

National Association Breweriana

Advertising

Newsletter

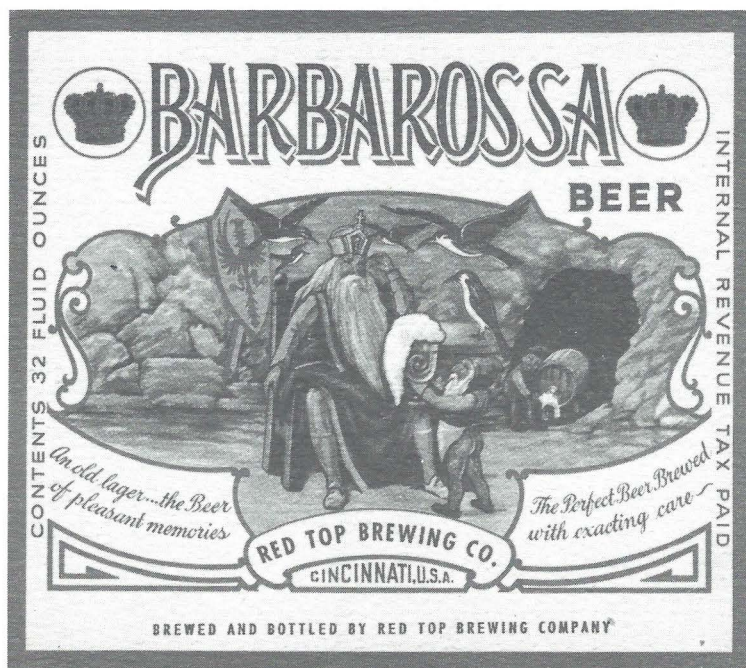


*An organization that covers all areas
of brewery advertising.
Founded January 1972*

VOL. NO.22

SPRING EDITION 1978

ANOTHER "KING" OF BEER



MEMBERSHIP DUES

For those of you who have cards with either a June 30th or May 30th, 1978 expiration date on them....the time has come for your renewal.

Please refer to your Newsletter #21 and review the explanation again on the expiration date of May 30th.

Membership renewals are due during the month of June in the amount of \$ 10.00.

Please make a special effort to mail your checks now and avoid the possibility of losing your Membership for non-payment.

This will be the ONLY REQUEST you will receive. Those who fail to renew by August 1, 1978, will be removed from the roster.

For those of you who are planning to attend the Convention in Lexington, Ky. in August....you must have a card in your possession with the date of May 30, 1979.

1979 dues can be included with your Convention application check or mailed directly to:

Gordon B. Dean Membership Chairman
Chassell,
Michigan 49916

National Association Bremeriana Advertising

Officers

David Mathews.....President
Robert G. Gottschalk.....Vice President
Loren Karacki.....Recording Secretary
Gordon B. Dean.....Corresponding Secretary
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John F. Pyrek, Jr.....Two Year Term

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

ON THE COVER

Another "King" of Beer

"..... He was the son of a Greek at Mitylene, and in 1516 assisted Selim, King of Algiers in driving the Spaniards out of that country. Having taken possession of the Capital, he put Selim to death and mounted the throne himself. He died in 1518...." (source--The Encyclopedia Americana)

Have you ever run across a piece of brewery advertising art form that captivated your attention and sparked an inner desire to learn more of its background? I had that experience recently when I acquired a beer label with the brand name of Barbarossa. What a beautiful label I thought...so unusual...a multi-colored scene showing a corsair chieftain, styled, "Barbarossa" from his red beard, seated on a throne with two elves serving beer from a cache in a cave nearby.

What better name for a brand from a brewery by the name of Red Top, than "Barbarossa" or red beard. Let me share a wonderful letter I received from NABA member John Collins of Covington Ky., in answer to my request regarding the background of this label.

"...your request brings back fond memories to me in regards to old breweries and takes my back to 1923 when I was about 15 years old and during the dry era. One of my hobbies at that time was to visit all the sites of the old breweries that were still standing but not operating. This included the site of the Herancourt Brewery (now the Hudepohl Brewing Co.) but at that time empty...then the Schaller Brewery site and the Jackson Brewery site and further on the old Mohawk Brewery and then to the grand old John Hauck Brewery, which was still in operation making a near beer that they put in bottles and called it Green River beverage.

When I came to this grand old Brewery at this time in 1923, I was dying to get in on the inside and see the plant but due to my age, I was afraid to ask for the privilege of seeing the inside. However, I did some years later after the dry era, about 1935. During the plant tour it was pointed out that the equipment was kept in perfect condition after the Hauck Brewery closed in 1927 to 1933 when it was again put in operation as the Red Top Brewery, who purchased it from the Hauck sons. Our tour ended in their small tap room where they dispensed beer right from the wood half barrel into glasses and at that time was a grand beer as the old John Hauck Brewery brewmaster was still in charge...I think his name was Redmond and he has long since passed on. But it was during the years of 1933 to about 1939, that beer was beer and not what you are getting today with their so called light beers. The beer then had a certain body and no adjuncts were used.

Barbarossa continued

"...In order to give you some background on the Red Top Brewery and one of their bottle beer brands, " Barbarossa Beer," I am going to have to refer to two other fine old breweries that were in Cincinnati, Ohio, one to 1919 and the other in business to 1927.

The first brewery was the Christian Moerlein Brewing Co. and was in operation from 1866 to advent of the dry law in 1919. They never operated after this time, although the bottle beers were well known in 12 to 15 states before this time and one of their leading bottle beers was the well known Barbarossa Beer.

Christian Moerlein was born in Bavaria Germany in 1818 and came to the U.S in 1841 and to Cincinnati, Ohio in 1842. He was a blacksmith for some years and later became a partner with a man named Windisch in the brewing business.

Later Windisch separated and opened his own brewery in Cincinnati and became very successful. Christian Moerlein then started his own brewery on Elm St. in Cincinnati which also became quite famous as in 1877 it was the 13th largest in the United States.

John Hauck opened his brewery about 1863 and it was open until 1927. Before 1933, the John Hauck Brewery was noted for their excellent draught beer and it was by far the leading seller here at Cincinnati, Ohio, as it was always in demand in those days. They had depots in other large cities such as Chicago and New York city as well as many cities in the midwest. The Hauck Brewery also put out bottle beer but it was never as famous as their draught.

The plant closed in 1927 but was kept in excellent condition until it was reopened in 1933 as the Red Top Brewery. Red Top operated the Brewery until November 1957 when it closed. The Red Top owners were a family named Mack, who were well known before they purchased the brewery. They previously owned a nationally known shirt company and before 1933, had a separate plant that made Red Top Malt Syrup that was sold to customers making home brew.

Some time in the early part of 1950, the Mack family sold the brewery to some persons from the east and in 1956 they bought the old Mohawk Brewery for their No. 2 plant...this plant subsequently closed in 1957.

Sometime in the early 1940's, Red Top started to use the Barbarossa label on their bottle beer, which was permitted since the Moerlein people did not keep the name up after they closed their brewery. You may wonder why the Moerlein Brewery closed immediately after the country went dry in 1919. Some of the southern states went dry before it became national law. The Moerlein Brewery tried as early as 3 years before 1919 to ship near-beer into these states since at one time this was big business there. The dry states that tried to sell the near-beer did not know how to handle these beers both in draft and bottles and a great deal of what was shipped, turned bad in their depots and had to be returned to the brewery. In 1919, Moerlein decided not to try near-beer nationally."

Thanks to John J. Collins for sending the above background information. Ed.

PROFILE

HARRY & JAN RICHARDS
Directory Editor
Milwaukee, Wis.



--Harry Richards holding Pre-Prohibition tray--
(Weber Brewing Co., Waukesha, Wisc.)

"..... we started out collecting beer cans and a few trays, then we joined N.A.B.A. in 1974 and really got interested in beer trays. I was collecting trays and cans, so Jan decided she had better collect something and started with openers and foam scrapers. We attended Conventions in Stevens Point and Milwaukee.

We now have 630 trays, 50 foam scrapers, over 300 openers, around 800 coasters along with some lighted signs and other brewery advertising. Our entire basement, (recreation room and laundry room) has beer advertising, as we display over 450 trays, 1600 cans and signs.

The openers are in frames and displayed on the stairway to the basement. The only items not on display are our coasters and they are in a series of notebooks. I'm a member of N.A.B.A., E.C.B.A., and the B.C.C.A. We spend our vacations and weekends visiting club members and flea markets looking for additions to our collections. We enjoy seeing other collections as well as having collectors seeing ours...".

Thanks Harry & Jan for sharing your collecting background with us. ED

.....Harry and Jan Richards.....



More trays from Harry's great collection



--Jan Richards proudly shows foam scrappers--

President's Page

My first letter to the membership must begin on an especially sad note; Carl Hose, one of the first N.A.B.A. members and one of the members who has never missed a national convention, was killed in an automobile accident early Tuesday morning, April 4. We shall miss Carl for many reasons, but particularly because he could always be counted on to be genuinely friendly, helpful, and honest, virtues that need emphasis in this day and age. I know that the sincere sympathy of the N.A.B.A. membership will be with Carl's wife Sandy and her family. I believe that Ken Hauck has an article in this issue of the NEWSLETTER about Carl.

A great many N.A.B.A. members attended Neil Wood's spring advertising show in Indianapolis, and I'm sure that they enjoyed the N.A.B.A. hospitality room hosted by Bob and Marilou Kay at the Sheraton Motor Inn. Those of you who do not make Indy for the ad shows are missing a real treat as well as the opportunity to find some of those pieces that you've always wanted. Neil and his dealers produced another great show; seeing three huge rooms replete with collectable advertising is a thrill that you will never forget and that you will want to repeat. Neil's next shows are set for this July 15 and 16 and then for September 23 and 24. Make it a point to attend.

Many good things happen to the President of N.A.B.A. regardless of who he may be, and a few disturbing events occur. The most distressing situations with which I have had to deal so far involve bad faith bargaining and trading on the part of some collectors and dealers. Almost as soon as I became President, Will Anderson informed me of a problem that he had encountered. I answered Will's letter and I wrote to the other party hoping to encourage a solution to their problem. Will responded promptly with his side of the issue, but the other party has never answered my letter, nor has he tried to work out a solution with Will. Others who have experienced bad faith bargaining and who have brought their situations to our attention include Stan Hecker, Frank Lang, and Dave Peck.

I am particularly disgusted with some of the shenanigans that have gone on. We are all involved in a fun hobby that is supposed to help dispel some of the aggravation and anxiety of life. N.A.B.A. members should be mindful that deception and dishonesty exist; consequently, measures should be taken to protect yourselves in trades and bargains that are consummated through a middleman or through the mail. Be mindful also of the fact that if any of you are found to be guilty of dishonest bargaining and trading, the Board of Directors has voted that such memberships shall be terminated for cause. The By-Laws provide for this. The news of such expulsion would spread quickly through the collecting world with a consequent loss of faith and reputation.

Charlie Lange has alerted us to the fact that a new Schlitz repro is on the market and that collectors must be cautious not to pay the price of an old item for these. The repro is of a group of 9 circular (5" diameter) poster-board lithos advertising Schlitz beer around the world with black and white brewery scenes on the reverse side. Charlie says that the item was originally made for the Columbian Exposition in Chicago in 1893. The original was strung together with a ribbon so that the cards would fan out. The repros are secured with a paperclip. I have seen the originals priced at \$25.00; Charlie says that he bought the repro for \$3.00 to compare.

PRESIDENT'S PAGE

Some great new brewery advertising trays have come out during the past two years. I have been particularly impressed with the Bicentennial Anheuser-Busch, Pabst, Point, Stag, and Stroh commemoratives. Since the Bicentennial, Heilman, Leinenkugel, Old Milwaukee, Olympia, and Point have come out with some very attractive pieces. The Leinenkugel is a particularly desirable factory tray. These are all worthy collection additions; also, they are a good but inexpensive means of encouraging new collectors. Some of these trays are already difficult to find.

I would like each of you to think about becoming a contributor to future issues of the NEWSLETTER. This is your NEWSLETTER and you can make the news. The editor can use reports, stories, anecdotes relating to brewery history and advertising. Think how much lighter the editor's burden would be if each of you would contribute just one item, even though it may be very brief.

Jerry Fitzgerald and his committee have the 1978 national convention plans for Lexington, Kentucky, well developed. You should all be making plans to attend the August 4, 5, and 6 affair. Convention packages are being prepared and should be coming to you soon; please take time out promptly to set up your convention and motel reservations. Remember, folks, inflation has affected everything; so, convention rates have to increase. Remember that the convention is a breweriana show, and the costs compare very favorably with setting up for other collector shows of this type.

Eastern Kentucky is a beautiful area; in addition to attending the convention, you will have an opportunity for sight-seeing that can include the Thoroughbred Horse farms in the Lexington vicinity if you choose. My wife and I are horse fans, and we enjoy visiting Lexington just on that account. We like to rise early (very early), breakfast, and go for a quiet drive through the surrounding countryside as the first rays of the sun poke through a curling mist rising from the blue-green Kentucky pastures. White and natural fencing stretch around pastures containing picturesque scenes of grazing Thoroughbred horses. We cap off the early morning ride with a visit to Keenland Race Track to watch the daily exercising and training.

Cincinnati, another great vacation city, is only seventy-five miles from Lexington. You might want to make this year's convention a bit of an extended vacation. The great Washington Court House, Ohio, Flea Market is scheduled for the weekend of August 12 and 13.

I am looking forward to seeing you all in Lexington, Kentucky. Remember, the success of any venture like the N.A.B.A. is wholly dependent upon the special interest and effort that its members put forth. I count myself fortunate to be associated with fine folks like all of you.

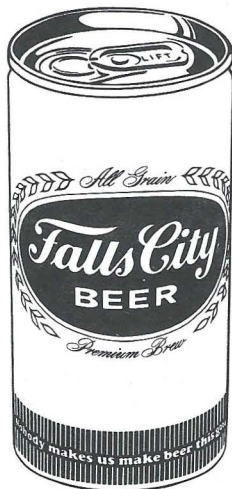
Respectfully,

- Dave -
David P. Mathews, President
National Association Breweriana Advertising

"CONVENTION INVITATION"

The Falls City Brewing Company and the people of Lexington, Ky., extend a hearty invitation to all members to join us at the seventh annual NABA Convention, to be held at Lexington's Continental Inn August 4,5,6, 1978.

Among the festivities planned will be a tour of the Falls City Brewery in Louisville, seminars, and perhaps a flea market. We are planning a super banquet at the new Kentucky State Horse Park. When we began planning the Convention, the Horse Park was due to open two weeks before our arrival.



However, due to the inclement weather of the past winter, the Kentucky State Horse Park will be officially opened September 1st. But considering the awesome beauty of the Park and the fabulous food to be served, we are going ahead with plans to be the first group ever to meet in the Park. The folks at Falls City will send their hot air balloon aloft from the Park during the banquet.

For those of you who wish to pursue other endeavors, Lexington offers many interesting and entertaining diversions.

You can shop in a modern downtown area or any of the numerous shopping centers. You can tour stately old mansions dating back to the late 1700's and visit the historic Gratz Park area. There are tours daily of Ashland, the home of Henry Clay, or the restored childhood home of Mary Todd Lincoln.

For those sports buffs, there are tours of the 23,000 seat Rupp Arena, the largest basketball arena in the world and the home of the Kentucky Wildcats basketball team. There are riding stables for those who wish to take a horse across the gently rolling bluegrass countryside. Some of the finest racing horse farms are located in Lexington. Its racing form tradition reads like Who's Who, with such notables as..... Citation...Swaps...Nashua...Chateaugay...Native Dancer and many other famous race winners having been stabled there.

We have reserved 200 rooms at the Continental Inn, most of them around the enclosed tropical garden and swimming pool. The auction and trade session will be held in the Continental Hall which will hold 100 tables.

Beer for the hospitality room has been donated by the Falls City Brewing Company. The Continental Inn's huge parking lot can accommodate anything you wish to drive to the Convention. If you plan to fly, Lexington is served by Delta, Eastern, Piedmont and Allegheny Airlines. Come join us this year. We promise you a great time !!

Jerry Fitzgerald
Co-Chairman



Falls City Brewing Company



They saw a need for a new independent brewery among the many already functioning in Louisville and that's how it all began, back in 1905. They named it after the falls in the Ohio River where the cities of Louisville, New Albany and Jeffersonville were formed...cities that have been stalwarts in the success of the Falls City Brewing Company.

They--tavern owners and well known citizens of Louisville--organized and incorporated the Falls City Brewing Company on April 17, 1905 and some nineteen months later, on Nov. 17, 1906, at its present site, 3050 West Broadway, the first draught beer was ready for delivery to the Louisville taverns. Horse drawn wagons carried the hugh wooden barrels of beer to the thriving taverns throughout the then boundaries of the city.

The market place was particularly keen during that first year and management immediately foresaw the great need of packaged Falls City Beer in returnable bottles in an effort to meet competition not only from local breweries but from neighboring states. Having purchased ground adjacent to the Brew House, the Bottle Shop was begun in 1907 and early in the Spring of 1908, the Falls City Brewing Company was marketing its first bottled beer in Louisville. And it wasn't long thereafter that Falls City bottled beer was shipped across the river to a few cities in southern Indiana.

Those early years were a struggle and not in the least helped by Prohibition when the complete industry was "blackened out" from 1919 to 1933. Nevertheless, the facility continued to operate as the Falls City Ice and Beverage Co., making and selling ice, and producing a complete line of soft drinks and a near beer that gained national reputation.

When Prohibition was repealed, the company was able to utilize its marketing organization to make a strong comeback with Falls City Beer and to firmly establish itself as a regional brewery. From a small beginning, the company has grown to become one of the more successful operations in this part of the country. Progress at the brewery has been marked by the unwavering pursuit of management to maintain a facility that's forever vibrant. In striving for the competitive edge, the company has continually updated its operation, as a tour of its plant will readily indicate.



Rated by the Brewers' Manual as having an annual 750,000 bbl. capacity, Falls City has an even greater output. In 1972, the Falls City Brewing Co. gave birth to a new beer..... Drummond Bros. Preferred Beer, a light libation. In 1977, the introduction of Billy Beer was announced and a long term business relationship was entered into with Billy Carter.

The Falls City Brewing Company is proud of its Louisville heritage and its three hundred employees are dedicated to brewing the finest products available.

Minutes of the N.A.B.A. Board of Directors Meeting

Indianapolis, Indiana

March 18, 1978

The meeting was convened at 3:00 P.M. by Dave Matthews, President of N.A.B.A. Board members in attendance were John Murray, Herb Haydock, John Pyrek, Mike Bartels and Bob Chapin. Loren Karacki, Recording Secretary, was also present.

John Murray discussed with the Board, final plans for the 1978 convention in Lexington, Kentucky on August 4-6. He indicated that convention brochures were ready for mailing to the membership as soon as information from the participating motel was received. Officers and Board members of NABA were asked to assist in the various functions at the convention in view of the limited NABA membership in Kentucky.



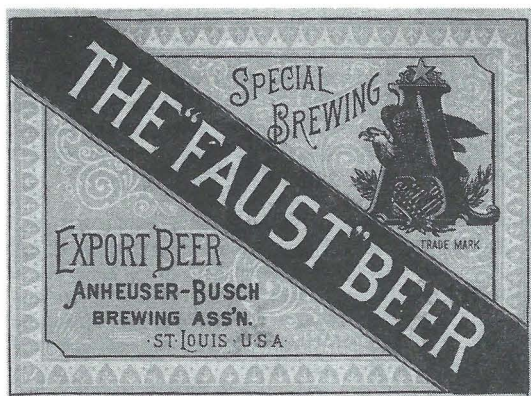
Peter Blum reviewed 1979 convention plans to be held in the Detroit area. Plans are for registration on Friday and a late afternoon or early evening trip to the Stroh Brewery for a tour, an informal buffet supper and beer. On Saturday, scheduled events will be a luncheon and auction, tentatively followed by a tour, reception and dinner at the Henry Ford Museum that evening. Sunday events are breakfast and the trade session. Considerable discussion was held as to a possible motel and it was decided to hold the convention at the Dearborn Inn, pending final contract arrangements.



The subject again came up concerning NABA members who fail to complete their end of a trade or sale with other NABA members. The Board took the position that they would not place in the newsletter complaints about NABA members nor would they attempt to serve as a collection agency in these cases. The Board did unanimously agree, however, that as these complaints arise, the President of NABA would contact the person in question for a written explanation, with the understanding that if none was received within 30 days, that person would be dropped from the membership.

Loren Karacki
Recording Secretary

EARLY ANHEUSER-BUSCH LABELS



Battle Brewing over "Status" Beers

There's something new in beer these days.....Image.

More and more American beer drinkers are "trading up" to higher quality beer, particularly to beer they feel have a certain amount of status to them. The direction of this status drinking seems strongest among imported European beers. With that segment of the market increasing by 28 % a year for the last five years, American beer producers started looking around for a way to get a piece of the action.

The first brewer to attempt a domestic inroad into the foreign beer market was Carling National Breweries who contracted with United Breweries International of Denmark to import Carlsberg beer and to contract to brew world-famous Tuborg beer in the United States. But Carling provided little in the way of marketing muscle for Tuborg and failed to stress its foreign image and in the words of Don. W. Rice, a beer industry analyst, " its just been a floating disaster for them"

But now Miller Brewing Co. has joined the fight for the status beer market with Lowenbrau, a domestically brewed beer utilizing the name, packaging design and good will of its German namesake. Miller, since being acquired by Philip Morris Inc., has become the wonder of the beer industry, moving by leaps and bounds from 8th place in the industry in 1970 to second place. This was done largely by the highly successful marketing of Lite beer. Miller is now pouring \$ 21 million into the the first year's advertising and promotion of Lowenbrau and industry observers are paying close attention.



So too is Anheuser-Busch, the industry giant and brewer of Michelob, which has been the "status" beer of many drinkers and currently dominates the super premium segment. Michelob is not just first in the premium segment--it accounts for an estimated 75 % of all sales in the category, which includes all imports (of which there are over 160), as well as domestically brewed super premiums such as Pabst's Andeker and Carling's Tuborg, and now Lowenbrau. Miller, on the confidence of its huge success with Lite beer, is coming head on at Anheuser-Busch's Michelob in marketing Lowenbrau. The Lowenbrau name, coupled with a high-powered marketing program emphasizing Lowenbrau's Germanic heritage and stressing a sense of specialness about the beer (" Tonight-...let it be Lowenbrau"), has made it a brisk seller.



Michelob

Emanuel Goldman, senior research analyst for Sanfor C. Bernstein & Co. of New York, has just completed a study of the super premium beer segment and anticipates Miller's Lowenbrau would sell 600,000 barrels in 1977 even tho' the brand was not introduced nationally until October. Michelob, Goldman estimated, would sell about 6.4 million bbls. and imported beers would sell

....continued....

about 2.6 million barrels. That would give Lowenbrau a 6 per cent market share of the segment in only three months, to Anheuser-Busch's 67 % for the year. In three years, Goldman anticipates that Lowenbrau will have approximately 19 per cent of the market, to Michelob's 60 per cent, with 21 per cent going to foreign imports.

Within six weeks of Lowenbrau's entry into the super premium beer market, Anheuser-Busch countered with what Rice called, " a brilliant coup ". Recognizing the extent to which Miller was utilizing the import image in marketing Lowenbrau ... without making it clear that the beer was not an import, Anheuser-Busch filed a formal complaint with the Federal Trade Commission on Nov. 10, 1977. The complaint seemed designed to pull the rug out from under Miller's marketing strategy. In A/B 32-page complaint, they have charged Miller, Philip Morris and their advertising agency with deception in advertising, labelling, packaging and merchandising of Lowenbrau.

The complaint alleges that Philip Morris, Miller and McCann-Erickson are representing directly or by implication that:

1. All beer sold under the Lowenbrau Label has its origin in Germany, when in fact it does not.
2. All beer sold under the Lowenbrau label is brewed in Germany and imported for sale into the U.S. when in fact it is not.
3. All beer sold under the Lowenbrau label is brewed from the same ingredients used by Lowenbrau Munich, when in fact domestic Lowenbrau is brewed with significantly different ingredients.
4. All beer sold under the Lowenbrau label is brewed using the same processes as Lowenbrau Munich whereas domestic Lowenbrau is produced by significantly different processes.

To support the foregoing allegations, the complaint cites the following specific facts:

1. Domestically produced Lowenbrau six-pack cartons are nearly identical to those traditionally used to package imported Lowenbrau, in its colors and featuring the Lowenbrau heraldic lion trademark and carrying the statement: "Lowenbrau Established 1383 Munich, Germany." The only indications to the contrary appear on the bottom of the carton ends which are not visible to consumers when the carton is displayed in stores.
2. Advertising statements for domestic Lowenbrau in publications and on Television (such as: " When you want the taste of a truly great beer, there's really only one. Lowenbrau. Since 1383.") are intended to give consumers the impression that when they buy Lowenbrau they are buying the famous Munich beer.
3. When domestic Lowenbrau is sold on draught there is no disclosure at the point of consumption that the product is a different product than imported Lowenbrau.

A Miller Brewing Co. spokesman's initial comment was, " we believe the complaints were competitively motivated based on the success of Lowenbrau in the super-premium market. We find it incredible that the world's largest brewer would ask the F.T.C. to protect them. It seems apparent that the crown on the 'King of Beers' must be slipping."

ED.

Early Canadian Breweriana

The development of packaging and advertising for breweries in Canada has paralleled that in the United States. The first beer trays, for example, appeared in Canada in the 1890's. Although most items cannot be dated exactly, one nickel-plated tray was issued by the Grant-Lottridge Brewing Company, Hamilton, Ontario, a company name that was used only from 1893 to 1898.

The four glasses illustrated here are prized examples of early Canadian breweriana. The Dominion Brewery, Totonto, commemorative glass bears the date 1901. The other two from Ontario breweries, Carling Brewing and Malting Co., London and George Sleeman's Silver Creek Brewery, Guelph, are not so readily dated but are made of similar glass.

The glass from the Vancouver Breweries Limited may not be quite so old. It is a beautiful example with an illustration of the brewery on the front and a list of brands on the back. It is also unusual in that it is fourteen sided. Undoubtedly there are other Canadian examples of such early frosted glasses but these are the only ones to come to light so far.

Lawrence C. Sherk
P.O. Box 191 Station G
Toronto, Ontario M4M3G7

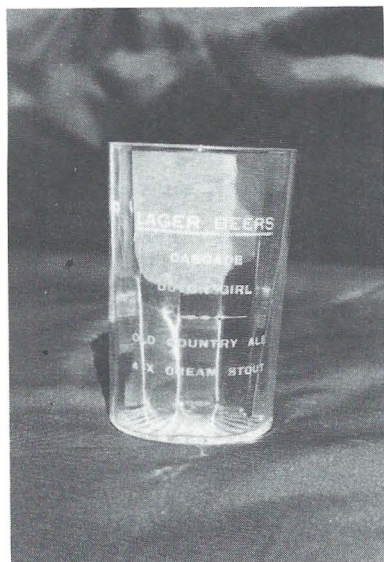
Larry would welcome correspondence from other N.A.B.A. members concerning Canadian breweriana. Larry has been a regular contributor to the Newsletter and his articles are well received.

ED.

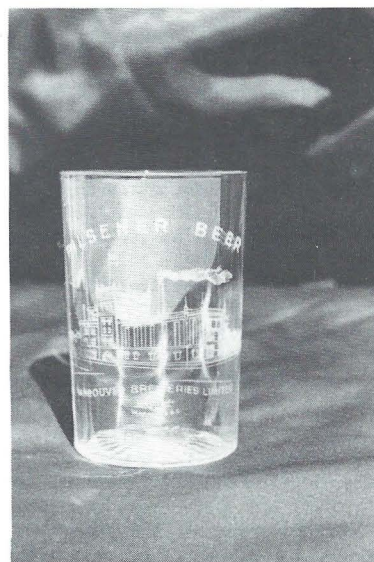
Canadian breweries cont....



EARLY CANADIAN ETCHED GLASSES



CASCADE & DUTCH GIRL BEER



VANCOUVER BREWERIES LIMITED

CALIFORNIA BEER MUGS

The following letter and great pictures of California beer mugs was received by the Newsletter and should be of interest to fellow mug collectors in N.A.B.A.

"....I have enclosed a couple of photos that you may use in the

N.A.B.A. Newsletter. They are of some nice California beer mugs.

The tray collector can see many trays in a number of tray collecting publications, but the beer mug collector can only see and know about mugs that he comes across in his day to day collecting or ones that are owned by a fellow collector. I have never had the opportunity to see a large collection of beer mugs and I feel that there are many other mug collectors in the same boat. I have sent these photos to you in hopes that the beer mug collectors of N.A.B.A. will enjoy seeing them. Also that other collectors might send in their photos of interesting and unusual mugs.

I don't have any information on the Schlitz Buffet mugs. Likewise, I have little information on the Aug. Lang Brewery itself, but I can give you more detail as far as the mug goes. On one side of the mug is a bottle with Tivoli Lager Beer on it and below the bottle are the words - For Health. On the other side of the mug is another bottle with the words - Red Lion Stout - on it. Below the bottle are the words - For Strength.

I collect Pre-Prohibition beer mugs, embossed glasses and etched Calif. beer glasses. I also have some traders that other N.A.B.A. members might want to correspond about..."

Thanks for the article Jim.

Jim Crampton
404 N. Bedford
La Habra, California 90631



NEW MEMBERS SINCE PUBLICATION OF 1978 DIRECTORY

Richard MacDavitt
2565 Earl Street
Weedsport, N.Y. 13166

Lithos-mugs-steins-signs
& trays
+ + + + +
Robert C. Martin
14020 Trinity
Detroit, MI 48223

All Breweriana + Cans
+ + + + +
George C. Pollauf
5465 Marriatt Road
Toledo, OH 43615

All items of BUCKEYE Brwg.
Co. + HUEBNER & KOERBU
Brwg. Co., Toledo, OH
+ + + + +
John B. Segal
1600 Harrison Avenue
Mamaroneck, N.Y. 10543

Embossed Brwg glasses,
labels, litho's, signs,
trays-P. BALLANTINE only.
+ + + + +
Robert A. Radel
5055 Mardel
St. Louis, MO 63109

Steins and Trays
+ + + + +
Charles A. Leshok
Box 96
Reynoldsville, PA 15851

Pennsylvania Breweriana
only, especially DUBOIS
& PUNKSUTAWNEY Brwgs.
+ + + + +
Robert Coley
83 N. Grant Street
Wilkes Barre, PA 18702

Pre-pro Labels, openers,
signs, Tap Knobs, Trays
+ + + + +
Alex H. Ribco
26818 Newport
Warren, MI 48089

Labels, Openers, Signs,
Tap Knobs, Trays & Cans
+ + + + +
Ted Haessler
8730 Barnett Valley Road
Sebastopol, CA 95472
Openers, Trays & Tip Trays

Warren Sedgwick
4143 Asimuth Circle
Union City, CA 94587

Signs only
+ + + + +
Ron Baughman
545 50th Avenue
Bellwood, ILL 60104

Mugs, Steins, Tap Knobs,
Trays, Coasters, Framed
Pictures.
+ + + + +
Edwin Stephany
301 Weis Avenue
Fond du Lac, WIS 54935

PABST-everything and
anything.
+ + + + +
Ronald R. Magiera
2123 North Long
Chicago, ILL 60639

PABST-anything and
everything.
+ + + + +
Donald A. Demke
307 Blumberg Drive
Dothan, ALA 36303

Trays only
+ + + + +
Loren Evink
2676 Waterloo, S.W.
Wyoming, MI 49509

Openers, Signs & Trays
+ + + + +
James Freeman
1514 La Mesa Lane
Burlingame, CA 94010

Glasses, Litho's, Mugs,
Steins, Openers & Signs
+ + + + +
William Kandel
17822 Beach Blvd.
Huntington Beach, CA 92647

Litho's, Postcards, Labels,
Calendars, Cards, Trays, all
Brwg. Ephemera, engravings of
Brewery Buildings.
+ + + + +
Paul Luczyk
5616 Peck Avenue
Countryside, ILL 60525

Glasses, Labels, Mugs, Steins,
& Signs

....New Members continued....

Richard C. Bloom
1146 E. Pacific
Appleton, Wisc. 54911

Corner building signs
+ + + + + + + + + +

James R. Finn
POB 7306
Erie, Penn. 16510

Glasses, Signs & Trays
+ + + + + + + + + +

Irvin C. Kennedy
6006 Arbroath Drive
Clinton, Md. 20735

Signs, trays, & mini-
beer bottles
+ + + + + + + + + +

Henry W. Herbst
7734 Suffolk Ave
Shrewsbury, Missouri 63119

All Breweriana
+ + + + + + + + + +

Rick Muhlhauser
405 Torrence Ct.
Cincinnati, Ohio 45202

Glasses, lithos, signs, trays of
Lion Brewery + Windish-Muhlhauser Brwg.
+ + + + + + + + + +

William J. Vollmar
Anheuser-Busch, Inc.
721 Pestalozzi St.
St. Louis, Missouri 63118

All Anheuser-Busch, Inc. breweriana

* * * * *

HELP UP LOCATE THE FOLLOWING MEMBERS

Frederic G. Norian
55 Pleasant St.
Hanover, Mass. 02339

Above are last known address. If you know where these members have moved, please
advise Gordon B. Dean, Chassell, Mi. 49916

Paul E. Marchioni
167 Edgewood Ave.
Clifton, N. J. 07012

All breweriana + cans
+ + + + + + + + + +

Ted Oraham
3732 N. Clifton
Chicago, Ill. 60613

Glasses, mugs, steins,
Whiskey pitchers, back bar
bottles & statues.
+ + + + + + + + + +

Richard F. Bales
1538 Plum Street
Aurora, Illinois 60506

McInhill Brwg. & Aurora Brwg. Co.'s
of Aurora, Illinois
+ + + + + + + + + +

Rollin Massey
6937 Joliet Road
Indian Head Park, Illinois 60525

Lithos, mugs, steins, signs &
tap knobs
+ + + + + + + + + +

Bob Markiewicz
9719 W. Greenfield Ave.
West Allis, Wisconsin 53214
All Wisconsin Breweriana
+ + + + + + + + + +
Michael Wenthe
2403 4th St. "A"
East Moline, Illinois 61244

Signs & trays only

George D. Meyer
3778 South 95th St.
Milwaukee, Wisc. 53228

COLLECTOR'S ITEM

Gordon B. Dean, N.A.B.A. Secretary,
recently received a letter from
Joe Kortuem, who is himself a member
of N.A.B.A. and is employed by Schlitz,
having worked in the Los Angeles, Ca. brewery
prior to going to Bavaria to enhance his
knowledge in the art of brewing.

By writing to Joe and enclosing (2)
International Reply Coupons, he
will send one set of MASTER BREW
labels. These labels are made
special for the Brewmasters Insti-
tute in Bavaria, where Joe is a
student until Aug. 1978. Labels are

for a 200 gallon special brew prepared
by students in the art.
They are considered rare and would be a nice addition to N.A.B.A. members who
collect labels. Members may purchase IRC's at any 1st Class Post Office at
.42¢ ea, which will allow Joe to mail them via Air Mail. Members requesting
these labels are asked to print name and address clearly.

Mail to: Joe Kortuem
Aubingerstrasse 38
8032 Lochham
Bavaria, West Germany



"N.A.B.A. Member Killed in Accident"

Carl R. Hose, one of the early members of N.A.B.A., was killed early Tuesday morning, April 4, 1978, when his pickup truck overturned on U.S. 67 near Walnut Ridge, Ark. Carl was returning to his home after having participated in a flea market at Canton, Tex. Bad weather was a factor in the accident.

To the many of us who knew Carl personally, the loss is deeply felt. Carl enriched the lives of countless breweriana collectors through his active participation in shows throughout the country. There are many members in N.A.B.A who acquired fine additions to their personal collections from association with Carl.

Carl joined N.A.B.A. in the first year the organization was formed, and was one of the few members who have attended all the conventions. The attendees at the 2nd annual convention held in St. Louis had a numbered commemorative stained glass plaque available to them. This plaque was the design of Carl, a fact not widely known.

Carl's initial interest in breweriana started when he built a bar in the basement of his home. He loved to collect St. Louis history in whatever form, and naturally this led to brewery items to compliment his rathskellar. His unique collection of fine St. Louis breweriana was displayed throughout his home.

I have many personal fond memories of Carl and several experiences stand out in my mind. Carl had opened a small store in St. Louis which he called GREEN TREE COLLECTIBLES...reminiscent of an old local brewery of the same name. This was at a time that Carl had gotten deeply involved in beer cans, all of which he kept at this store. I visited there one evening, and we went down in the basement to view his collection. I couldn't believe the scene. Cans were stored wall to wall...floor to ceiling...four cases deep from the wall. It was like a trip through the catacombs...with only shoulder width aisles. There was over 15,000 cans, and he knew where each one was.

The other instance is one that probably a good number of the members can recall. Carl was late to arrive at the 4th annual convention at Stevens Point, Wisconsin...but when he showed up, it was with a U-Haul trailer filled with 10,000 loose, old and rusty beer cans that he had acquired from a "go dumping" trip to northern Minnesota earlier in the week. I can still see it all.

In recent years, beer and all its lore were more than memories to Carl Hose...they became a way of life...and because of this fact, those of us who search for pieces of the past, owe a lot to Carl's dedication.

N.A.B.A. extends sympathy to Carl's devoted wife, Sandy, and children Carl III, Patricia and Denise.

Ken Hauck

Leading Brewer's Estimated 1977 Sales

A 26.1 per cent barrelage gain over 1976 to an all-time single-year industry high of 36,640,000 barrels by Anheuser-Busch, Inc. and a 31.6 per cent barrelage gain by Miller Brewing Co. were among the significant changes reflected in sales figures released in recent weeks by U. S. Brewers.

The Anheuser-Busch gain represents a considerable rebound from last year when the brewer's sales were diversely affected by a three-month work stoppage. While the brewing behemoth was achieving its 21st consecutive year in first place, Miller's increase of 5,815,000 bbls moved it from third place to second place ahead of Jos. Schlitz Brewing Co. which dropped to third on a sales decline of 6.6 per cent.

Others enjoying increases were the G. Heileman Brewing Co. which moved from ninth to seventh place on a 16.6 per cent gain in barrelage; the Genesee Brewing Co. which climbed 12 %, The Stroh Brewing Co. with a 6.1% gain, C. Schmidt & Sons, Inc. with a 3.5 % increase and Carling National Breweries, Inc. with a gain of less than 1.0 %.

Other brewers experiencing barrelage drops were Pabst Brewing Co., 6.0 %; Adolph Coors Co., 5.3 %; Olympia Brewing Co., 4.6 % and F. & M. Schaefer Brewing Co., 11.0 %. No figures were available from the Falstaff Brewing Corp. or the General Brewing Co.

	Est'd 1977 <u>Sales:Bbls.</u>	1976 <u>Sales:Bbls.</u>
Anheuser-Busch, Inc,	36,640,000	29,060,000
Miller Brewing Co.	24,218,000	18,403,228
Jos. Schlitz Brewing Co.	22,130,000	24,162,000
Pabst Brewing Co.	16,003,000	17,037,000
Adolph Coors Co.	12,824,000	13,545,000
Olympia Brewing Co.	6,831,000	7,155,000
G. Heileman Brewing Co.	6,245,000	5,210,000
The Stroh Brewery Co.	6,114,000	5,765,328
F. & M. Schaefer Brewing Co.	4,700,000	5,300,000
Carling National Breweries, Inc.	4,347,752	4,312,000
C. Schmidt & Sons, Inc.	3,571,000	3,500,000
Genesee Brewing Co.	2,800,000	2,500,000

COOKING WITH BEER

Beer has held a ceremonial function in many cultures, probably because the mysterious fermentation process has been a mystery to man until very recent times. The process was considered one of animation--which is why the word "spirit" is used to denote the product of fermentation, and also the highest faculty of man.

Gambrinus, the mythical Flemish king who became the patron saint of beer, was supposed to have learned the brewing process in a dream. No doubt from the very beginning of the brewing art, there were people who opposed it. In our country an early push toward prohibition began in 1826 with Lyman Beecher who fought against whiskey and beer, though he considered beer somewhat less harmful. The only virtue in beer, he said, was in giving men "more of the good natured stupidity of the idiot and less of the demoniac frenzy of the madman."

Beer has at times been recommended as food for growing plants, particularly orchids. There may be truth in this, noted one orchid grower, because beer contains carbohydrates, proteins, vitamins, minerals, diastase, maltose, protease and zymase. "Unfortunately for my own orchids," said the grower, "beer also contains alcohol, which is beneficial to the spirits of the orchid grower."

RATHSKELLER FONDUE

2 lbs. canned frankfurters
2 cups Light beer
1 cup minced onion
1 cup ketchup
1/2 cup brown sugar
1/2 cup sweet mustard
2 tblspns Worcestershire
1 tspn salt
1/4 tspn pepper

Cut franks into bite-size pieces.
Mince onion. In fondue pot, combine beer with all the ingredients except franks. Heat on stove, stirring often. Simmer 10 minutes to blend flavors. Transfer to fondue stand over low flame. Dunk franks into hot sauce until heated through, using fondue forks or toothpicks. (64 pieces)

COLE SLAW FOR A CROWD

3-3/4 lbs. shredded cabbage
2 tblspns minced onion
2 chopped green peppers
1 bottle (12 oz) beer or ale
2 cups mayonnaise
2-1/2 tspns salt
2 tspns celery salt
3/4 tspn Tabasco

Combine cabbage, pepper and onion. Stir beer into mayonnaise. Add salt, celery seed and Tabasco. Blend. Pour dressing over cabbage mixture. Toss lightly. Chill. Flavor improves on standing.

Makes 25 servings, 1/2 cup ea.

Thanks to John F. Pyrek Jr. for submitting the above recipes.

what's brewing

".....ORTLIEB BREWING CO., Philadelphia, Pa., has acquired the McSorley's Ale brand from C. Schmidt & Sons. Inc. which had acquired it with its 1977 purchase of Rheingold Breweries. Inc. Joseph W. Ortleib, brewery president, reports that the first Ortleib-brewed McSorley's has been "very well received" at a number of outlets in its historic New York city marketing area including the legendary McSorley's Inn in New York's Greenwich Village.

".....ANHEUSER-BUSCH, INC. St. Louis, Mo., have launched strategic new advertising components which, together with existing elements, continue to give the company the most potent overall advertising in the beer industry, according to Michael J. Roarty, vice-president-beer marketing. Mr. Roarty said that a new theme "Welcome Home," is integrated into the successful current Budweiser campaign for use at appropriate times with the best of the brand's two existing strategies, "When do you say Budweiser?" and "Here Comes The King" the later featuring the Clydesdale horses. "Welcome Home" is aimed specially at a segment of the market addressed until now by no other beer or brewer...the home consumer, according to Mr. Roarty who noted that 10 million six-packs of beer are consumed in U. S. homes every night of the week. Natural Light, the company's low-calorie, less filling beer is adopting a new theme, "Ask for A Natural." Anheuser-Busch Natural Light is a mouthful...a tough bar-call...so they are going with the nickname "Natural" and approaching it in a light-hearted, high impact way. Natural Light is opening the new campaign with a series of 30-second commercials, most of them featuring comedian Norm Crosby who has built a successful show business career by mis-using the English language.



"....OLYMPIA BREWING COMPANY



will bring the Hamm's bear, star of animated beer commercials in the 1950s and 1960s, out of hibernation for test marketing in 11 cities, according to Wm. G. Monroe, Hamm's brand manager. The campaign includes a heavy TV schedule as well as print advertising keyed to the theme, "Look who's back...celebrate with a Hamm's." It made its debut in Chicago, Ill., February 6 and in other Hamm's markets a week later.

The bear reached the height of its popularity in 1965 when the Audit Research Bureau reported that, in 38 monthly consumer surveys, the Hamm's TV commercials were rated "best liked" 22 times. The ads scored second 11 times and third 5 times. The survey was conducted throughout the U. S. but Hamm's advertising appeared in only 31 of the 50 states. In all, some 150 commercials were produced featuring the bear before he went off the air in 1969. He made a brief comeback in 1972 but finally was replaced by a live Kodiak bear in 1973.

".....BLITZ-WEINHARD CO., INC., Portland, Ore., has introduced its Henry Weinhard's Private Reserve in the San Francisco Bay area. This is the brand's first distribution outside Oregon and Washington where it made its public debut about a year ago.

what's brewing

"....THE STROH BREWING CO., Detroit, Mich., began shipping its "genuine Bock Beer" early this year. It was available in 16 states by the middle of January. Stroh is supporting the Bock Beer marketing effort with a 30-second television commercial on local and regional network schedules. In addition, the brewery is supporting Bock Beer sales efforts with floor merchandisers and other merchandising materials. Robert Hetrick, vice-president of marketing at Stroh says that Bock Beer sales have been increasing steadily in recent years. "Last year, sales were up substantially over the previous year," he said.

"It will be interesting to see, what with the success of light beers, if this trend will continue. Stroh's Bock Beer is a specially-prepared beer which could be brewed the year round. It is brewed by the elimination of grits, using all malt and hops, and by adding caramel malt which has been roasted longer and at a higher temperature. The blend results in Stroh's sweeter tasting dark-brown bock.



"....PICKETT BREWING CO., Dubuque, Ia., will be represented in a movie being filmed in Utah, many miles Pickett's beer is "Wedge," a movie being filmed at a favorite with "F.I.S.T." in people from



Moviemaker's choice.

Upon learning that

requested that the Iowa beer be used. The script of "Wedge" calls for several scenes in a tavern where Pickett's beer will be on-camera. Some 50 cases of the beer were sold to the Utah Liquor Control Commission which then sold it to the movie company in accordance with Utah law. Commenting on the choice of Pickett's beer, Wedge Associates Production Manager, Jack Reddish, told the Des Moines Register that the "F.I.S.T." crew had told him "how good the beer is and what a wonderful relationship they had with the Picketts." He said that another reason for the choice was that "the brewery is a struggling underdog like the characters in our film."

from the Iowa brewery's marketing area. to be featured as a stage prop in about high school athletics that is American Fork, Utah. The beer became the crew that filmed part of the movie Dubuque last summer. Several of the "F.I.S.T." are working on "Wedge".

a beer prop would be needed, they re-

"....SPOETZL BREWERY, INC., Shiner, Texas, was profiled in "The Last of the Little Breweries," a 20 minute film produced for a nationwide student film competition sponsored by the Museum of Modern Art in New York city, New York University's School of Visual Arts and the New York Telephone Co.

"....FALLS CITY BREWING CO., Louisville, Ky., has purchased Middlewest Freightways, Inc. from National Industries, Inc., Louisville, for \$ 4.25 million. The trucking firm is based in St. Louis, Missouri.

"....ADOLPH COORS CO., Golden, Colo., has announced that Missourians should expect to receive Coors beer in their state by early summer through 12 independent, authorized Coors distributorships and one company-owner outlet.

Brewery Baffle

.....Old Missouri Breweries

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

CAPITOL

FISCHBACH

GAST

HYDE PARK

GRIESEDIECK

PHOENIX

MUEHLEBACH

CHEROKEE

OBERT

GOETZ

BUSCH

APPLETON

VAN DYKE

EXCELSIOR

LEMP

GREEN TREE

ST. JOSEPH

EMPIRE

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

BUY ~ SELL ~ TRADE

WANTED: Erie, Pennsylvania Brewery Ads, signs, glasses and bottles. WAYNE BREWERY MUGS. JIM FINN, Box 7306, Erie, Pa. 16510

WANTED: Glasses, mugs or steins. Any period, country, style. Leon Beebe, Rt. 3, Mt. Airy, Md. 21771

FOR SALE or TRADE: Current to older brewery glasses from Falks to Storz, Hamms. Some mugs & steins to sell. Alwin Rodemeyer, Latimer, Iowa 50452

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

WANTED: Etched/Embossed Pre-Pro. beer glasses and all metal beer match safes. Jim Maxwell, 601 Parkview, Bryan, Ohio 43506 (419-636-3253)

WANTED: Mugs, enameled glasses, coasters and tap knobs from any Illinois brewery. Send description. Bob Brockmann, 5906 Ridge, Berkeley, Illinois 60163

WANTED: TO BUY OR TRADE BEER GLASSES with breweries advertising on them. Donald W. Natale, Jr. 6511 So. Dahlia Cir. Littleton, Colo. 80121

WANTED: Calumet Brewery, Calumet, Mich. labels, signs, trays. Gordon B. Dean, CHASSELL, MI. 49916

WANTED: Not too expensive breweriana items from the Sheridan Brewing Co., Sheridan, Wy. Daniel Meyers, 2917 Hillsboro Ave, No. 517, New Hope, Minnesota 55427

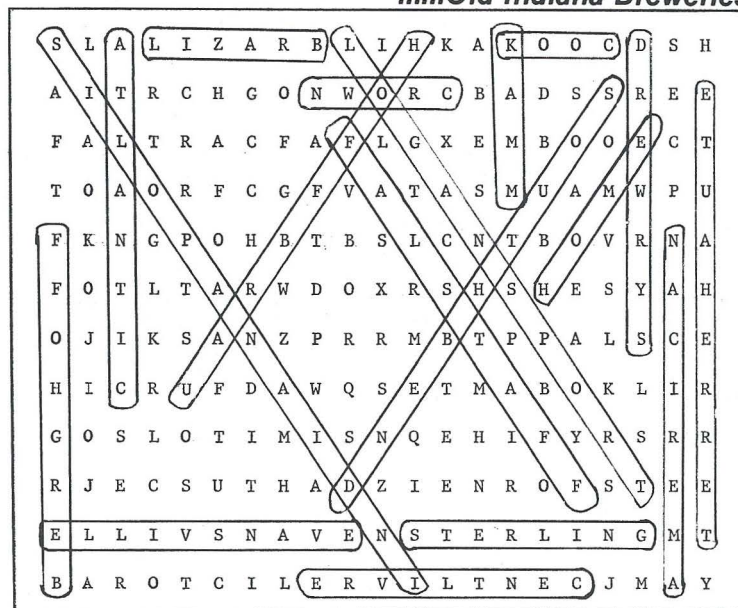
WANTED: Schlitz Brewing Co., old advertising, bottles, cans, mugs, etc. Charlie Lange, 4157 N. 79 St., Milwaukee, Wisc. 53222

BEER TRAYS	WANTED
Magnetic holders for your trays. Holds any size up to 2-1/2 lbs. \$1.25 ea....\$ 13.80 doz. Don Stuart Box 387 Huntsington, N. Y. 11743 516-368-3030	Embossed picnic beer bottles from any state. Want any brewery items from Peoria, Ill. or Oertel Brwy, Louisville Ky. Ben Oertle Box 682 Pekin, Illinois 61554

WANTED	BEER LABELS
Brewery items from the ALTOONA, PA. Kazmaier, Oswald, and City Ice & Beverage Breweries. Terry J. Campbell 2807 Broad Ave. ALTOONA, PA. 16601	100 different American, 30's, early 40's trade for Canadian labels, 1930-1955. Lawrence C. Sherk P.O. Box 191 Station G Toronto, Ontario M4M3G7, Canada

Brewery Baffle (Winter Issue Solution)

.....Old Indiana Breweries



FOR NOTICE OF ADDRESS CHANGE

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

Date

Full Name: _____

New Address: _____

Street

City

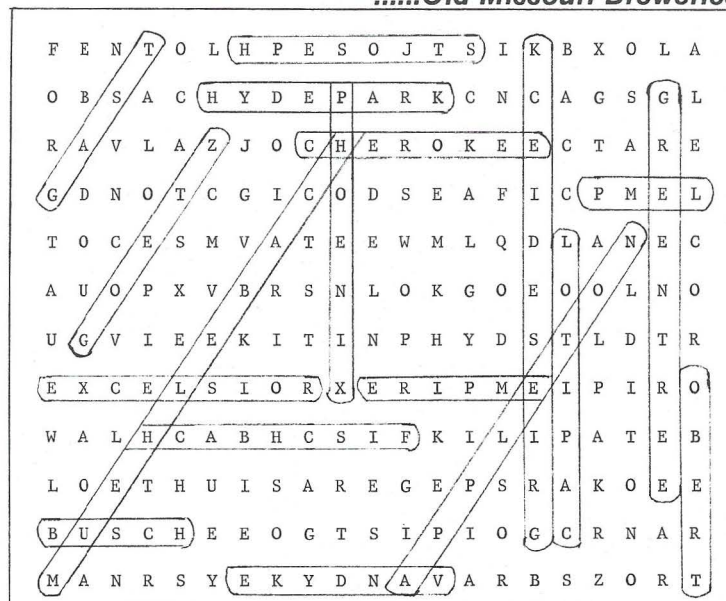
State

Zip

New Phone: _____
Area Number

Brewery Baffle (Spring Issue Solution)

.....Old Missouri Breweries



1978 DIRECTORY NOTICE

Did you receive your new 1978 Directory mailed in early March? If not, drop Gordon B. Dean, CHASSELL, MI. 49916, a note and request your copy. Also, advise if you failed to receive Newsletter # 21, mailed in February.

LET'S ALL MEET IN LEXINGTON, KY.



1978



NABA Convention

AUGUST 4 - 5 - 6

Lexington, Kentucky

**NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING**

4590 Grandcastle Drive
St. Louis, MO 63128

**THIRD
CLASS**