

Title: Allerup, Peter N. Papers

Call Number: Mss-0098

Inclusive Dates: 1979 – 1987

Bulk: 0.8 cu. ft.

Location: CV, Sh. 313

Historical Note: Peter Allerup was employed in the advertising department of the Pabst Brewing Company. This collection includes several advertng manuals and marketing plans from the early 1980s. There is also material regarding the purchase of Pabst Brewing Co. by Paul Kalmanvitz's S & P. Co.

Administrative Note: The collection was processed on July 10, 1990 by Janet K. Geronime.

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1982 Schlitz co-op procedures manual	1	4
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