

# National Association Bremeriana



## Advertising

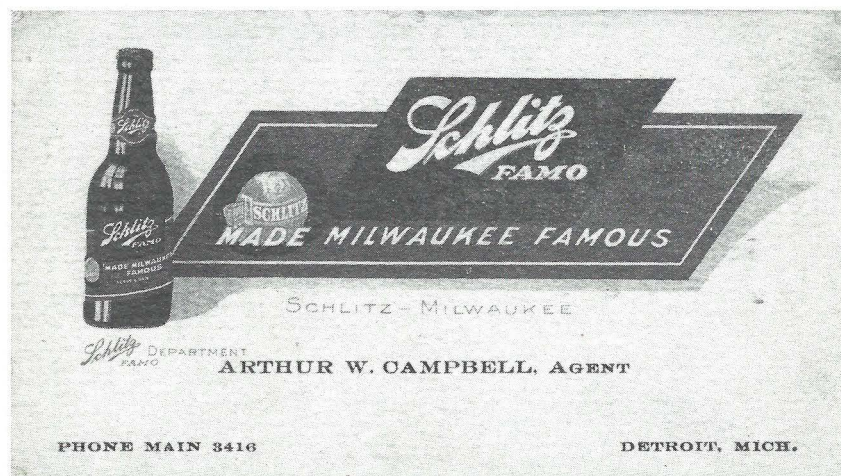
## Newsletter

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

VOL. NO. 23

FALL EDITION 1978

## Brewery Calling Card Collection



1917 - 19

PR\$IDENT'S PAGE

I feel confident that the NABA members who attended the national convention in Lexington in August generally had a good time. Perhaps some minor inconveniences developed, but on the whole, the convention provided a pleasant context for seeing old friends, renewing acquaintances, meeting new folks, and engaging in the business of collecting breweriana. Convention cochairmen Jerry Fitzgerald and John Murray are to be complimented for their good work.

I have had many favorable reports concerning the Saturday morning seminars. They were the innovative idea of John Murray, and from the reports that I have, they were very successful, particularly the insurance seminar presented by NABA member Dave Peck. His subject was particularly well prepared, and owing to the possibility of loss as well as to the constantly diminishing buying power of the dollar, insuring our collections ought to be of considerable importance to us all.

Another excellent innovation of this year's convention was the open trading that began when the convention opened on Friday and continued until the end of the Sunday sessions. Many fine items were available for trade or purchase, although Herb and Helen Haydock did miss the Louis Obert tray that sold for \$7.50.

I must say that I was disappointed with the general quality of the items brought to the auction. This is not meant to say that there were no good items; rather, far fewer good items were consigned than we have had in the past. We have intentionally cut down the number of items that a member may consign; this has been done to give the auction a better time span and to give the auction committee, particularly bookkeepers Joe & Jean Fury and their crew, a chance to get their work done under reasonable conditions. Members consigning auction items might keep in mind that they have one bid to protect themselves; also, rest assured that as auctioneer, I work very hard to encourage appropriate bidding. Perhaps a greater number of better items will be consigned to next year's auction at the Detroit convention.

Next year's convention will be held at the Troy Hilton in Troy, Michigan, part of the greater Detroit area. Peter Blum, experimental brewmaster at the Stroh Brewery, is the general chairman. Peter has been working hard on the plans for the 1979 convention for at least two years, and I know that he has a great program lined up. He assures me that there will be no shortage of beer at the sessions. The convention dates are August 3, 4, and 5; so, why not mark them on the calendar now and make plans to attend. Those of you who have never attended a national convention ought to resolve now to attend in 1979.

Some of our western members have approached the Board of Directors at different times during the past two years regarding the possibility of holding the 1980 convention in Denver, and the Board instructed me to poll the membership with respect to this. On Sunday in Lexington, as a part of the membership business meeting, I asked for a show of hands to indicate the membership interest in Denver. An overwhelming number of those present indicated an especially strong interest in the choice; so, Denver is the 1980 site selection. The chairman for the convention will be Bill Frederick; he will be ably assisted by Board of Directors member Herb Ramsey. The Saturday evening meal will be reflective of western ranch hospitality.

Before I go further in this letter, I want to offer sincere NABA appreciation to Gordon Dean, NABA Membership Chairman and Corresponding Secretary, and the temporary editor of the NEWSLETTER. I do not know how proper appreciation can be expressed to Gordon for his involvement, but he is deserving of all of our accolades. Because of his offices, he has the affairs of NABA on his mind daily. It is he who receives and processes memberships, and inherent in this are the attendant responsibilities of checking membership involvements. It is he who answers the many, many queries that daily come to NABA; no one can possibly imagine the extent of these or the range of their type. It is he who corresponds with the membership at the behest of the Officers and the Board of Directors. Finally, when we were searching for a NEWSLETTER editor this summer, it was he who so generously offered to accept the added responsibility until someone could be found to do the work on a regular term basis. Gordon has brought a businessman's expertise to his responsibility as an NABA officer, and our records and national affairs speak properly in his behalf.

I believe that Gordon has provided the results of this past summer's NABA Officer and Board of Directors election elsewhere in this issue of the NEWSLETTER. As I indicated to you in my letter of July 10, when your ballot was returned to me, I left it sealed, except in such cases when the words OFFICIAL BALLOT were not written or printed on the return envelope, and I took the ballots to the Lexington convention to be counted and certified by a special committee. That committee consisted of Board of Directors members Mike Bartels and Bob Chapin and members-at-large Bob Flemming, Howard Kalt, and Hamp Miller. The ballots were delivered to this committee on Friday evening, August 4. The committee opened the ballots, except for those few that were opened because the words OFFICIAL BALLOT were not written or printed on the return envelope, counted the ballots, declared the membership's vote, and certified in writing as to their finding.

As you know, the Officers had been slated by the Board of Directors, and because no other nominations were received, the Officers elected were those nominated. Of the six members running for the Board of Directors, the three who were elected are Herb Haydock, Bob Kay, and Herb Ramsey. Herb Haydock was returned to the Board, while Bob Kay of Batavia, Illinois, and Herb Ramsey of Hutchinson, Kansas, are new additions. Herb Haydock continues to give the good service to NABA that he always has, and both Bob Kay and Herb Ramsey have already provided new insights and serviceable points of view to NABA affairs.

NABA thanks are extended to John Murray, John Pyrek, and Bill Ross, the other capable candidates for the Board of Directors. A special gratitude goes to John Murray and John Pyrek who have long served NABA as Officers and Board members. Bill Ross has also served as a very capable President of NABA.

NABA members are indeed in for a rare treat. During the time that Gordon Dean was preparing this issue of the NEWSLETTER, a good deal of hard work and persuasion was going on in connection with finding and persuading a capable candidate to accept the NEWSLETTER editorship. We have that individual, and



I am especially proud to announce that the new regular term NEWSLETTER editor will be Prof. George W. Hilton, Professor of Economics at the University of California at Los Angeles.

I have known George for some time, and I have enjoyed our visits at Indianapolis and at the convention. However, between business appointments one day late last August, I took some time to visit a South Bend bookstore. I noticed a new pictorial/text railroad history entitled MONON ROUTE. On examining the book, I found George's smiling photograph under the author's credits. I purchased the book, and I must tell you that it has brought me great pleasure. George is a professional historian with a special interest in the sort of nostalgia that is so much appreciated and enjoyed by those of us who find truly significant meaning in our past. His brewery interests are rather universal as to type, but he concentrates on the brewing industry of Chicago and Fort Wayne.

For those of you who are interested, and I know that many of you will be, in addition to MONON ROUTE, George has authored at least four other pictorial/text histories. They are: THE CABLE CAR IN AMERICA, THE MA & PA, A history of the Maryland and Pennsylvania Railroad, THE NIGHT BOAT, a history of 18 boat lines all over the United States, and THE GREAT LAKES CAR FERRIES, a history of rail-marine operations. I know that George will be an excellent NEWSLETTER editor.

I hope that you all will give genuine consideration to becoming a NEWSLETTER contributor; remember that while the editor does contribute material to the NEWSLETTER, he can certainly utilize those reports, stories, and anecdotes that the members are capable of providing. Think of how much more realistic the editor's burden will be if each of you resolve to contribute just one significant item. Perhaps it will not be utilized immediately, but it will be kept on file for future use. Keep the awesome responsibility of being NEWSLETTER editor in mind, and PLEASE, PLEASE become a contributor to future issues of your NEWSLETTER.

As a final comment on this President's Page, I want to commend Harry Richards, Steve Markovic, and Ken Settecase for their organizing NABA trade sessions. Harry and Steve have a session scheduled for Milwaukee on October 29, and Ken has his session scheduled for the greater Chicago area to be held in Berwyn on November 5. The Board of Directors and the Officers approve of these activities. More of such trade sessions need to be scheduled and promoted. Why not consider promoting one in your area? We would appreciate your keeping us informed of your NABA activities.

NABA member Bill Hendricks of Trenton, New Jersey, has his 2nd brewery mail auction now in progress. If you would like to consign to Bill's next auction, write to him at The Nostalgia Company South, 506 Remsen Street, Trenton, New Jersey 08610. Bill mails out a very attractive auction catalog at a very reasonable fee. Remember, these catalogs and the mailings are expensive; so, expect to have to pay a fee for them, but a breweriana market is brought right into your own home. You have no travel expense, and you have the opportunity to bid on some great items. If you are not now receiving the auction catalogs, write to Bill; you will not be disappointed by subscribing to his service.



I enjoyed seeing all of you who were in Lexington, and I enjoy hearing from you. I hope that as time passes that I have the privilege of meeting more of you. I consider myself fortunate to be associated with the fine folks who make up the NABA membership. Donna and I wish you all the very best of health and happiness, and I close now with our special wish that your holiday season be particularly joyous!

Respectfully,



David P. Mathews, President  
National Association Breweriana  
Advertising

#### MINI CONVENTION

We went to the Holiday Inn right after getting back from the convention and tried booking for a winter Mini Convention - but it was already booked for the winter months and they have just finished a sixty room addition. We have been checking back for a cancellation, but no luck. We have a big construction project going at the Mead Inn here in Wisconsin Rapids, will have the indoor pool, sauna, etc., but the completion date is in the spring - if sooner will report in the next newsletter.

Herb & Helen  
Haydock

**Send for your NABA Convention Mug  
today — see enclosed flyer**



The Brunch line.

Brunch and Annual Meeting.







Brunch -

Breweriana talk -

Annual Meeting -





## **NABA Officers at the Annual Meeting:**

JOE FURRY, Treasurer  
LOREN KRACHI, Recording Secretary  
DAVID MATHEWS, President  
ROBERT GOTSCHALK, Vice President  
HERBERT A. HAYDOCK, Director  
ROBERT KAY, Director  
HERBERT RAMSEY, Director  
MIKE BARTELS, Director  
BOB CHAPIN, Director



President Mathews - "Oh dear me, they're that much"!





Lots of great trades at this session!

NOTE - even good deals under the table!!





# MEMBERSHIP

## DUES

We wish to thank each of you who renewed your membership for 1978-79 promptly.

However, for those of you who "failed" to renew your membership, this will be the last Newsletter you will receive.

Those who failed to renew have been dropped from the mailing list and roster. There will be no further communication.

Renewals become due on May 31st of any year.

In order to assure that a new member gets a fair shake on his first years 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, 1979, you are paid in full until May 31, 1980.

Dues will remain at \$10.00 per fiscal year until changed by the Board of Directors and Officers.

New members overseas pay an initial charge of \$5 to cover postage in addition to the \$10.

Should you have any questions concerning your membership at any time, address all correspondence to:

Gordon B. Dean  
NABA Membership Chairman  
Willson Memorial Drive  
CHASSELL, MICH. 49916



# National Association Bremeriana Advertising

## Officers:

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

## Directors:

Mike Bartels.....Two Year Term  
Bob Chapin.....Two Year Term  
Herb Haydock.....Two Year Term  
Herb Ramsey.....Two Year Term  
Bob Kay.....Two Year Term

## Committees:

Harry B. Richards.....Directory Editor  
Gordon B. Dean.....Newsletter Editor(Temporary  
Peter Blum.....1979 Convention Chairman  
Ken Hauck.....Publicity Chairman

Frank and Ernest





# National Association Breweriana Advertising

## TREASURER'S REPORT

AUGUST 1, 1977 to JULY 31, 1978

### INCOME:

Dues	\$5868	
Directory Advertising	300	
1977 Auction Commission	863	
Other	79	
	<hr/>	
TOTAL INCOME		\$7110

### EXPENDITURES:

Committee Expenses	372	
Convention " - 1979	50	
Corporate Filing Fee	5	
Hospitality Rooms	408	
Board of Directors Expense	105	
Bank Charges	10	
Postage	76	
Printing: Newsletter & Directory	2808	
N.S.F. Checks	18	
Stationery	19	
	<hr/>	
TOTAL EXPENDITURES		\$3871

Excess Receipts over Expenditures	3239
BALANCE CASH IN BANK August 1, 1977	1121

<u>BALANCE: CASH IN BANK July 31, 1978</u>	<u>\$4360</u>
--	---------------

Joe Fury  
NABA Treasurer  
West Chicago  
Illinois 60185

# BREWERY CALLING CARDS

Back in 1900, Arthur W. Campbell started to work with the Schlitz Brewing Company at it's Anderson, Indiana branch. He must have been impressed having his first calling card as an employee in the brewing industry. Mr. Campbell was with Schlitz for 21 years as an auditor. Then during the next 28 years he was a traveling auditor with the Blatz Brewing Company which took him on many trips nationally. Collecting Brewery Calling Cards was his lifetime hobby.

From the beginning in 1900 until his retirement in the '60's, he assembled a collection of 5000 cards, some of which are shown on following pages.

Over the years, the cards were kept in a yearly order of acquisition so that when the time came

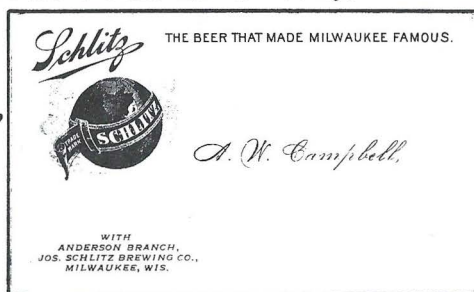
to mount them in his 6 scrapbooks, they would indicate the date. Little did he realize at the time that history was in the making through this rare collection of Brewery Calling Cards. There are names of Presidents, Vice-

Presidents, Brewmasters, Distributors and Salesmen. The artwork on the "pre-pro" cards are typical of the era we best know in Breweriana. His first card is illustrated above. There are in excess

of 400 breweries represented in this collection, including many of foreign countries.

The card on your right is the one he used after his retirement to gather more cards. The cards are arranged in persons last name, all in alphabetical order. He

placed each card on a page by use of photo mounting corners to permit easy removal, as many cards have advertising on reverse side.



*Have now retired after spending 44 years in the Brewing Industry . . . My hobby is collecting Brewery Representatives' Calling Cards.*

*Please send me your card for my collection.*

*Arthur W. Campbell* Thank you!





Phone 153

*Wm. Rank,*

*Manager Anderson Branch*

*Bottled Beer a Specialty Anderson, Ind.*

1901

*Superb*  
LIGHT

ALL PHONES  
LINCOLN 7600

**Birk Bros. Brewing Co.**

2117 NORTH WARD ST.  
CHICAGO

WALTER O. BIRK  
DIRECTOR AND GEN'L MANAGER  
JUST A CANDY MAN

*Golddeck*  
DARK

1943



**California Brewing Company**

782 FULTON ST. SAN FRANCISCO 1 CALIF.  
TELEPHONE FILLMORE 6-3711

OTIS BENDER

1954

THE GEO. J. RENNER BREWING CO.  
AKRON, OHIO

JEFFERSON-2193

SALES & ADVERTISING MANAGER

1939

*Blitz*

GRACE ELLIS

ASSISTANT  
ADVERTISING MANAGER  
BLATZ ER & CO.  
MILWAUKEE

1927



*Anheuser*

MEL H. BURKHARDT

SPECIAL  
SALES REPRESENTATIVE

ANHEUSER-BUSCH, INC.  
ST. LOUIS, MO

1953

**Milwaukee-Waukesha Brewing Co.**



AND  
**WAUKESHA IMPERIAL SPRINGS CO.**

GENERAL OFFICES  
MILWAUKEE, U.S.A.

A. S. PIERCE  
TRAVELING REPRESENTATIVE.

1911

PHONES YARDS 2213-2214



**Ambrosian**

BREWING CO.

3700 SOUTH HALSTED STREET  
CHICAGO

JOSEPH J. BEDNARIK

1943

Old Style Lager  
Heileman  
Brewing Co.

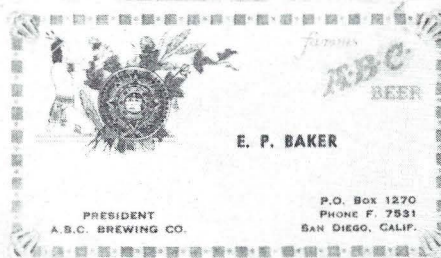


La Crosse Wisconsin.

C. H. COLLINS.



1916



E. P. BAKER

PRESIDENT  
A.B.C. BREWING CO.

P.O. BOX 1270  
PHONE F. 7531  
SAN DIEGO, CALIF.

1949



Minneapolis Brewing Company  
MINNEAPOLIS, U.S.A.

F. A. BAUMANN  
SECRETARY-TREASURER

1944

"Crown Select"

"Old Portage"

ALVIN BARDIN

PRESIDENT  
EULBERG BREWING CO.

PORTAGE, WIS.

1948



ATLAS BREWING COMPANY  
CHICAGO

EDWIN N. BURNS  
STATE MANAGER

1503 W. 21ST STREET  
PHONE CANAL 5200

1945



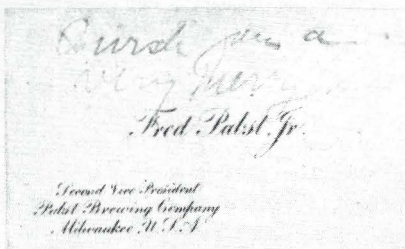
THE BEER THAT MADE MILWAUKEE FAMOUS

Wm. P. Byron

REPRESENTING  
ANDERSON BRANCH,  
JOS. SCHLITZ BREWING CO.  
MILWAUKEE, WIS.

Anderson, Inc.

1900



Second Vice President  
Pabst Brewing Company  
Milwaukee, W. I. A.

1907



GENERAL BREWING CORPORATION

EDWARD N. BROWN

SALIS REPRESENTATIVE  
PHONE CHAPMAN 5-3103

465 W. LOS FELIZ BLVD.  
GLENDALE 4, CALIFORNIA

1948



DICK & BROS' QUINCY BREWERY CO.

R. H. BLACKMAN

QUINCY, ILLINOIS

1943



Keeloy Brewing Company  
CHICAGO

GEO. BONNETT

TELEPHONE  
CALUMET 2030

1946



JOHN A. BERGHOFF  
V. P. PRESIDENT AND TREASURER

400 S. LAFAYETTE  
FORT WAYNE, INDIANA

1934

MAIER BREWING COMPANY

CHARD BARELA  
DR. PHONE: ANGELUS 2-1348

VANDERBILT TOWER  
440 ALICE STREET  
LOS ANGELES 12, CALIF.

1953

Detroit Office  
3673 E. St.

Phone, Lafayette  
6679-2716



WALTER W. REIMER

Detroit, Mich.  
FORT WAYNE, IND.

1939



CENTLIVRE BREWING CORP.  
FORT WAYNE, IND.

A. "BUZZ" CENTLIVRE

NICKEL PLATE BEER

1943

It is interesting to note that one of our fellow NABA members is illustrated.....Miss Grace Ellis who still is employed in the brewing industry with Pabst in Milwaukee. Note that her card is dated 1927. Mr. Campbell is deceased. Collection now is in the possession of Gordon B. Dean who acquired it in California in 1977. It truly is an historical collection....one of a kind. It will remain intact forever as a collection, fulfilling the wish of Mr. Campbell.....rightfully so.



1978 CONVENTION BUSINESS MEETING  
LEXINGTON, KENTUCKY

The meeting of the Board of Directors of NABA was opened on August 5, 1978 at 7 A.M. by NABA President Dave Mathews. Board members present were Herb Haydock, Mike Bartels, Bob Chapin, John Murray and newly elected members Bob Kay and Herb Ramsey. Other officers present were Bob Gottschalk, VICE PRESIDENT....Loren Karacki, RECORDING SECRETARY.....and Joe Fury, TREASURER. Also present were Ken Hauck, Peter Blum and Bill Frederick.

After the new Board of Directors members were introduced, a Treasurers report was presented by Joe Fury. During the presentation, Joe pointed out that the cash balance on hand as of July 31, 1978 was substantially up from the previous year, but noted that much of the increase was due to the earlier deadline for dues payment initiated in 1978.

No old business was presented for consideration. Under new business, a question was raised if there were funds left over from the 1977 Milwaukee Convention which needed to be returned to the club treasury. Bob Chapin stated he would check into the matter.

At the suggestion of Joe Fury, a motion was made by Chapin and seconded by Haydock that at the discretion of the Treasurer, NABA money be placed in an interest bearing savings account. In the discussion which followed, it was pointed out that no restrictions existed on placing club money in interest bearing accounts and that to do so would help defray other costs. The motion was passed unanimously.

Peter Blum reviewed plans for the 1979 Convention in the Detroit area. He said two motels were under consideration as to the possible Convention site. Following a discussion of the relative merits of the two motels, the Board of Directors authorized that Blum have authority to make a final decision on the Convention motel.

Bill Frederick discussed tentative plans for the 1980 Convention in Denver, Colorado. He indicated the theme of this Convention would be "NABA WEST OF THE ROCKIES". Friday would be registration and an evening tour and a party at COORS, including a Dutch Lunch. Saturday would include registration, lunch, auction, seminars and an outside steak fry dinner. Tours for wives would also be included. He added that a Convention motel was still under consideration.

A discussion was held on the need to better promote NABA to the general public and to can collectors. Ken Hauck agreed to serve as publicity chairman for a two year term.

Dave Mathews suggested that voting power be extended to the officers of NABA as well as the Board of Directors. A motion was proposed by Haydock and seconded by Bartels that the by-laws of NABA be amended to give club officers a vote on the Board of Directors. The motion was passed unanimously. Joe Fury advised the Board that the motion would also require a referendum of the membership of NABA.

Dave Mathews informed the Board that Gordon B. Dean had agreed temporarily to serve as Newsletter Editor until a replacement could be found. It was noted that being Newsletter Editor was a very time consuming task and that more needed to be done to spread the work load out among members. The Board agreed that a secretarial service should be hired to perform the typing work for the Newsletter. The meeting was then adjourned.

On August 6, at the NABA breakfast meeting, Dave Mathews discussed the election returns and introduced the officers of the Board of Directors. A motion was received from the floor by Stan Loula and seconded by Howard Kalt that the club by-laws be amended to grant voting power to club officers. Specifically, the motion read that the first sentence of Section 2 of Article IV of the NABA by-laws concerning number, tenure, and qualifications of the Board of Directors be amended to provide as follows:

"The number of Directors shall be five (5) specifically designated as such and all the officers as otherwise provided in the By-laws shall be considered as members of the Board of Directors for all purposes of these By-laws."

The motion was passed overwhelmingly by a voice vote.

Dave Mathews discussed plans for the 1979 Convention in Detroit under the chairmanship of Peter Blum. He also mentioned plans for the 1980 Convention in Denver, Colorado.

Dave mentioned the need for a Newsletter Editor and solicited names of possible candidates from the membership.

Dave then reminded the membership that one of the objectives of the annual auction was to include nicer breweriana items. He added that there were fewer of these items this year than in the past and asked that the members be more selective in their choice of auction items in the future.

Joe Fury presented the Treasurer's report.

At the close of this meeting, special thanks were expressed to Jerry Fitzgerald and John Murray for their efforts in arranging the 1978 Lexington Convention.

Bill Ross was also thanked for his work as Past President of NABA.

Loren Karacki  
Recording Secretary  
Hinsdale, Illinois 60521

\* \* \* \* \*

#### EDITORS NOTE:

A total of 96 Members attended the 1978 Convention. In addition there were 60 spouses.

\* \* \* \* \*

#### CHANGE OF ADDRESS NOTICE

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

\_\_\_\_\_  
Date

Full Name: \_\_\_\_\_

New Address: \_\_\_\_\_

\_\_\_\_\_  
City State Zip

New Phone: \_\_\_\_\_  
Area Number

NEW MEMBERS SINCE PUBLICATION OF NEWSLETTER #22

BLACK, William M.  
1056 Delta Avenue  
CINCINNATI, OH 45208

All Cincy Brwgs & Vicinity

\*\*\*\*\*

BROWN, Larry  
457 S. Washington  
VALPARAISO, IND 46383

Signs & Trays

\*\*\*\*\*

CAREY, Timothy B.  
1401 Chester Street  
SOUTH BEND, IND 46615

Bottles only

\*\*\*\*\*

CARRIGAN, John R.  
15 Kintyre Avenue  
TORONTO M4M 1M2 Ontario

All Canadian Breweriana

\*\*\*\*\*

CIRCE, Donald R. Sr.  
220 Edward Street  
SCHENECTADY, N.Y. 12304

Whiskey Water Pitchers

\*\*\*\*\*

COLEMAN, Michael A.  
206 Loft Lane Apt 159  
RALEIGH, N. C. 27609

Lithos-signs-trays-metal  
statues

\*\*\*\*\*

CONNOLLY, Stephen P.  
12802 Whiteholm Drive  
UPPER MARLBORO, MD 20870

Signs, trays & clocks

\*\*\*\*\*

ELKINS, Robert H. Jr.  
2079 Lake Grove Lane  
CROFTON, MD 21113

Busch Bavarian items

\*\*\*\*\*

GERLING, Paul J.  
10508 W. 52nd Terrace  
SHAWNEE, KAN 66203

Muehlebach Brwg Co only in  
"mint" condition only

\*\*\*\*\*

GERMANN, Philip  
POB 847  
GALESBURG, ILL 61401

Schanz Brwg., Ruff Brwg &  
Dick Bros Brwg. all Quincy, Ill.  
Anything from these Brwgs

\*\*\*\*\*

GRABOWSKI, Stan  
4729 Melrose Street  
PHILADELPHIA, PA 19137

Labels, openers, knobs, trays,  
Cans & bottles

\*\*\*\*\*

GREINSKY, Charles M.  
BOX 50  
STATEN ISLAND, N.Y. 10304

Rubsam & Horrman Brwg Co. All  
Staten Island Breweriana. Bottles

\*\*\*\*\*

HARPER, Clay  
1148 Candlewood Drive  
DOWNERS GROVE, ILL 60515

Lithos, mugs, steins, signs, trays

\*\*\*\*\*

HEFLIN, Gene  
1312 S. Finley Apt. 1-A  
LOMBARD, ILL 60148

Openers & Trays

\*\*\*\*\*

KALLIS, Rick  
7052 Central Avenue  
LEMON GROVE, CALIF 92045

San Diego, Calif. Brwgs only pre  
1940

\*\*\*\*\*

KINGSBURY, Donald  
21 Limoli Lane  
CLARK, N. J. 07066

Mugs, steins, signs, knobs, trays  
& foam scrappers

\*\*\*\*\*

KRAMER, Kenneth MD  
631 Young Road  
ERIE, PA 16509

Labels, knobs & coasters

\*\*\*\*\*

KRANTZ, David L.  
4581 Sequoia Drive Apt 302-A  
HARRISBURG, PA. 17109

Mugs, Steins, signs, knobs & cans



New Members(continued)

LANGENHAHN, Tim  
414 North 5th Avenue  
WAUSAU, WIS 54401

Knobs & Cans

\*\*\*\*\*

LEGENDRE, Roy W.  
1814 Sidney Street  
ST. LOUIS, MO 63104

Mound City Brwg Co., New  
Athens, Ill. + all Illinois  
and St. Louis Brwgs.

\*\*\*\*\*

McLEAN, Scot W.  
1916 NE 62nd Street  
PORTLAND, OR 97213

All Oregon Breweriana

\*\*\*\*\*

MOFFETT, Warren C.  
404 Oakwood Avenue  
EAST AURORA, N. Y. 14052

Small signs, foam scrappers,  
coasters, pencils, pens,  
rulers, bottles & key chains

\*\*\*\*\*

MORRIS, Stephen  
BOX 251  
NORTH SCITUATE, Mass 02060

All Breweriana

\*\*\*\*\*

PETERSON, Jim  
1703 School Drive  
PLOVER, WIS 54467

Mugs, steins, signs, clocks,  
& Brewery figures

\*\*\*\*\*

PINKARD, M. J.  
39 Christine Street  
NORTHMEAD 2152  
N. S. W. AUSTRALIA

Labels, cans & coasters

\*\*\*\*\*

REAGOR, Bill J.  
POB 1625  
FT. WORTH, TX 76101

Mini beers, long necks, trays  
& labels

\*\*\*\*\*

ROETENBERG, Aaron D.  
3503 North 4th Street  
HARRISBURG, PA 17110

Glasses, labels, signs, knobs,  
coasters, match books, patches  
& bottle caps

\*\*\*\*\*

ROSE, Leonard M.  
2523 Knighthill Lane  
BOWIE, MD 20715

Trays, cans & mini beers

\*\*\*\*\*

SAPPINGTON, Oliver Earl  
2625 Blackforest Drive  
ST. LOUIS, MO 63129

Anheuser-Busch Lithos & trays

\*\*\*\*\*

SCHELE, Jerry B.  
3744 Pineview Drive  
FORT WAYNE, IND 46815

Openers + all Ft. Wayne Brwgs

\*\*\*\*\*

SCHNEIDER, Daniel D.  
2414 Garfield St. N. E.  
MINNEAPOLIS, Minn 55418

Upper Midwest signs, trays, knobs

\*\*\*\*\*

SHAW, George  
Route 1, Box 51  
HUNTINGTOWN, MD 20639

Glasses, signs, knobs, trays,  
cans & coasters

\*\*\*\*\*

SHEPPARD, Nicholas M.  
102 Garden Trail, P.P.  
MICHIGAN CITY, IND 46360

Glasses, mugs, steins, signs  
& trays

\*\*\*\*\*

SMITH, Lonnie  
4055 Everett Street  
WHEAT RIDGE, COLORADO 80033

All Breweriana + Colorado & Iowa  
Brwgs.

\*\*\*\*\*

SMITH, Richard M.  
15607 Plumwood Court  
BOWIE, MD 20716

Glasses, signs & clocks

\*\*\*\*\*

New Members(continued)

STOOKEY, Paul L.  
3015 W. St. Route 571  
TROY, OH 45373

Glasses, mugs, steins,  
signs, mini-beers

\*\*\*\*\*

SZNAJDER, Stan  
5628 Cherry Street  
ERIE, PA 16509

Labels, coasters, knobs,  
& cans

\*\*\*\*\*

THOMAS, Don  
1571 Henrietta  
BIRMINGHAM, MI 48009

Metal signs & Trays

\*\*\*\*\*

WALSTON, Floyd J.  
RR 3 Walston Trl Park  
AURORA, IND 47001

Openers & Signs

\*\*\*\*\*

BERGSENG, Donald E.  
2214 NE 19th Avenue  
PORTLAND, OR 97212

\*\*\*\*\*

BROOKS, Ernest Jr.  
9023 South East End  
CHICAGO, ILL 60617

Lithos, mugs, steins,  
trays & Bottles

\*\*\*\*\*

FINNEGAN, Thomas M.  
228 N. LaSalle St.  
Room 238  
CHICAGO, ILL 60601

\*\*\*\*\*

HEINAMAN, Earl Dee  
626 Pine Street  
DENVER, PA 17517

Labels, lithos, signs,  
knobs & trays

\*\*\*\*\*

WILHELMS, Harvey L. Jr.  
Route 1  
FREEPORT, ILL 61032

Glasses from Freeport Brwg only

\*\*\*\*\*

WILLIS, Robert  
64 Pioneer  
COOPERSTOWN, N. Y. 13326

Tap knobs & Trays

\*\*\*\*\*

WITCHER, Denis W.  
12772 Westlake Street  
GARDEN GROVE, CAL 92640

All Breweriana DEALER

\*\*\*\*\*

ZETTS, Ray  
9451 Monticello  
TWINSBURG, OH 44087

Glasses, knobs, trays, Full  
bottles & mini-beers

\*\*\*\*\*

KUNZ, Nancy F.  
4022 Delta Street  
MANITOWOC, WIS 54220

Glasses, mugs, steins, signs &  
trays

\*\*\*\*\*

MARKS, Roger  
4002 W. Stewart Avenue  
WAUSAU, WIS 54401

Wisconsin only: Glasses, openers,  
signs and trays

\*\*\*\*\*

SMITH, Cort "REJOIN"  
POB 271  
SPRING PARK, MN 55384

Lithos and signs

\*\*\*\*\*

SWICK, Darrell H. "REJOIN"  
4717 W. Holt Road  
HOLT, MICH 48842

Glasses, signs, knobs, trays &  
pocket mirrors

\*\*\*\*\*

## CURRENT RESEARCH INTO BREWERY HISTORY

In a recent ad, I offered to buy or borrow brewery directories for historical research purposes. As a result, Ken Hauck requested an article about what I was attempting to do.

For several years I have been collecting and researching breweriana books, newspaper and magazine articles, directories and annual lists of Breweries Authorized to Operate by the Treasury Department. I am continually attempting to add new information including missing years of the directories and treasury bulletins.

The purpose of all this activity is to put a book together about American breweries that would be of use to the collector. A book close to what I had in mind came out in 1976. It was by Manfred Friedrich and Donald Bull, and was titled The Register of United States Breweries 1876-1976. This excellent book, far from discouraging me, has been an impetus to expand on their compilation.

All the information concerning a particular brewery is noted on a card. This includes each known name and address, dates when the brewery was founded, changed hands, merged, and went out of business. The data is assembled in columns by source, so that conflicting information can readily be seen for further research to arrive at the truth. When the project is completed, I expect to have assembled in the neighborhood of 10,000 cards, as additional breweries are continually being added.

A separate section is being developed about branch breweries; from pre-prohibition days (such as the English owned syndicates of the 1880's and Gay Nineties), to the present national organizations. This section would not be listed by geographical location, but by affiliated breweries as they came and went.

What else should be included? How far back in time should the project cover? I would like to hear from interested collectors what they think about these questions.

The project has already consumed hundreds of hours with hundreds more necessary. But it's been a labor of love. I have enjoyed learning more and more about the subject. I've had several discussions with Don Bull about the project, and have received material from a number of collectors.

I am looking for assistance from all available sources. If a collector thinks he or she has something that might be of help, I would appreciate receiving a copy of an article or being allowed to borrow a book or directory. Where someone is an authority on a particular brewery or region, they could contribute valuable aid in filling gaps of missing information or clearing up divergent data.

Bob Gottschalk, 115 Peachtree Rd.  
Penfield, N.Y. 14526

\*Editors Note: Be sure and send Bob any available information you have on hand so that at some time in the near future, we all will become more knowledgeable in the art of BREWERIANA.

GBD



### SYRACUSE, NEW YORK BREWERIANA

The collection bug bit me in 1973 when we were browsing at a local Flea Market. We purchased a pair of 1890 vintage beer bottles and immediately tried to learn more about the Brewery from the Onondaga Historical Association. As a result of this research 5 years ago, our collection now contains beer bottles, trays and hundreds of other momentos from Syracuse's 41 Breweries, all of which are gone.

One of the rarest bottles in the collection is a ceramic glazed squat bottle from Barker and Vrooman Company, circa 1851. There are bottles of Black River Ale and Black Bass Ale both festooned with the same leaping smallmouth bass trademark.

Haberle Congress Beer was the last Brewery to close down in 1963, having been founded in 1855.

Of the 58 known beer trays that carry the names of Syracuse Breweries, we have 54! The 4 others are within our grasp from our collectors, once we find something they need.

One of our favorite works of art is a framed calendar from the Thomas Ryan Brewery dated 1900.

When you are in or near Syracuse, be sure and give us a ring and we'll be happy to share our collection with you as a member of NABA.

Dr. Edward Kantor, DDS  
4652 Cranapple Drive  
Marcellus, New York 13108



# U.S.A. Brewing Capacities

(as of 1-1-78)

Rank	Brewer	Capacity in barrels
1	Anheuser-Busch(all plants)	42,000,000
2	Schlitz "	32,000,000
3	Miller "	28,000,000
4	Pabst "	18,000,000
5	Coors, Golden, Colorado	15,000,000
6	Heileman (all plants)	9,000,000
7	Strohs-Detroit	7,250,000
8	Olympia(Olympia, Wash. 4,000,000 ) (St. Paul, Minn 3,000,000 )	7,000,000
	Falstaff (all Plants)	7,000,000
9	Schaefer "	6,500,000
10	Carling-National (Baltimore 1,650,000) Belleville 1,200,000 Baltimore 800,000 Frankenmuth 800,000 Tacoma 650,000 Phoenix 350,000	5,450,000
11	Schmidt's (Philadelphia 2,040,000 Cleveland 1,500,000	3,540,000
12	Genesee, Rochester, New York	3,000,000
13	Pearl San Antonio	1,700,000
14	General (San Francisco 1,200,000 Vancouver, WA 400,000	1,600,000 ***
15	Lone Star San Antonio	1,500,000
16	Pittsburgh Pittsburgh, PA	1,250,000
17	Hudepohl Cincinnati	1,000,000
	Peter Hand Chicago	1,000,000 ***
18	Erie Erie, PA	900,000
19	Falls City Louisville	800,000
	Blitz-Weinhard Portland, OR	800,000
	West End Utica, N. Y.	800,000
20	Latrobe Latrobe, PA	750,000
21	Champale Trenton-400,000 Norfolk-200,000	600,000
22	Eastern Hammonton, N. J.	400,000
23	The Lion Wilkes-Barre, PA	350,000
24	Huber Monroe, WIS	340,000
25	Dixie New Orleans, LA	300,000
	Horlacher Allentown, PA	300,000
26	Cold Spring Cold Spring, MN	275,000
27	Pickett Dubuque, Iowa	200,000
	Schoenling Cincinnati	200,000
	Yuengling Pottsville, PA	200,000
28	Jones Smithton, PA	150,000
	Walter Eau Claire, WIS	150,000
29	Fred Koch Dunkirk, N. Y.	105,000
30	Duncan Auburndale, FLA	100,000
31	Prinz Brau Anchorage, AK	90,000
32	Leinenkugel Chippewa Falls, WIS	85,000
33	Spoetzl Shiner, TX	60,000
34	Stevens Point Stevens Point, WIS	55,000
35	Schell New Ulm, MN	50,000
36	Geyer Brothers Frankenmuth, MICH	30,000
37	Straub St. Marys, PA	29,000
38	Anchor San Francisco, CAL	12,000
39	New Albion Sonoma, CAL	200

\*\*\* Ceased operations in 1978. Peter Hand closed down Sept. 1, 1978.



## Anheuser-Busch, Inc.

ST. LOUIS, MO., U.S.A. 63118

721 Pestalozzi St.

October 20, 1978

Mr. Gordon B. Dean  
Corresponding Secretary  
NABA  
Willson Memorial Drive  
Chassell, MI 49916

Dear Gordon:

I have received your letter of October 7, 1978, concerning the reproduction of the Adolphus Busch Plaque being offered by Main Antiques of St. Ann, Missouri, and appreciate your concern in this matter.

At no time has Anheuser-Busch, Inc. authorized Main Antiques or its owner, Mr. Michael Maino, to reproduce any Anheuser-Busch breweriana item. The photograph of the plaque that you sent me does not correspond with any of the Adolphus Busch Plaques we have in the Anheuser-Busch Archives. The wording around the edge is different and, as far as our records indicate, the only years these plaques were issued were in 1892 and 1893, not 1891. The reverse side of the plaque should have the name of the New York company that cast the plaque - Henry Bonnard Bronze Co.

It is my studied opinion that the plaque in the photograph you sent me is not an authentic Anheuser-Busch item. Members of NABA should be fully apprised of this fact as well as the fact that Main Antiques has no authority to reproduce Anheuser-Busch breweriana items.

Sincerely yours,

*William J. Vollmar*

William J. Vollmar, Ph.D.  
Records Administrator & Archivist

WJV:jh

Keep  
America  
Beautiful





# BREWERIANA "TIDBITS"

In June of this year in Southeast Michigan, the price of a Miller six-pack reached \$2.50! With the forthcoming "anti-litter" law going into effect January 1, 1979, this same package will cost \$3.70 which includes .10¢ deposit per container.

\* \* \* \* \*

BILLY BEER has gone "flat"! Firms brewing it have either dropped the line or plan to shortly. Indications are that Billy Carter and/or his agent probably pocketed \$150,000 or so from royalties based on the sale of the product. Industry sources say that more than 100,000 barrels-or 1,375 million cases of BILLY BEER were sold during the past year.

\* \* \* \* \*

Avoid using paper cups when consuming BEER. It alters the taste.

\* \* \* \* \*

Thirty years ago, you could still walk into a brewery and spot a classic broad-girthed German brewmaster tapping the beer keg for the first time after the water, yeast, sugar, hops and corn grits had finished their 30-day alchemy.

"Macht gut," he would say after downing the glass of golden brew, giving the seal of approval to go ahead and bottle the product.

Well, as you may have guessed, things aren't done that way in brew houses today, where computers and automation have transformed brewing into a precise science that produces a beer of such uniform quality that the final tasting session is unnecessary.

\* \* \* \* \*

Did you know that Bernard Stroh(founder of Strohs Brewery in Detroit) had \$150 in his pocket when he decided to brew beer a barrel at a time and deliver it to local saloons via a wheelbarrow!

\* \* \* \* \*

A FROTHY HISTORY....Beer has been brewed since 7000 B.C. We know for sure because the Mesopotamians etched their recipe in stone.

If you thought the U. S. revenuers of the '20's were a heartless lot, the Egyptians make them look like sweethearts. In the days of the pharaohs, a tavern owner was buried alive for cheating on taxes.

WHAT DOES HE DO FOR A LIVING DEPARTMENT: Actually, George Washington was a brewer!

During the first 24 hours after the repeal of Prohibition, Americans downed a million barrels of beer.

\* \* \* \* \*

Collecting Beer labels and coasters has finally caught on here in the USA. Has been very popular in Europe, Australia, England for years. They are relatively inexpensive to acquire and contain just as much history as other forms of memorabilia. There are literally thousands to be searched out to add to a collection. They take up less space in the home and can be transported with ease. The most desirable are those from the "pre-pro" era.

\* \* \* \* \*

Collecting coasters in Germany is indeed a big hobby. They have trade sessions on a regular basis and even have a monthly illustrated magazine.

\* \* \* \* \*

At the Hofbrauhaus in Munich, Germany a total of 4,000 patrons consume beer during a 20 hour period!

\* \* \* \* \*

This same bistro lost 30,000 earthenware steins in one year, even though guards were stationed at each door! Now, the Germans have to consume their pale-colored lager and dark bock in one litre glass mugs.

\* \* \* \* \*

PETER HAND BREWERY in Chicago closed down on September 1, 1978. There were at one time more than 40 breweries in this city. Thus ends another story in the history of a great industry.

\* \* \* \* \*

During Prohibition in Chicago, bootleg beer sold for \$55-\$60 a barrel, compared with about \$10 before Prohibition.

\* \* \* \* \*

Gone forever from the Chicago scene are the distinctive brews of Meister Brau, Atlas, Schoenhofen-Edelweiss, Drewrys, Peter Hand, Canadian Ace, Manhattan, Peter Fox, Sieben, Atlantic, Pilsen, Prima-Bismark and Best. Not to mention such lesser lights as Ambrosia, Birk Brothers, Fortune Brothers, Gambrinus, Garden City, Hoerber, Keeley, Koller, Lincoln, McDermott, Old Abbey, Roosevelt, South Side, Stenson, Superior, Van Merritt, Westminster and White Eagle. Some were owned and operated by the same family for their entire existence.

\* \* \* \* \*

When is a Brewer not a Brewer? When he is a member of the Milwaukee Brewers, of the American League. They lose a lot, but maybe they're getting better.

\* \* \* \* \*

Union brewery workers don't get coffee breaks. They get beer breaks. The beer is free!

\* \* \* \* \*

SIEBEN'S...the imposing red-brick brewery at 1470 N. Larrabee St., in Chicago remained in the family for three generations, until it closed in 1967. Its main attraction-other than quality beer-was its bier stube and beer garden, the latter opened in 1903. Sitting at large, wooden picnic tables in the garden, guests could quaff cold beer from heavy glass steins and munch on generous sandwiches and pretzels....all with the compliments of the brewery.

\* \* \* \* \*

The Minneapolis City Council has designated the 87-year old GRAIN BELT Brewery as a historic landmark. Plans are under way by a private developer to make the brewery a unique shopping center. It is rumored that one of the largest collections of Breweriana in the U.S.A. will be on display.

\* \* \* \* \*

Editors note: When you come across interesting "tidbits" in your local newspapers and during your travels, cut them out and send to us to share with the membership. Thank you.

#### U. S. BEER LABELS

A wide selection of bottle labels, recently discovered.....1930's - 1964. Mint condition.

- Collection "A", 100 different.....\$6  
" " "B", 200 " .....\$13  
" C/D 200 "(not included in  
"B".....\$15  
-BOCK Collection, 25 different.....\$2

TOMS, Box 6211 (N) Santa Barbara, CAL 93111

# HALM'S FOUNTAIN CITY BREWERY

## BRYAN, OHIO

Bryan's first Brewery was owned by George Wise, who killed himself with a shotgun after using too much of his own product. Henry Arnold had a small brewery, which was purchased by Jacob Halm, Sr., a native of Germany, in 1865.

The huge cellar which gave the name of Beer Cellar Hill to a slope west of town was dug by Halm in 1868. In July of 1873 Halm started his new Brewery at Beech and Center streets, on the site of the old Arnold Brewery. Jacob Boyer, who dug it, said the basement was the biggest in the county. It was 86 x 88 feet in size and eight feet deep. Fifty carloads of stone were laid up in the foundation and cellar walls, topped with a brick building four stories high.

The new brewery commenced operations in December 1873, and the product of the fountain water and brewer's skill became well known by those who were judges of lager. By 1881 Halm was selling over 200 barrels of beer each week.

Jacob Halm lived in the next house north of the brewery, and it was his custom, on brewing days, to begin work very early. About one o'clock in the morning of March 7, 1883 he was standing on a platform using a small hose to rinse an iron tub that was revolving 50 revolutions a minute. His left coat sleeve caught in a cogwheel, and he was pulled up through a narrow space between the shafting and ceiling, tearing off his arm, fracturing his skull and throwing him onto a floor ten feet below.

His death was a great shock to the town, as he was noted for industry, enterprise, integrity and liberality. His son Jacob, although only 18, and others of the family continued with the business. But the local market was taken away when the county voted dry in 1908. Under the eyes of a man from the Internal Revenue Service, the beer remaining in the vats was poured into Lynn Run. All of the machinery including the original steam engine, had been designed and built in Bryan. The empty building-"its inner glory gone forever" was sold to H. B. Robinson. He used some of the stone and brick to build the Robinson Flats, which stand there today.

Submitted by: James Maxwell  
Bryan, Ohio



# Brewers' Ad Outlays Soaring, Survey Shows

By Stephen R. Byers  
of The Journal Staff

So you've admired that Miller Brewing television ad that talks about how Milwaukee makes wheelbarrows and gloves and beer.

And you've chuckled at the new Stroh Brewery ads that seem to be flooding the local airwaves.

But it's suddenly occurred to you: It sure seems like the brewers are spending a lot of money on television advertising.

Well, you're right.

Advertising Age magazine totaled up brewery spending on measured media advertising (television, newspapers and magazines).

The results of the study shouldn't surprise anyone who's turned on a television set recently: America's brewers are spending a bundle.

## Spending Rises 34%

In fact, the magazine said, the total advertising spending for brewers with more than a million barrels of sales was up a whopping 34% in 1977 over the previous year to a total of \$202.5 million.

And this was only the measured media. It didn't include such things as point of purchase materials, promotions, sporting events and local advertising, all of which can almost double the amounts listed in some cases.

While Milwaukee may be seeing more Miller and Stroh commercials than it can shake a stick at (Pabst doesn't do badly here either), nationally the advertising leader is ... the king itself, Anheuser-Busch.

Feeling itself threatened by Miller,

Anheuser-Busch really cranked out the advertising. The Ad Age study, which used figures from Leading National Advertisers (a trade source) and its own estimates, said that Anheuser-Busch weighed in with a 105% increase in its ad spending to a total of \$58.7 million.

The previous year, Anheuser-Busch ranked third behind Jos. Schlitz Brewing Co. and Miller in the measured advertising.

## Miller and Schlitz

Miller wasn't a slouch either, jumping 48% to \$43.3 million. But that wasn't enough to catch Schlitz, which increased its ad spending 29% to \$43.9 million, according to the study.

It's a big dropoff from there to the next highest, Pabst Brewing Co., which increased its spending 13% but spent only \$10.97 million.

Wisconsin's other big brewer, G. Heileman Brewing Co. of La Crosse, increased its spending 26% to \$4.7 million.

The obvious question is: How much does this cost per case?

Among the big brewers, Schlitz led the way, spending 14 cents a case on such advertising — second only to Carling-National, which spent 15 cents a case, not because of heavy spending, but because of poor sales.

Anheuser-Busch spent 11 cents a case, Miller 12 and Pabst four cents. Heileman spent five cents.

Advertising plans of the brewers indicate that the spending is going to rise at least for the next couple of years.

As one industry observer put it: "The television industry makes more money from beer than brewers."

*Firing the Brew Kettle*  
1840-1860





#### THE GNOMES BREWERY

Have you ever seen such a compact Brewery? All 10 Gnomes are busy contributing to the final "brew". Examine carefully to see the various stages....so typical of brewing. This mural was painted on canvas by T. Rohrbeck of Bavaria in 1902 for the BOSCH BREWING COMPANY, Lake Linden, Michigan. It measures 30' x 7' in well preserved colors.....mounted above the back bar at the Ambassador Lounge in downtown Houghton, Michigan. Truly, it is a masterpiece of an era long gone. There are several other "gnome" paintings on the walls of this saloon... all depicting the life of a "gnome" in the Brewery. During Prohibition, these paintings were stored in Joseph Bosch's home for preservation. Mr. Rohrbeck also painted another series of "gnomes" for Mr. Bosch which still can be seen at the Michigan House in Calumet, Michigan. Whenever you have a chance to come to the Copper Country in the Upper Peninsula, be sure and visit both of these saloons and relive the life in THE GNOMES BREWERY.

EDITORS NOTE: When in the Houghton area, be sure and contact me and we will give you a tour of one of the most historical Brewing areas in the country.



# Milwaukee's First Frothy Keg, Was Ale Brewed by Richard Owens, A Welshman

German immigrants with their zest for lager beer and *gemütlichkeit*, may have earned the title of beer capital of the United States for Milwaukee, but it was three Welshmen who opened the first brewery in the Wisconsin city and Territory. And, their first frothy keg was filled with ale, not beer.

Richard Griffith Owens, William Pawlett, and John Davis started the Milwaukee Brewery on the lake shore at the foot of Huron Street (now Clybourn Street) in June 1840, six years before Milwaukee incorporated as a city. To distinguish it from other breweries that soon followed in the early '40's — by 1850, Milwaukee had ten — the name was soon changed to the Lake Brewery.

The enterprise was Owens' idea. Eventually the thirty-year-old Welsh immigrant bought out his two partners and later became one of Milwaukee's wealthiest businessmen and a prominent pioneer citizen. His beginning, however, was as inauspicious as that of his brewery in a small building equipped with home-made apparatus.

Equipment could have been hauled or shipped in from the East, but Owens was a man in a hurry who never waited for others to do what he could do for himself.

The three partners fashioned their own barrels, tubes, pipes, and other necessary items. Milwaukee had no coppersmith in 1840, so they made their own crude brew kettle, holding only five barrels of ale, by lining a wooden box with copper.

Nor was barley, used in the malting process, grown in the Milwaukee area in 1840, and on June 12, after the building and brew

kettle were readied, Owens sailed for Michigan City, Indiana. He returned with all the barley available from the Indiana market, 130 bushels, and immediately began making Milwaukee Brewery Ale.

Thirsty Milwaukeeans quickly consumed the contents of the five-barrel kettle, and in January 1841, Owens drove to Chicago, a frigid, four-day trip with team and wagon, and hauled back an authentic, twelve-barrel copper brew kettle.



Richard Griffith Owens

About the same time, the firm added stout, porter, and distilled Scotch whiskey to its line of beverages. Ale, however, remained the principal product.

By 1844, Milwaukee had a coppersmith, and Owens ordered a second brew kettle, increasing production by forty barrels. The same year, he noted that the company was using 12,000 bushels of barley annually.

The next year, records indicate that Lake Brewery Ale was selling throughout the territory and as far south as Chicago for about \$7 a barrel while beer was bringing

around \$5 a barrel and whiskey sold for \$2 a gallon. Beer was less expensive to brew than ale and could be sold at the lower price for a comparable profit. Brewing costs and price differences between the two beverages became major factors in the decision to close the Lake Brewery forty years after it opened.

In the mid-1800's however, the Lake Brewery was making money. Owens invested his share in local real estate and built the first pier on Lake Michigan to facilitate ships unloading grain at the brewery.

In 1850, he bought his partners' shares and operated the brewery alone until 1864 when he rented it to M. W. Powell of Chicago and Owen Pritchard of Milwaukee who bought it within four years. They operated it as the M. W. Powell & Co. until it closed in 1880.

After he sold the brewery, Owens devoted his time to civic affairs in Milwaukee and to buying, selling, and renting property in his adopted city. He was a pioneer land speculator who succeeded where many failed. His successes were rooted in his driving energy and in an innate understanding of the nineteenth-century business world rather than in politically-inspired gain, inherited wealth, or family name.

*Wisconsin Then and Now* is published monthly by The State Historical Society of Wisconsin, 816 State Street, Madison 53706, and distributed to Society members. Single copies are available for 25¢. Wisconsin newspapers may reprint any article provided credit is given to The State Historical Society and *Wisconsin Then and Now*. For membership information write the membership secretary. Address all other inquiries to the editor. Second class postage paid at Madison.



Though he considered himself a Republican, he was not a politician and held only one minor public office, assessor for Milwaukee. He had no education, no family, and no influential friends when he arrived in this country.

Owens was born in 1811 on the Island of Anglesea, North Wales. He was orphaned at twelve and began earning his living as a farmhand and a lime wagon driver.

While still a teen-ager, he decided to investigate reports of the great opportunities in America. When he was twenty-one, he had saved enough to pay for his fare, and on August 8, 1832, he arrived in New York with a two-schilling piece in his pocket.

He spoke no English, nor could he read or write, but he was a husky, six-footer and easily found work on a Long Island farm. Twelve months later he had put aside enough cash to start west in his search for a better life.

Owens' first stop was in Cleveland where he spent fifteen months mastering the art of making French buhr millstones. At that time, the cylindrical stones used for grinding grain were made from buhrstones, a hard limestone filled with silica.

He returned East and started a business in Buffalo, making the stones for millers. Within the year he bought a retail store, and with the profits from both businesses, he purchased two lots on the shore of Lake Erie.

That first attempt at land speculation was a disaster, but he learned a lesson from the experience that was worth far more than his loss: never buy land without carefully studying its characteristics. His two lots disappeared when Lake Erie washed away huge chunks of shoreline.

#### CREDITS

All articles by Marilyn Dilley. Illustrations: Page 4, Courtesy of the Milwaukee County Historical Society; page 7, Old Wade House Gift Shop; all others from the Society's Iconographic Collections.

By selling the store, Owens was able to pay off debts and buy a ticket on the steamship Madison headed for Milwaukee. Arriving about October 1, 1837, he immediately set out for places he had heard were booming towns where a man could make a decent living. Galena, St. Louis, Chicago, all seemed likely spots to begin again.

The further he went, the more he thought about Milwaukee, and in early November he returned and filed a land claim in the town of Greenfield.

Still not completely satisfied with his choice, he made one trip back to Buffalo and another to St. Louis where he opened his second millstone operation, but on June 1, 1840, he returned to Milwaukee and remained until his death November 10, 1882.

Owens' Milwaukee properties were well chosen, and a large portion of the area that became the central business district was located on or near his land. Three of the larger buildings erected on what was Owens' property were the Chicago & North Western Railroad depot, the United States post office, and the T. A. Chapman department store.

In 1873, Owens apparently succumbed to "mining fever" and bought land near Boulder, Colorado. Though it did not approach the Buffalo fiasco, the

mining venture was not profitable. A son, Richard, Jr., managed the property for his father until 1882 when he was called home because of the senior Owens' ill health.

After Owens' death, Richard, Jr. and two brothers, Christopher and Augustine, managed his estate, and maintained their own real estate businesses. Another son, John, died in a train accident and a daughter, Mary J. Seville, lived in Denver. A sixth child died in infancy.

The Owens were married in Chicago one year after the Lake Brewery opened. Mary Ann Jones Owens was the daughter of a Welsh immigrant from Montgomeryshire, Wales, who, unlike Richard Owens, arrived in Chicago with 1,100 gold dollars, over half of which he used to buy a large and prosperous farm in Illinois.

By the end of Owens' career, grain and raw materials from Wisconsin's farms, forests, and waters and equipment manufactured in the state and elsewhere were shipped regularly to Milwaukee.

Ice from the lakes was harvested to chill the German lager beer as it mellowed. Barley was a Wisconsin crop. And, just ten years after his death, hops, a brewing necessity, were growing not far from his original land claim in Greenfield.



*The Old North Pier Landing at the foot of Huron Street was drawn by H.W. Bleyer as he remembered the scene from the 1850's. The pier in Mr. Bleyer's memory probably was the one built by Richard Owens.*

# - BUY ★ SELL ★ TRADE -

FOR SALE: Tap knob, mint, late '30's early '40's, SILVER LABEL LAGER BEER, Lancaster Brewing Co. (Ohio) \$15.00. Jim Crampton, 404 North Bedford, La Habra, Calif. 90631

WANTED: Beer Ads, Signs and Glasses. Jim Finn, POB 7306, Erie, PA 16510

WANTED: All types of Breweriana associated with the AURORA BREWERY or with its predecessor, McINHILL BREWERY. Dick Bales, 1538 Plum Street, Aurora, Illinois 60506. (312) 896-9331

WANTED: COLORADO Breweriana....COORS, ZANGS, NEEFS, TIVOLI-UNION, CAPITAL, WALTERS, SCHNEIDERS, PELLIS, etc. Bill Frederick, 5118 Osceola, Littleton, CO 80123

WANTED: Pre-pro Virginia and D. C. items, especially mugs and steins. William S. Sanger, 12014 Canter Lane, Reston, VA 22091

WANTED: MUEHLEBACH Brwg. Co. of Kansas City, Mo. Anything in mint condition from this Brewery. Paul J. Gerling, 10508 W. 52nd Terrace, Shawnee, Kansas 66203

WANTED: Buy or trade for: Breweriana from MARATHON CITY BRWG CO. and WAUSAU, Wisconsin Breweries. Peter Kroll, 3739 Elna Road, Madison, Wisconsin 53704

WANTED: Paper bags with names of Beer on them....any size. William Linsenbiller, D-8 Linden Apts., Pottstown, PA 19464

FOR SALE: PROTIVIN Centennial Pivo glass Beer Mugs at \$5.00 ea + .50¢ each postage. Mug identical to beer can. Gerald Pecinovsky, 3817 E. 39th Court, Des Moines, Iowa 50317

WANTED: PARK Brwg. Co., Hancock, MI., HAAS Brwg Co. and BOSCH Brwg Co. Houghton, Mich., CALUMET Brwg. Co., Calumet, Mich...anything except bottles. Gordon B. Dean, Chassell, MI 49916

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

WANTED: Pre-Pro Beer Trays and Tip Trays. Will buy, sell or trade. Don Stuart, Box 387, Huntington, New York 11743 (506)-368-3030

WANTED: KINGSBURY Brwg. Tap Knobs and Trays. Price and describe. Donald Kingsbury, 21 Limoli Lane, Clark, New Jersey 07066

WANTED: All General Breweriana. Donald E. Bergseng, 2214 NE 19th Avenue, Portland, Oregon 97212

WANTED: Glasses, mugs and steins. Thomas M. Finnegan, 228 N. Lasalle Street, Room 238, Chicago, Illinois 60601

## MAJOR BREWERIANA COLLECTION FOR SALE

Over 7800 items plus many duplicates. Advertising of all kinds, bottles, cans, knobs, labels, etc. etc. Many scarce....mostly Wisconsin Breweries. 130 page inventory will be loaned for \$25 returnable deposit.

T. D. Hetzel, 361 Cleveland Street,  
MENASHA, Wisc.  
54951

Call 414-722-4525 for appointment to inspect or reserve inventory list.

## BEER TRAY HOLDERS

Magnetic holder now available. No more tape or falling off your walls. Rearrange your wall design in seconds. Holds up to 2½ lbs. Larger ones and quantity discount on request.

\$1.29 ea or \$13.80/Dz plus postage.

## HOUSE OF STUART

Box 387  
Huntington, N.Y. 11743



## BEER ADVERTISING OPENERS

*A Pictorial Guide*  
by  
*Donald Bull*

Member: ECBA & NABA  
Co-author of THE REGISTER  
OF UNITED STATES BREWERIES  
1876 — 1976



### Featuring:

- Actual size photographs of over 200 different types of openers
- Identification guide to openers
- 3000 openers classified by type with complete descriptions
- Sample openers which were never marketed
- An in depth study of the development of the can piercer by John Burroughs
- A look at the openers of the Cleveland & Sandusky Brewing Co. by Glenn Kuebeler
- Some very special openers



A grand view of beer advertising  
openers in an 8½" x 11" book

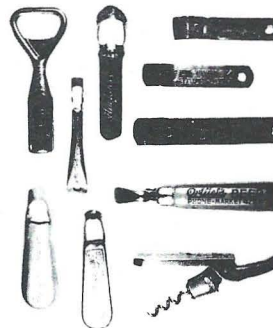
Printed on 80# coated stock

120 pages • \$8.95 postpaid

### Mail order to:

Donald Bull  
21 Frelma Drive  
Trumbull, CT 06611

—satisfaction guaranteed—  
Library of Congress Cat. No. 77-94261  
ISBN: 0-9601190-4-3  
CT. res. add 7% sales tax





# ORDER NABA ITEMS NOW!

Official N.A.B.A. Stationery.....50 Sheets  
50 Envelopes \$4.00

Brewery Tokens Catalog..... \$1.25

## NEWSLETTERS:

Back Issues..... \$1.25

No. 8.....Fall '74  
10.....Spring '75  
16.....Summer '76  
17.....Winter '76  
18.....Spring '77  
19.....Summer '77  
20.....Convention '77  
21.....Winter '77  
22.....Spring '78



## NABA Logo Shields (Patch)

3".....\$3.00

4".....\$4.00

Wear it on your favorite coat.

**Support  
Your  
Organization**

Shield — White  
Barley — Gold  
Hops — Green

***"It's Truly Great"***

**PLAN TO ATTEND!**

**1979**

**NABA Convention**

**August 3 - 4 - 5**

**Troy, Michigan**  
(Part of the greater Detroit area)

---

**Order your 1978 mug today !**  
(Order Blank .Inside)

---

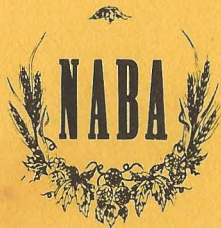
**NATIONAL ASSOCIATION  
OF  
BREWERIANA ADVERTISING**

Willson Memorial Drive  
Chassell, MI 49916

Herb Haydock  
1660 2nd Ave.  
Wisconsin Rapids  
Wisconsin 54494

Return Postage Guaranteed

**THIRD  
CLASS**



## 1978 CONVENTION MUG

Work on the 7th Annual Convention mug is now underway. So **ORDER NOW**. Remember this is a one-time issue. All the previous years mugs have been sold and are now collectors items. (*A 1977 mug brought \$20.00 at this years NABA Auction.*)

As in the past, every member attending the convention will have his name on the mug.

**All orders must be postmarked no later than  
(December 1, 1978)**

Mugs will be shipped some time the 1st  
part of next year.

### ORDER FORM

Send \_\_\_\_\_ 1978 convention mugs at \$10.50 each.

\*\*Enclosed is check or money order for \_\_\_\_\_  
(Make payable to NABA)

#### SEND ORDER TO:

Herbert A. Haydock  
1660 2nd Ave. South  
Wis. Rapids, WI 54494

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_