

National Association Breweriana

Advertising

Newsletter



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of brewery advertising.
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1976 NABA

JULY 30 - 31

AUGUST 1

ALLENTOWN

GEORGE WASHINGTON

LODGE

NOTE

CHANGE

The Family of Stroh

TWO CENTURIES OF TRADITION

AND BREWING EXPERIENCE

The Stroh family were brewers even before America became a nation. According to local historical records, Johann Peter Stroh was brewing in his hometown of Kirn in the Rhineland-Palatinate section of Germany in 1775, and perhaps before that. As an innkeeper in Kirn in those days, he not only brewed his own beer but also baked bread and made wine from grapes grown on his land. Thousand-year-old Kirn lies clustered around a steep hill topped by Kyrburg Castle, whose Counts supported a brewing tradition going back to the 1500's.

Johann Peter Stroh's son, Georg Friedrich Stroh, learned and practiced the brewing trade and, in time, Georg Friedrich Stroh's son, Bernhard Stroh, served as apprentice. In 1848, when he was 28, Bernhard Stroh left home during a period of political turmoil for a German settlement in Brazil. However, he didn't care for the area and decided to try the United States. He was on his way to Chicago in the early summer of 1850 when the steamer from Buffalo docked in Detroit; he stopped off, liked what he saw, and decided to stay.

With the \$150 he had left from his South American venture, Bernhard Stroh established a small brewery at 57 Catherine Street, not far from the present location of The Stroh Brewery Company. At that time, the local malt beverages were mostly ales and porters brewed in the heavy English or Scottish style. Young Bernhard Stroh began brewing a lighter lager beer in a copper kettle that held just a little more than a full barrel. He persuaded people to try his new beer and personally delivered it in small kegs by wheelbarrow.

Detroit, in 1850, had a population of about 20,000. As more and more businesses entered the city, it grew rapidly, as did the call for Stroh's Beer. By 1865, the need for more storage space prompted Bernhard Stroh to buy a piece of land on Gratiot Avenue where the present stockhouses now stand. There, an underground storage cellar was excavated to age and store the brew from Catherine Street. Later, a brewhouse was erected above the cellar and the original brewery converted to a malthouse. Bernhard Stroh lived next door to his brewhouse at 315 Gratiot Avenue, in a gingerbread, Victorian-style home. Here he married and raised a family of five sons and two daughters.

As his business became better established, Bernhard Stroh began producing several types of regional European beers. One of these was a Bohemian-style inspired by the paler, hoppier and more zesty lager brewed over direct fire by the Municipal Brewery of Pilsen, Bohemia. This kind of beer ultimately became the most popular.

The Family of Stroh (cont'd)

In the Detroit city directories of the 1850's, Bernhard Stroh was listed as "B. Stroh, Brewer." In 1870, with the Gratiot Avenue plant in operation, he called the company the "Lion Brewery," adopting the Lion Crest from Kyrburg Castle in Kirn as its emblem. The same Lion Crest is used as trademark by The Stroh Brewery Company today. In 1882, the name was changed to the B. Stroh Brewing Co., and it became The Stroh Brewery Company twenty years later.

When Bernhard Stroh, Sr. died in June of 1882, he was succeeded by his eldest son, Bernhard Stroh, Jr. During his presidency, the brewery switched from horsedrawn wagons to electrically-powered trucks purchased from Detroit Edison Company. Deliveries then were mostly local. In addition to daily calls to local taverns, Stroh's Beer was also delivered to private homes.

Beer, which had to be shipped any distance, was shipped by rail. Bottled beer was encased in a felt wrapper and placed in a special flour barrel lined with straw. As the brewery grew, the Stroh brands of beer were shipped as far west as Winnipeg, Canada; as far south as Pensacola, Florida; and as far east as Boston, Massachusetts.

At the turn of the century, Detroit had 23 breweries. The Stroh Brewery Company was the largest with annual sales of over 50,000 barrels. The brewer by the name of Otto Rosenbusch was brewmaster then. In 1908, his son, Herman A., started working at the Brewery...and stayed on for more than 50 years, in turn becoming the brewmaster like his father. And then his son, Herman K., who had come to the company in 1928 as a part-time employee became brewmaster in 1937, and today he is Director of Brewing. For three generations, the Rosenbusch family has exemplified the pride, tradition and continuity which characterizes The Stroh Brewery Company.

When Bernhard Stroh, Jr.'s health forced him to leave the business in 1908, his brother Julius Stroh, took over the company. Julius Stroh, often accompanied by Otto Rosenbusch, traveled in Europe extensively to investigate the various brewing methods used by the famous European breweries. During one of his trips, Julius Stroh became convinced that beers brewed over a direct fire tasted better than those brewed with steam. He returned to that traditional, more costly process and incorporated the now famous copper fire-brewing kettles into his new brewhouse, built in 1912.

Prior to America's entry into World War I, Detroit's population reached almost a million. The Stroh Brewery Company had grown, too, and just before Prohibition, was the largest in Michigan with sales in excess of 300,000 barrels annually.

The greatest challenge of all which Julius Stroh had to meet was Prohibition. While national Prohibition did not become effective until January of 1920, on May 1, 1918, the State of Michigan voted to adopt Prohibition outlawing the sale of alcoholic beverage. Thus, The Stroh Brewery Company suddenly found itself out of the beer business.

The Family of Stroh (cont'd)

Changing the company's name to the Stroh Products Company, Julius Stroh kept the company operating by making near beer, malt extract, soft drinks, ice and ice cream. The company is still in the ice cream business.

When the sale of beer was legalized in May of 1933, Julius Stroh was ready for it. Except for the manufacture of Stroh's Ice Cream, all other operations were dropped. The company was renamed The Stroh Brewery Company and quickly resumed brewing real beer. By year's end, Stroh had shipped out 102,000 barrels of beer and in 1934, shipment figures jumped to 439,000 barrels. To meet steadily growing demand, modern storage cellars were built in 1936.

When Julius Stroh died in 1939, the presidency of the company passed on to his son, Gari Stroh. In the years that he was at the helm of the company (1939-50), a number of important, far-reaching management decisions were made. Under his guidance, the Brewery refused to compromise product quality during the years of World War II, and thus protected its excellent reputation for the day when the seller's market would end.

After the war, he embarked on a program to modernize and expand the Brewery. A second set of six kettles was installed in the brewhouse and construction began on expanding the beer storage and aging complex facing Gratiot Avenue near downtown Detroit. In 1950, the year of his death, a new packaging facility was dedicated...one of the largest in the world under one roof.

That year, John W. Stroh succeeded his brother Gari Stroh as company president. He had first worked at the Brewery in 1908 while still a schoolboy, pasting labels on cases. In 1953, The Stroh Brewery Company reached its first million-barrel sales year. In 1955, sales passed the two-million barrel mark.

The 1950's were years of dramatic expansion of the brewery's facilities... new cellars, a major addition to the brewhouse and increased packaging and shipping capacity as well. Needing land for future expansion, the company acquired the adjacent properties of the Goebel Brewing Company in 1964, and today continues to produce Goebel Beer, a brand well-known in the midwest.

In 1967, John W. Shenefield, who for many years had been Executive Vice President of the company, was elected President. John W. Stroh became Chairman of the Board and Chief Executive Officer. Although in his early 80's, he still holds this position and is extremely active in the day-to-day affairs of the Brewery. When John Shenefield retired in 1968, Gari Stroh's son, Peter W. Stroh, then 40-years old, became President of the company. He is the 6th member of the Stroh family to hold that position.

The Family of Stroh (cont'd)

In 1970, Stroh had its first 3-million barrel sales year and ranked 10th in the U.S. in annual beer shipments. The company continued to grow at a fast pace and only two years later, in 1972, reached 8th place nationally in beer shipments with sales in excess of 4-million barrels annually. It is anticipated that the company's sales will exceed 5-million barrels in 1975 and that the Stroh brand will rank 6th or 7th nationally. The present plant capacity is more than 6-million barrels annually. Plans are underway for significant future expansion.

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The Western Brewer, November 11, 1880

BERNHARD STROH, ESQ., DETROIT, MICH.

Mr. Stroh was born at Kirn on the Nahe, near Coblenz, Rhenish Prussia, in the year 1822. He learned our ancient art of brewing as a boy, his grandfather being a brewer at that place. He served his country as a soldier in the German cavalry four years. He afterwards traveled extensively through Germany, working in different breweries, and also extended his travels to South America, acquiring a vast fund of general information that helped to form his character and give him enlarged ideas of men and things. He came to the United States in the year 1848, and worked in Harrisburg, Pa., for two years at \$12 a month. His capital on arriving in America was about \$150 all told.

In 1851 Mr. Stroh settled in Detroit and embarked in the brewing business on his own account, in a small way. In 1866 the foundation for the present Lion Brewery, also illustrated in this issue, was laid, which was added to as rapidly as possible, until it is now one of the largest in Detroit, with a rapidly increasing business. Besides supplying a very valuable home trade, beer is shipped by the car-load to New York, Boston, Pittsburgh, Buffalo, etc., the superior quality of the product being highly prized by bottlers and consumers.

Improvements are about to be made to the premises by the addition of two new ice-houses, and the plant and general appliances will be still further increased the coming season. When these contemplated improvements are finished, the brewery will have a capacity of forty thousand barrels per annum.

A large residence was erected some years ago on a fine lot adjoining the brewery, which is now the comfortable home of the proprietor. This fine mansion is shown in our accompanying engraving of the premises. The business is organized into a stock company, of which the subject of our portrait is President; B. Stroh, Jr., Superintendent, and Julius Stroh, Secretary. These gentlemen are sons of the founder of the business. Malting is done to the full extent of supplying the brewery.

PARTIAL SCHEDULE - ADVERTISING

SHOWS 1976

INDIANAPOLIS, INDIANA

NATIONAL ANTIQUE ADVERTISING SHOW
Indiana State Fairgrounds
Indianapolis, Indiana

March 27 & 28, 1976
September 25 & 26, 1976

L-W Promotions
P. O. Box 69
Gas City, Indiana

GAITHERSBURG, MARYLAND

MID-ATLANTIC ANTIQUE ADVERTISING SHOW & SALE
Fairgrounds
Gaithersburg, Maryland

February 21 & 22, 1976
September 18 & 19, 1976

Bellman Promotions, Inc.
Route 7
Bradshaw, Maryland

SANTA MONICA, CALIFORNIA

SO. CALIF. BICENTENNIAL ANTIQUE ADVERTISING SHOW & SALE
Santa Monica Civic Auditorium
Santa Monica, California

November 19, 20, 21, 1976

C & D Promotions
P. O. Box 4489
Downey, California 90241

ANAHEIM, CALIFORNIA

SO. CALIF. BICENTENNIAL ANTIQUE ADVERTISING SHOW & SALE
Disneyland Hotel
Anaheim, California

July 16, 17, 18, 1976

C & D Promotions
P. O. Box 4489
Downey, California 90241

DALLAS-FT. WORTH, TEXAS AREA:

DALLAS - FT. WORTH ADVERTISING SHOW
Ramada Inn
Irving, Texas

April 24 & 25, 1976

Roger Sapp
9808 Calumet Drive
St. Louis, Missouri

PARTIAL SCHEDULE - ADVERTISING SHOWS-1976 (cont'd)

ST. LOUIS, MISSOURI

ST. LOUIS ANTIQUE ADVERTISING SHOW
Concordia Turners Hall
St. Louis, Missouri

September 11 & 12, 1976

Roger Sapp
9808 Calumet Drive
St. Louis, Missouri

ATLANTA, GEORGIA

SOUTHEASTERN ADVERTISING & COLLECTIBLES SHOW & SALE
South stern Fairgrounds
Atlanta, Georgia

April 3 & 4, 1976
October 30 & 31, 1976

Dave Harrison Antique
Show Promotions
P. O. Box 616
Milledgeville, Georgia

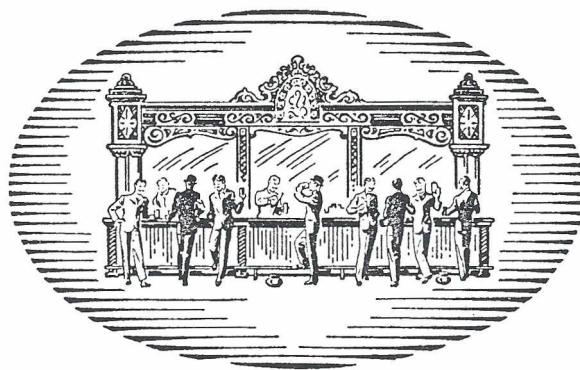
ICE AND BREWERIES

A correspondent at St. Louis writes: "This is a singular year for the ice crop. On the 21st of December, there was ice in the ponds and eddies of the river here, 5 to 6 inches thick. Possibly between that date and the 1st of January, 10,000 to 15,000 tons were gathered. On the 29th of December came soft rains, and two days afterwards Mr. J. A. Smith, of Smith & Son, started north to prospect for a good place to cut and ship from by rail during the winter, and also to bank ice in temporary houses to bring down by barges in spring. They have four parties working at different points. One left for Milan, Ill., on Christmas day, and he took it leisurely, as the ice is generally there 30 to 60 days. By the 31st of December he had put up 1,300 tons 12-inch ice, and thought of waiting to allow the ice to thicken up. That night heavy rains fell, and flooded out all the ice. Mr. Smith was in Keokuk, where he had a fine field in Ship Canal. Calculated to start on Monday after New Year's day; but on the Sunday, after 36 hours of steady rain, out went the ice on a big rise. There is the same story to tell at Fort Madison, Rock Island, Burlington and Quincy, as far north as Dubuque, Iowa."

The Western Brewer, February 15, 1880

The price of ice might range from \$1.75 to \$4.00 a ton. Naturally, the fluctuation was important to breweries. The value of a one-year crop in Maine was set at \$4,000,000.

The Western Brewer, April 15, 1880



Why The Pilsen Brewing Company was formed

THE history of The Pilsen Brewing Company would be incomplete if it started only with its incorporation, or with the production of the first barrel of beer. For The Pilsen Brewing Company was founded, not as merely another business venture, but as an entirely new concept of the relationship between brewer and retail dealers. More than that, it was a practical and effective method of protest against the evils that beset the brewing industry a half century ago . . . evils that existed at the expense of the tavern owner. It must be remembered that, at that time, 80% of all retail beer outlets were controlled by breweries through the ownership of property they occupied, through control of leases, ownership of fixtures, etc. Some of the arrangements were almost fantastic in their complications, such as cases where a property owner would lease his store to a brewery and then rent it back himself for a tavern.

At the turn of the Century (when the Federal tax was one dollar a barrel) tavern owners paid \$3.75 to \$4.00 a barrel for beer. In 1901, however, a British syndicate, which had been quietly buying control of numerous breweries throughout the United States, persuaded all brewers supplying the Chicago area to raise prices 50%. This was money out of the tavern owners' pockets, for, under conditions which prevailed at that time, cus-

tomers could not afford to pay more than a nickel for a stein or bucket of beer. Yet there was nothing the tavern owners could do. Under the terms of the agreement the brewers entered into among themselves, no brewery would supply a tavern which attempted to switch brands. The tavern owner had to continue to sell the same brand he had been selling . . . at a 50% increase in price . . . or go out of business.

There was, however, one group of tavern owners who refused to accept these conditions without attempting to do something about it. This group consisted of seven leading tavern owners in the Bohemian Liquor Dealers' Association . . . Mr. John A. Cervenka, Mr. Joseph Kovar, Mr. Tom Lackovich, Mr. Stefan Popovich, Mr. Rudolph Rubringer, Mr. Roman Sedlacek and Mr. Joseph Souhrada. Their views as expressed by one of them at the time were, "We won't stand for this tyranny. Let's start our own brewery."

The hurdles they encountered, the struggles they engaged in, handicaps they overcame and the ultimate success of their visionary venture form the absorbing history of The Pilsen Brewing Company.

The logical starting point was securing a site for the new brewery. Numerous locations were considered, but none had such a combination of desirable features as the vacant two-block tract at 26th Street and Albany Avenue. Inquiries brought to light the information that this tract was the last vacant piece of property owned in Chicago by an out-of-town man, and that he was anxious to sell it. Without disclosing the purpose for which the land was being considered (even a suspicion that a brewery was to be built on it would have increased the asking price tremendously, as breweries were supposed to have plenty of money) the group entered involved negotiations through local representatives of the owner.

The first proposal of the group was that they purchase only the east half of the tract and a bid of \$12,000.00 was made for it. The owner, however, would not consider splitting up his holdings, and asked \$33,000.00 for the entire tract. This amount was far beyond anything the group could consider, and offers and counter-offers were made over a period of several weeks. Finally a price of \$18,500.00 was decided upon, and a deposit of \$5,000.00 (raised by pooling the resources of the seven men) was

paid, with the balance of \$13,500.00 due thirty days later. It must be remembered that up to this point the group was acting entirely on its own responsibility, and the company had not even been formed, nor had any sizable number of tavern owners indicated that they definitely would be interested in investing in it.

A meeting of potentially interested tavern owners was called immediately, and the infectious enthusiasm of the original group so inspired the confidence of those attending, that 51 signed up to invest \$1,000.00 each in the new brewery. (It had been decided that the maximum holding of any individual would be ten shares of \$100.00 par value stock, of which 1,000 shares would be issued.) Permission was then sought to sell stock, and the corporation charter was issued in October, 1903.

A condition of ownership of stock in The Pilsen Brewing Company was the entering into a contract between the stockholder and the company, and between the stockholder and other stockholders, that each stockholder shall be a customer of The Pilsen Brewing Company, or lease property to a customer of the brewery. If any stockholder ceased to be a customer, or if his lessor ceased to be a customer, he had three months time to secure a customer to substitute for him or his lessor. After that time the stockholder agreed to sell back the stock at a price to be established by the Board of Directors whom he authorized to act as a board of arbitration for that purpose. In later years a few such cases arose, all but one of which were handled amicably by all parties. One stockholder, however, attempted to break his agreement, and sued to retain the stock. This was only a few years after the formation of the company, yet as proof of the fairness of the Board of Directors in considering all factors, he had been offered \$1,800.00 for stock for which he had paid \$1,000.00 a few years earlier. In the suit, it was ruled that the agreement the stockholders entered into had a definite and determining effect upon the value of all the stock issued, and therefore it was enforceable.

The next step was getting the building under way, for until beer could start flowing from the spigots of the taverns the brewery would remain in the planning stage. Three contracting firms were invited to submit sketches and bids. These varied considerably . . . \$115,-

000.00, \$175,000.00 and \$250,000.00. The contract was awarded to the lowest bidder, but before the buildings were completed it was found that the highest bidder had been closer to the actual cost, which amounted to \$250,000.00.

Before the contractor completed building, additional capital became necessary, and a loan of \$75,000.00 was sought. At this point, some of the breweries with which The Pilsen Brewing Company was to compete, began to make derogatory remarks where they really hurt . . . in financial circles. These took the tone, "If you want to buy brewery bonds, why not buy some of the old ones that can be purchased at 60¢ on the dollar, instead of investing in a new and untried brewery?" Delay followed delay in securing the loan, and, in desperation, \$30,000.00 was borrowed on promissory bonds from some of the more affluent stockholders. Finally, after great persuasive efforts on the part of the officers, some of the bonds were sold, and the brewery was completed.

Then came the problem of brewing beer. Here was a new, modern brewing plant, with all the latest and finest equipment then available . . . but the storage bins were empty of ingredients, and there was no money in the bank with which to buy any. As a matter of fact, the corporation was deeply in debt. Once again the situation would have been hopeless to a less determined and resourceful group. Fortunately the principals of The Pilsen Brewing Company were men of integrity, with enviable reputations, and normal credit terms of 30 days were offered by a number of malt suppliers. But 30 days was just exactly one-third of the time needed before payment could be made for the supplies that went into the original brew.

One condition that governed the brewing of the first vat of The Pilsen Brewing Company's beer . . . the same condition that has governed ever since, and will as long as the company is in existence . . . is this: **ONLY THE FINEST PROPERLY AGED BEER WILL EVER BE SENT OUT FROM THE PILSEN BREWERY.** This meant that a minimum of 90 days must elapse from the time the first supplies were brewed, and the first revenue from the sale of the beer could be received. Finally, after many suppliers had refused to extend their usual 30 day terms, the Schwill Malting Company of South Chicago offered terms of 60 days, and extended these to

the required 90 days after the situation was fully explained to them.

Three of the factors in the successful operation of a brewery were now established facts after almost a year had passed since The Pilsen Brewing Company had been incorporated. The plant was built, the supplies were on hand, and the initial market was assured by the fact that some 100 retail outlets had contracted to sell the beer put out by the brewery in which they held stock. The fourth factor was the brewmaster.

The stockholders of The Pilsen Brewing Company were principally members of the Bohemian Liquor Dealers' Association. That fact accounted for the selection of the name "Pilsen" for their brewery. What more logical name than the most famous brewing center in their Fatherland? And what more logical choice of type of beer than the mild and mellow golden brew that had made the name "Pilsen" synonymous with peak beer enjoyment throughout the world? So, when it came to selecting a brewmaster with whom to entrust the very life of the newly started brewery, it was only natural that he should be a man who had learned the fundamentals of brewing in one of the breweries of Pilsen, Bohemia, and had, on his arrival in the United States, added the knowledge of more modern American methods by taking a "post-graduate" course at the Wahl-Henius Institute in Chicago. This has been true of the five men who have been Pilsen Brewing Company brewmasters during its entire existence.

Just before Thanksgiving, 1904, the horse-drawn wagons started their daily trips from The Pilsen Brewing Company at Albany and 26th Street, and the clouds rolled away from the company's prospects. Bonds that had been impossible to sell a short time before, were in big demand, and the entire \$75,000.00 worth were oversubscribed. It is interesting to note, when one considers today's small return on investments, that these bonds paid 7% interest.

TO BE CONTINUED

BARTELS BREWING COMPANY

The new plant at Edwardsville, Pa., was built from plans by Charles D. Wilsey, brewery architect, Syracuse, N.Y. The plant construction was supervised by E. J. Rutledge, who is also the plant manager. The buildings are on a slight elevation southwest of the little mining town of Edwardsville, about one mile west of Wilkes Barre.

The plant consists of the brewery proper, which is a building covering a plot of ground 100 x 220 feet, constructed entirely of brick and steel, and is divided in the following manner: Cold cellars, which are 70 x 100 feet; two stories in height, each story being twenty-five feet high. Brew house, 40 x 100 feet, two stores and underground cellar. Cellar is ten feet in depth. First story or shipping room is fourteen feet high; brew house, thirty-five feet; wash house, 60 x 100 feet in size, three stories high. First story, eighteen feet; second story, fourteen feet; third story, twelve feet. Engine and boiler room is 50 x 100 feet, and thirty-five feet high, with lanterns on top of roof for ventilation. In the engine room are two 250-horse power boilers, made by the Vulcan Iron Works, of Wilkes-barre. All roofs are of crushed granite roofing. Floors are of best rock asphalt, graded to sewer openings, so placed that all overflow has an immediate outlet. The brew house contains two malt bins of 3,000 bushels capacity each, and scale and hopper of 1,200 bushels capacity.

In connection with the brewery is a separate brick building 50 x 80 feet in size, used for the office and bottling department. This building is two stories and basement in height. The offices and lavatories are fitted up in quartered oak, and are a model of convenience and neatness. Opening off from the office is the bottling room, which also has an asphalt floor draining into sewer openings. This department is fitted with a large tank for pasteurizing, and with the latest and most modern appliances for cleaning bottles and for bottling goods. It has been the aim of Mr. Bartels to make this a special feature of the plant. The temperature in the various rooms is controlled by means of a 50-ton refrigerating machine, made by the Arctic Machine Manufacturing Co., Cleveland. In the cellar are fifteen steel tanks, each having a capacity of 120 barrels, and besides these there are ten wooden tanks, with a capacity of 1,000 barrels each.

In the fermenting room are forty-two tubs, each having a capacity of 150 barrels and resting on iron pillars four feet above the asphalt floor.

Of no mean importance in a plant of this description comes the stable, which is of brick and frame. The size of the stable proper is 42 x 135 feet, two stories in height. The stable contains thirty-six single and four box stalls, all fitted up in a first-class manner. Special attention has been given to the ventilation and sanitary work, and no expense has been spared in making this a model stable in every respect. The floors in the stable are of asphalt, with a two-inch Norway pine floor laid on top in all stalls, and all are graded to sewer openings in floor. There are ample rooms for cleaning of harness, and drying room for drying the wet blankets in wet weather. Attached to the stable is the wagon shed, which is fifty feet wide and 100 feet long, affording the proper housing for all wagons connected with this industry.

About two years ago the Bartels Brewing Co. of Syracuse, N. Y., started a branch depot in this region, and so rapidly did the demand for their product increase, that it was decided to erect and operate a new plant which has recently been completed, and which is said to have with all its equipments about \$300,000.

Bartels Brewing Company (cont'd)

The officers of the company are: Herman Bartels, president; William L. Reid, secretary. E. J. Rutledge is the general manager, Sylvester Panckitz is superintendent, and Chris Kopple, Brewmaster.

Among the contractors are the Francis Fritsch Manufacturing Co., Cincinnati, who furnished the following: Hydraulic mash machine, with grains remover for 15-foot tank, with steam hydraulic pump; all-iron, non-explosive malt mill, 50 bushels capacity per hour, with magnetic separator; iron malt and meal elevators, with conveyors; malt storage bins, with conveyors above and below; galvanized grains conveyor, with iron box; driving machinery, with belts and spouting; pitch furnace and blower.

The F. C. Deckebach Sons Co., Cincinnati, furnished one 15-foot copper false bottom, eight copper outlet pipes and copper pfaff, one copper grant, one copper sprinkler, one large copper coil for beer kettle, one copper beer cooler, thirty copper coil attenuators and all the brass work used in brewery; one patent carbonic gas liquid cooler between cask and filter. The Arctic Machine Manufacturing Co., Cleveland, one 50-ton refrigerating machine.

House, Brenner & Fath Co., Cincinnati, all casks, vats, tanks and other cooperage.

German American Filter Co., New York, one Stockheim filter.

The pumps were made by the Snow Steam Pump Works, Buffalo.

The mash tub was made by the O. Schreiber & Sons Co., Cincinnati.

The Western Brewer, November 15, 1904

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ILLINOIS BREWERS

In May 1898, a number of Illinois brewers, met in convention. "The following breweries outside the city (of Chicago), besides fifty or more local brewers, were represented at the meeting:

ALTON - Bluff City Brewery.
AURORA - Aurora Brewing Co.
BEARDSTOWN - Anton Rink.
BELLEVILLE - Star Brewery Co., Western Brewery Co.
BLOOMINGTON - Meyer & Wochner.
BLUE ISLAND - Blue Island Brewery Co.
COLUMBIA - L. Schoppe & Son
DANVILLE - Danville Brewery Co., John Stein.
DECATUR - Decatur Brewing Co.
DIXON - J. B. Cleary & Son, Nicholas Plein.
ELGIN - Elgin Eagle Brewing Co.

Illinois Brewers (cont'd)

FREEPORT - Franz Brothers, George Milner & Co.
GALENA - Casper Eulberg & Son.
JOLIET - E. Porter Brewing Co., Fred Sehring Brewery Co.
KANKAKEE - F. D. Radeke Brewing Co.
MASCOUTAH - Mascoutah Brewing Co.
MENDOTA - Henning & Son.
METAMORA - Ludwig Siegman.
MORRIS - William Gebbart.
NEW ATHENS - New Athens Brewery Co.
PEKIN - Winkel Brewing Co.
PEORIA - Columbus Brewery, Gipp's Brewing Co., Union
Brewing Co.
PERU - Peru Beer Co., Star Union Brewery Co.
QUINCY - Dick Brothers Brewery Co., Ruff Brewing Co.
Gottlieb Schanz, F. X. Schill, Wahl Brewing Co.
ROCK ISLAND - Rock Island Brewery Co.
SPRINGFIELD - F. Reisch & Brothers.
STERLING - W. Franke.
THORNTON - John S. Bielfeld.
TRENTON - Paul Bassler.
WARSAW - Popel & Giller.
WATERLOO - Michael Schorr.
WAUKEGAN - Besley's Brewery Co.
WEST FREEPORT - Franz Brothers.
WILMINGTON - Markert & Co.
WOODSTOCK - Woodstock Brewery Co.

The Western Brewer, May 15, 1898

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WILLIAM J. LEMP

1836 - 1904

"The sudden death of William J. Lemp, president of the William J. Lemp Brewing Co., St. Louis, Mo., February 13, came as a shock to his many friends in the social world and to the trade generally throughout the country. His death, following so closely upon that of his intimate friend, Capt. Frederick Pabst, president of the Pabst Brewing Co., Milwaukee, Wis., removes from the ranks of the brewing trade another of its most prominent members. Mr. Lemp died in the sixty-eighth year of his age.

William J. Lemp was prominently identified with the brewing interests of the country for fifty years, and was one of the most extensive operators in that line in the United States. He was born in Germany in 1836, a son of Adam Lemp,

William J. Lemp (cont'd)

who emigrated to this country in 1836, making his permanent home in St. Louis, where he became one of the pioneer brewers of that city. It was in 1840 that Adam Lemp first started brewing in a small establishment in Second street, between Walnut and Elm, and it was he who first introduced "lager" beer into St. Louis. The original twelve-barrel kettle in which these early brews were made is still preserved at the brewery. The son, William J., spent his early childhood days in Germany, and in 1848 was brought by his father to St. Louis, where he attended school, finishing his scholastic education at the St. Louis University. While yet a young man he engaged in his father's rapidly growing business and soon acquired such a knowledge of its affairs as made him indispensable. As foreman, and afterward as manager, he exhibited the executive talents which have since carried the concern to its present prosperity and eminence.

At the opening of the civil war he joined the Third Regiment, United States Reserve Corps, and was mustered out of service as orderly sergeant of his company in the fall of 1861. At his father's death, in 1862, he assumed full control of the business. The brewery back from Second street, with the large hall in front, where many of the notables of the city sipped their lager fresh from the vaults, was too circumscribed in space to supply the demands of the fast increasing trade. A tract of land at what is now Thirteenth street and Carondelet avenue was accordingly purchased, and the brewery was removed to that point, the plant being added to from time to time, until now the buildings cover five blocks and furnish employment for 700 employees.

The shipping yards of Lemp's brewery cover half a dozen city blocks adjacent to the river and railroad tracks, and its refrigerator cars in constant service number more than 500. It ships its products to all parts of the United States, Mexico, Central and South America, Hawaii and Australia. Its branch establishments and distributing depots are scattered all over this country. One hundred and fifty tons of artificial ice are manufactured by this great establishment daily. In the building up of this gigantic enterprise from a comparatively small beginning William J. Lemp was the guiding genius. He found new outlets for his product from day to day, and in the face of extraordinary competition established a trade which was profitable in the United States as well as in many foreign countries.

In 1892 the company was incorporated as the William J. Lemp Brewing Co., William J. Lemp, president; William J. Lemp Jr., vice-president, and Louis F. Lemp, superintendent. The two latter are the eldest sons of the president. Since then two other sons, Charles A. Lemp and Fred W. Lemp, have been admitted to the corporation as treasurer and assistant superintendent respectively.

In addition to his brewing interests Mr. Lemp was a stockholder in several breweries and ice factories in the South. He was a member of the St. Louis Merchants' Exchange and had served as Vice-president of that body and on numerous important committees, which prominently brought him in contact with many movements designed to advance the commercial and manufacturing interests of St. Louis. He was identified with the banking interests of the city as a member of the first board of directors of the First National Bank (later merged into the Lafayette Bank) and as a stockholder in the German Savings Institution. He was also a stockholder in various other business corporations. Mr. Lemp traveled extensively abroad, visiting all the noted European centers, and spent some time in Alaska.

William J. Lemp (cont'd)

Mr. Lemp was married December 3, 1861, to Miss Julia Feickert. Five sons and three daughters are children of this marriage. The sons are unmarried. One of the daughters, Anna, is the wife of Alexander Konta, broker, of St. Louis. Another, Hilda, was wedded in 1897 to Col. Gustav G. Pabst, the eldest son of Capt. Frederick Pabst, the famous Milwaukee brewer whose recent death proved such a serious blow to Mr. Lemp.

The will of Mr. Lemp was filed March 3, and his four sons, William J., Louis F., Charles II, and Edwin Lemp, are named as executors without bond. The estate is variously estimated from \$7,000,000 to \$15,000,000, and is bequeathed to his widow absolutely.

The Western Brewer, March, 1904

B U Y - S E L L - T R A D E

WANTED: Older Eastern Pa. Beer Trays, Especially Seitz, Kuebler, Bushkill, Horlacher, Supreme, Viking, Catasauqua, Daeufers, Northampton. Barry Humsberger, 101 W. Main St., Apt. 4, Clinton, N.J. 08809.

FOR SALE - STILL ALE DISPENSER (ORTLIEB'S) Oak Cradle (pegged) Wooden $\frac{1}{2}$ bbl. brass spigot, good condition. Best offer. R. Leon 220 S. Atlantic Ave., Haddonfield, N. J. 08033.

Wanted Schlitz Brewery Items - Old bottles, cans, trays, advertising, and related items. Please describe and price. Charlie Lange, 4157 N. 79th St., Milwaukee, Wisc. 53222

For SALE or TRADE: Thousands of obsolete beer labels (none newer than 1968) from all over the country. Send a list of your needs or geographical interest along with a S.A.S.E. and I'll do my best to let you know what I have. John Pyrek, 559 St. John St., Elgin, Illinois 60120.

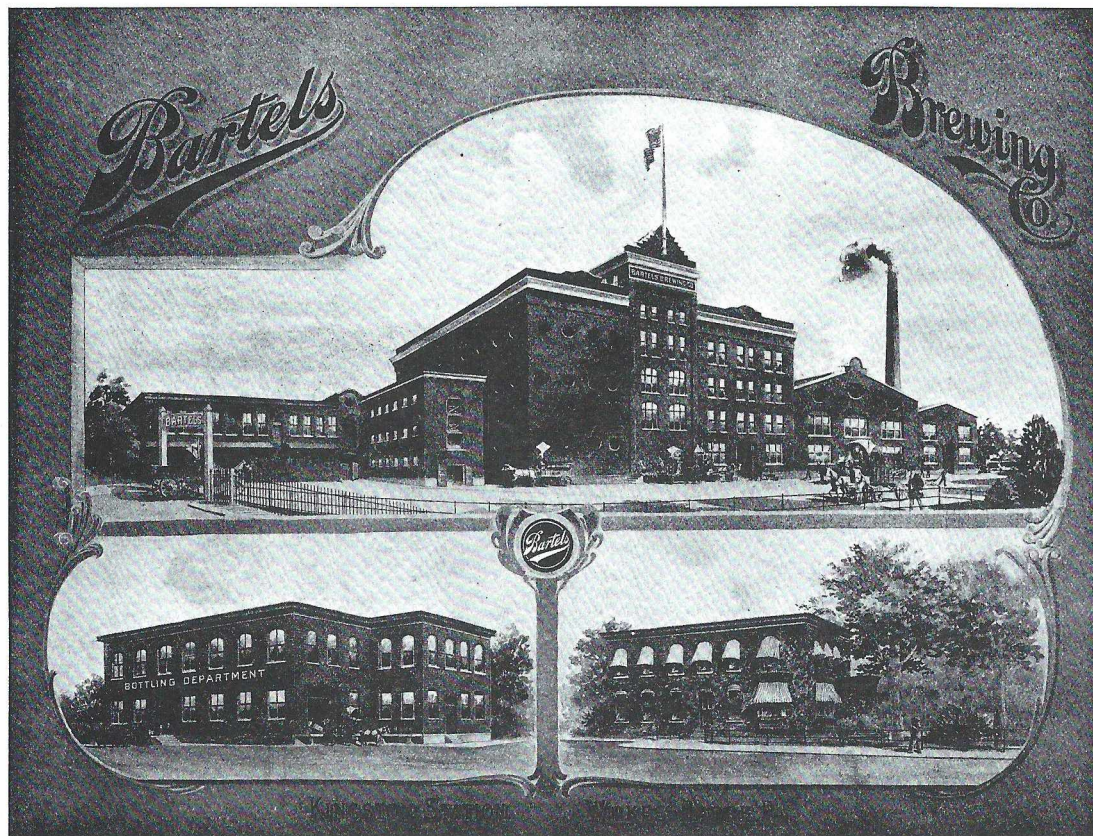
SALE OR TRADE - New brewery beer glasses - United States. David Struss, 26 Scarlet Ave., Aston, PA 19014.

For Sale - Little Wally 7 oz. beer bottles with permanent painted labels, brewed by Walters in Eau Claire, Wis., Mint, 36 bottles for \$15.00, includes mailing charge, some have Int. Rev Tax Paid, stated on bottle. Earl Lauer, 1711 Benton Ave., Eau Claire, Wisc. 54701

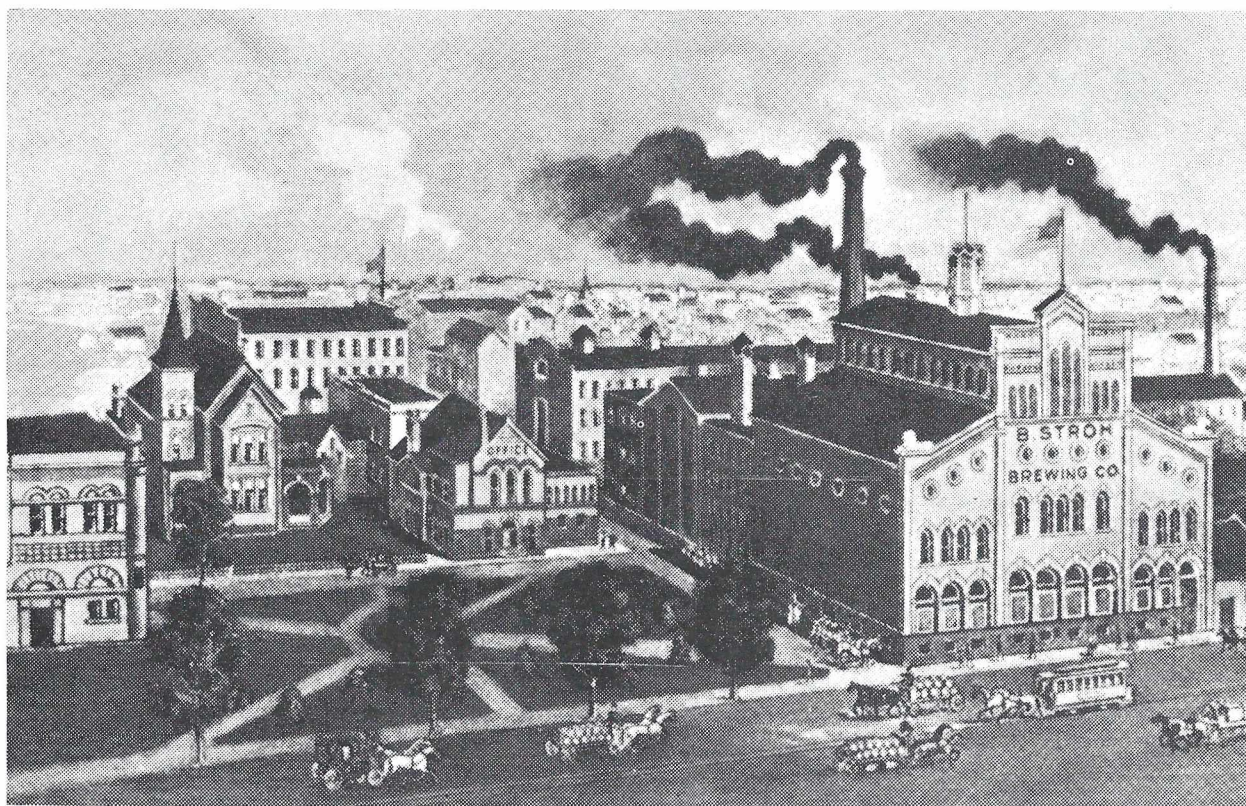
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The Jos. Schlitz Brewing Co., of Milwaukee, sold 82,068 barrels of beer for the year ending May 31, 1878.

The Western Brewer
September 15, 1878



General View of Brewery, Bottling House and Office.



At the turn of the century, Stroh's was already Detroit's largest brewery.

B U Y - S E L L - T R A D E (cont'd)

WANTED: KRANTZ BREWING ITEMS, "OLD DUTCH THE GOOD BEER," Findlay, Ohio. Mike Bartels, 205 Howard St., Findlay, OH 45840 (419) 423-1458

Wanted: Beer trays and tip trays. Don Hubert, 140 E. 56th Street, New York, NY 10022.

REQUIRE: BEER GLASSES, BEER-BOOTS. Will buy, sell, trade. Karl Flugel, 204--206 Birmingham Dr., Cardiff-by-the-Sea, CA 92007. Call 755-8300; 753-8300.

Wanted All Schlitz Items. Also New England and Especially Rhode Island Breweries, obsolete and otherwise. Please send picture if possible. I buy all brewery related items incl. bottles and cans. Also wanted humorous antedotes, cartoons, essays, jokes etc. with booze related themes. Those accepted for publication will be paid and receive credit for original material. Jay Hackett, 62 Baker Way, Wickford, R.I. 02852. (401) 295-5737 or 739-9194.

WANTED: Items from Tacoma, Wash. brands (Heidelberg, Columbia, Pacific, Hartz, Tacoma). Tom Neville, 2925 Warren Ave., N., Seattle, Washington 98109.

UNUSED: TIVOLI/ALTES/NATIONAL, DETROIT: 34 different labels \$3.50, many crowns, tin sign, bung branders for trade. SASE list. Warrick, 1950 Fort, Trenton, MI 48183

Account books (1772-1790) of William D. Faulkner, New York brewer.

The account books kept by William D. Faulkner during an eighteen-year period present an amazing manuscript record of the operation of a New York brewery before, during and after the American Revolution. His carefully detailed record of sales is also a record of New York history, for in the Spring of 1776, when General Washington's troops began to arrive from New England, the sales of the brewery showed a steady increase as the names of new customers appeared in his daily record. When Joseph Trumbull was appointed Commissary General of the American Army, he opened a regular account with the brewery for provisioning the troops.

The entries for American troops cease abruptly on July 18, 1776. General Howe moved his British and Hessian troops into the city on September 15, 1776. For some reason Mr. Faulkner did not sell his beer and ale to these soldiers until March 1, 1777. For the duration of the British occupation, however, the brewery records show a steady and thriving business with the military.

From 1787 to 1789 Mr. Faulkner was engaged in building a brewery at Hudson, New York. His itemized statement of costs for construction work, installation of brewing equipment and other charges was carefully recorded with the final entry showing the total cost of the Hudson Brewery--just over 431 pounds.

The set includes two ledger books and a day book, each with its original cover.

Collection of the New York Historical Society

+ + + + + + + + + + + +

B U Y - S E L L - T R A D E (cont'd)

TRADE: TRAYS, RED RIBBON BEER-MATHIE-RUDER BREW (RECT). JACOB RUPPERT (OVAL) 2 HANDS - KAIER'S (RECT). PLUS OTHERS. HARRY B. RICHARDS, 3358 N. 45th St., Milwaukee, Wisc. 53216

Miniature Beers Wanted - Will buy or trade; especially need miniatures from smaller breweries. Larry Martinson, 113 Wilson Way, Forest City, Iowa 50436 - (515) 582-3573.

WANTED by eager new member: Absolutely any kind of items from MINNESOTA BREWERIES, especially "Grain Belt." Also "Olympia." Carl W. Faust, R.R. 9 Box 202, Brainerd, Minn. 56401.

WANTED: ITEMS FROM THE FAUERBACH BREWING CO., Madison WI., Richard J. Krah, 9913 W. Beloit Rd., Milwaukee, Wi. 53227.

For Sale - Old Topper Snappy Ale Cone Top Mine \$10.00. Grade 2 or better \$8.00 plus postage. Al Winterfield, 961 Clintonville Rd., Wallingford, Conn. 06492.

STROH'S BEER TRAY WANTED IN EXCELLENT CONDITION. Please send picture (if possible) and price. Garry Matthes, Apt. 8FE, 145 East 35 St., New York City, N.Y. 10016.

Fraunces Tavern in New York City was where the Sons of Liberty planned the New York Tea Party. It was carried out one week after the famous Boston Tea Party but before news of it reached New York. The U.S. State Department was founded there and it was the site of General George Washington's Farewell Address to the officers of the Continental Army.

Now Manhattan's oldest surviving structure and a national historic site, Fraunces Tavern was originally built as a private home by Stephen DeLancey in 1719 and later, in 1762, purchased by Samuel Fraunces who opened it as a tavern. Fraunces' was on the old Boston Post Road. Travelers from New England stopped over at Fraunces' and were then rowed across to the New Jersey shore where the road continued south to the other colonies.

Beverage Journal, May 1975

B U Y - S E L L - T R A D E (cont'd)

TRADE FOR WASHINGTON TRAYS: Wayne Brewing Co., Wieland's Indian, Fredricksburg Dutch Boy, Goebel's Dutchman, Anaconda Brewing Co.; Irvin Erickson, 1318 75th, Everett Wash. 98203

Trade: Fred Sehring Brewing Co. Beer Mug for Jungs or Citizens Miniature Beer Bottle. Thomas Paul, Lot 71, Greenfield Est., Forest City, Iowa 50436.

NEON BEER SIGNS ARE MY COLLECTION. What do you want in TRADE for one from your local brand? John B. Mathot, 40 Pinecrest Rd., Holliston, Mass. 01746.

Vienna Art Trays Wanted - Beer Advertisement front or back. Send photo or detailed description and price. Dan Forbes, 98 E. 13th, Arcata, Calif. 95521 (707) 822-0249.

COORS BREWERIANA WANTED: trays, bottles, openers, advertising, etc., or any other Colorado breweriana. William Frederick, 2692 So. Federal, Denver, CO 80219

BLATZ LITHOGRAPH - Reprint of 1876 Litho showing brewery (black & white). Excellent for framing - 18" x 25". Send \$4 to Wayne Kroll, Route 2, Fort Atkinson, Wis 53538.

Wanted: Information on any items from JACOB KUEBELER, STANG, CLEVELAND & SANDUSKY BREWING CO'S of Ohio. Also, will purchase. Glenn Kuebeler, 2410 Dacia Dr., Wilmington, Del. 19810.

WANTED: ADVERTISING GLASSES OR TRAYS containing the words SCHORRR-KOLKSCHNEIDER BREWING COMPANY "S & K" Select or any portion thereof. John Kirkendall, 27 South Huron St., Ypsilanti, Michigan 48197.

Wanted to trade: Miniature Beer Bottles, have many to trade including several rare ones. Herbert A. Haydock, 1660 2nd Ave. South, Wisconsin Rapids, WI 54494.

WANTED: TAP KNOBS, FOAM SCRAPERS, TRAYS, POST CARDS, CONE TOP CANS, any odds and ends with breweries. Davis Sheffer, 1016 Iris Ave., Baltimore, MD 21205.

Scottish Cans, 30 different - \$20.00 including complete "girls" set plus free beer coasters and very old beer label. Charles Schofield, 343 West Princes St., Glasgow GH9EX, Scotland U.K.

WANTED: BREWERY HISTORIES, DIRECTORIES, HANDBOOKS, 1933-1968 issues of breweries authorized to operate; buy or borrow - Bob Gottschalk, 115 Peachtree Rd., Penfield, N.Y.

Wanted: East Coast Trays & Openers. Special interest in buying Buffalo and Philadelphia items. Dave Simon, 51 Flagler St., E. Brunswick, N.J. 08816

B U Y - S E L L - T R A D E (cont'd)

WANTED: LEISY BREWERY TRAYS, Jack Linna, 7616 Clark Av., Apt. 4, Cleveland, Ohio 44102 (216) 651-1184.

Blue Label Beer (Superior, Wis.) reverse painted on glass back bar sign, wood frame, mint, 1941, to trade for old beer tray in like condition. Can make several trades. Wes Mueller, 3333 5th Ave., South Milwaukee, Wis. 53172.

GLUEK'S BEER ITEMS WANTED: I'm looking for practically any & all GLUEK'S BEER items, pre & post prohibition. Especially cone & flat top cans, brewery post cards, trays & glasses. All replies answered. Daniel J. Meyers, 8300 W. 30-1/2 St., Apt. 205, St. Louis Park, Minn 55426.

Wanted: ALL Anheuser-Busch Advertising Items; such as signs, trays, tap knobs, etc. Include price when writing. Larry Karper 50 Elmwood Pl., Short Hills, N.J. 07078 (201) 379-3597

WANTED: TRAYS FROM ANY ILLINOIS BREWERY. Send picture & price to Bob Brockmann, 5906 Ridge Ave., Berkeley, ILL 60163.

Wanted: Items from Tacoma Wash. beers (Heidelberg, Columbia, Pacific, Hartz). Also Latin American breweriana. Bottles esp. wanted. Tom Neville, 2925 Warren Av. N. Seattle, WA 98109.

WALTER'S FACTORY TRAY for trade on another factory tray. Rim has paint missing, picture near mint. Doris & Bob Beckler, 1201 County Line Rd., Van Dyne, Wis.

Wanted: Any information or breweriana relating to CRYSTAL BEER CO. of Medford, Oregon (1934-46) needed for research purposes. Contact Dar Elker, P.O. Box 2073, Leucadia, CA 92024.

SELL OR TRADE HAMM'S BEAR BEER DECANTERS, 1972 - \$20.00. 1973 - \$13.00. Hamm's Bear salt & pepper shakers \$7.00. \$1.00 postage. Jim Grampton, 437 Catalpa Ave., Brea, Calif.

BUY-SELL-TRADE SCHLITZ BOTTLES. Send description and/or clear pictures (will be returned). Other Schlitz items considered. Bryant D. Truitt, P.O. Box 313, Glenview, ILL 60025.

Wanted: Any kind of advertising items from ANHEUSER-BUSCH - trays, bottles, signs, etc. Include price when writing. James Cato, 10069 Newcastle, El Paso, TX 79924.

WANTED: Pre-Prohibition Trays in excellent condition featuring brewery scenes or girls. Please include picture (if possible) and price. Marv Cummings, 515A E. Main, Waterford, Wis 53185.

Wanted: BREWERY CLEAR GLASSES, embossed before 1919 - would like pictures of same if available and prices. John J. Collins, 1129 Audubon Rd., Park Hills, Ky 41011 (606) 581-0287

B U Y - S E L L - T R A D E (cont'd)

WANTED: Embossed Calif. Beers and Related Items - trays, signs, mugs, etc. Buy, sell, trade. Dave Streit, P.O. 143, Felton, Calif. 95018

THE BEER BOOK, illustrated guide to American Breweriana: 9 x 11", 224 pages, hardcover. Normally \$17.50 - from author \$14.95. Will Anderson, Possum Ridge Rd., Newton, Conn 06470.

Want to buy & trade current beer glasses with breweries advertising on them. Bill Wolfsheimer, 3609 Kimble Rd., Baltimore, MD 21218.

EAST BREW NEWS & new list of breweriana for sale. Send two stamps. Need area show dates. Don Sarver, 2430 Alma Rd., Baltimore, MD 21227.

Wanted: Beer steins, pewter topped with advertising from American breweries. Must be old and in good condition. Albert Schafer, 6255 Caldwell Ave., Chicago, ILL 60646.

ROCHESTER, N.Y. BREWERIANA WANTED: Pre-prohibition tin trays, signs, mugs, pocket mirrors, etc. in fine condition. Burton Spiller, 169 Graystone Ln., Rochester N.Y. 14618

LaFayette Brewery
St. Louis

The La Fayette Brewery was started by Michael Kunz in 1843, and bought by Theodore Brinckwirth in 1849. After his death in 1866, the business was carried on by Mrs. Brinckwirth and the late Frank Griesedieck. In 1874 Mr. William F. Nolker joined the firm, which was conducted until the death of Mr. Griesedieck, in the summer of 1879, under the firm name of Brinckwirth, Griesedieck & Nolker. Since, Mr. Louis Brinckwirth succeeded Mrs. Brinckwirth, and the firm is now Brinckwirth & Nolker.

Destroyed by Fire and Rebuilt

On the 16th of March a fire destroyed a portion of the brewery, malt-kiln, malt-house, etc. and the firm at once concluded to tear down the premises in such a manner as not to interfere with the carrying on of the business, and rebuilt the entire brewery. The new buildings built this season consist of dwelling houses for the foreman, clerk, dormitory for the hands, the new malt-house, malt elevator, malt-kiln and a new office building. The new boiler house and brew house will be built during the present season. E. Jungenfeld is the architect and engineer.

LaFayette Brewery (cont'd)

Malt House and Elevators

The new malt house has a frontage of eighty feet on Cass Avenue by a depth of 130 feet on Nineteenth street and contains four sprouting floors and two storage floors for barley of 60,000 bushels capacity.

The malt elevator building has a frontage of 50 feet on the alley, by a depth of 49 feet 6 inches and one portion of it contains six malt bins of 25,000 bushels capacity.

The malt kiln floors, three in number, are of reversible wire trays. The kiln proper is 136 feet high from the foregrate to the outlet of the ventilating tower, and finishes with the greatest ease on these three floors, 23x23 feet in twenty-four hours, 600 bushels of malt.

The malt-house proper is provided with one of Felber's best engines of thirty-horse power, bright finished, working the barley, green malt and dry malt elevators, conveyors, barley and malt cleaning machinery, and the steam-jacks of the different floors. The steeping tanks, six in number, are iron, circular, hopped and supplied with Wolff's Steep Tank Valves. The malt-house is supplied with excellent spring water, which is pumped into a storage tank on the top floor.

Other Appliances and Plant

Over the elevator building the surface coolers are arranged, and a portion of the lower floor contains the Baudelot coolers and the malt mill. The latter is provided with one of Simpson & Gault's automatic tipping scale, which registers every bushel ground by the mill. All the conveyors are Caldwell's patent, and all the elevator appliances are of the latest patterns.

Ice Houses and Refrigerating Rooms

Across the alley are located the ice refrigerating houses, one of Brainard's patent, 50 feet front by 75 deep, with two stock floors, adjoining which is another refrigerating house 50 feet by 80 feet, containing in the upper floor the fermenting room, in the lower floors two storage cellars. Next adjoining is the ice storage house of 3,000 tons capacity.

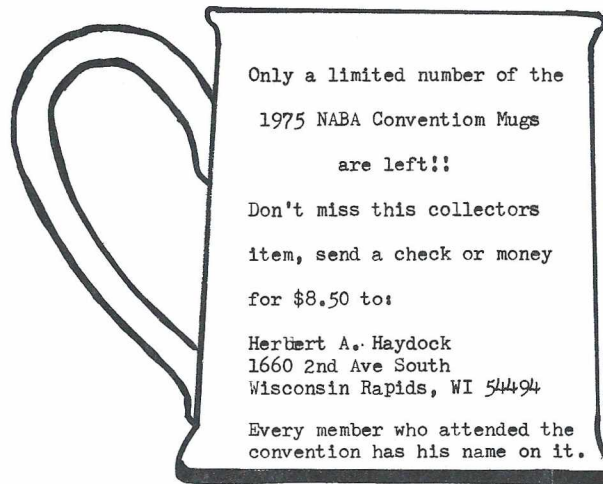
Complete in All Details

The exterior appearance of this brewery is imposing and magnificent in the extreme, and in perfect keeping with the interior appointments. It has now been in running order since October, and is working in a most satisfactory manner. The whole of the buildings were erected by M. Jungenfeld, who also arranged the interior economically. Messrs. Brinckwirth & Nolker are to be congratulated for owning one of the finest

LaFayette Brewery (cont'd)

breweries in the country, with large and rapidly increasing trade. Being both young men, who shall say what wonderful possibilities are in store for them.

The Western Brewer
November 15, 1880



NEXT ISSUE

THE SPRING ISSUE OF
THE NEWSLETTER WILL
BE MAILED IN LATE
APRIL. PLEASE SEND
INFO. BY APRIL 7

RECIPES

"I Like This - You May Also"

BAVARIAN FRUIT SLAW

| | |
|---------------------------|------------------------------|
| 1 cup mayonnaise | 2 tablespoons powdered sugar |
| 1 cup beer | 1 cup sliced apples |
| 2 tablespoons lemon juice | 2 bananas, sliced |
| 3 cups shredded cabbage | |

Combine mayonnaise, beer, lemon juice and sugar; beat with rotary beater until well-blended. Slice fruit into this dressing. Add shredded cabbage; toss with a fork until thoroughly mixed. (You may want to drain the slaw before serving it.) Yield: 6 servings.

D.A.B.

ADDRESS CHANGES

B. E. Hamsberger
101 West Main Street, Apt. 4
Clinton, N. J. 08309

Ken A. Robertson
302 (not 320) Central Avenue
Cranford, N. J. 07016

GUIDE TO BREWERIANA

The following is a selective list of information which is believed to be vital or useful for breweriana enthusiasts.

I. VITAL

1. Collectible Tin Advertising Trays

by Jack Muzio
P. O. Box 9242 (c.1972)
Santa Rosa, CA 95405

"The" booklet to have in your library. Very interesting history regarding chromo-lithography (metal advertising) and extraordinary color photographs.

2. Collectable Old Advertising

by Jim Cope 1973 Edition
P. O. Box 1417
Orange, Texas 77630 \$5.95

A useful guide, including price lists, of 120 pages. The photographs - color included - and the dimensions of each item make this a very useful reference item.

3. The Beer Book - An Illustrated Guide to American Breweriana

by Will Anderson
Pyne Press, Princeton
Hardcover or paperback (\$8.95)

Informative general book which is a good "coffee table" item and very useful. Many tidbits of information - some of them personal.

4. One Hundred Years of Brewing

A Supplement to The Western Brewer, 1903
Chicago and New York
H. S. Rich & Company

A "gold mine" of information on beer and breweries. Several reprints of this monumental work are available.

Vital to any extensive use is: An Index to American Brewers & Breweries in One Hundred Years of Brewing, Will D. Ross, Knoxville, Tennessee 1975

Order from: Wm. D. Ross
P. O. Box 361
Morristown, Tennessee 37814 \$7.50

5. NABA Newsletter Quarterly

Newsletter covering the historical aspect of breweriana advertising.

6. Brewed In America A History of Beer and Ale in the United States

by Stanley Baron
Little, Brown & Company, Boston 1962

The classic, modern history of the American brewing industry.
Very good for the period up to 1960.

7. Antique Advertising

Volumes 1,2,3 (\$5.95 each)
Ray Klug
369 Akron Road
Wadsworth, Ohio 44281

#

II. USEFUL

1. "The Saloon"
by Gerald Carson

American Heritage, April 1963
Vol. XIV, No. 3, pp. 25-31, 103-107

Interesting treatment of the "saloon," with several
illustrations on "saloon art." Breweriana as such
not included.

2. Advertising With A Sharp Edge, Revised Edition

by Ed Bardy, 1975
The Latch String, 1215 E. Front Street
Traverse City, Michigan 49684

Photographs and price-guide regarding advertising pocket
knives. Anheuser-Busch knives are illustrated; also
some interesting corkscrews.

3. Artists & Illustrators of the Old West, 1850-1900

by Robert Taft
Bonanza Books, New York 1953(?)

Interesting for its information, Chapter Nine, on "Custer's
Last Stand," the many prints pertaining to the famous 1876
battle, including Anheuser-Busch Brewing Association.

4. Wine, Beer & Spirits

by Dean Tudor, 1975
Libraries Unlimited, Inc.
Littleton, Colorado

This is a "Spare Time Guide - Information Sources for Hobbies
& Recreation" which is a bibliography of a wealth of information
on the three somewhat related subjects.

5. All About Beer
by John Porter 1975
Doubleday & Company, New York \$5.95
- Ninety-one pages of interesting tidbits of information regarding beer. Several interesting photographs and illustrations for breweriana collectors, but not inexpensive.
6. The Cincinnati Brewing Industry A Social & Economic History
by William L. Downard
Ohio University Press, 1973 \$12.50
- Virtually everything you want to know about the "Queen City" brewing industry. Very readable text and some interesting illustrations.
7. Making Friends Is Our Business 100 Years (1852-1952)
of Anheuser-Busch
by Roland Krebs and Percy J. Orthwein
- Printed and distributed by Anheuser-Busch with over 400 pages of information. Some interesting illustrations.
8. Malting & Brewing Science
by J. S. Hough and others
Chapman & Hall, London
Reprinted 1975 (1971)
- Everything - and probably more - you would want to know about the scientific aspects of brewing.
9. The Brewery-Ana Gazette
- Monthly "labor of love" of Howard P. Strohn which has some "antique advertising" information, etc., and includes industry stores, etc., as well as "current" breweriana items.
- Box 54
San Ardo, CA 93450 \$4.00 per year
10. A History of Anheuser-Busch, 1852-1933
Ronald J. Plavchan
- Dissertation=1969 to be published by Arno Press, 1976.
11. The Pabst Brewing Company A History of An American Business
by Thomas C. Cochran
New York University Press, 1948 451 pages
- A readable, detailed history of an important brewery. A classic study.

12. The Booze Book, The Joy of Drink
Ralph Schoenstein
Playboy Press Book 246 pages

A fun-type book with lots of history of alcohol, including stories, cartoons, etc.

13. The Great Canadian Beer Book
by Gerald Donaldson
& Gerald Lampert
McClelland & Stewart Ltd.
25 Hollinger Road
Toronto (c. \$10.00)
1975 128 pages

A light-hearted, pictorial book with interesting Canadian information. Some breweriana illustrated in color and black and white photographs.

Bill Ross, John Murray, Doug Bakken
2/1976

* * * * *

Typists for this issue --- Joan Hanselman and Kay Erlandson.

* * * * *

WHEN IN INDY

If you stopped by the NABA Hospitality Suite at the Sheraton Motor Inn during last fall's Indianapolis Advertising Show, you know that everyone had a good time meeting other NABA members. We're going to do it again this spring.

The Indy Advertising Show will be March 27th & 28th. We will have the Hospitality Suite open on Friday evening March 26th and Saturday March 27th. If you are staying over be sure and stop by.

Now if you're a regular at Indy, you know that a lot of the motels are getting a little scruffy, and all the folks knocking on the doors aren't anyone you'd really want to get to know. The Sheraton offers excellent new rooms with enclosed hallways. Very nice. And they've offered NABA members a little deal.

If as many as 20 rooms are rented to NABA members, they'll give us a discount of \$1.00 per room per night. That's not a lot, but not to be sneezed at these days either. That's another dollar to spend at the Show. And their regular rates are already quite competitive, at \$18.50 to \$21.50 for a single and \$21.50 to \$24.50 for a double. They'd like to know of your NABA affiliation when you're making your reservations.

The Sheraton is located at 7701 E. 42nd St. (ZIP 46226). That's just a quarter mile out past the Holiday Inn NE, to just past the Interstate. Their telephone number is (317) 897-4000. See you there.

CONVENTION DATE CHANGE

We hope that no one is inconvenienced by our moving the 1976 NABA Convention date forward by one week to July 30, 31 and August 1. In the long run, this date will be far more convenient.

The problem turned out to be a religious conference, a Eucharistic Congress, which will be held in Philadelphia August 1 to 15. Apparently there will be a terrific crush of people for a hundred miles around during that two week period.

We already had our facilities tied down, of course, but because of the demand created by this Congress, NABA was going to have to pay for all reserved rooms six months in advance. And the sheer mass of people around might have made it difficult to travel and sightsee, especially for the families attending the NABA Convention.

By making this change, we avoid the crush, a room rate increase, and the prepayment requirement. In short, we will be able to get more for less.

For people intending to include the NABA Convention in their vacations, we would suggest arranging any planned sightseeing in the Philadelphia area to precede the NABA events in order to move about more freely. The regular packet of registration materials will be sent out late this spring. Try to make it to Allentown this year even if you don't regularly attend the NABA conventions. It's a great chance to combine a trip to the Birthplace of Liberty during Bicentennial Year celebrations with your hobby.

"FOAM"

Thanks to Stroh's
for providing information for
the lead story and
photograph. Peter Blum
reports that an exhibition
of old Stroh items will be
at the Detroit Historical
Museum until March.

Thanks to others
who contributed information
for this issue. More items
needed!!

DAB

1976

NABA CONVENTION

July 30 - 31
August 1

(See Inside Front Cover)

NATIONAL ASSOCIATION
of
BREWERIANA ADVERTISING

10418 Bimini Drive
St. Louis, Mo. 63123

FIRST
CLASS