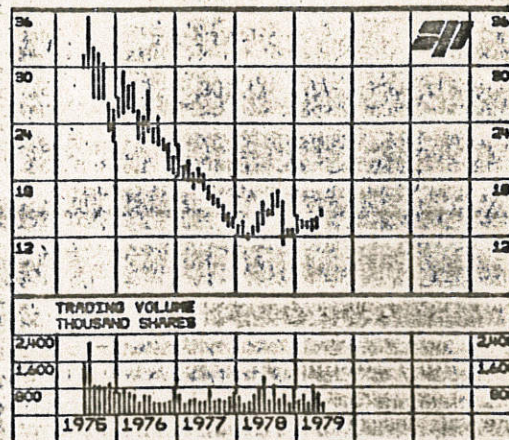
Common Share Earnings (\$)

| Quarter: | 1979 | 1978 | *1977 | 1976 |
|-----------|------|------|-------|------|
| Mar. | 0.34 | 0.14 | 0.41 | 0.33 |
| Jun. | | 0.42 | 0.61 | 0.56 |
| Sep. | | 0.72 | 0.66 | 0.79 |
| Dec. | | 0.28 | 0.24 | 0.48 |
| | 1.56 | 1.92 | 2.16 | |

Per Share Data (\$)

| Yr. End Dec. 31 | 1978 | 1977 | 1976 | 1975 |
|-----------------------|------------------|------------------|--------------------|------------------|
| Book Value | 16.97 | 15.73 | 13.99 | 11.92 |
| Earnings ¹ | 1.56 | 1.92 | 2.16 | 1.77 |
| Dividends | 0.25 | 0.15 | 0.08 $\frac{1}{2}$ | 0.03 |
| Payout Ratio | 16% | 8% | 4% | 2% |
| Prices—High | 16 $\frac{7}{8}$ | 21 $\frac{1}{4}$ | 29 $\frac{1}{2}$ | 35 $\frac{1}{2}$ |
| Low | 11 $\frac{1}{4}$ | 13 | 18 $\frac{3}{4}$ | 22 $\frac{1}{8}$ |
| P/E Ratio— | 11-7 | 11-7 | 14-9 | 20-13 |

Data as orig. reptd. 1. Bef. results of disc. ops. of -0.09 in 1975. 2. After excise taxes. 3. Incl. 0.03 net non-recurring gain.



Important Developments

Mar. '79—Effective March 5, Coors raised the wholesale price of its beer about 5%. In 1978, prices were increased 5.5% in March and 5% in November.

Mar. '79—Coors said it was developing a super-premium beer, and was evaluating possible sites on the East Coast for a proposed second brewery. Capital spending for 1979 was estimated at about \$90,000,000, up from the \$86,403,000 of 1978.

Dec. '78—Production and maintenance workers voted to remove Brewery Workers Local 366 (AFL-CIO) as their collective bargaining agent. A strike by the local had led to a boycott of Coors which had some effect on sales.

Next earnings report due in late-July.

Standard OTC Stock Reports
Vol. 45/No. 78/Sec. 14

Copyright © 1979 Standard & Poor's Corporation. All Rights Reserved
July 11, 1979

Standard & Poor's Corp.
345 Hudson St., NY, NY 10014

July 11, 1979

Appendix - A

3621M

Adolph Coors Company

Income Data (Million \$)

| Year Ended Dec. 31 | Revs. | Oper. Inc. | % Oper. Inc. of Revs. | Cap. Exp. | Depr. | Int. Exp. | Net Bef. Taxes | Eff. Tax Rate | *Net Inc. | % Net Inc. of Revs. |
|--------------------|-------|------------|-----------------------|-----------|-------|-----------|----------------|---------------|-----------|---------------------|
| 1978 | 625 | 128 | 20.4% | 86.4 | 42.0 | 1.73 | 94 | 41.4% | 54.8 | 8.8% |
| 1977 | 593 | 154 | 26.0% | 77.2 | 38.2 | 1.65 | 120 | 43.4% | 67.7 | 11.4% |
| 1976 | 594 | 179 | 30.1% | 70.9 | 33.5 | 1.98 | 144 | 46.8% | 76.5 | 12.9% |
| 1975 | 520 | 147 | 28.3% | 69.8 | 26.6 | 2.88 | 118 | 46.8% | 62.8 | 12.1% |

Balance Sheet Data (Million \$)

| Dec. 31 | Cash | Assets | Liab. | Ratio | Total Assets | Ret. on Assets | Long Term Debt | Common Equity | Total Cap. | % LT Debt of Cap. | Ret. on Equity |
|---------|------|--------|-------|-------|--------------|----------------|----------------|---------------|------------|-------------------|----------------|
| 1978 | 88.6 | 271 | 108 | 2.5 | 752 | 7.6% | Nil | 598 | 639 | Nil | 9.5% |
| 1977 | 72.0 | 248 | 99 | 2.5 | 692 | 10.3% | Nil | 554 | 587 | Nil | 12.9% |
| 1976 | 54.6 | 220 | 107 | 2.1 | 631 | 12.9% | Nil | 496 | 521 | Nil | 16.7% |
| 1975 | 23.9 | 184 | 116 | 1.6 | 558 | NA | Nil | 422 | 440 | Nil | NA |

Data as orig. reptd. 1. Excludes discontinued operations. 2. Bef. results of disc. opers in 1975. NA-Not Available.

Business Summary

Adolph Coors Co. is the fifth largest brewer in the U.S., despite the fact that the company's product is offered in only 16 states, primarily in the western part of the country (including Iowa and Missouri, added in 1978). Until the introduction of "Coors Light" in early 1978, the company's beer was sold under the single brand name "Coors". Beer operations account for about 90% of sales and pre-tax income annually.

In 1978, Coors sold 12,566,000 barrels of beer, down from 12,824,000 in 1977 and 13,545,000 bbl. the year before.

Unlike other major brewers, Coors has concentrated its brewing activities in one brewery (at Golden, Colorado), now the largest in the U.S. The single plant location contributes to a uniform quality of beer, but results in high transportation costs.

Coors differs from its competitors in certain other respects. Its beer is brewed using a natural fermentation process in a cycle requiring about 70 days—substantially longer than major competitors. In addition, Coors is brewed and packaged under aseptic conditions which eliminate the need for pasteurization; however, continuous refrigeration is considered essential.

To a large extent, operations are vertically integrated. Coors supplies its own barley seed to contract growers, produces substantially all its own malt, obtains water from springs on its own properties, owns an aluminum can plant which

supplies substantially all of its can requirements, and satisfies much of its natural gas needs from its own wells. A bottle manufacturer was acquired in late 1976.

Through three subsidiaries the company produces numerous industrial ceramic and porcelain products, and is a principal custom manufacturer of a wide variety of high aluminum oxide ceramic products. A food products subsidiary was formed in 1977.

Dividend Data

| Amt. of Divd. \$ | Date Decl. | Ex-divd. Date | Stock of Record | Payment Date |
|------------------|------------|---------------|-----------------|--------------|
| 0.12½ | Jul. 12 | Jul. 25 | Jul. 31 | Aug. 15 '78 |
| 0.12½ | Jan. 9 | Jan. 25 | Jan. 31 | Feb. 15 '79 |

Finances

A nonrecurring charge of \$6,000,000 was made to earnings during the first 40 weeks of 1977 for the right and license to use certain technology for research and development in manufacturing aluminum can stock.

Capitalization

Long Term Debt: \$5,089,000 (3/25/79).

Cl. A Common Stk: 1,260,000 shs. (\$1 par).

Cl. B Common Stock: 33,781,624 shs. (no par); non-voting; 41% controlled by the Coors family which also controls all the class A com. stk. Institutions own about 12% of Cl. B common.

Office—Golden, Colo. 80401, Tel—(303) 279-6565. Chrmn & CEO—W. K. Coors. Pres—Jos. Coors. Secy—L. C. Sund. Treas—M. W. Goodwin. Dir.—A. C. Babb, J. H. Coors, Jos. Coors, P. H. Coors, W. K. Coors, E. O. Edlund, M. W. Goodwin, B. L. Mornin, L. C. Sund, R. D. Whiting. Transfer Agents—United Bank of Denver, Chemical Bank, NYC. Incorporated in Colorado in 1913.

Information has been obtained from sources believed to be reliable, but its accuracy and completeness are not guaranteed.

July 11, 1979

Homosexuality . . .

THE KING'S MINISTRIES

- How to approach the subject?

Honest, learned communication.

- Why family awareness?

One out of five American families is affected.

- Is prevention possible?

Yes, condition is developed, not in-born.

- Are youth affected?

Approximately 85% of America's estimated 20 million homosexuals became such by or before age 17.

- Is there an answer?

YES! Through Christ thousands have become ex-gay and free to serve their maker and not their flesh.

EDUCATION AND COUNSELING are available through literature, cassette tapes, seminars, speakers, private and family counseling. Contact THE KING'S MINISTRIES for assistance with your specific needs.

The "Purpose Statement" written, edited and approved by the following committee:

Canon David Bergesen
Mr. Tom Branch
Mrs. Joseph (Holly) Coors
Fr. W. Sheply Curtis, Jr.
Fr. Charles Elbert Farr
Mrs. Thomas (Joan) Francis
Fr. Vernon Myers
Mrs. Patrick (Lucy) Prichard
Mr. William Pruessing
Fr. James L. Ragsdale

Original draft by Fr. William O. Swan

THE KING'S MINISTRIES expresses gratitude for the hours of work given by these concerned Episcopalians and all other dedicated Christians who work with and pray for us.

PURPOSE STATEMENT

The mission of the Body of Christ is to proclaim the hope and reality of forgiveness found in the sacrifice of Jesus Christ for all sinners rather than to condemn them to eternal damnation. The King's Ministries brings this message of strength and hope to homosexuals, as well as to the clergy and laity who would minister to them. We believe homosexuals need redirection and healing no more and no less than others who live out their emptiness through other forms of immorality. Instead, we would offer them liberation from a lifestyle resulting in rejection and fear by proclaiming that Christ can set them free from their bondage.

Our purpose is to conduct a continuing program of education to aid clergy and laity in ministering to persons of Gay orientation who are seeking release from the homosexual lifestyle. The program enlists theological, psychological, medical, sociological and pastoral insights and skills from both professional and lay people. This ministry supports the church in its ability to provide effective pastoral care to homosexuals, in the assurance that there is no sin beyond the redemptive and regenerative power of Christ.

The King's Ministries participates in the growing movement to return to the historic Christian understanding of the Gospel, with its clear teaching about sin and forgiveness. This understanding is crucial to an authentic Christian approach to human sexuality, and therefore, to an effective ministry to homosexuals.

The early church did not hesitate to identify the practice of homosexuality as sin, and to affirm the redemption available in Christ. As St. Paul wrote:

"Do you not know that the unrighteous will not inherit the kingdom of God? Do not be deceived; neither the immoral, nor idolaters, nor homosexuals, nor thieves, nor the greedy, nor drunkards, nor revilers, nor robbers will inherit the kingdom of God. And such WERE some of you. But you were washed, you were sanctified, you were justified in the name of the Lord Jesus Christ and in the Spirit of our God."

(I Corinthians 6:9-11 RSV)

ACCEPT THE PERSON . . .

NOT THE LIFE-STYLE.

Brochure distributed January 1978

Appendix B

Coors On The Record

June 9, 1976

Miss Patricia Paul
1350 West F Street
Oakdale, California 95361

Dear Miss Paul:

If the article which you wrote about stated that our company is contributing funds to the John Birch Society and to the Committee for the Survival of a Free Congress, it was completely wrong. The CSFC is actually a political committee and it is illegal for corporate funds to be sent to it. Our company has never contributed to the John Birch Society, and of course that also is a misstatement.

On the other hand, I personally have supplied funds to both of these organizations, and I am proud to be able to do so because they are promoting many fine solid principles which I heartily support. One of these is opposition to ERA.

Actually, I have looked very thoroughly into the Equal Rights Amendment and have studied what effect it might have on our Country and its women population, for whom I have the greatest amount of respect and sympathy. I firmly believe that women should have equal rights with men, and I believe that in most cases this is already the situation that exists under present laws. I was in Washington recently and discussed this subject with Congresswoman Marjorie Holt of Maryland, and she agrees that where there are still deficiencies, they should be corrected by specific laws rather than a sweeping constitutional amendment such as ERA.

There is a great deal of misinformation being passed around in regard to women's rights and the good which ERA can do to correct these. I am enclosing for your information one interesting report on such inaccuracies. I believe, however, that my major concern, and this is shared by many women to whom I have talked, is that ERA could very easily destroy the basic home unit which is so essential for the preservation of our fine civilization.

Sincerely,
Joseph Coors
Executive Vice President
Adolph Coors Company
Golden, Colorado 80401

- APPENDIX C -

Candidates Which Coors Contributed to
Who Were in Office 1977-1978
95th Congress

| | McDonald Amendment 1977 | ERA Extension 1978 | ADA | ACA | CFA |
|--|----------------------------|-----------------------|-----|-----|-----|
| 1. Dornan, Robert K. House - California Contribution - \$1,700 | yes | no | * | * | * |
| 2. McDonald, Larry House - Georgia Contribution - \$1,000 | yes | no | 0 | 96 | 9 |
| 3. Symms, Steve House - Idaho Contribution - \$500 | yes | no | 0 | 100 | 0 |
| 4. Hansen, George House - Idaho Contribution - \$1,500 | yes | no | 0 | 100 | 0 |
| 5. Rudd, Eldin House - Arizona Contribution - \$1,000 | yes | no | * | * | * |
| 6. Bains, Jesse Senate - North Carolina Contribution - \$1,500 | N/A | no | 5 | 100 | 0 |
| 7. Jenkins, Edgar House - Georgia Contribution - \$500 | yes | no | * | * | * |
| 8. Davis, Mendel House - South Carolina Contribution - \$500 | yes | no | 35 | 59 | 36 |
| 9. Marriott, Dan House - Utah Contribution - \$250 | yes | no | * | * | * |
| 10. McClure, Jim Senate - Idaho Contribution - \$500 | N/A | no | 0 | 100 | 0 |
| 11. Armstrong, William House - Colorado Contribution - \$2,500 (elected to Senate - 1978) | yes | no | 0 | 93 | 0 |
| 12. Horton, Frank House - New York Contribution - \$200 | yes | no | 40 | 40 | - |