

National Association Breweriana



Advertising

Newsletter

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

VOL. NO. 21

WINTER EDITION 1978

Falsaff Closes 127 - Year Old Brewery



NOTICE

MEMBERSHIP YEAR CHANGE

The N.A.B.A.'S membership year has been officially changed to June 1 - May 31 starting in 1978.

Dues for the coming year (1978 - 1979) will be due and payable on May 31, 1978. If a member is delinquent for two months, his membership may be terminated. A member must be paid up and current to attend a Convention.

In order to assure that a new member gets a fair shake on his first year's membership, anyone joining after January 1st of any year is considered to be paid up until May 31st of the following year.

This means that if you joined N.A.B.A. after January 1, 1978, you are paid in full until May 31, 1979. Dues will remain at \$10.00 per year.

If you have any questions regarding membership, address all correspondence to:

Gordon B. Dean - Corresponding Secretary
Willson Memorial Drive
Chassell, Michigan 49916

National Association Breweriana Advertising

Officers

David Mathews.....President
Robert G. Gottschalk.....Vice President
Loren Karacki.....Recording Secretary
Gordon B. Dean.....Corresponding Secretary
Joseph Fury.....Treasurer

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Mike Bartels.....Two Year Term
Bob Chapin.....Two Year Term
Herbert A. Haydock.....Two Year Term
John A. Murray, Jr.....Two Year Term
John F. Pyrek, Jr.....Two Year Term

Committees

Harry B. Richards.....Directory Editor
Kenneth R. Hauck.....Newsletter Editor
Jerry Fitzgerald.....Convention Co-Chairman

ON THE COVER

Falstaff Closes St. Louis Plant

It came as no surprise when Falstaff President Joseph Griesedieck Jr., announced in early September 1977, that their 127 year old brewery plant would cease operations on November 1st, 1977 in St. Louis, Mo.

The Brewery property has had a distinguished history in brewing that goes back more than a century and involved a number of owners. The original brewery on the site of the present Falstaff Brewing Corp., was built by L. Stumpf about 1850. It was later operated by the partnership of Stumpf, Hoppe & Krug, Mr. Hoppe being afterward a well-known malster.

In 1857 the firm became Stumpf & Lemp, and in 1877 the Thamer Brewing Company. About a year later it came into possession of Anton Griesedieck and Company who sold it to Muller Brothers, by whom it was closed down in 1882. The property was purchased by the Consumers Brewing Company, the older buildings torn down and a new 65,000 bbl. plant erected in 1896. The brewing facilities were subsequently re-acquired by Anton Griesedieck and a family rich in brewing heritage, was now on the move in St. Louis.

When John Henry Griesedieck drew his last will in 1700 in Germany bequeathing to his heirs a brewery, he scarcely fancied that 200 years later he would have descendants in St. Louis occupied in that industry, but such was a fact. Among these descendants were the men who operated the Griesedieck Bros. Brewery Co. at 1927 Shenandoah Ave., St. Louis, Missouri. A copy of the original will was framed and hung on the wall of the Brewery.

The fame of the Griesedieck's beer was such that it began winning first premiums at various fairs as is attested by a framed First premium won at a Fair in Louisiana, Mo. in 1881. At that time beer was selling at \$ 8.00/bbl. In 1888, as his business expanded, he moved to a large plant at 18th and Lafayette. In 1892 he organized the National Brewery Co., occupied the large plant at 18th and Gratiot streets, and put his sons Henry, Bernard and Joseph in charge. This plant was operated until 1909 when seven breweries consolidated and became known as the Independent Breweries Co., with Henry Griesedieck Jr., as president.

After several years, Henry Griesedieck resigned and in 1911, feeling that the family should go on with the business, he placed his three oldest sons at the head of a brewery, then known as the Consumers Brewery, which occupied the same site where he originally began business when he came to St. Louis.

In 1912 Henry Griesedieck Sr. became head of a brewery located at Belleville, Illinois...known at that time as the Western Brewery Co. This brewery was well known for the beer it produced at that time due to the fact that it used an unusual spring water obtained from the company's own wells. Shortly after the takeover, Griesedieck changed the name of the company to the Griesedieck Western Brewery Co.

In 1920, following adoption of prohibition, Joseph Griesedieck created the Falstaff Brewing Corp. to produce non-alcoholic cereal beverages ...such as Bohemian Malt Tonic. Early in the prohibition era the Falstaff organization acquired the old Lemp trade title, and the quality of its product developed an advertising value which undoubtedly was a material asset when manufacture of beer started.

Long located on Forest Park boulevard, the new organization found it necessary not only to erect new structures in that locality, but also to lease the Otto Stifel Union Brewery on Gravois Ave. which they rehabilitated at great expense. The Falstaff Brewery employed about 300 men after brewing was resumed in 1934. Falstaff retained the world renowned Lemp shield as its basic logo...substituting only the word Falstaff in place of Lemp.

The announcement of the closing listed the all too familiar reasons heard so often...unprofitable due to age...high maintenance costs...utility costs...lack of railroad facilities and a recent rejection by the State of Missouri of a self-insurance plan for workmen's compensation for employees.

About 100 employees were affected by the closing, but many of the 85 who were union members will be able to obtain jobs at the Anheuser-Busch Brewery in St. Louis due to an area wide seniority clause in their contract. In 1957 the Griesedieck Brothers Brewery Co. discontinued operation in St. Louis. In 1977, Falstaff re-introduced the GB brand in hopes of stimulating sales. The " old " beer was received well and area hopes were that this could turn things around for the aging brewery. Apparently not so, as Falstaff now leaves St. Louis.

Production of Griesedieck Bros. Beer will be transferred from St. Louis to the Fort Wayne, Ind., brewery and Omaha brewery. Falstaff has other breweries in Galveston, Texas, New Orleans and Cranston, R. I.

Ken Hauck

Minutes of the N.A.B.A. Board of Directors Meeting
Indianapolis, Indiana
September 24, 1977

The meeting was called to order at 3:00 P.M. by Dave Mathews, President of N.A.B.A. Board members present were John Murray, Herb Haydock, John Pyrek, Mike Bartels and Bob Chapin. Also present was Loren Karacki, Recording Secretary.

Under old business, John Murray informed the Board that plans for the 1978 convention in Lexington, Kentucky were moving along well. He indicated that it might be necessary to raise the convention fee above \$10.00, due to increased costs; however, no final decision was made pending a better estimate of the convention costs. A motion was made by Murray that the proposal by Strohs' Brewing Co. and the Michigan N.A.B.A. group be accepted to hold the 1979 convention in the Detroit metropolitan area. The motion was seconded by Chapin and passed unanimously.

Murray also stated that a proposal had been received from the membership in Denver with cooperation by Coors for the 1980 convention. He said he planned to prepare an article for the Newsletter to determine if other groups were interested in submitting proposals for the 1980 convention.

Under new business, a motion was made by Murray and seconded by Chapin, that the membership year for N.A.B.A. be changed to June 1st - May 31st starting in 1978. The motion was passed unanimously.

A discussion was held of the possible need to increase membership dues because of increased costs. Rather than raising dues, it was decided that ways needed to be found to reduce operating costs. A motion was made by Chapin and seconded by Pyrek, that the Newsletter be changed from First Class to Bulk mailing. The motion was passed unanimously by those present with Murray absent for the vote.

A motion was made by Pyrek and seconded by Bartels, that the Newsletter be reduced from four to three issues per year with the three being Winter, Spring and a Convention Issue (Summer and Fall). Those voting for the motion were Pyrek, Chapin and Bartels....opposed was Murray....and abstaining was Haydock. The motion was passed.

The question was raised as to what position, if any, the Board should take in the case of N.A.B.A. members who fail to pay for items they have purchased from other N.A.B.A. members. While no policy was formulated, the various members of the Board expressed their concern about this matter and stressed the moral obligation of all N.A.B.A. members to maintain their end of any trade or sale of breweriana items.

Loren Karacki

"The Rarest Mug in the World"

There exists a distinctive Stroh mug which may be seen by a visitor who has business with Chairman John W. Stroh, in the main office of the Stroh Brewing Co., Detroit, Michigan. This office was erected at the corner of Elizabeth and Hastings in 1912 and is now within the brewery premises. Old photos show a solid well-proportioned two-story brick building, but one of its wings was razed in 1956 to make way for a brewhouse expansion. There still is a lot of marble and fine paneling to be seen. The basement contains a real gem of an old world room, complete with groined ceiling, dark paneling, handsomely carved tables and chairs and wall paintings of Grimm fairy tale themes and dwarfs carrying mugs of beer. When John Stroh's father, Julius (1856-1939), built an office in 1912, he did it right.

The mugs which are depicted being carried - and in one case spilled - show a large blue Gothic "S". Such mugs have never been seen, but they are very similar to two types of grey mugs with blue inscriptions and blue lines. One type simply says, "Stroh's Beer", while "Detroit, Mich." is added to the other one. These mugs are serviceable but not fancy, and were probably available to beer gardens.

The Chairman's office is cluttered and comfortable. Behind his desk is a fireplace and a life-size painting of his father, and on the high mantelpiece rests the rarest mug in the world.

I missed it the first time, what with the large painting and the brevity of the interview. I had come across some embossed Stroh bottles, and, being completely green about such items, made an appointment and asked him if they also had labels when he started to work in 1912. He looked with surprise at me, said, "why of course, what do you think I am, an old man"? It was only later that I learned that his first summertime job in 1908 had to do with labelling bottles, and by that time I had seen illustrations of Stroh's labels back to the 1880's.

....The Rarest Mug continued

The Chairman's mug is exceedingly elegant by comparison and is profusely decorated with founder Bernhard Stroh's portrait flanked by fairy tale dwarfs, the 1867 brewhouse and a banner proclaiming " In Memoriam ". Colors range from brown at the base to pale tans, reds and violets, with a clear purple inner band. The entire mug is softly glazed.

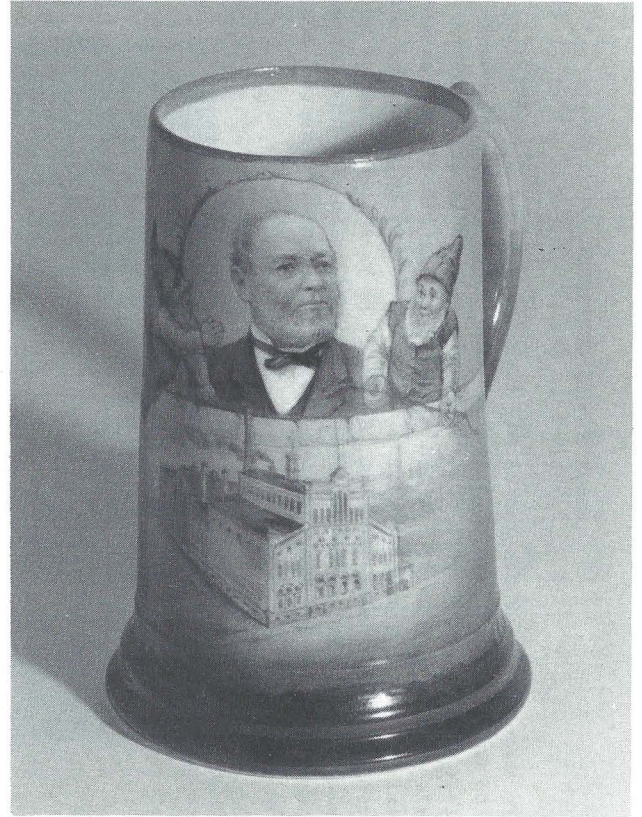
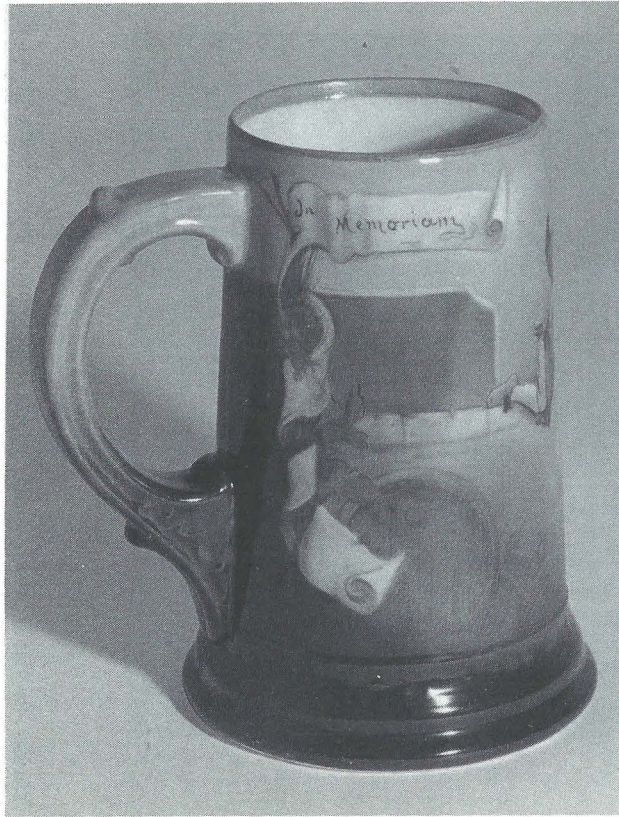
Near the handle is the artist's name and date: P. Doerner, 1903. The big surprise comes from turning it over and seeing the Limoges France imprint around the emblem of that famous house. The Chairman's and the lion mug, both classics in their way, illustrate the difference between good crockery and fine china.

And now many things fall into place. Evidently Julius commissioned a memorial mug to his late father. Prints from engravings of the founder, the brewhouse, etc., were dispatched to Limoges. In France, the artist settled down to his painstaking task. A prototype was run off, fired, glazed and crated off to Detroit. Everything seemed fine. Bernhard resembles Pasteur more than his photograph in 100 Years of Brewing, and the hoods of the two " Heinzelmanner " seem to have a slight Gallic character, like one sees on Marianne, the personification of France.

But it was theme of barley awns and hop vines which foiled the artist. He did not know what to make of grain awns and spikes, so he showed only a couple, but when he saw a picture of the serrated three-lobed hop leaf he knew exactly what it meant.... a grape vine! He painted a nice purple cluster of grapes above the barrel head, to honor the deceased vintner Bernhard Stroh. No wonder Julius Stroh did not order a production run to give to esteemed customers.

And that is how it became the rarest mug in the world. This distinctive mug appears on the opposite page.

RAREST MUG



STROH'S MUGS CONTINUED

To some people, whose tastes may have been warped by collecting too many glasses, all mugs look alike. Far from it. There exists a lovely old Stroh mug, of what in a pipe is called apple shape, with a prehistoric lion-like beast prancing in a crowned shield before a bouquet of hop vines and barley spikes. The caption "Stroh's Beer, Detroit, U.S.A." is in a Gothic script which has grown curled climbers like a vine; it is an absolute marvel of improvisation by an artist who obviously had never drawn a lion before.



Thanks to Peter Blum for sending background and pictures of Stroh Mugs.

Ed

Standard Brewing Company

Rochester, N.Y.

Standard Brewing Company, had been incorporated in 1889 with a capital stock of \$ 75,000. Its president was a fellow with the wonderfully picturesque name of Valentine Fleckenstein. The brewery was located at 10 Cateract Street, Rochester, N. Y. It was later sold to the Cateract Brewing Company. During this time, they only made Ales. A great demand for their Ales led to a new bottling house with a large capacity and excellent machinery. They also repaired their own barrels in the new coppersmith shop.

Standard Ales were so popular, that even during the times leading to and during Prohibition, people were heard saying..." A glass of Standard Ale, please".

Standard shut down all operations during Prohibition. Upon Repeal, in 1932, Standard sold their old location on Cataract St. and purchased the former Flower City Brewery location at 416 - 462 Lake Ave. The main offices were at 420 Lake Avenue.

Beer was added to the operation in 1952 and they continued to brew until 1956, when for financial reasons, they merged with Rochester Brewing Company to form the Standard Rochester Brewing Company.

Former labels of the Standard Brewing Company are...India Pale Ale, Summer Stock Ale, Sparkling Ale, Standard Dry Ale and Ox Cart Beer.

..... Article submitted by Jim Starkman

We put it all together...



1977 CONVENTION COMMITTEE

Left to Right: Dick Krah, John Lindsay, Bill Lawton, Bob Jaeger,
Howie Kalt, Mike Nettesheim, Bob Chapin, Bob Flemming,
Dick Dallman, Greg Markovic

1977 CONVENTION STATISTICS

Number of Members who held bidding cards	123	
Number of Items placed in Auction	210	
Number of Items called by Auctioneer	184	\$ 12,651.00
Number of Items actually sold	139	\$ 7,914.50
Number of Items bid back	45	\$ 4,736.50
Average Sale price(called by Auctioneer)		\$ 68.75
Average price of Items sold		\$ 56.94
Average price of Items bought back		\$ 105.25
N.A.B.A. revenue earned at Auction:		
Commission on Items actually sold		\$ 714.07
Commission on Items bought back		\$ 125.50
Auctioned Items for N.A.B.A.		\$ <u>52.50</u>
Total N.A.B.A. Revenue		\$ 892.07
Revenue as % to Sales		7 %

States represented by N.A.B.A. families at Convention 20

Top 12 State representation: (Families)

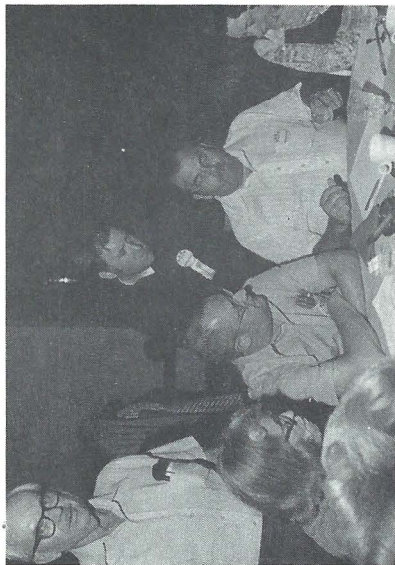
Wisconsin	33
Illinois	25
Minnesota	8
Missouri	6
Ohio	6
Indiana	5
Michigan	4
California	3
Pennsylvania	3
Texas	2
New Jersey	2
Virginia	2

Compiled by Joe Fury

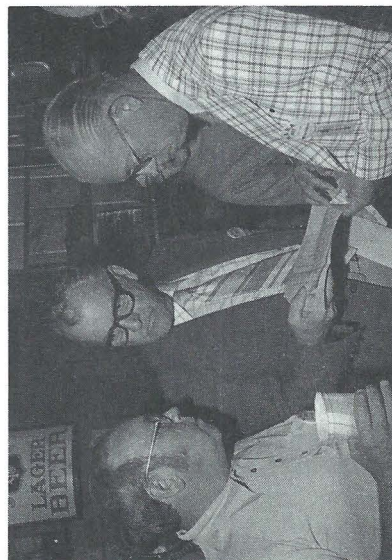
"1977 Conven



And the Winning Number is . . .



If You Drank, You Had to Keep Score



Who's Going to Pay for This . . . ?



A View of Kalt's Wonderful Collection



Waiting for the Brewery Tour Bus



Going Back for Seconds



Saturday Dinner at Kalt's



Setting up for Trade Session



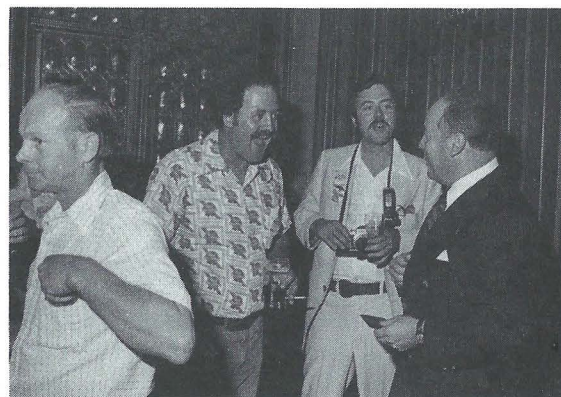
Dave Mathews "Supported" by Friends



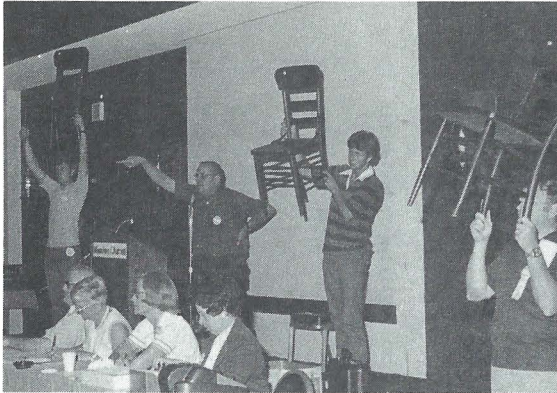
"We Have to Visit Another WHAT?"



N.A.B.A.'s First Drinking Team



N.A.B.A. Members Enjoying a Good Story

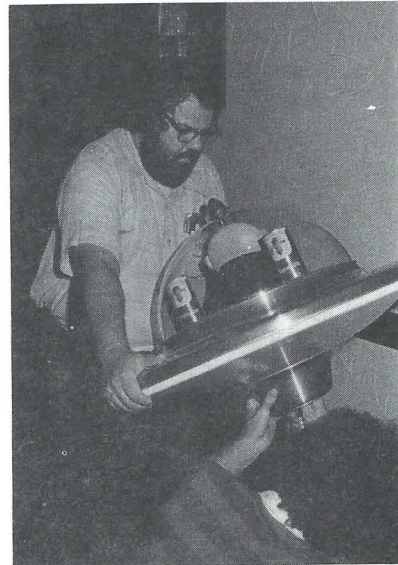


Mathews Auctioning Marriott's Furniture



Beer-Tasting Contestants on Sample No. 63

"1977 Convention Glimpses"



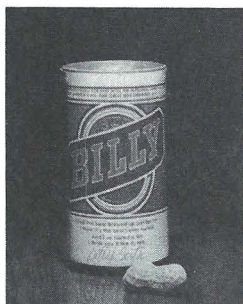
Roger Sapp with his Flying Saucer

"NEW MEMBERS AS OF DEC. 1, 1977"

Paul Arduini 2909 C. Halsted Rd. Rockford, Illinois 61103	John Horn 2828 Chesnut Lane New Richmond, Ohio 45157	Joe Rubio 21959 Dolores St. Castro Valley, Ca. 94546
Curtis Black 950 2nd Ave. S. W. Hutchinson, Minn. 55350	Myron Huffman 12409 Wayne Trace Hoagland, Indiana 46745	Jeff Strnad 910 Sherwood Drive La Grange Park, Ill 60525
Terry Diehl 1728 S. Oak Freeport, Illinois 61032	William A. Janssen 2745 Bromley Drive San Carlos, Calif. 94070	Edwin Sumiec Rt. 4 Box 276 Mauston, Wisconsin 53948
Terry P. Donovan P.O. Box 28875 St. Louis, Missouri 63123	Don Lurito 12 Florence St. Cambridge, Mass. 02139	William Walters 5140 Ellington Ave Western Springs, Ill 60558
Robert Everding 2166 Tower Grove St. Louis, Missouri 63110	Gerald Pecinovsky 3817 E. 39th Ct. Des Moines, Iowa 50317	Jerome F. Welsh 9803 Moreland St. Oxon Hill, MD. 20022
Thomas Flanary 6416 12th Ave. Kenosha, Wisconsin 53140	Edgar B. Provine 2959 Bannockburn Rd. Memphis, Tenn. 38128	Steve Collopy W. Main Phoenix Apt. 7 Epworth, Iowa 52045
Paul Gibson 315 S. 14th St. Murphysboro, Illinois 62966	Jim Reiling 20 Richmond La Grange Park, Ill. 60525	Russell A. Flower Route 1 Dixon, Ill. 61021

CHANGES OF ADDRESS

John E. Cole 2044 Dennis Rd. Williamston, Michigan 48895	Ronald Nagelschmidt 2 Shaper Ave Canajoharie, N. Y. 13317	Richard L. Sikora 1939 A Lexington Ave. Great Lakes, Ill. 60088
Harry Y. Horn 2565 La. Cumbra Rancho Cordova, Calif. 95670	Larry O'Neal 643 Village Circle Dr. Atwater, Calif. 95301	David F. Simon 2039-B N. J. Russell Cir. Elkins Park, Penn. 19117
Steve Ketcham 4840 Upton Ave. S. Minneapolis, Minn. 55410	Nick A. Passino 104 Tollgate Cr. SE Huntsville, Ala. 35801	William J. Taylor III 5340 Holmes Run Pkwy Apt. 1104 Alexandria, Va. 22304
John Mulligan 30 Knox Terrace Apt 1-A Wayne, N. Jersey 07470	Ronald Satterlee 13003 Carvel Lane Houston, Texas 77072	



Billy Carter Ushers in New Beer

Falls City Brewing Co. has announced that it has entered into a long-term business relationship with Billy Carter to develop and market a "new kind of beer". Current plans are to move into national distribution as the demand for Billy Beer dictates it, following the introduction of the product last November 1st.

"By no means are we entering this relationship with Billy Carter merely to capitalize on a fad or exploit a popular personality," says James F. Tate, president of the brewery. "The beer itself is of the highest quality, a premium product brewed in the best way we know how to make beer...for a man who honestly knows

how to enjoy it. We feel it will be around a long time."

The "Secret formula," which the company says was created expressly for Billy Carter, is the property of Falls City Brewing Co., but the product will be marketed under the trade name of Billy.

The top of the label on the can reads, "Brewed expressly for and with the personal approval of one of America's all-time great beer drinkers, Billy Carter." In testimony to this, add the Company, the bottom of the label will feature Carter's personal endorsement. "I've had this beer brewed up just for me," it reads. "I think it's the best beer I've ever tasted. And I've tasted a lot. I think you'll like it, too. (signed) Billy Carter."

"For me," said Carter, "the beer thing was a natural, 'cause I know a good beer better than anybody. Who knows? Maybe I'll become the 'Col. Sanders' of beer." Billy Beer has been an instant success in the seven states it is being marketed in. It has been said that up to four additional breweries will eventually produce and distribute Billy Beer under license with Falls City Brewing Co.



Falls City Brewmaster John Brown (left) observes Mr. Carter's reaction to the flavor of the new beer that will bear his name. This tasting was conducted in the brewery's kettle room.

what's brewing

"....CARLING BREWERIES MAY BE SOLD....An agreement has been reached for the sale of Carling National Breweries to R & R Holdings, Ltd., an associate of Rothman's World Group for an undisclosed price, according to the Chairman of the beer company. R & R Holdings is buying the Carling shares held by Carling O'Keefe, Ltd., of Canada, which bought the National Brewing Co. two years ago for about \$19 million. The sale was scheduled to be completed by Dec. 30. After buying National Brewing, Carling O'Keefe merged it with its own Carling operations in America. Carling National has two breweries in Baltimore, a Belleville Ill., plant and others in Michigan, Arizona and Washington state. The firm's brands include National Bohemian, National Premium, Black Label and Tuborg Gold beers and Colt 45 malt lager.

"..... PEARL BREWING COMPANY SOLD....Paul Kalmanovitz, the San Francisco multimillionaire who bailed out financially troubled Falstaff Brewing Co, with \$ 20 million, has dipped into his pocket for another \$20 million to acquire a Texas brewery which has been in direct competition with Falstaff.

General Brewing Co., which Kalmanovitz heads as chairman of the board, has agreed to purchase Pearl Brewing Co. of San Antonio from Southdown, Inc., a Houston-based conglomerate. General Brewing has hdgtrs in San Francisco where it brews Falstaff and Lucky Lager. Terms of the Pearl purchase were not disclosed, but sources report that General Brewing agreed to pay Southdown \$20 - \$15 million in cash-for Pearl's San Antonio Brewery, Pearl's inactive brewery in St. Joseph, Mo.(The former Goetz brewery), and Pearl Container Co., the aluminum can manufacturing facility of Pearl Brewing. Pearl, for many years the top selling beer in Texas, has come under increasing competitive pressure in recent years from Anheuser-Busch, Schlitz and Falstaff. It recently agreed to a \$2.1 million settlement from Jos. Schlitz Brewing Co. in a six-year old antitrust suit against Schlitz. In the last reported full year of production, Pearl's San Antonio output was approximately 1,300,000 barrels of beer, including the former Goetz brand of Country Club malt liquor, which will continue to be produced in San Antonio.



".....C. SCHMIDT & SONS, INC., PHILADELPHIA, PA. is introducing a new family of products. Prior Double Dark and Prior Double Light Beer, in a four-city test market, it was announced. Prior Double Light is a low-caloric beer containing 105 calories. The Double Dark is a European-type of dark brew characterized by a full, rich flavor. Both have been designated extra premium beers. Prior Double Light has been introduced in a three-city test market of Harrisburg, York, and Lancaster in south central Pennsylvania. Prior Double Dark is being test marketed in Rochester, N. Y.

what's brewing

".....PABST BREWING CO., MILWAUKEE, WISC.,....announced Third quarter and nine month 1977 sales and earnings, following a meeting of the directors. Earnings for the company dropped in the third quarter, Mr. DeGuire, Pabst President and chief executive officer, said. Third quarter income was \$2,098,000 or 24 cents per share on sales of \$177,692,000 for the three months ended September 30, 1977, compared to income of \$9,972,000 or \$1.17 per share on sales of \$213,301,000 for the same period of 1976. Third quarter 1977 earnings and sales were affected by a ten week strike at the company's Peoria Heights, Ill., brewery. The strike was settled October 17, 1977. Mr DeGuire pointed out that until September, the company was slow to compete in the growing light beer market because of the time necessary to develop a naturally-brewed light beer without adding enzymes or other additives. Pabst Extra Light is now moving out of a limited number of test markets into expanded distribution. Pabst shipped 3,981,000 barrels in the third quarter of 1977 as compared to 4,825,000 barrels for a similar period of 1976.



".....PETER HAND BREWING CO., CHICAGO, ILL....has a new campaign for it's Peter Hand Extra Light Beer. Using the slogan, " The Lightweight Champ," Peter Hand is promoting Extra Light via television, point-of-purchase material, and distributor incentives. The television spots are aimed at the prime beer drinking audience, young adults, aged 18 to 34. They are appearing during sports events, rock concerts, news programs, prime time and on the new hit comedy show " Fernwood Tonight ." " The nationwide boom in light beers is evidenced by the growth of Peter Hand Extra Light. Our light beer sales are up more than 200 per cent from one year ago and we're aggressively seeking additional distribution through new markets," says brewery chairman, Fred Regnery. " Peter Hand Extra Light has only 96 calories in a can. That's one-third fewer calories than our other beers. Extra Light is less filling and has a fantastic beer taste."

".....ANHEUSER-BUSCH, INC., ST. LOUIS, MO....has announced record sales and earnings for the third quarter and the first nine months of 1977. August A. Busch III, chairman of the board and president, said that the firm also established a company and industry record with third quarter beer volume sales of 10.2 million barrels for the same period a year ago. Busch said it was the first time in the history of the brewing industry that a company has sold more than 10 million barrels in any quarter. For the first nine months, beer volume sales were 28.1 million barrels, an increase of 30.6 percent compared with 21.5 million barrels for the nine months in 1976, a period affected by a three-month work stoppage. For the first nine months of 1977, net income was \$75.3 million compared with \$48.3 million for first nine months of 1976. Busch attributed part of the increase to the company's beer sales in California, the largest beer consuming state in the country, where they have now overtaken Coors to become beer sales leader in that state.



what's brewing

"....ADOLPH COORS CO., GOLDEN, COLORADO....is reintroducing Press Tab I, Coors' pioneer effort in non-detachable lid containers, into all Coors marketing areas and by mid-1978 will replace a later-developed version of the opener, Press Tab II. The decision, made in board action, was prompted by growing consumer disapproval of Press Tab II, the new single pressure release method of opening, developed by Coors. The Press Tab II lid requires that the consumer break a single seal by pressing two scored edges with thumb pressure and folding in the teardrop-shaped tab with his index finger. Press Tab I features two tabs on the can lid; a small pressure release opening and a larger opening for pouring. Both lids are non-detachable, totally recyclable and were developed to replace the much-criticized ring pull. They are produced by Coors Container Co., a wholly-owned subsidiary of Adolph Coors Co.



"....AUGUST SCHELL BREWING CO., INC., NEW ULM, MINN....is now in full production with its Schell's Export beer, after a unique test marketing program. Last Spring two new brands, Schell's Export I and Schell's Export II were given one-month exposure to the beer drinkers of New Ulm and environs. Customer reaction as reported to tavernkeepers was used by Warren Marti, president of the brewery, in picking the brand to become Schell's Export beer. The winner was No. 1 which was tested during April. No. 2 was tested the following month. Advertising for the new brand tell the consumer: "Export I was judged as best by you and is now being sold as Schell's Export Beer...Enjoy the taste and flavor of old world imported beers." The new brand is on the market by chance. Tunnels under old parts of the brewery were known to be in existence, but were bricked up decades ago, and more or less forgotten. Tunnels were excavated last winter to plug a major storm leak. In blasting holes into some of the caves, old beer bottles were found with Schell's Export labels. Mr. Warren Marti later found hand-written records containing two recipes for a Schell's Export that was brewed around 1880. These were used in the production of the new beers.

"....MILLER BREWING CO, MILWAUKEE, WISC....has announced that the \$100,000 Miller High Life Open will be held March 19-25 1978 at Red Carpet Celebrity Lanes in Milwaukee. One of the longest running tour stops on the Professional Bowlers Association Winter Tour...it started 13 years ago with a \$60,000 purse...the \$100,000 Miller Open is also one of the richest stops on the schedule. All proceeds from the event will be donated to the National Multiple Sclerosis Society, Southeastern Wisconsin Chapter.



".....11th GREAT MID-ATLANTIC ANTIQUE ADVERTISING SHOW & SALE...Feb. 18th & 19th. Fairgrounds, Gaithersburg, Maryland. Admission \$2.00 with ad or card. BELLMAN PROMOTIONS, INC. P.O. Box 1113, Columbus, Maryland 21044 (301-995-0118)

".....SPRING ANTIQUE ADVERTISING SHOW....March 18th & 19th to be held at Indiana State Fairgrounds, Farmers Bldg. Indianapolis, Indiana...L-W PROMOTIONS Box 69, Gas City, Indiana 46933 (317-674-6450) Show Sold Out.

COOKING WITH BEER

Some anthropologists believe that man began cultivating grain to make beer, and that only after beer making had been discovered did man turn his attention to bread and other baked and cooked forms of grain.

There is some evidence that beer was brewed in Mesopotamia about 4000 BC according to records. Some imaginative Assyrian scribe stated on a clay tablet, dated about 2000 BC that there was beer on Noah's Ark!

Ancient Egypt made beer from barley bread fermented in water. Sugar was added later to hasten fermentation. Ramses II had his own royal brewery, which might be considered an ancient pharmaceutical plant since more than a hundred prescriptions around 1500 BC used beer as an ingredient.

BEER CHEESE SOUP

2/3 Cup butter/margarine
2/3 Cup diced celery
1/3 Cup diced carrots
2-1/2 tblspns chopped onion
3/4 Cup flour
1-1/4 tspns dry mustard
3-3/4 qts seasoned chicken stk
3/4 tspns Tabasco
15 oz grated Cheddar cheese
1 quart beer or ale

In melted butter, cook celery, carrots & onions until tender. Blend in flour & mustard. Gradually stir in stock & bring to a boil. Add Tabasco and cheese, stirring until cheese melts. Stir in beer and heat to serving temperature. Serve with parsley. Makes 25 servings at 3/4 cups each.

WIENER SCHNITZEL

2 lb. veal cutlet-very thin (serving size pieces)
Soft bread crumbs (3 slices bread)
1/2 Cup chopped parsley
3 tblspns flour
1 tspn salt
1/4 tspn pepper
Paprika
2 eggs, beaten
Lemon juice
1/2 stick butter
1/2 can beer

Mix flour, bread crumbs, parsley, salt, pepper & paprika. Dip veal into eggs, then into crumb mixture. Let sit several hours. Brown veal, one piece at a time, quickly in butter. Return all veal pieces to skillet, add beer; cover and simmer 1/2 hour. Before serving, sprinkle with lemon juice and serve with lemon wedges. Serves about 4.

Note: This is not crispy veal, but moist and fork tender.

If you have a favorite recipe using beer, send it for use in future Newsletter.

Brewery Baffle

.....Old Indiana Breweries

S	L	A	L	I	Z	A	R	B	L	I	H	K	A	K	O	O	C	D	S	H
A	I	T	R	C	H	G	O	N	W	O	R	C	B	A	D	S	S	R	E	E
F	A	L	T	R	A	C	F	A	F	L	G	X	E	M	B	O	O	E	C	T
T	O	A	O	R	F	C	G	F	V	A	T	A	S	M	U	A	M	W	P	U
F	K	N	G	P	O	H	B	T	B	S	L	C	N	T	B	O	V	R	N	A
F	O	T	L	T	A	R	W	D	O	X	R	S	H	S	H	E	S	Y	A	H
O	J	I	K	S	A	N	Z	P	R	R	M	B	T	P	P	A	L	S	C	E
H	I	C	R	U	F	D	A	W	Q	S	E	T	M	A	B	O	K	L	I	R
G	O	S	L	O	T	I	M	I	S	N	Q	E	H	I	F	Y	R	S	R	R
R	J	E	C	S	U	T	H	A	D	Z	I	E	N	R	O	F	S	T	E	E
E	L	L	I	V	S	N	A	V	E	N	S	T	E	R	L	I	N	G	M	T
B	A	R	O	T	C	I	L	E	R	V	I	L	T	N	E	C	J	M	A	Y

CROWN

CENTLIVRE

COOK

SOUTH BEND

INDIANAPOLIS

FALSTAFF

HOFF-BRAU

EVANSVILLE

BERGHOFF

AMERICAN

DREWERY

STERLING

LOGANSPOUT

BRAZIL

TERRE-HAUTE

KAMM

ATLANTIC

HOME

Hidden Breweries above appear Forward, Backward, Up, Down or Diagonally. Find each and box it in....Good Luck !

BUY ~ SELL ~ TRADE

FOR TRADE: A Rare Mug...Becker Brewing & Malting...Ogden, Utah. Want Mug or Glasses. Dick Bucht, Land O' Lakes, Wisconsin 54540

WANTED TO BUY: Tap Knobs, Chicago Breweries. George W. Hilton, Dept of Economics, UCLA, Los Angeles, California 90024

WANTED: Iowa breweriana and any brewery items with word " Bohemian " on them. Gerald Pecinovsky, 3817 E. 39th Court, Des Moines, Iowa 50317

WANTED: Pre Pro Beer Trays. I will Buy, Sell or Trade. Also interested in Tip Trays. Don Stuart, Box 387, Huntington N.Y. 11743 (506-368-3030)

MILLER BREWING

Factory Sign

About 1905. 40" wide x 27" high

This is a truly dynamite sign. Fine detail, brilliant colors, and self frame. The frame has serpentine sides with rounded corners. Excellent Condition. The sign shows what appears to be a Victorian stage with a railing in front. By the railing on the left stands a kind of Gibson Girl pulling back the curtain. On the right is an oversized picture of the bottle. Fully revealed as the backdrop for the stage is the brilliantly detailed picture of the Miller Brewery. This sign is probably one of about five known.

Price \$ 1200. Color Slides Available

S.D. Paine, 28 State Street, Boston, Ma. 02109 (617-742-8100)

BEER TRAYS

Magnetic holder now available. No more tape or falling. Rearrange your wall design in seconds. Holds up to 2½ lbs. Larger ones and qty. discount available on request. \$1.29/ea or \$13.80/Dz. Postage extra.

HOUSE OF STUART

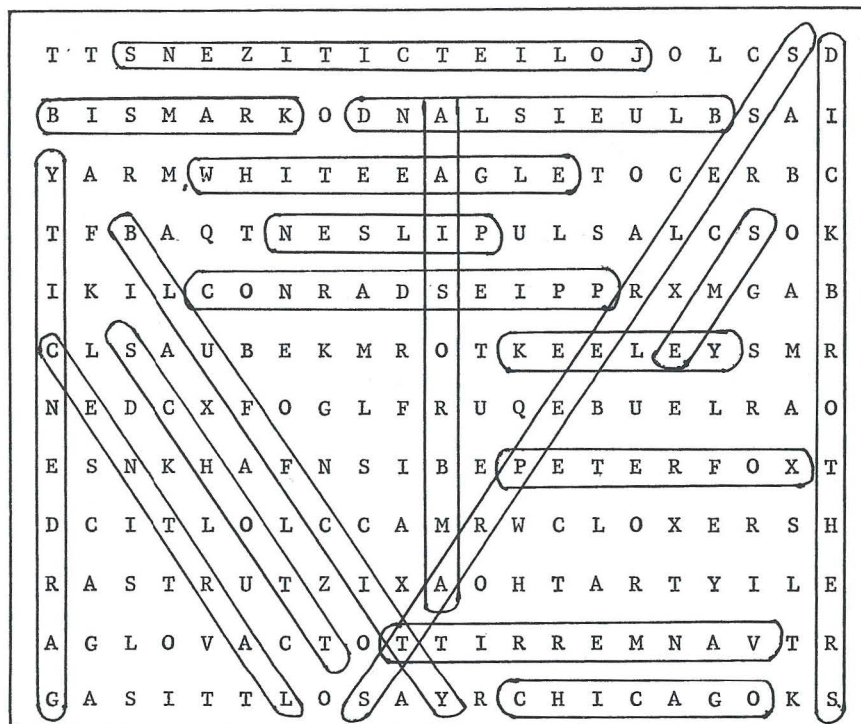
Box 387 Huntington, N.Y. 11743
(516-368-3030)

DIRECTORIES

Project to improve Breweriana History. Wish to Buy or Borrow Pre-Pro directories for all years except 1879, 1908 and 1915. Need these Post-Pro years: 1933-36, 40-43, 47, 48, 55, 56, 59, 61-62, 65-67, 71-73. Bob Gottschalk, 115 Peachtree Rd., Penfield, N. Y. 14526.

Brewery Baffle (Winter Issue Solution)

.....Old Illinois Breweries



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FOR NOTICE OF ADDRESS CHANGE

Mail to: Gordon B. Dean
Willson Memorial Drive
Chassell, Michigan 49916

Date

Full Name: _____

New Address: _____

Street

City

State

Zip

New Phone: _____
Area Number

GUIDELINES FOR BUY - SELL - TRADE SECTION

It has been some time since we printed our Guidelines for insertion of Ads in the N.A.B.A. Newsletter. With our increase in membership and to clarify any misunderstanding among our older members, the following rules and prices will apply for 1978.

1. Ads will be accepted from N.A.B.A. members only, and are free.
2. Ads may not exceed 25 words including name, address, zip code and phone number. These will not be block-style ads.
3. Type or print ad to avoid errors.
4. Be specific...don't try to include your whole collection in 25 words. You'll get better results.
5. Don't sell your item before the ad appears in the Newsletter. Our whole purpose is to give MEMBERS a chance to Buy or Sell.
6. Members are allowed one free ad in each issue.
7. Deadlines for submitting ads and articles for 1978:

<u>Issue</u>	<u>Article/Ad Deadline</u>	<u>Publication Date</u>
Winter	December 15th	February 1st
Spring	April 15th	June 1st
Convention	August 15th	October 1st

Any Ads received after the deadline will automatically go into next issue.

8. If you are interested in a larger size ad, the rates are as follows:

FULL PAGE.....\$25.00
Half Page.....\$20.00
Quarter Page.....\$10.00
Business Card Size.....\$ 5.00

Send typed finished layout if possible and logo if available.

I would like to feature a full page of member's business cards in each issue in 1978. Naturally the card would pertain to your Breweriana collecting.

9. Send Ads to Newsletter Editor

1978

NABA Convention

AUGUST 4 - 5 - 6

Lexington, Kentucky

**NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING**

4590 Grandcastle Drive
St. Louis, MO 63128

**THIRD
CLASS**