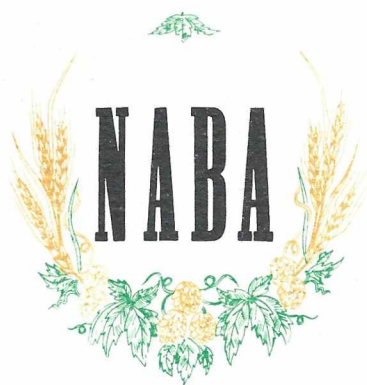


National Association Breweriana

Advertising

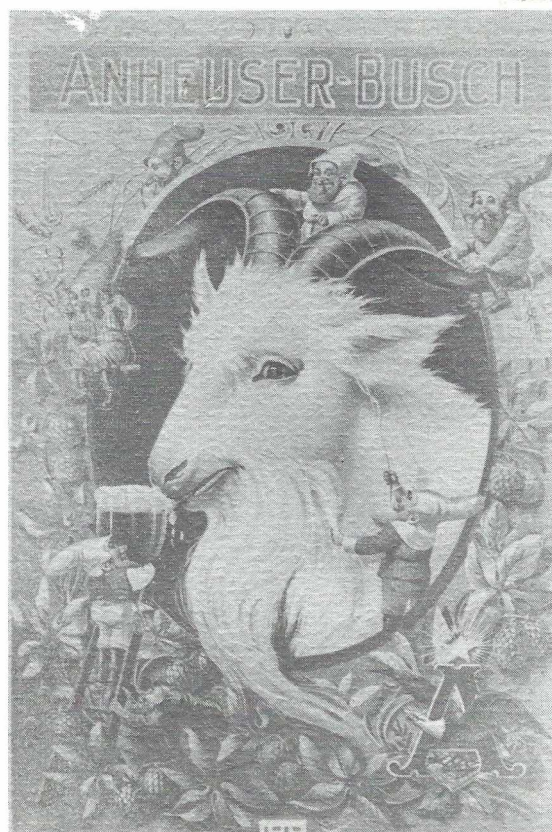
Newsletter



*An organization that covers all areas
of brewery advertising.
Founded January 1972*

VOL. NO. **15**

SPRING EDITION 1976



1976 NABA

**JULY 30 - 31
AUGUST 1**

ALLENTOWN

GEORGE WASHINGTON

LODGE

**NOTE
CHANGE**

NABA Notes

The Directors of N.A.B.A. have made several changes and additions to the by-laws of the organization which are of importance to all members.

CANS & BOTTLES

The first subject I will discuss is that of cans and bottles, since some unfounded rumors have been spread recently to the effect that can dealers and collectors are to be forced from N.A.B.A.

This is not so.

Our membership application for at least three years has stated that, "... the N.A.B.A. was organized to encourage the collection, preservation and study of American Brewery Advertising," as well as the following statement: "As there are organizations for people who collect bottles and cans, we have taken the stand that bottles and cans are not advertising pieces, but containers." But we have never excluded can collectors or dealers from our membership. Although some are avid can collectors and bottle collectors, most of our members are interested primarily in true advertising.

At the Fall Board meeting in Indy, with all five members present, it was unanimously agreed that no cans or bottles will be allowed at any N.A.B.A. sponsored event. This includes all N.A.B.A. recognized trade sessions and the convention auction and trade session. We in no way attempt to tell any person what he may or may not do or collect. But there are now many can and bottle organizations and shows throughout the entire country, and our events offer an alternative. Miniature beers are not affected, since they were never intended to be containers.

TERMS OF OFFICERS & BOARD MEMBERS

One problem we have encountered in getting the business of N.A.B.A. done and on time is that it takes a while for each officer to get to "know the ropes", especially since we are pretty well scattered across the country. Also, running the membership poll on the election is time consuming and expensive.

At the Spring Board Meeting the by-laws were amended to provide for two year terms for the officers and board members, with the board terms being staggered, i.e., two elected one year and three the next. In this way we will always have some experienced board members.

To implement these changes, we will conduct complete new elections this summer. All officers' terms will be for two years, while three directors will be elected for two years and the other two for only a one year term. Next year the only voting will be for these two directors' posts which will then be for a two-year term also.

TRADING AT THE N.A.B.A. CONVENTION

Everyone who has ever been to a N.A.B.A. convention knows that no trading is allowed before the Sunday morning trade session. There is a good reason for this rule.

The primary purpose of the N.A.B.A. convention is to bring fellow collectors together, and we intend to keep it that way. We have the auction and trade session and they are extremely popular events. But they are not the primary purpose for our being there. Each year we get a fair amount of griping, and much of it from the same people. Last year it appeared that there was even an attempt to compromise several opponents of "early trading" by involving them in deals ahead of the trade session.

We ask that everyone attending the convention in Allentown this year come prepared to follow the rules. Anyone who joins an organization while intending to ignore the rules of that organization does not only his fellow members a disservice, but himself as well.

USE OF N.A.B.A. EMBLEM AND NAME

All N.A.B.A. members in good standing are authorized to use N.A.B.A. stationery, which will soon be made available at cost plus handling. In addition, personal stationery or cards may state that the person is a member of N.A.B.A.

GENERAL COMMENTS

Some of our members from time to time seem to forget that our officers, directors and committee members serve voluntarily and with no remuneration whatsoever. The \$7.50 dues about pay the running expenses of the organization, which means that everything you get from N.A.B.A. in the way of Newsletter articles, compilation of the Directory, organization of the Convention, etc., is because someone donated his time and knowledge to give it to you.

Which gets me to the point: we need more volunteers. Our members comprise the most knowledgeable group of people anywhere on the subject of American brewery history. So share that knowledge. And when a job comes up we'd appreciate all the help we can get.

William D. Ross
President, N.A.B.A.

ANHEUSER-BUSCH
ST. LOUIS

"We present, this month, several large and magnificent engravings, with sectional views, illustrating the recent notable improvements made by the Anheuser-Busch Brewing Association, of St. Louis, from drawings prepared especially for this paper, by the architects, Messrs. E. Jungenfeld & Co., successors to the late Edmund Jungenfeld, Esq. In the designs the ideas of the latter gentleman for completing the brewery premises, outlined previous to his death, have been strictly adhered to. On the large picture of the malt house will be seen a marble tablet inserted in the front wall, to the memory of this famous architect, by Mr. Busch's directions. The buildings are situated on the north side of Pestalozzi Street, between Eighth and Tenth Streets, with a total frontage of 223 feet by an extreme depth of 160 feet.

THE MALTHOUSE, KILN, ETC.

The malthouse is made strictly fire-proof, with iron columns and beams with cement arches and floors. The outside walls are of brick two feet thick with two feet air-space, while the roof is formed with cement arches turned between iron beams, covered with cinders and double sheeting (with air-space) and best composition roofing. The iron columns are spaced 20 feet from centers, each way. The sprouting floors are seven in number, each floor being 156 feet long by 78 feet wide. Fourteen steep tanks, each with 600 bushels' capacity, are placed in the eighth story, while the tower for green-malt elevator is carried up two stories higher, or nearly 120 feet above level of sidewalk.

The kiln contains four of Toepfer's patent dumping floors 40 x 40 feet, operated from the malt house; the furnace having three arched fires, with a total grate surface of 84 square feet. The machine house is about 40 x 50 feet, five stories in height, strictly fire-proof, and contains besides a 75-horse power Corliss engine, the cleaning and separating machinery, with dust-bins, malt and barley elevators, conveyers, receiving hopper, etc. The storage elevator is used--as its name implies--for the storage of both barley and malt, and is connected by means of conveyers and elevators with the malthouse, kiln, machine house, receiving hopper and old elevator and brew house on the opposite side of the street. The conveyor to the old elevator and brew house is supported by an iron foot bridge 216 feet long, 60 feet above street, built expressly for this purpose. The total storage capacity of this elevator is 300,000 bushels, and the total capacity of this entire malting plant is placed at 800,000 bushels per season.

All of the newest and most improved mechanical appliances have been adopted throughout in the erection of this plant, for the manufacture of malt in the most economical and expeditious manner. Barley is unloaded directly into the receiving hopper, whence it is taken up by a bucket

elevator to the conveyor connecting with the storage elevator, from whence it is conveyed as needed, to the steep tanks; the latter are hopped and provided with patent valves which allow the grain to run down to each floor, from whence--after a proper lapse of time--it is conducted to the green malt elevator raised to a sufficient height and spouted into the kiln. From the different kiln floors the grain falls to the hopper floor and is conducted by means of a conveyor and elevator to the cleaning and separating kilns, and thence to the storage elevator, ready for use. The total cost of the building and machinery is \$350,000.

ARTISANS WHO DID THE WORK

P. Roberts & Co., proprietors of the well-known iron works in Philadelphia, furnished all the iron and riveted work throughout the buildings.

The general appearance of the buildings is greatly due to the superior quality of pressed brick used, all of which was furnished by the Hydraulic-Press Brick Co. of St. Louis. The Anheuser-Busch Brewing Association have for years used exclusively the brick manufactured by this company in constructing all their extensive buildings. The Hydraulic-Press Brick Co. have also furnished the brick for several other breweries and malt houses, and do an extensive shipping business. They are also now manufacturing a very fine grade of enameled and glazed brick.

Messrs. Thorn & Hunkins, St. Louis, supplied all the Portland and American cement used in the construction of these buildings, including that for the malthouse floors and cement arches. This firm make a specialty of Portland and other cement for brewers and malsters and are among the largest dealers and manufacturers in the country.

The entire millwright work and machinery for the plant including the cleaning and separating machinery with dump bins, malt and barley elevators, conveyers, receiving hopper, etc., also seventy-five h.-p. Hamilton-Corliss engine was furnished and put in place by Dehner-Wuerne! Mill Building Co., of St. Louis.

W. Toepfer & Sons, Milwaukee, Wis., put in four of Toepfer's patent dumping floors, 40 x 40, which are operated from the malthouse and work admirably.

The Portland cement growing floors, cement arches, as well as the floors and passage ways in stable, were laid by Mr. John Soell, 1015 Shenandoah St., St. Louis, who has for years made this work a special study, and his work in this line cannot be surpassed.

Mr. Alois Aufrichtig, 121 Almond St., St. Louis, did all the sheet-iron work. Messrs. Mawdsley & Mephram, of St. Louis, constructed the iron footbridge which supports the conveyor running from the malt and barley elevator to the brew house and old elevator. This bridge is 216 feet long, 60 feet above the street, built entirely of gas pipes, and is a fine piece of work, doing credit to the skill of the enterprising firm.

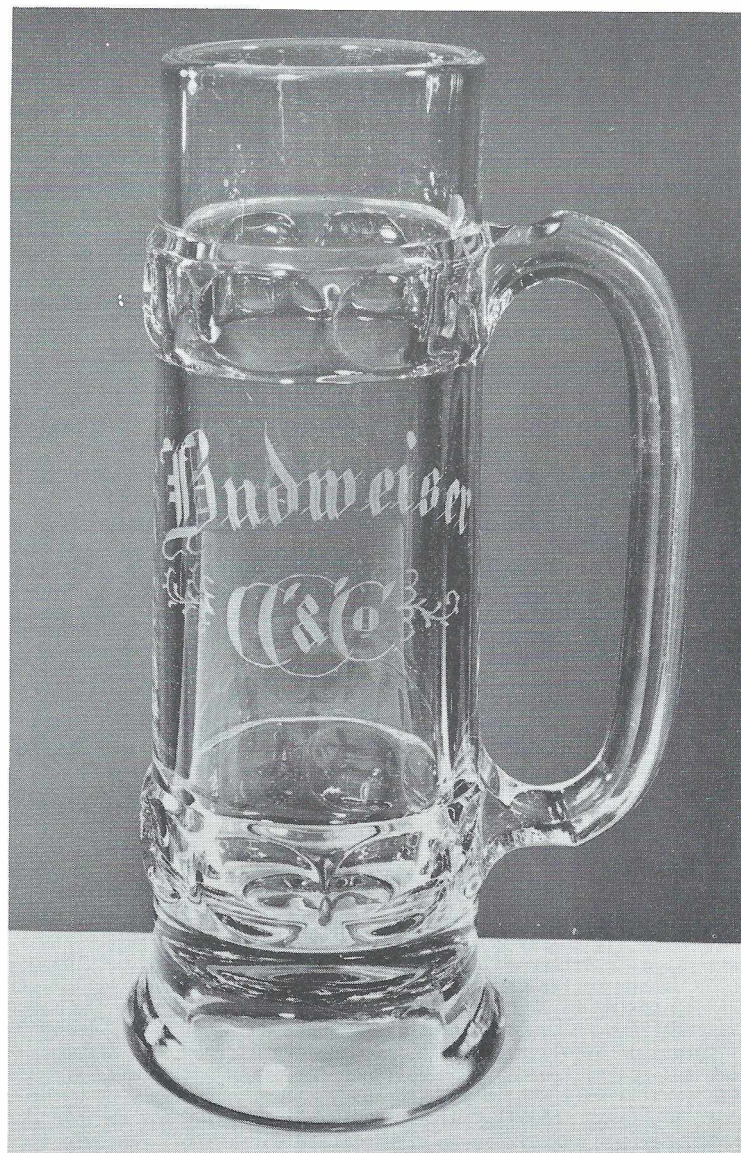
The plumbing, which has had mention before, was done by the A. Siegel Gas Fixture Co., St. Louis, and is executed in the most complete manner.

The steep tanks, fourteen in number, came from the boiler shops of Jos. F. Wangler, St. Louis, a gentleman well known in the brewing trade, and who has done work for nearly every brewery in St. Louis. The steep tanks are provided with the patent Wolf valves, manufactured by Fred W. Wolf, of Chicago. Forty tons of iron were used in making these great tanks.

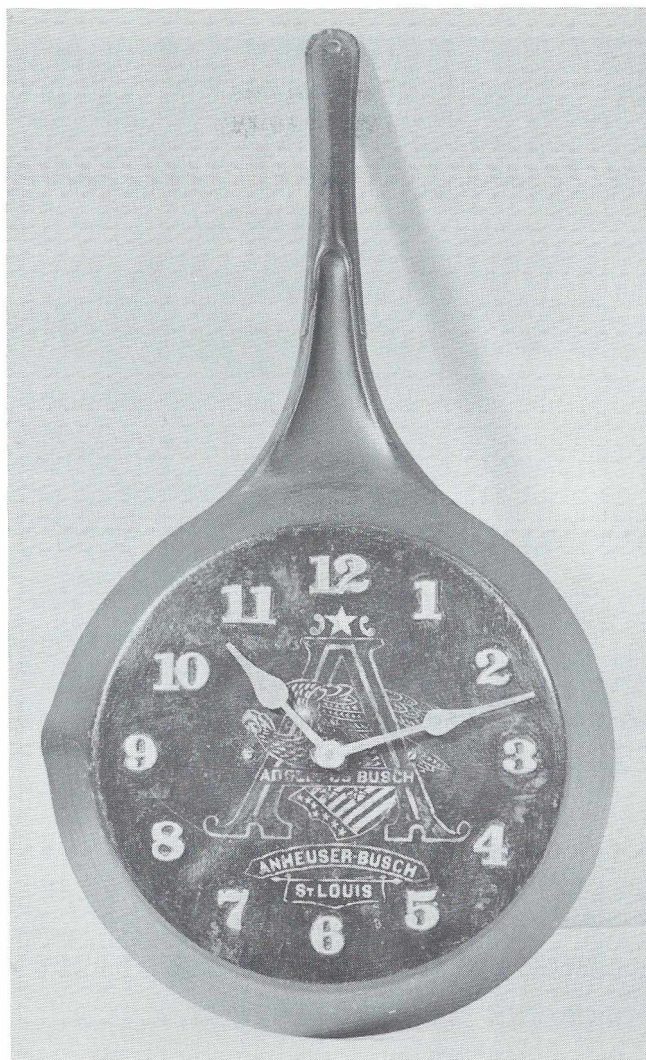
The composition roofing, as well as other composition work in arches, etc., was done by Mr. John M. Sellers, St. Louis. Mr. Sellers has done most all of the roofs for the brewers and maltsters in St. Louis for last thirty years, and has gained an enviable reputation in his line of work.

THE HEINE PATENT SAFETY BOILER

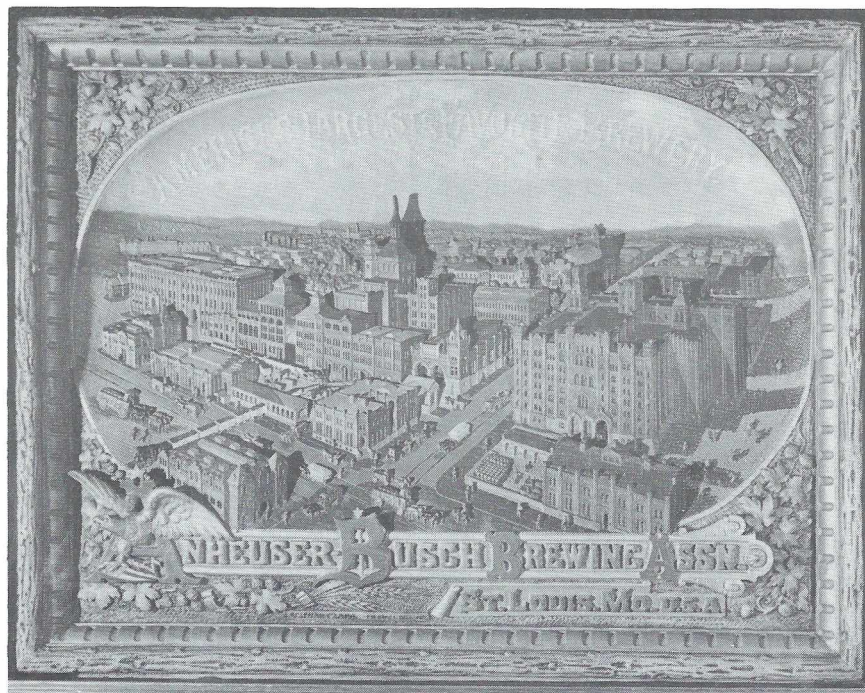
Steam for driving the 75-horse power Corliss engine located in new machine-house, is conveyed by pipes and the boiler-house across the street. In this boiler-house, one of the Heine Safety Boilers, manufactured by Heine Safety Boiler Co., of St. Louis. This is a safety boiler which is rapidly coming to the front as one of the best boilers in the market, and is receiving recognition from steam users and engineers. Among chief points of excellence in the Heine Safety Boilers, its economy in fuel and space, freedom from aptitude for power and heating purposes, working equally well with clear and muddy water, efficiency of water circulation, large steam space, ample steam liberating and no cold air currents, perfect safety, great strength and durability, rapidity in getting up steam, and fast cleaning and repairing, every part of the boiler readily accessible for inspection. Mr. Adolphus Meier, President of the Heine Safety Boiler Co., is a professional engineer of large experience and has for several years, made the subject of steam boilers a special study, and the interests of this boiler can be safely entrusted in his hands.



Circa 1880's



EXAMPLE OF A RARE
ANHEUSER*BUSCH
CLOCK
C. 1885



STRIKING ANHEUSER-BUSCH PIECE
SEE ONE AT THE 1976 N.A.B.A.
CONVENTION.

The Anheuser-Busch Brewing Association have had the Heine Safety Boiler in use for over two years, and are very much pleased with the same, it having given them entire satisfaction.

Four Heine Safety Boilers rated at an aggregate of 1000 horse-power drive all the machinery and electric lights of the St. Louis Exposition. Accurate records kept by the Exposition Company's engineer last season showed a performance averaging 1256 horse-power for the last four weeks, and occasionally running as high as 1525 horsepower. From 64 to 80 engines and pumps drew steam from these four boilers.

PRESIDENT BUSCH'S PRIVATE STABLE

This magnificent structure, probably the finest of the kind in the world, is also illustrated on one of our Supplements. It was designed and erected by Messrs. E. Jungenfeld & Co., and is a model in every way, its total cost being \$35,000.

This building is located on the Southwest corner of Tenth and Pestalozzi Streets, and has a frontage of 95 feet by an extreme depth of 114 feet, and is arranged for the stabling of ten horses, with ample space for vehicles, harness, implements, feed, etc., with waiting room, hostler's room, billiard room and other conveniences; the rear portion, two stories in height, being semi-fire-proof.

The walls of the entrance passage ("K"), wash room ("A"), stable proper ("b"), and carriage room ("c") are faced on the inside with selected stock brick and enameled brick wainscoating and band courses; the base in these rooms is of polished stone, while all exposed corners of brickwork are protected by ornamental iron guards. The stable proper is fitted up with paneled hardwood; stall partitions surmounted by wrought-iron scroll stall guards; stall floors are of clay, with an underlayer of cinders, well packed; floors of waiting and hostler's rooms and billiard room of hardwood, and for all other rooms and passages, of Portland cement.

The waiting room is finished in quartered oak, with richly paneled wainscoating and mantel; remainder of building is finished in polished Florida pine. Harness closets are also of Florida pine, with glass paneled doors.

Special attention has been given to the plumbing, which is executed in the most complete manner, with nickel-plated faucets, Tennessee marble top wash basins, all English earthenware sinks, and the whole thoroughly trapped and ventilated. The entire building is heated by steam and

lighted by electricity. Glazing in all the principal rooms is done with cathedral glass of variegated hues.

The exterior is faced with round pitched range work and hydraulic-press brick, with colored joints and terra cotta trimmings."

The Western Brewer, October 15, 1885

DEATH OF EBERHARD ANHEUSER

"We are called upon this month to record the death of that veteran brewer, Eberhard Anheuser, president of the Anheuser-Busch Brewing Association, which occurred on the 2d inst. at his home in St. Louis. Our readers will recollect that we published a fine portrait of Mr. Anheuser, in our December issue last, and do not therefore publish it again at this time, as subscribers will find it in their files.

The deceased had reached the advanced age of 76 years. He had been suffering for some time with a throat trouble and had endured several painful operations with great calmness and fortitude. His demise was not unexpected to his family, who have watched over his declining years with great tenderness and devotion.

Eberhard Anheuser was born in Krenynach, Rhenish Prussia, Sept. 27, 1805, where his ancestors were among the prominent citizens for centuries, a nephew of his now being mayor of that city. He emigrated to this country in 1842, and embarked in the brewery business in St. Louis in 1857, having purchased the Bavarian brewery, which was founded in 1852. He immediately enlarged this brewery by building a new brewhouse and additional cellars. In 1869 he associated with himself, his son-in-law, Mr. Adolphus Busch, who has been for several years the manager of the vast business which has been built up, and which was founded by the subject of this obituary.

Mr. Anheuser was the father of Mrs. Adolphus Busch, of St. Louis, and Mrs. Peter Schuttler, of Chicago. His grandchildren were around him to the third generation when he died. His funeral was the largest attended that has been seen in St. Louis for many a day. Prominent brewers, and leading citizens of St. Louis, followed him to his grave, and laid him to rest with tender hands. *Ruhe Sanft!*"

The Western Brewer, May 15, 1880

BREWERS' ROLLING STOCK

"That great wagon firm, the Studebaker Bros. Manufacturing Co., of South Bend, Ind., the largest concern of the kind in the world, employing on an average 1,000 men the year around, have recently added to their catalogue a special style of brewers' wagons and maltsters' trucks, which they are now manufacturing both to order and to keep in stock. Engravings of these vehicles are this month given in our advertising pages.

Before entering the field as competitors for this trade, this firm spent considerable time and money in studying its wants thoroughly. They first built six magnificent beer wagons for the Downer & Bemis Brewing Co. and a number of maltsters trucks for the Northwestern Malt Co., of Chicago, which have attracted great attention from the trade. In point a superb finish, lightness of draught, elegant outlines and style, accompanied by great strength and elements of durability, these wagons have never been excelled. We regard the advent of this great manufacturing firm into the brewing trade as one of the progressive signs of the times. One of their beer wagons can be seen at their carriage repository in Chicago.

It is well known that the Studebakers make everything on wheels. Their great wagon factory at South Bend covers 30 acres, and they carry \$1,000,000 worth of the seasoned oak of Indiana in their yards the year around. Their carriage works form a separate establishment, where they build carriages of all kinds, rivaling the most celebrated makers of the world. From the light trotting wagon to the heavy evening carriage, the genteel Brougham and the lordly Landau, this firm always display a large stock at their factory and their repositories. Attention is directed to their full page advertisement in this issue, on page 1332.

The carriage and wagon department of this firm are distinct and separate, in nearly every way, except that they both draw from the same stock of seasoned material, which for quality and quantity cannot be equalled in this country or any other. Their facilities for manufacture are as extended as their great business demands, and represents a plant that has not its equal in the world, in this line of manufacture. Of late, since deciding to enter the field and compete for the trade of brewers and maltsters, both for their business vehicles and their private stables, every appliance necessary to this line of work has been added. This will be appreciated by our subscribers. Until the Studebakers made this move, no establishment in America had given the manufacture of brewers' rolling stock the attention it demanded. The Studebakers write us, that by attending strictly to the wants of this trade, they hope to secure for themselves a liberal patronage.

As regards the carriage work of this firm, it has long been popular among our brewers. Conrad Seipp rides in one of their superb Landau's, while H. V. Bemis and J. H. McAvoy speed their horses before the Studebaker side car and side spring wagons. Their rolling stock is the fashion, and at the same time it is durable and thoroughly made."

The Western Brewer, December 15, 1880

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VACUUM BREWING
TORONTO

"It is a far cry--in America--backward to 1832. The country was pretty raw then, in either side of the "line"; but even so "Copland's" was a name in brewing in Canada to conjur with.

This brewing business was founded by Wm. Copland, who in 1882, having amassed a comfortable fortune, sold out the business to Messrs. Hime, Millett & Co., who, under the name of the Copland Brewing and Malting Co., continued the same until 1893. In January, 1894, Mr. T. B. Taylor, the present proprietor, purchased the whole property. With each change of ownership "Copland's" has gained additional fame and a firmer hold on its patrons. As a contemporary has said, the brewery for fifty years has held its prominent position, some of its customers being of forty years standing, and so close has been the business attachment that it has long been a common topic of conversation among other brewers that Copland's customers "stuck like wax"; and meantime Copland ale and lager beer have become standards of excellence by which other brewers' productions are gauged.

Mr. T. B. Taylor, the present proprietor, was born in Toronto in 1856, and has lived there all his life. After leaving school he mastered the trade of paper manufacturer and continued in that business until 1883. At that time, in company with W. J. Thomas and Thomas Taylor, he built the Queen City malt house, Toronto. About 1887 Mr. Taylor sold his interest in this establishment to the remaining partners and entered into an arrangement with the Dominion Brewery Co. to represent them on the road. He retained the position for seven years, at the end of which time, January, 1894, he purchased the Copland brewery.

On obtaining control, he at once began a series of radical improvements in the premises, which have been continued until the whole plant has been substantially rebuilt, and the five acres of land on which the

brewery stands have been pretty well covered with buildings, while the great vaults and cellars which twenty years ago were the most extensive in Toronto, have been still further enlarged and improved upon.

Since Mr. Taylor assumed the business he has made special efforts to produce only the finest quality of strong ale, but he has in addition fitted up a modern lager beer brewery. Backed by ample capital and determined to produce the best that money and skill could command, the leading breweries of St. Louis, Cincinnati and Milwaukee were visited for the purpose of picking up pointers, and the result of the experience thus gained has been an expenditure of over \$100,000 in the introduction of the Pfaunder Vacuum Fermentation Co.'s vacuum system of brewing lager. This is still the only brewery in the Dominion using this most modern type of plant, and no sooner was the beer manufactured by this process put upon the market than it immediately jumped into favor, until now the brands, Bohemian Royal Export, Lager and Budweiser, are the most popular choices in Toronto and the leading towns of Ontario. The demand for lager in Canada was slow in materializing; strong ale had the hold with all classes, and outside the hotels patronized by German citizens it was not possible a few years ago to purchase a glass of the lighter beverage anywhere in the city or country. Again, the quality of the lager made on the Toronto side of the line was inferior to the noted productions of American breweries, and this doubtless had a good deal to do with chilling the demand. Now, however, all this is changed, and the result is a wonderful boom in the consumption of light beer. The beverage manufactured by the Copland establishment will hold its own in comparison with the productions of the most noted American brewers, and this has been the potent factor in educating the public taste to appreciate what is without doubt the most healthful of all summer beverages.

Without attempting to systematically describe the brewery, it may be said that the brew house is equipped with modern machinery to handle everything by gravity as far as possible and a 175-barrel kettle, built by Coulter & Campbell, Copper-Smiths, Toronto, who furnished all the copper-smithing; and the capacity of the brewery is about 20,000 barrels of ale and 45,000 of lager beer per annum.

Beneath the older part of the brewery premises fronting on Parliament Street are located the celebrated "Copland" beer vaults and cellars, which are co-existent with the founding of the brewery. They are three in number, very commodious, well lighted by electricity, dry and sweet. In these old cellars are located fifty chip casks, built by Peter Pfeil, Buffalo, N.Y.; also thirteen stock tubs of about 160 barrels capacity each, the tubs being equipped with Wm. Heiser's (Buffalo) manhole doors. In the ale tun room are six large tuns of about 700 barrels per week capacity. The lager beer cellars contain five 110-barrel "F.F." casks ordered May 2, 1894, five 110's ordered March 11, 1895, and ten 110's ordered June 10, 1895.

On entering one is strongly impressed with the resemblance of the old cellars to and conformity with the appearance of the more celebrated old wine vaults and beer cellars that were built centuries ago in the old world. In fact one is constantly reminded in wandering through and around this old establishment of the ancient methods and plans used in the earlier days of ale and beer brewing.

Mr. Taylor, the energetic and pushing proprietor, has, however, added to and changed and improved the methods and facilities of the plant to such extent, that it is to-day in every essential particular equal to the best completely built modern establishment on this continent. The "vacuum system," so well known and highly appreciated by the leading brewers of the "States," recently introduced, has increased the capacity and improved the quality of the output to a wonderful degree, and Mr. Taylor takes great pride in showing and explaining its advantages to visitors and interested parties.

One of his special prides is the engine room containing the 40-ton ice machine, built by the Case Refrigerating Machine Co., Buffalo, N.Y. Mr. Taylor says this machine is the very acme of perfection in refrigerating machinery; and that it has not cost him one dollar for repairs of any kind since its erection in 1894. The vacuum, racking and other pumping machinery required in the various operations of the brewery are located in this room together with the brew house engine.

Boiler room is equipped with two 100-horse power tubular boilers, built by John Inglis & Son, Toronto. A very ingenious and practical contrivance for controlling and regulating the damper is referred to by the proprietor in highest terms of praise. It is called McDonough's electric damper and pressure regulator, and is operated by an electric storage battery at a very trifling expense.

The Baudelot cooler was supplied by Booth & Son, Toronto. The pitching machine and apparatus is located in the yard. This apparatus is the celebrated Eureka Machine Co.'s make (Cleveland, Ohio), and is spoken of very highly by the proprietor. The stables in the rear of the brewery are commodious, well lighted and ventilated. The bottling house is furnished by Yawman & Erbe's (Rochester, N.Y.) bottle filling and cleaning machinery.

In fact, throughout this great modern brewing establishment there isn't a single modern innovation that ripened experience has proven to be an improvement that has not been secured, and the natural result is an immense business."

The Western Brewer, June 15, 1897

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

BADGER BREWERIES, PAST AND PRESENT - is a book that includes a comprehensive study of Wisconsin's brewers and bottlers. Available to N.A.B.A. members for \$7.00 (regular price \$9.00). Wayne L. Kroll, Route 2, Box 216, Fort Atkinson, Wis. 53538.

NOW AVAILABLE: Obsolete Beer Cans - Volume II includes revised 1976 prices for Volume I @ 4.95 postpaid. Still available: Obsolete Beer Cans - Volume I @ 6.95 and Beginner's Guide to Beer Cans @ 4.95. B + T Collectibles, 732 Sixth Ave., Aurora, Ill. 60505.

TAP KNOBS TO TRADE: Send picture to Herbert A. Haydock, 1660 2nd Ave. South, Wisconsin Rapids, Wisconsin 54494.

COLORADO BREWERIANA WANTED: All items from Coors, Zang, Neef, Tivoli-Union, Walters, Ph. Schneider, etc. Buy or trade. William Frederick, 2692 So. Federal, Denver, Colo. 80219.

FOR SALE: Limited Edition Hamm's Brewery St. Patrick's Day 1974 Steins (numbered) \$7.50 includes postage and insurance. Dick Paull, 52 N. Lippincott Road, Fox Lake, Illinois 60020.

WANTED: U.S. and Canadian brewery coasters. Will trade or buy. Also interested in "Painted Label" beer bottles. Don Kurtz, Box 961, Ogden Dunes, Portage, IN 46368.

WANTED: CARDBOARD BEER COASTERS. Buy or trade - both U.S. and foreign wood pulp cardboard beer coasters. James W. Hosier, 2300 S. 24th Rd., Box 753, Arlington, VA 22206.

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ADDRESS CHANGES

Bill Wolfsheimer
500 Spring Avenue
Lutherville, Maryland 21093

Sam Benveniste
1909 Sherman Ave., Apt. 7
Madison, Wisconsin 53704

John B. Mathot
40 Pinecrest Road
Holliston, Massachusetts 01746

Larry C. Sherk
15 Kintyre Ave.
Toronto, Ontario
M4M1M2 Canada

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)

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.

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.

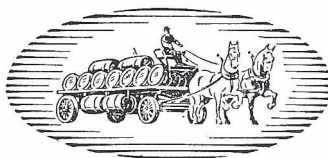
Scottish Cans, 30 different - \$20.00 including complete "girls" set plus free beer coasters and very old beer label. Charles Schofield, 343 West Princes St., Glasgow GH9EX, Scotland U.K.

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

THE PILSEN BREWING COMPANY

Continued



The Early Years

THE Pilsen Brewing Company had got off to a very good start. The question that now presented itself to the officers and Board of Directors was this: "Can we operate profitably? And what policy shall we adopt to assure profitable operation?" Here, as in the organization of the company, The Pilsen Brewing Company broke all precedents, and set forth on an entirely new road to success.

The established practice between breweries and tavern owners was for the brewery to render more and more service to the tavern owner as a means of retaining his good will and to prevent his switching to another brand. For by this time, the agreement between individual breweries and the British syndicate to raise prices and prevent switching of brands by tavern operators, had broken down, and competition was again keen, with prices again down to a reasonable level. The condition that had precipitated the formation of The Pilsen Brewing Company had ceased to exist, and The Pilsen Brewing Company was now in Chicago's brewing picture, and was there to stay from that time on.

As is always the case with unsound practices, they continually grow until they become intolerable . . . yet

often there seems to be no way of curing them. That was what had happened in the brewing industry. It had come to the point where a tavern owner would not think of making even the simplest kind of repair to his equipment. His first thought was to call the brewery, and tell them to send over a mechanic or plumber as the case might be.

The directors of The Pilsen Brewing Company recognized this condition as representing the difference between profit and loss, and decided to do something about it. They put their cards on the table to their stockholders in this fashion: "If you have some minor repair to make to your equipment . . . say a break in your air line or beer line . . . you can fix it yourself in two minutes with a piece of copper wire. If we have to send out a plumber, that costs several dollars. And every dollar of unnecessary expense you put the brewery to means that much less profit from which to pay you dividends."

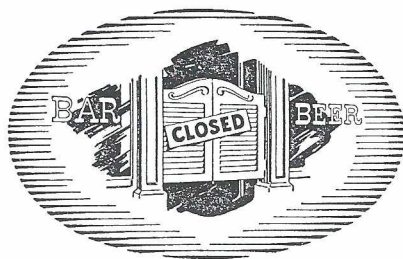
The stockholders were quick to see the logic of this . . . and just as quick to see another great evil in the practice of calling on the brewery for service such as plumbing, decorating, etc. This was that the stockholder who had the biggest investment in his tavern equipment, and who kept it in the best possible condition, actually was paying the expenses of those who bought cheaper equipment, and who were careless about taking care of it.

Thus The Pilsen Brewing Company became the first to inaugurate a new relationship for doing business between breweries and taverns, and to place it on the same business-like basis that exists between manufacturers and retailers in other fields of industry. Many years later, regulatory legislation outlawed these subsidizing practices, and, with The Pilsen Brewery's record of success without subsidizing their retail outlets, brewers who favored the old, uneconomic system could not hope to justify its continuance.

An example of what this subsidization amounted to is provided by the testimony of the president of a then small brewery who stated that the extra, unnecessary services he had to provide for his customers cost his brewery over \$30,000.00 a year. As a matter of fact, the "services" some breweries furnished bordered upon the ridiculous, including not only painting, decorating, plumbing, glasses and fixtures, but, in extreme cases, even including the hay which the tavern owner gave to teamsters to feed their horses as a means of attracting more business.

Success came quickly to The Pilsen Brewing Company, and after the first year, dividends were paid at the rate of not less than 25% each year until the coming of prohibition. In 1908 an addition was built, and another added in 1914. The capital of the company was increased from \$100,000.00 (1,000 shares of \$100.00 par value stock) to \$250,000.00 (2,500 shares of \$100.00 par value stock). Despite this increase in capitalization, however, the maximum holding of any one stockholder was still restricted to 10 shares. In 1912, part of a huge surplus that had been built up was utilized to give the stockholders a 50% cash dividend and a 100% stock dividend. This increased the capitalization to \$500,000.00, at which it has remained since, and increased the individual holdings to a maximum of 20 shares of stock.

The Pilsen Brewery's success under its cooperative organization, inspired others to attempt to emulate them. Six breweries founded on the same principle were started within a few years after The Pilsen Brewing Company demonstrated that they could compete successfully and profitably with the larger, old-line breweries, but of those six, only two achieved any degree of permanence, and they have abandoned the cooperative system in favor of the usual corporate set-up.



The Coming of Prohibition

DURING World War I, agitation in favor of national prohibition reached its highest point, and on May 1, 1919, in accordance with the proclamation of President Woodrow Wilson, under his wartime powers, all brewing of beer with alcoholic content of more than $\frac{1}{2}$ of 1% was stopped, and on July 1, 1919, the sale of beer ceased. On January 16, 1920, nationwide prohibition under the terms of the 18th Amendment, went into effect.

In common with other breweries, The Pilsen Brewing Company experimented with the production of near beer, and continued production of root beer which it had started in 1918 to supply the existing demand in taverns for family use. The sale of root beer reached a peak of 50,000 barrels a year, but this, in itself, was not sufficiently profitable to support the operation of the brewery, and high hopes were held for the development of the near beer market.

There are two ways of making near beer. One is by stopping fermentation by freezing the brew when it has reached the $\frac{1}{2}$ of 1% alcoholic content, and the other is by making beer in the usual fashion, and then removing the excess alcohol. Neither method produced a beverage that pleased the palates of Americans who had become accustomed to the finest beer in the world. The process of interrupting the fermentation resulted in a raw tasting drink. In removing the excess alcohol, it was necessary to utilize heat to evaporate the alcohol, and this gave the remaining beverage a burnt taste.

If some satisfactory method could have been developed to abide by the terms of the 18th Amendment as to alcoholic content, and, at the same time, preserve the TASTE of good beer, the entire history of the prohibition movement might have been completely changed. The era of the bootlegger probably would never have come into being, and all the attendant evils that sprang up in the wake of Prohibition might never have arisen.

However, not even the skill of the Pilsen brewmaster could overcome the handicap of attempting to create something so unnatural as a palatable beer without the proper alcoholic content, and in 1922, The Pilsen Brewing Company ceased operations for the duration of the prohibition era. For eleven long years the plant lay idle, awaiting the day when brewing might again be resumed. Several offers to purchase the land occupied by the brewery were made (the plant itself was worth less than nothing as long as brewing could not be done) but the directors and stockholders refused to sacrifice the brewery, hoping against hope that a more reasonable viewpoint toward beverages would again prevail and that beer would return to the tables of the nation as the beverage of moderation which it always has been.

TO BE CONTINUED

The Hofburg Brewery is the name of a new brewery established by L. Neller & Company in West Berkeley in the vicinity of Oakland, California. It covers 1 1/4 acres; the main building has a front of 80 feet and a depth of 40 feet.

June 15, 1883
The Western Brewer

The American Art Works at No. 98 Duane street, New York, have just issued their June catalogue, which includes a vast deal of information for advertisers, and particularly so for the brewing and bottling trades. Each page contains in the briefest possible and yet intelligible space a line especially well adapted for the use of calendars for those trades. Mr. Paul Wergen, their traveling representative, has taken since early in January some very large orders from the brewers, for calendars and show cards in their imported lines, and the prospects are that during the next few months some of his heaviest business will be done in this line. With possibly one or two exceptions, there is no one better or more favorably known among the brewers and bottlers than Mr. Wergen, who is a thorough master of his line, and who possesses a characteristic intuition for interesting and obliging his patrons. Square dealing, not only in the brewery and bottling trades, but in all other branches, has made a great many friends for him, as well as for the house he has so ably represented for the past few years. Special attention is called to their "Ad." on another page.

June 15, 1897
The Western Brewer

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

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

BREWING IN NEW YORK

We extract the following from a late issue of the New York Sun:

BEER BREWED IN NEW YORK

Although a nice detail of profits cannot be made, a rough estimate may be formed upon the basis of the amount of beer brewed in New York. According to the reports of the Internal Revenue Assessor for this district the ale and beer manufactured between May 1, 1877, and May 1, 1878, in this district (not including a host of Williamsburgh, Brooklyn, Staten Island, and Jersey brewers) foots up as follows, according to "WING'S BREWERS' HAND BOOK for 1878:"

Names	Brls. 1877-78	Brls. 1876-77	Names	Brls. 1877-78	Brls. 1876-77
Jacob Ahles.....	10,582	11,600	Schwaner & Amend.....	14,160	13,470
Jno.F. Betz.....	21,961	25,700	Conrad Stein.....	50,642	50,000
Jno.J. Betz.....	6,876	3,640	F. & M.Schaefer Brewing Co.....	50,842	45,600
Bernheimer & Schmid.....	55,000	54,517	Schmitt & Koehne...	19,066	16,825
Bauer & Betz.....	22,267	21,350	Phil.Schaefer.....	23,018	21,020
C.C.Clausen.....	56,786	62,000	Yuengling & Co.....	47,890	37,520
H.Clausen & Sons..	89,039	91,200	J.F. Rottman.....	14,680	15,700
J. Doelger.....	19,432	15,930	De La Vergne & Burr.....	28,393	11,975
Peter Doelger....	56,215	41,071	*W.A. Miles & Co....	13,921	13,000
Eckert & Winter...	43,222	48,000	*Flanagan & Wallace.....	82,567	88,677
Geo.Ehret.....	159,103	138,449	*James Wallace.....	14,412	11,482
Elias & Betz.....	46,109	47,870	*Beadleston, Price & Woerz.....	78,037	79,658
A.Fink & Son.....	27,330	24,960	Catharine Diehl....	1,211	1,525
Oppermann & Mueller.....	22,020	18,150	John Eichler.....	36,356	29,784
H.Koehler.....	23,374	22,430	P. & W.Ebling.....	32,438	28,074
A.Hupfel's Son....	37,546	37,216	J. & M.Haffen, Jr....	13,689	10,805
Jacob Hoffman....	47,042	44,424	J. & L.F.Kuntz.....	26,810	23,347
Jno.Kress.....	39,448	32,300	Charles Rivinius...	17,159	13,922
*T.C.Lyman & Co....	41,528	44,800	Henry Zeltner.....	13,138	11,770
F.A.Neumann.....	20,257	19,495	Peter Ahles, Jr....	200	
*Ryerson & Yuengling.....	27,269	26,000			
J.Ruppert.....	101,058	84,000			
G.Ringler & Co....	57,984	43,530			

The table gives a comparative showing also of the progress from last year, but that is not necessary for consideration at present. It also includes the ale brewers, who are marked by a star. Some of the others brew both ale and beer, but of that no account is kept in this tabulation, and hence a distinction is not practicable. The lager beer brewed in New York during the year specified amounted to 1,270,353 barrels, upon which the brewers themselves made---according to their statement---only one dollar a barrel, while the people paid for it, at the rate of five cents a glass, no less than \$25,407,060, of which the brewers only got \$10,162,824 and the retailers \$15,244,236. It must not be supposed that that amount covers all paid for beer in that year. Very many saloons draw beer that is made outside the city, and if all those were figured in, the amount expended in a twelve month in New York upon the single item of beer, at retail, must not be far from \$30,000,000.

It may be interesting to note how rapidly a number of the representative brewers have accumulated fortunes, and from what starts in life, as the facts are remembered by entirely respectable gentlemen of their personal acquaintance.

GEORGE EHRET

George Ehret, according to his superintendent, started about eleven years ago on a capital of \$10,000, which has already grown to \$1,500,000 invested in the business. That may be correct, but is not exactly as others remember it. It is said that he started on \$4,000, which he borrowed from Hupfel, the old Morrisania brewer, for whom he had formerly been foreman. If that is correct, he actually started with \$4,000 less than nothing, and by his business tact and energy in this only moderately profitable business has in eleven years acquired at least the amount given, which is probably rather under than over the mark.

JACOB HOFFMAN

Jacob Hoffman, proprietor of the Oriental Brewery, went into the brewing business about ten years ago, with a capital of \$7,000 of his own and \$13,000 brought in by his partner, Merkle. Three years ago Merkle withdrew from the partnership, and received for his half interest in the concern \$135,000 cash, with which he returned to Germany to live. Those who profess to know say that Hoffman is worth \$400,000.

JOHN KRESS

John Kress, about twenty-four years ago, began brewing beer in his wife's wash kettle, in a basement near where Tompkins-square now glares unsightly in the sun. Then, as he made a good, honest beer and was enterprising, he found a partner, a tailor named Schaefer, who was reputed worth about \$5,000. The tailor put in first \$400 to enable him to extend his business, and then, encouraged by the success achieved, put in all he had. In 1863 their partnership was dissolved, and Schaefer with the money he realized from it was enabled to go into two other brewing enterprises on the west side of town. Kress died about a year ago, leaving a fortune of over \$500,000 and a flourishing business, although his could hardly be classed among the really big breweries.

CONRAD STEIN

Conrad Stein began brewing about ten years ago, on what he had saved in his capacity of brewery foreman in different establishments. In 1863, he left the employ of John Kress, because he was refused an increase of wages from \$25 to \$35 a month, and went over to Roemmelt & Leicht, who gave him that latter amount. But even \$35 a month hardly seems such a princely income as would enable one to save from it any great sum for an investment. At all events, he managed to start his own brewery, and

BREWING IN NEW YORK (cont'd)

has now the reputation of having at least \$500,000 invested in his business, and of possessing always a larger sum, in ready cash in bank, than any other brewer in the city.

J. RUPPERT

J. Ruppert did not start from a small foundation. He is the son of old Mr. Ruppert, the proprietor of the Turtle Bay Brewery, a rich man; and he married a daughter of Mrs. Gillig, whose husband had left her a very large fortune acquired in the beer brewing business. It is said that Mrs. Gillig let her son-in-law have \$200,000 to start a brewery for himself, and he has done well with the investment. Those who know him best affirm that he is worth at least one million dollars, and his brewery is one of the most profitable in the city.

PETER DOELGER

Peter Doelger has been in business over twenty years, and is worth more than a million dollars.

SCHMITT & KOEHNE

Mr. Schmitt, of Schmitt & Koehne, in 1862, sold at retail in a basement in Third-avenue, near Fifty-second street, some casks of wine which he had received from his home in Germany. Then he extended his business by the addition of an oyster counter. Three or four years later he went into partnership with Elias, now of Elias & Betz. In 1868 Mr. Elias sold out to Mr. Koehne for \$20,000 cash. Mr. Schmitt then gave up his retail beer saloon in Third-avenue, and devoted his energies to the present co-partnership. The firm has been very successful, and, although yet young, is well advanced toward joining the millionaires.

ELIAS & BETZ

Mr. Elias, after selling to Koehne, went to Ninety-second street and bought out an old dilapidated brewery, which he kept for five or six years, and then sold to George Ringler & Co. for \$200,000 or \$300,000. With that, after lying idle a year, he went into partnership with Mr. Betz, and started their present fine brewery in Fifty-fourth-street, east of First-avenue. Elias himself is probably not worth more than half to three-quarters of a million, but his partner, Betz, who owns several breweries and malt houses in this city and in Philadelphia, is reputed to be worth several million.

BERNHEIMER & SCHMID

Bernheimer and Schmid began about twenty years ago their Lion Brewery.

ECKERT & WINTER

Eckert and Winter began not more than ten years ago, and made \$500,000 upon a very small start.

September 15, 1878
The Western Brewer

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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.

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.

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 $\frac{1}{4}$ 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

1880 BREWERY

What were the elements of a 1,500 barrel brewery about 1880? John Huebner, Harvard, Illinois, was selling his and noted the land, equipment, horses, etc., as follows: The brewery includes 4 1/2 lots with the main building 66 feet by 25 feet, 2 stories high. The storing and malting of beer is conducted in buildings 50 feet X 70 feet. The ice cellar (42' x 18' and 12' high) has a galvanized floor.

The brew kettle has a 16 barrel capacity and is made of copper. A four-horsepower steam engine was a power source.

He noted that supplies included 200 barrels lager casks, 3 fermenting tubs, 20 barrels and about 200 beer kegs (no size given). A full supply of good well water and a barn for six horses were other aspects of the operation.

The Western Brewer

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

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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Beer in Indianapolis went from \$8 to \$9 per barrel the first of the year.

January 15, 1880
The Western Brewer

A new brewery is to be built at Manitou Springs, Colorado, by F. Hermann.

October 15, 1885
The Western Brewer

BUNGS

The Canadian brewers have organized an association for the Dominion, with headquarters in Toronto.

March 15, 1877
The Western Brewer

St. Paul has 11 breweries and they employ 105 men. Last year production was 40,752 barrels. Sales of malt to country brewers was 18,000 bushels. Brewers purchased 175,000 bushels of barley.

April 15, 1880
The Western Brewer

At the sale of the D. G. Yuengling Brewing Co.'s plant, New York, it was bid in by the attorney of W. G. Keene, of Philadelphia, who, it is said, will associate himself in business at Yuengling's. The receiver reported to the court that the liabilities of the Yuengling company are \$2,801,000, including the capital stock of \$1,000,000, and the assets, including \$200,000 for the good will of the firm, \$1,170,691, leaving a deficiency of \$1,530,308.

June 15, 1897
The Western Brewer

The Independent Malting Co., Davenport, Iowa, are enlarging their brewing plant to nearly double its present capacity. The company has ordered a new ice machine, which will be nearly double the capacity of the present one. The capacity of the present ice plant is twenty-five tons, and that of the new one will be forty tons, the two giving a total capacity of sixty-five tons.

June 15, 1897
The Western Brewer

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HOPS

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During the forties and fifties, I served for some years each, as Secretary-Manager of the U. S. Hop Growers Association, and as Managing Agent of the Hop Control Board, a hop marketing regulatory agency established under provisions of the Agricultural Marketing Agreement Act, with membership including hop growers and dealers and brewers. The latter included brewery heads from throughout the country, with such leaders as Harris Perlstein of Pabst, Carl Badenhausen of Ballantine, and Peter G. Schmidt of Olympia. This was the only such marketing regulatory agency including representatives of the producers, dealers, and consumers, the brewers, who use an estimated 98% of all hop production.

During World War II, I participated in early 1942 in successful hop industry efforts which obtained the removal of hop production from the federal "non-essential" classification, placed on it in December, 1942. This would have prevented hop growers from obtaining the necessary extensive labor needs and materials for the production of their crops. The "non-essential" classification also would have been disastrous to the brewing industry, for which no satisfactory substitute for hops had been found, nor has it been since that time.

U. S. commercial hop production then, and I believe still is, confined to the states of Washington, Oregon, Idaho and California. Many years ago, there was heavy production in New York state, and then in Wisconsin, but increased production hazards there practically eliminated that production by the Prohibition era.

Hops are grown on vines which are trained up on twine strung from heavy wire trellises between tall poles. Until World War II, those poles were mostly ten to

feet

twelve/tall, with the wires let down at harvest for hand picking from the vines. However, due to labor shortages and rising labor costs then, mechanical picking machines began to be developed, first as portable machines which went through the hop yards, and then as large stationary equipment to which the hop-laden vines were hauled after being cut from the trellises. Under this handling, hop yard poles doubled in height, and practically all hops now are machine picked. Hops always have been dried in heated kilns, after which they are cooled and compressed into burlap covered bales averaging two hundred pounds each, for storage and shipment to markets.

Prior to World War II, large quantities of hops were imported from Europe, chiefly from Germany and Czechoslovakia, with some from other nearby countries. However, with our wartime marine blockade, the U. S. hop industry was called upon to serve not only U. S. brewers, but also most of those in other parts of the world. U. S. brewers then found they could obtain most of the blends they desired from U. S. production. Since that time, that trend has continued, and U. S. hop exports have increased to brewers throughout the world, with those to Europe often exceeding imports from that production.

I appreciated your inclusion of a copy of the N. A. B. A. report of its first annual convention, with illustrations of some of the brewery advertising pieces on display there. The only brewery artifacts I have collected as a hobby have been mostly their metal trays, of which I now have more than eighty, including quite a few from the pre-Prohibition era. I also have several each of the small "change" trays, and lighted signs and glass goblets or mugs.

If you find any interest in this thumbnail sketch of the U. S. hop industry and of my association with its growers, dealers and brewers, you may make any use of it you may find worthwhile.

Mr. Paul T. Rowell
Palm Desert, Calif. 92260

BEER COLLECTORS' MECCA: N.A.B.A. CONVENTION, ALLENTOWN, PA. 1976

N.A.B.A. will hold its annual convention this year July 30, 31, August 1, at the George Washington Motor Lodge, North Seventh St. Pike, Allentown, Pennsylvania.

QUESTION: Why was Allentown, Pennsylvania, picked as the convention site for 1976?

ANSWER: The A.B.E. area (Allentown, Bethlehem, Easton) teemed with local breweries, large and small. Also included in this area are Northampton and Catasauqua.

From the Allentown area were Daeufer Brewery, Allentown Brewing Co., later changed to Horlacher in 1905, Neuweiler & Sons, Lieberman Brewery, James Wise Steam Brewery and John Birkenstock Eagle Brewery. Catasauqua had Lehnart's Brewery and Old Dutch Brewery. Northampton had Northampton Brewing Co. and Tru-Blu Brewing Co.

Easton was the site of Seitz's Brewing Co., Bushkill Brewing Co., W. Kuebler & Sons and Veil's Brewery. Bethlehem boasted J. Widman Co., Bertha Uhl Brewery (Tannhauser), South Bethlehem Brewing Co. (Supreme) and the Transue and Roth Brewery.

Of this group only Horlacher Brewing Co. of Allentown is still in operation and at this time is talking of expanding.

The convention will attract members from all parts of the country. There will be trips to Yuengling's Brewery, Pennsylvania's oldest brewery, in operation since 1829. The Bavarian Summer Festival's "World of Beer Memorabilia" Museum at Barnsville, Pennsylvania, will be visited as well.

There will be an auction, buy, sell or trade session and just all around good fellowship. We will have speakers giving the dealers' and collectors' points of view.

With the Bicentennial in our midst, the advertising trays, beautiful lithographs, calendars and many other give-aways are considered a form of American art of the past.

Happy collecting to you all, and I am looking forward to seeing my old friends and meeting many new friends come convention time in Allentown, Pennsylvania.

James Luhman
Publicity Chairman, Convention 1976
1808 Chew Street
Allentown, Pennsylvania 18104
(215) 435-1868

DIRECTORY CORRECTIONS

Please make the following addition and change in your directory:

ADD: ROBISON, Philip
420 West Clark
Freeport, Illinois 61032

CHANGE: In his ad on page 86, Vern Bauckman's telephone number
is given incorrectly. It should be:

703-491-2576

N.A.B.A. DUES

Remember that it's now time to renew your membership in the
largest Breweriana collectors organization. Dues remain at
\$7.50 per year, which is a bargain. And every reminder we
have to send out costs dearly these days. Send to:

John F. Fyrek, Jr.
559 St. John's St.
Elgin, Illinois 60120

Please help. I have an early glass mug which has enameled on
it in the early European style enamel the following:

"Phoenix Pilsner Lager - The Cleanest Drink"

Does anyone know which Phoenix Brewery this might be? I feel
sure they must have used such a slogan somewhere else on other
types of advertising. Any help will be appreciated.

Bill Ross
P.O. Box 361
Morristown, Tenn. 37814

"FOAM"

THANKS TO A NUMBER OF READERS WHO SUPPLIED
INFORMATION AND ADVERTISEMENTS FOR THIS ISSUE. IF YOUR
MATERIAL WAS NOT UTILIZED IN THIS ISSUE, IT WILL BE IN
A LATER EDITION. SOME MATERIAL SENT BEFORE THE CLOSING
DATE FOR SUBMISSION WAS NOT OBTAINED BECAUSE THE EDITOR
IS ON A SEVEN DAY PRODUCTION SCHEDULE.

PENNSYLVANIA

READERS WHO HAVE INFORMATION OR PHOTOGRAPHS
(OR BOTH) ON BREWING IN "THE KEYSTONE STATE", PLEASE
SEND THEM TO THE EDITOR FOR USE IN THE SUMMER ISSUE.
THIS WILL BE THE ANNUAL "CONVENTION ISSUE" AND WILL
HIGHLIGHT BREWERIANA IN A "BICENTENNIAL STATE".

doug bakken
newsletter editor

1976

NABA CONVENTION

July 30 - 31
August 1

(See Inside Front Cover)

NATIONAL ASSOCIATION
of
BREWERIANA ADVERTISING

10418 Bimini Drive
St. Louis, Mo. 63123

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