

National Association Breweriana



Advertising

Newsletter

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

VOL. 24

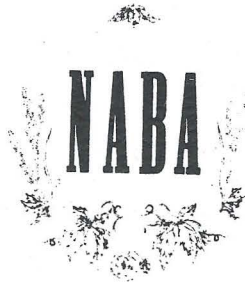
WINTER EDITION 1978



see page 7

**G
A
M
B
R
I
N
U
S**

National Association Breweriana Advertising



OFFICERS

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

DIRECTORS

Mike Bartels Two Year Term
Bob Chapin Two Year Term
Herbert A. Haydock Two Year Term
Berb Ramsey Two Year Term
Bob Kay Two Year Term

COMMITTEES

Harry B. Richards Directory Editor
George W. Hilton Newsletter Editor
Peter Blum 1979 Convention Chairman
Ken Hauck Publicity Chairman

PRESIDENT'S PAGE

Greetings from the Snow Capital of Indiana. We've had 60" of accumulated snow so far this year, and the temperature this morning hovered at -20 degrees below 0. A year ago at this time, we had had 106" of snow, and we were heading for a record annual accumulation of 180". In spite of whatever adverse weather conditions may face us, however, a New Year has begun, and I genuinely hope that wherever this issue of the NEWSLETTER reaches you, you are enjoying comfortable and happy experiences filled with satisfying breweriana collecting.

This is George Hilton's premier issue of the NEWSLETTER; I feel certain that you all will enjoy it and look forward to the issues to come. George has shared some of his ideas and planning with me, and I can tell you that he has interesting and innovative plans for future issues.

I want to extend official NABA appreciation to George for accepting this new responsibility, to Ken Hauck for his good work in the past, and to Gordon Dean for the fine job that he did as interim editor with issue #23. I hope that you all have taken the time to study Gordon's article "Brewery Calling Cards."

Again, I want to remind you of the awesome responsibility of being NEWSLETTER editor. The position calls for precision planning, finding sources and soliciting materials from individuals, writing articles and copy, arranging for continuing features, editing the total material, and setting it up for the printer. Stop and think about the weight of such a responsibility, particularly in terms of wanting to do the best that you can for a national, really international, membership, and remember that the editor contributes this effort without reimbursement except for expenses incurred developing the issues.

Support your NEWSLETTER by becoming a material contributor. The editor can certainly utilize reports, stories, anecdotes, pictures and information concerning personal collections, and anything truly relevant to breweriana nostalgia. Your material might not be used immediately, but you will surely feel some satisfaction in knowing that you have contributed and have perhaps lessened the burden that the editor faces. Remember too, your NEWSLETTER is a great place to advertise your wants.

I hope to see many of you at Neil Wood's spring Antique Advertising Show scheduled for March 24 and 25 at the Indiana State Fairgrounds in Indianapolis. Neil and his dealers will produce another great show; as I've said before, seeing three huge rooms replete with collectable advertising is a thrill that you will never forget and that you will want to repeat. NABA maintains a hospitality room hosted by board member Bob Kay and his gracious wife Marilou at the Sheraton Motor Inn. Why not make this show a part of your early spring activities?

All of the officers and the members of the Board of Directors urge you to attend this year's national convention, August 3, 4, and 5, at the Troy Hilton in Troy, Michigan, part of the greater Detroit area. Peter Blum, experimental brewmaster of the Stroh Brewery, and board member Mike Bartels are chairmen. You will find the convention fun and exciting. Remember, open trading begins when you arrive. You will have a continuing round of activities; you will meet genuinely fine folks; and you will be able to enhance your knowledge of breweriana and your collections. Who knows, maybe another great piece from the Tonawanda Brewing Company will show up!

NABA member Herb Ashendorf will have his first BRAU HAUS AUCTION well underway by the time that you receive this issue of the NEWSLETTER. Like NABA member Bill Hendricks, who runs THE NOSTALGIA COMPANY SOUTH AUCTION, Herb is an honorable dealer whose word and activities can be trusted. I urge all of you to write to Herb and to Bill for their catalogs. Remember that the auction catalogs and the mailings involve considerable expense; so, a catalog costs just a little, but a breweriana market is brought right into your own home.

NABA member Don Bull, author of BEER ADVERTISING OPENERS - A PICTORIAL GUIDE, is publishing a new newsletter, JUST FOR OPENERS, which he intends "to serve as an arm for collectors of openers to broaden their collection through contact with other collectors and to attempt to establish a running catalog of new finds." Don is also conducting a mail auction of openers; write to him for details.

For those of you who are new to collecting breweriana, consider Will Anderson's great publications including THE BEER BOOK. I've had my copy since its publication, and not a week passes without my use of it. You will also enjoy Jack Muzio's COLLECTIBLE TIN ADVERTISING TRAYS. Both books are a must for the serious brewery collector.

We are nearing another election time. While all officers and directors are elected for a two year term, the officers and three of the directors are elected during even numbered years, and two of the directors are elected during odd numbered years. The board seats of Mike Bartels and Bob Chapin are up for nomination and election this year. I hope that both Mike and Bob will permit their names to be entered in candidacy again, and I hope that others of you will be willing to become candidates so that our organization responds to a wholesome national election.

If any of you wish to run for the board, or if you wish to nominate someone else, kindly notify me in writing by Tuesday, May 1, 1979, so that I can arrange for all nominees to sign an official consent form. Ballots will then be mailed to the membership in June.

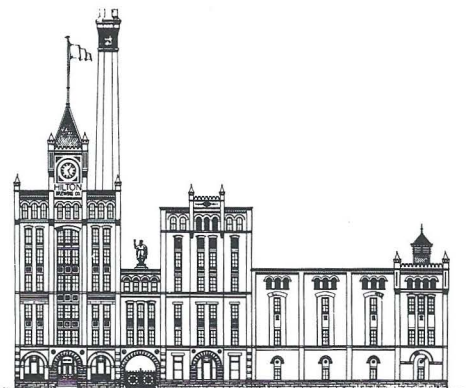
I know that Bill Frederick and Herb Ramsey are involved in planning for the 1980 national convention to be held in Denver. Herb keeps me informed of their planning, and they have some great ideas. We are certainly looking forward to seeing more of our western members at the convention. Planning for a national convention takes time, consideration, and effort; so, work is done with a two year lead. Now is not too early to be thinking of 1981. How about the South or the East? If any of you are interested in bringing the NABA national convention to your part of the country, write to me and I shall present your letter to the Board of Directors.

If I can do anything for you relating to the club's activities, please write to me and I will do the best that I can to help you. Best wishes to all of you.

Respectfully,



David P. Mathews, President
National Association Breweriana Advertising



FERMENTATION

Little anticipating the consequences, I guilelessly wrote a book on a railroad in our esteemed President's home state. The President, whom I presumed to be occupied full time in foraging for Berghoff, Centlivre and Kamm's items, came upon this volume and concluded that I would be a suitable person to edit the Association's Newsletter. Whether his logic was valid is a testable hypothesis.

In any event, Newsletter 24 represents the maiden effort of the Hilton editorship. Advice and moral support of the outgoing editor and the officers are gratefully acknowledged. On the other hand, the help should and ultimately must come from the membership generally. Readers may look upon editors generically as a group seeking to impede the progress of authors' words to print. There may be such, but this editor will spend much time looking up and down the halls for postmen to bring him manuscripts. The backlog of publishable items closely approaches zero, but casual consideration of the membership indicates that latent scholarship abounds. Although the What's Brewing column of current events seems to me to have been useful and well worth continuing indefinitely, the Newsletter's comparative advantage is clearly for historical matter. Ideally, I'd like to run a history of a brewery in every issue. My suspicion is that enough of the members nurse affection for individual brewing companies to make this possible.

Similarly, I'd like to stimulate the membership to articles on taxonomy, or classification of artifacts, such as Kenneth Bassett has done in his monograph on brewery tokens, published by the Association in 1976. The volume of breweriana is so enormous that we are seriously in want of information on how much is, in fact, available for collection. Enquiring how many Chicago tap knobs ever existed, I have had responses -- all from collectors who should be taken seriously -- of 100, 300 and 500. Our brethren the can collectors are considerably in advance of us. He who wishes to collect Nectar cans knows he is seeking Bible 1926 and 1927. For tap knobs, Nectar seems to have had three, to which nobody has yet assigned a code. If any member thinks he has reasonably full information on the tap knobs, trays, signs or other major items of a single brewery or brand, or of a geographical area, he should attempt to write up the material, assigning a code to the items. Such efforts need not be perfect. Additional items will inevitably turn up, but they can be

given numbers in the same code. The opportunities for gaining fame in this fashion are not to be ignored. You may not be Mozart, but you can be von K chel, and think what all the K. numbers he assigned to Mozart's compositions did for him!

There are several other joint efforts I'd like to further. Notably, the basic purpose of the organization is to provide a market, which is to say to facilitate demanders and suppliers coming together for transactions. Not all members can possibly attend the annual meetings, which are the most basic market function of the Association. The wants and offers column of the Newsletter provides a continuing market. Advertisements are free to members. No doubt the previous editor's advice to be brief is worth taking, but I am mainly eager to express the members' wants and offers accurately, and thus I leave length and phraseology to the writers.

There is a further problem that not all dealers in breweriana are members of NABA. I shall run a column of dealers' names and addresses simply on the basis of whether they are likely sources of artifacts, whether or not they belong to NABA. Please furnish names and addresses on the basis of your own experience. Member-dealers who would like to be listed should notify me.

Similarly, members on vacation trips habitually visit existing breweries and stop to photograph former breweries. I shall run a continuing account of existing breweries, their architecture, their tours (if any), and their willingness to sell artifacts. What one finds ranges enormously, from a barking dog apparently recruited from a local junkyard, to vast spreads of tap knobs, trays, clothing, household items and sporting goods. This issue contains the results of some of my own foraging in recent summers. Members' analogous experiences are eagerly solicited. The same logic applies to closed breweries. Many are delightful pieces of architecture. My own excursions have produced photographs of a small number, but a communal effort is required to do the job properly.

An incidental purpose of the organization is dissemination of knowledge about brewing, breweries, and artifacts. A column entitled Clarification will be instituted for notes and queries. If you've never really figured out what wort is, but have been afraid to ask, this column is just for you.

The Newsletter has habitually run book reviews, but more books ought to be reviewed here, even those which have been out for some years, to the end of assisting the members in amassing personal libraries on brewing. Submitted reviews will be welcomed, since there is no presumption that every item of interest will cross the editor's desk.

A collective effort is necessary to deal with the editor's personal predilections and blindspots. The present issue will show the editor to be (a.) an economist, (b.) a midwesterner and (c.) and anglophile. Members can deal with these problems by submitting manuscripts in his area of chosen ignorance (chemistry), or geographical areas of apathy (California), or on subjects entirely novel. Gordon Dean's article on brewery business cards is an ideal

example of the novelty the membership can produce from the riches of our various collections. That article, incidentally, served as a fine farewell from our recent editor.

Finally, this editorship will be based on the unshakable conviction that, even though certain unfavorable judgments concerning individual beers may occasionally enter into the Newsletter, even an inferior beer is vastly superior to any other beverage.

George W. Hilton, Editor
Department of Economics
UCLA
Los Angeles, CA 90024

Cover: Visitors to the Smithsonian Institution's celebration of the American bicentennial, the 1876 Exhibition, are immediately greeted by King Gambrinus. Nothing could be more fitting, we may agree. The exhibit seeks to duplicate the Centennial Exhibition held in Fairmount Park, Philadelphia, in the summer of 1876. Wherever possible, actual exhibits from the original exhibition have been reassembled. Where this has proved impossible, artifacts representative of the period have been substituted. Gambrinus is in the latter category. He was cast of a lead alloy in Switzerland in 1879 by S. A. Stod and bought by Baltimore brewer John F. Wiessner in 1880. For many years he adorned the picturesque American Brewery of Baltimore. Similar statues were common decorations on breweries of the late 19th century. The 1876 Exhibition occupies the Arts & Industries Building of the Smithsonian on the Mall in Washington, D.C., itself the only surviving example of the architectural style of the Philadelphia exhibition. The Exhibition is scheduled to run through 1981. A major exhibit is the Linde-Wolf ammonia compressor system of artificial refrigeration, developed in 1874 in response to demands of brewers for a method of cooling superior to natural ice. This exhibit also comes from the American Brewery.

1975 Alcohol Consumption		U.S.A.	CANADA	BRITAIN	AUSTRALIA	AUSTRIA	BELGIUM	DENMARK	FRANCE	GERMANY (WEST)	IRELAND	ITALY	JAPAN	NETHERLANDS	NORWAY	SPAIN	SWEDEN	SWITZERLAND
Quantities of alcohol beverages (pints) per person per year																		
1. Beer		188.7	189	258.7	312.6	228.3	296.3	283.7	99.6	324.2	288.2	28.1	77.8	173.6	99.2	99.8	129.3	159.8
2. Wine		14.3	14.7	11.5	24.6	77.2	37.8	25.2	228.1	51.0	77.5	236.5	1.0	22.5	7.3	167.2	16.8	96.6
3. Spirits		16.6	19.0	5.2*	6.8	8.7	7.9	9.5	13.7	17.9	10.8	10.5	NA	17.9	9.7	13.7	15.5	10.5

* Great Britain, excluding Northern Ireland. NA not available

Busch and Miller tap nearly half of market

ANHEUSER-BUSCH Inc. and Miller Brewing Co. had almost everybody over the barrel last year in the beer business.

These two brewers combined accounted for 44.5 per cent share of the market, up nearly six percentage points from 1977.

"And pretty soon, perhaps by 1980," they'll [Busch and Miller] have 50 per cent," Peter W. Stroh, president of Stroh Brewery Co., says in awe. "There seems to be no catching them."

Stroh's Detroit-based firm was one of the more fortunate brewers in 1978. His company eked out a 3.5 per cent increase, one of the few "majors" to post a gain in a business which has become even more competitive with fewer brewers around.

Jos. Schlitz, Pabst, Adolph Coors, Olympia, F & M Schaefer, and Carling National were all down last year.

Only G. Heileman Brewing Co., the LaCrosse, Wis. firm, posting a highly respectable 14 per cent gain last year, C. Schmidt & Sons of Philadelphia [once courted by Heileman for an acquisition]; and Stroh showed gains among the top, with the exception, of course, of A-B and Miller.

An exclusive Tribune survey indicates that 163 million barrels of beer were sold last year, a near 4 per cent gain over 1977. There are 31 gallons in a barrel of beer.

WHILE THIS might be interpreted as a fair gain, the increase, with a few exceptions, was generated by Busch and Miller, who had 25.5 per cent and 19 per cent of the market last year respectively.

Busch of St. Louis was up 13.4 per cent to 41.5 million barrels in 1978, Miller gained 27.9 per cent to a Tribune estimated 31.1 million barrels.

The top 11 brewers accounted for nearly 92 per cent of all sales, causing authority Jerry Steinman, publisher of Beer Marketer's Insights, to observe: "The trend toward concentration of sales among a small number of brewers is in the cards. Nothing will change it."

Where there were perhaps 450 brewers three decades ago, the number has dwindled because of rising operational costs and fierce competition especially from the "big buys" who have plenty of marketing muscle.

George Lazarus



The chief "culprits" are Anheuser-Busch, best known for its Budweiser label and Miller, a Milwaukee-based unit of Philip Morris Co.

"They've been spending money on advertising as if there was no tomorrow," said one competitor who declined to be identified.

"It's hard to keep pace with them now, so there may be no tomorrow," he added.

A-B AND MILLER, which has benefited from clever advertising, especially for its Lite beer, indeed have sharply jumped their budgets. So, too, have old standbys Schlitz and Pabst, which have seen Miller steal their gusto among the Milwaukee suds set.

"They've [Busch and Miller] imposed new marketing disciplines on the beer business," confides Stroh. "You've got to be better than ever before to compete."

What eventual market share Busch and Miller grab is hard to ascertain.

While other brewers are apparently satisfied or think they have enough capacity, Busch and Miller are on an expansion kick, which will find the former with 58 million barrels and the latter, 54 barrels, both by 1982.

Busch now says it has capacity of 44.5 million barrels through its various breweries, Miller won't reveal a figure [for competitive reasons] but it is likely somewhere in the mid thirties.

As for the overall market increase last year, industry observers believe the gain came from gains in super premium priced beers [Busch's Michelob and Miller's Lowenbrau] and the light or lower calorie beers.

The light beers, headed by Miller's Lite, now account for 10 per cent or more of the entire market, which had gone through a flat period until the introduction of the lower-calorie brews.

STRUCTURAL CHANGE AND COMPETITION IN THE BREWING INDUSTRY

by Donald Norman

That the brewing industry has experienced a dramatic restructuring since World War II is well known. In fact, the process of structural change in the industry is much older. In 1880, there were 2741 brewers in the United States. By the time of prohibition their numbers were down to 669. With the end of prohibition breweries quickly reopened and by 1935, 750 were in operation. Since then, however, their numbers again have been on the decline. In 1947, there were 404 brewers and by mid-1974 there were just 58. Associated with this decline in the number of brewers has been a rise in national concentration levels. In 1977, the four largest brewers accounted for 21 percent of the market; by 1973, they controlled 54 percent.

The causes and consequences of the restructuring of the brewing industry are of interest not only to followers of the industry, but also to economists interested in industrial organization. The present author was motivated both by his interest in the topic of industrial organization and his devotion to the brewing industry's product to write his dissertation (Ph.D., UCLA, 1975) on some of the causes and consequences of structural change in the brewing industry. The following essay briefly summarizes the main findings of that study.

Forces Behind the Structural Change

Perhaps the most important development in the brewing industry in the postwar period is that the size of brewery, in terms of its annual producing capacity, which minimizes production costs has dramatically increased. By one estimate, the minimum efficient-size brewery in the mid-1950's was capable of producing 100,000 barrels per year. By 1970, the size of brewery which minimized production costs was one capable of producing 4.5 million barrels per year. Thus, the restructuring process can be described rather succinctly: a large number of small, relatively inefficient breweries have been replaced by a smaller number of large-scale, more efficient breweries.

There are three main reasons why the minimum efficient-size for breweries has increased. First, brewhouses are now automated with the result that fewer workers can brew greater quantities of beer. Second, bottling and canning lines have been improved and are now much faster. In the early 1960's, a typical high-speed canning line filled 800 cans per minute. By the mid-1970's they were capable of running at a rate of 1500 cans per minute. While more expensive initially, these faster lines have reduced per-unit packaging costs. However, to keep such lines operating full-speed requires more beer and this means a larger brewery, especially since several packaging lines are required to handle the public's differing taste in packaging. It has been estimated that a brewer would need an annual capacity of 1.5 million barrels to keep a modern canning line fully utilized. Finally, some brewers, e.g., Schlitz, have adopted special fermentation processes which significantly shorten the aging time of beer. This means that more beer can be produced in a brewery of a given size since the beer is "pushed through" the brewery at a faster rate. This suggests that the cost per barrel of constructing a brewery is lower for those brewers using a faster fermentation process.

A second feature of the restructuring process was the move by some brewers toward the operation of regionally-dispersed breweries. That their transportation costs were reduced is obvious. In addition, however, the move toward multi-plant operations may have conferred other advantages. For example, some economists have argued that by selling beer in a national market, as opposed to a local or regional market, these brewers have been able to reduce their advertising rates or at least have been able to create a more favorable image for their beer. To date, however, conclusive evidence to support these hypotheses has yet to be provided. Another purported advantage is the ability of multi-plant brewers to coordinate better their production runs of different brands and package sizes. What evidence there is suggests that this advantage is not particularly significant. Finally, recent research on multi-plant operations has discovered a strong and positive relationship throughout all manufacturing industries between the extent of a firm's multi-plant operations and the size of its plant. This relationship clearly holds in the brewing industry. This research suggests that brewers with multi-plant operations are in a better position to build large-scale efficient-size breweries.

Generally, the national brewers like Anheuser-Busch, Schlitz and Pabst, have done better with respect to profits than has the rest of industry. Their strategy in the postwar period was to construct large, regionally-decentralized breweries. Other brewers, e.g., Falstaff, Carling, and Heileman also have multi-plant operations. However, rather than constructing large new breweries, they generally have achieved multi-plant status by acquiring smaller, older and hence less efficient breweries than those constructed by the nationals. As a result, they have been less successful; in fact only Heileman has met with continued success in its operations. And then, of course, there are a few exceptions to the rules. Coors for example has prospered quite well although it operates but one, albeit very large and efficient brewery. Coors is also unusual in not advertising extensively.

In summary, those brewers which pursued multi-plant operations and took advantage of changing technologies have grown relative to the rest of industry in the postwar period. The large number of brewers which exited the industry were relatively small and inefficient and therefore were unable to compete successfully with the others. We now turn to the consequences of this structural change on the competitive environment of the industry.

Competition in the Brewing Industry

The competitive performance of the industry can be assessed by reviewing the trends in prices and profits. With respect to the former, we find that beer prices have risen at a slower rate than consumer price index in the postwar period. In addition, the price of beer produced by the large national brewers has risen at a slower rate than the price of beer in general. These trends indicate that industry in general has been competitive and that the national brewers, despite the fact that their aggregate share of the market has grown dramatically, also have behaved in a competitive fashion.

Trends in industry profits and the profits of the national brewers also point to competitive behavior. Industry profits were depressed in the 1950's, but gradually increased during the 1960's as the restructuring process eliminated the less efficient brewers. By the early 1970's industry profits approximated the average rate of return in U.S. manufacturing industries. The trend in the profit rates of the national brewers does not indicate any persistence of abnormally high profit rates.

Conclusion

The restructuring process and the rise in concentration levels reflect the adaption to changing technologies and competitive performances among brewers. Unfortunately, these findings do little to cheer those who lament the passing of their favorite regional or local brands.

1979 NABA CONVENTION NOTES

This summer my hopes for Detroit and Stroh to host the NABA convention will be fulfilled. Greater Detroit has much to offer anybody, and particularly the history buff and collector. There is a first rate cultural center in the city, comprising a really outstanding Art Museum, Library, Historical Museum, a delightful Children's Museum with a small planetarium, and several other institutions. The Historical Museum is particularly worth visiting; it is not so large as to tire anybody, and the basement houses the unique "Streets of Old Detroit" exhibit, complete with the sounds of hoofs on cobblestones-- and real cobblestones, old store fronts, and old stores to visit. I can highly recommend it.

The top attraction in the area is the Henry Ford Museum and Greenfield Village in Dearborn. This is a large complex 10 miles west of downtown off I-94. The Village is well worth staying over an extra day, particularly for families. Children of all ages will like the train ride to Suwanee Park; for others the antique bottle collection in the tap room of the Clinton Inn will be more interesting. Plans are to have our banquet at the Museum with a private group tour after dinner.

Stroh, the other host, is somewhat of a museum in itself, although very much alive. We will be guests at the brewery Friday evening, August 3, for a convention get-together, hospitality supper, and tour. The highlights are enough fire-brewed beer (or Coke) to wash away any travel dust, the historic brewing hall of 1912 with its 19 copper kettles, hand-glazed tiles from Detroit's famous Pewabic Pottery, and as contrast, one of the largest bottling facilities under one roof.

Our hotel is the Troy Hilton Inn, 20 minutes from downtown, off I-75 going north. I-75 is called the Chrysler Expressway in the city, and the Troy Hilton is on the left, or west side of the freeway between 14 and 15 Mile Roads. The Stroh Brewery adjoins I-75 in central Detroit. The Troy Hilton is probably the nicest motel in the Detroit area, with plenty of space for our auction and sale, and an indoor-outdoor pool for recreation. There is a major shopping center on 14 Mile Road about 5 minutes away. A luncheon trip and tour of the Detroit Renaissance Center is being planned for those who do not want to attend the auction. This is only part of the program. Details will be mailed. See you at the hotel!

Peter H. Blum
Convention Chairman

CLARIFICATION

Readers are encouraged to pose questions to the membership, partly on artifacts, partly on matters of brewery history, and partly by way of correction or expansion of standard sources such as One Hundred Years of Brewing and the directories of Friedrich & Bull.

Q. In a collection of tap knobs which I bought is a lucite marker of the Clearfloat type lettered for Ritz beer without any indication of the brewery which issued it. What is its origin?

Q. Was the Moose Brewing Company's Pennsy Pilsner named for the Pennsylvania Railroad? If so, did the brewer use a railroad theme for its advertising as Centlivre did for Nickel Plate Beer?

Q. A barrel which I acquired, end-lettered for the Dauffer-Lieberman Brewery, Allentown, Pennsylvania, has a ring of orange paint about the barrelhead. Both volumes on British beers reviewed in this issue show similar orange rings on some but not all barrels. This seems too much for coincidence. Had such a ring on a wooden barrel some significance?

Q. Issue 7 of this Newsletter contains a reference to the Brewery History Society on page 18. My efforts to track down that doubtless noble organization have been fruitless. Does anyone know of its whereabouts?

Q. The architectural drawing of a brewery from the front which appears at the head of the Fermentation column in this issue is reproduced from One Hundred Years of Brewing. There it is identified only as a representative modern brewery. It is similar to Peter Hand and various others of the 1890's, but does not square fully with any brewery known to me. Does any member recognize it as an actual brewery?

U. S. BEER LABELS

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

Collection A, 100 different	\$6
Collection B, 200 different	\$13
Collection C/D, 200 different, not included in B	\$15
Bock collection, 25 different	\$2

Tom's Box 6211 Santa Barbara, California 93111

BREWERIES - ACTIVE

Contrary to rival claims, the American national sport is motor touring. Members presumably engage in this activity as readily as the rest of the population, interspersing breweries with national monuments and theme parks. It should be useful to know what one will find, both in intrinsic interest of the brewery and in artifacts for sale.

It is strongly urged that members approach any brewery seeking to buy artifacts, rather than asking for gifts. It is to our communal interest as collectors to let brewing companies know that money is to be made in dealing with us, rather than giving them the impression that we are a bunch of pests seeking handouts. If a brewery does not habitually sell items, someone will (1.) tell you to get lost, (2.) make an exception and sell you what you want, or (3.) give it to you. Even if (1.) is what you get, console yourself that a stream of visitors offering the firm money for items will eventually get through to the most thickheaded management that it is foregoing a source of profit.

The following are the editor's observations based on touring in the summers of 1975-78. Updating, correction, and additions are solicited. Readers' experiences at the active breweries will be reported here, it is hoped, on a continuing basis.

I. Midwestern

Joseph Schlitz Brewing Company, 235 W. Galena Street, Milwaukee

The three big Milwaukee brewers' home plants are the breweries most likely to be visited by tourists making extended vacations. Schlitz' Milwaukee brewery is a big, old traditional piece of brewery architecture, integral with the firm's general offices. Partly because of its excellent maintenance and partly because of its imposing setting on a hill on North Third Street rising from the central business district, it is very photogenic. The tour of the facilities is very comprehensive, including a bus trip to outlying portions. The shop sells the widest variety of breweriana known to me: clothing, beach items, glassware, tap knobs, trays, and much else. It does not engage in mail sales.

Pabst Brewing Company, 917 West Juneau Avenue, Milwaukee

Pabst's brewery is a set of buildings in a castellated style, also quite photogenic. The tour is similar to Schlitz', though more informal. A souvenir counter is operated outside the hospitality room. It sells shirts, glasses, dolls and similar items.

Miller Brewing Company, 4000 W. State Street, Milwaukee

Miller's facilities are dominated by a huge red brick post-prohibition building, surmounted by a revolving sign of the Miller logo. If only because of its size, this building is impressive in a photograph from the opposite bluff of the river valley on which the brewery is located. The tour is notable for beginning in the cave in the bluff which the

original brewery of 1855 used for refrigeration and storage. Otherwise the tour relies mainly on viewing the process through windows, and is less intimate than either of the other two in the city. A neat shop off the hospitality room sells shirts, patches, glassware, towels, trays and other items for the Miller and Lite brands.

It should be observed that the judgment made elsewhere in this issue that a city is an expensive place to brew applies also to Milwaukee. The city may be synonymous with beer, but there is a strong presumption the three companies can brew more cheaply in Longview, Azusa and Pabst. Accordingly, one should not presume these breweries will last forever -- however difficult it may be to conceive of the industry without them.

Joseph Huber Brewing Company, 1208 14th Avenue. Monroe, Wisconsin

The largest of Wisconsin's four independents is in a pleasant county seat almost at the Illinois border southwest of Madison. The brewery is of no architectural interest, but is dispersed in single story buildings so that an ordinary walk around the streets substitutes for a tour. In 1975 it sold glassware, T-shirts and jackets, but not its tap knobs. It was planning to open a shop. Updating is requested.

Stevens Point Brewery, 2617 Water Street, Stevens Point, Wisconsin

The brewery is a compact white-painted building of no particular distinction, nicely situated opposite a park, making for good slide photography. Tours are provided by advance notice for groups. Consistently with Point's image as a cult beer, the brewery sells T-shirts, trays (when available), tap knobs, air-filled cans and patches. Former breweriana of the company is on exhibit. Considering Point's tiny size, a capacity under 60,000 barrels per year, it is exemplary from the collector's point of view.

Walter Brewing Company, 318 Elm Street, Eau Claire, Wisconsin

The last of the Walter family's breweries is a traditional gravity-flow red brick structure, well worth photographing. The office regularly sells only some glassware -- Christmas glasses when I visited it one July -- but was willing to sell me a tap knob.

Jacob Leinenkugel Brewing Company, 1-3 Jefferson Avenue, Chippewa Falls, Wisconsin

The Leinenkugel brewery is housed in a series of buildings in a park-like setting. Some of the plant dates from the origin of the firm in the mid-19th century. The brewery is well-maintained and among the most photogenic. The cashier sells glassware, tap knobs, trays, shirts and jackets. A sign read that tours were temporarily suspended owing to expansion of facilities. Although this is one of the independents most likely to survive, it is also one of the independents most worth visiting. Woody Allen enthusiasts may also take satisfaction in having visited Annie Hall's home town.

Geyer Brothers Brewing Company, 425 S. Main Street, Frankenmuth, Michigan

This tiny brewery of only 30,000 barrel per year capacity is located in a two-story building of 1862. It is fascinating as an example of the mid-Victorian breweries of the type generally superseded by the four-to-five-story gravity-flow structures currently being superseded by the automated breweries in rural or suburban areas. Although technological change, one would think, would have rendered it obsolete by 1890, it survives. It is one of the breweries most worth photographing. On the other hand, Geyer Brothers inhospitable welcome to collectors is legendary. They were willing to sell me an air-filled can, but not their tap knob, and their eagerness that I vacate the premises was not concealed. However, a collector rather owes himself the experience of rejection here, and eventually it may dawn on the management that tap knobs which cost the firm \$3 are highly prized by others for \$6.

Carling National Brewing Company, 926 S. Main Street, Frankenmuth, Michigan

Carling's operates the former Frankenmuth brewery in the same town as Geyer Brothers. It is a well designed modern structure of 600,000 barrel capacity in a nice riverside setting. A sign indicated that tours were provided and a shop was in the building, though I did not visit the plant. This firm is considered a relatively weak large brewer, so that long survival of its plants is not assured. Frankenmuth is a former lumbering town which has converted itself into a tourist facility with a germanic flavor. It has a variety of motels and several notable German restaurants.

Pickett Brewing Company, East 4th Street Extension, Dubuque, Iowa

The Pickett brewery, the former Dubuque Star brewery, is one of the best active examples of the gravity-flow breweries of the late 19th and early 20th centuries. The tower of unpretentious, mainly unadorned red brick is conspicuous along the Dubuque waterfront. The levee along the Mississippi is ideal for photographing the building. The office had a crudely lettered sign reading, "No tours, no cans," giving a preliminary idea of the hospitality. When I knocked to enquire for a tap knob, I was greeted by a barking German Shepherd dog. I managed to yell through the door the query whether they sold their tap knobs, and was answered by a shaking head. Geyer Brothers is not the end.

August Schell Brewing Company, Schell's Park, New Ulm, Minnesota

This brewery has a justified reputation as a jewel. It dates from 1860 and like Geyer Brothers, has escaped much change. The brewery occupies the side of a hill in the old tradition. It is separated from the brewer's house by a formal garden which is still beautifully tended. The location is quite isolated, up a gravel road from the main highway. Local enquiry is necessary. The firm does not regularly sell breweriana, but expressed willingness to sell me a tap knob if one could be found -- and none could be. It is difficult to get any considerable distance away from the brewery for photography, but close-up photography of the buildings and garden is quite rewarding. The management is very cooperative toward photographers.

Cold Spring Brewing Co., 219 North Red River, Cold Spring, Minnesota

Minnesota's other small brewery is in a set of single story buildings of no architectural merit, rather a smaller edition of Huber. The firm does not habitually sell breweriana, other than air-filled cans. It was willing to sell me a tap knob of its Fox Deluxe brand, a handsome walnut paddle type with the traditional huntsman logo in silver and black. It will presumably also sell tap markers for its two principal brands, Kegle Brau and Cold Spring.

G. Heileman Brewing Company, 925 Third Street, La Crosse, Wisconsin

Heileman's main plant, as might be expected, provides an excellent tour, and sells breweriana extensively. The tour features a detailed explanation of the krausening process in which the company takes such pride. The tour parties are taken out onto the roof for a view of the nearby Mississippi River and its bluffs. The brewery is not particularly photogenic, but it has a statue of King Gambrinus that is ideal for photography. Breweriana is sold at the main office across the street from the brewery. The variety is notable: trays, tap knobs (even of discontinued brands such as Oertels), cards, golf balls, T-shirts, and much else.

Sterling Brewers, 1301 Pennsylvania Street, Evansville, Indiana

This big, chunky brewery on Evansville's west side is part of Heileman's empire of former regional brewers. Although of no great beauty, its location at the intersection of two major roads lends itself to photography. Indiana Alcoholic Beverage Commission regulations prohibit sale of breweriana, so that the collector should direct himself to LaCrosse.

Falstaff Brewing Corporation, 1025 Grant Avenue, Fort Wayne, Indiana

This is the former Berghoff brewery on Fort Wayne's east side. The newest portion of the building, a post-prohibition addition, has two of Berghoff's eagle logos cut in stone, mounted high in the brickwork. As with Sterling, Indiana regulation prevents distribution of breweriana.

Anheuser-Busch, Inc., 721 Pestalozzi Street, St. Louis, Missouri

Anheuser-Busch's home plant, a vast installation of over 10 million barrel capacity, is the biggest urban brewery, and was at one time the largest brewery in the world. It is still big enough to leave the visitor in some awe. Tours are continual and heavily patronized. A shop fronts the street, selling trays, clothing, glassware, patches and so on. The variety is somewhat less than Schlitz, but probably more than any other brewer. Again, be warned: this is Anheuser-Busch's highest-cost brewery.

Eastern breweries will be covered in the next issue.

BREWERIES - CLOSED

The number of old breweries idle, devoted to other purposes, or partly intact is so large it is unlikely we can ever record them all. We will greatly enjoy trying, however. Here are some which the editor has noted in touring. At the time having no plan for publication, I did not systematically record street location. I vow to be more systematic in the future, and exhort the membership also to do so.

Meyer Brothers, Los Angeles. This modern brewery, a metal and plastic structure, lies idle across the Santa Ana and San Bernardino freeways from Union Station. It is prominently marked with signs for the 102 brand.

Superior, Superior, Wisconsin. This fine example of a gravity-flow brewery is prominently visible on the southern edge of Superior. It was mainly idle but apparently partly used for storage in 1976.

Fitger's, Duluth, Minnesota. In 1976 Fitger's, once Duluth's dominant local brewery, was intact on the bluff northeast of the city's central business district. A brownstone structure, it is most photogenic.

Lemp's, St. Louis. One of the biggest pre-prohibition brewers, Lemp operated a large brewery at Broadway and Potomac Street in St. Louis. The brewery became a shoe factory, but visually had little change. It is still in existence, though apparently unused except possibly for storage.

Hauenstein, New Ulm, Minnesota. Visitors looking for Schell's are more likely to spot the traditional tower of Hauenstein, up a gravel road in the immediate vicinity. The building appears unused, but in excellent condition.

Blatz, Milwaukee. An antitrust action of doubtful logic shifted the Blatz brand from Pabst to Heileman. An incidental consequence was to leave the big Blatz brewery on the east side of Milwaukee in Pabst's hands, but out of use. The massive structure is well worth photographing.

Bavarian, Covington, Kentucky. A fine, small traditional building, this brewery is prominent from the freeway running south from Cincinnati. It has been used as a bar or night club.

American Brewery, Baltimore. This brewery, famous for its florid architecture, has apparently been saved by an outpouring of local affection. It will survive as a civic art and recreation center. On Gay Street, its romantic outline is visible from much of the city.

National and Gunther breweries, Baltimore. These two large urban breweries stand side-by-side in the Highlandtown section of east Baltimore. National has shifted production to the Carling brewery along the Beltway, but uses the National brewery as a city depot. Gunther's old plant passed through Hamm's hands and was closed by Schaeffer.

PLAN TO ATTEND!

1979

NABA Convention

August 3 - 4 - 5

Troy, Michigan
(Part of the greater Detroit area)

Unusual Breweriana



Ice Skates from the Haydock's Collection

WHAT'S BREWING

The New Year, at hand as these words are written, is typically a time for nostalgia. Let us consider what we lost in 1978. Actually, it was a typical recent year, with the loss of five independent breweries. On April 15 the Erie Brewing Company closed, rather to the surprise of observers. The firm's stock was closely held, so that its financial problems had not been widely noted. The management had been quite aggressive in bringing forth a low calorie beer, changing can designs and otherwise behaving as if it expected to continue indefinitely. The loss cost enthusiasts perhaps the best remaining architectural example of a traditional late 19th century brewery. Located on the principal thoroughfare running south from Erie's central business district, the brewery was a photographer's delight. In the grand tradition, the brewing facilities were in a romanesque towered building on the west side of the street, with offices directly opposite. Schmidt acquired the brand names for its Cleveland brewery.

Simultaneously, the General Brewing Company closed its principal brewery in San Francisco. The firm did not go out of business, since it is continuing operation at its plant in Vancouver, Washington. The Vancouver facility has only about a third of the capacity of the San Francisco brewery, however. Apart from other considerations treated in Don Norman's article in the present issue, cities are poor locations by modern standards, having high land taxes, expensive water and further costs in removing chlorine or other chemicals which the local water supply authorities may have added. General produced Lucky Lager and Brew 102, two of California's leading brands in the days of local brewers' hegemony. Lucky, once the California working man's drink, had been as high as the nation's tenth best selling brand in the 1940's. Some of the house brands for California supermarkets which General had produced were transferred to the Pearl brewery in San Antonio, which shares a community of ownership by Paul Kalmanowitz.

In July, Horlacher, long one of the sickest firms in the industry, succumbed when it was unable to meet a tax obligation of only \$12,000. In 1976 it had barely escaped bankruptcy in a suit brought by its can company. The firm had survived on contracts for house brands for three supermarket chains in recent years, and by the end was producing only 16,000 barrels per year. President Albert C. Nassif had shown great confidence that Horlacher's long decline had been halted, and that the company could be returned to profitability. He had a thoroughly justified confidence in his brewmaster, and correctly considered the quality of his product superb. Horlacher's demise is an uncomfortable reminder that quality of the product alone is no assurance of survival.

On September 1 Peter Hand wound up not only its own record of 87 years, but Chicago's entire history of commercial brewing. The former Peter Hand Brewery Company dated from 1891, but most of the physical plant was quite modern, dating from the 1940's. The firm's Meister Brau, a heavily flavored traditional beer, became Chicago's last major local brand. The company changed its name to Meister Brau in 1968, but went bankrupt in 1972. The firm's assets covered such a small percentage of its debts that it had to sell off even the rights

to its major brands. Miller bought Meister Brau and Lite, which have pursued diametrically opposite paths. Lite has become one of the leading American brands, but Meister Brau declined to nothingness, being discontinued by Miller earlier in 1978. The brewery, adopting the name of the Peter Hand Brewing Company, went back into operation with a management allied in ownership to Huber of Monroe, Wisconsin. The management adopted the name "Old Chicago" for its principal brand, tried to generate a cult loyalty among Chicagoans, and hoped to capture 10 percent of the city's huge market. It managed about 3 percent, and the big million-barrel brewery ran at small fractions of capacity. The brands were transferred to Huber, which has not announced which will be continued.

Finally, in late October our hosts of last summer, Falls City, closed down its single brew kettle. The output had been 475,000 barrels per year, barely over half of the brewery's capacity. The management felt its costs were in line with larger brewers, but found itself at a severe advertising disadvantage relative to the national firms. The firm felt itself virtually shut out from prime time television, and advertised mainly on local news programs. Falls City shareholders will vote on January 30 on an agreement whereby Heileman will take over the principal assets and produce the brands at its Wiedeman brewery in Newport, Kentucky. This continues Heileman's successful effort to expand to a nationwide brewer by acquisition of regional firms. It can be expected to acquire an eastern brewery to achieve entry into the nation's most populous area.

Erie, incidentally, was also of the opinion that its advertising disadvantage was an insuperable handicap.

Peter Hand died fighting -- in the courts. After ceasing operations the management brought a suit for \$15 million against Schlitz for bribes and other underhanded practices, which it alleged contributed to its demise.

* * *

Unnoted in these pages -- and most other pages -- was the passing of the Mount Carbon Brewery nearly three years ago. This firm produced a single brand, Bavarian Type Premium, mainly as a price brand for liquor stores, in an unobtrusive hillside brewery of 1882 in Mount Carbon, a small suburb of Pottsville, Pennsylvania. It gave up its license March 31, 1976, and sold off its brand to its surviving neighbor, Yuengling. When the editor visited the site last summer, the brewery was in the process of demolition, and is now presumably entirely gone. Bavarian was widely sold in local bars in the Pottsville area, leaving Yuengling with a large stock of Bavarian tap knobs which it will be delighted to sell enthusiasts for \$2.50 each.

To end positively, Anchor in San Francisco is booming. Output of its steam beer and porter has zoomed past 12,000 barrels per year, possibly enough to justify a larger brewery. Owner Fritz Maytag can conceive of output rising to 30,000, but considers that level the maximum consistent with adequate quality control.

Breweriana Buffs Attend Oshkosh, Wis., Auction

"Going once, going twice . . . SOLD for \$140!"

Auctioneer Jerry Kowal handed the old Chief Oshkosh beer tray to its new owner and continued "Here's a very scarce early electric sign from the M & M. Brewery that once stood in Menominee, Mich. Look at the beautiful coloring . . ." (It brought \$90.) And so it went all afternoon.

Hundreds of breweriana collectors and dealers gathered on September 16 at the old Chief Oshkosh Brewery in Oshkosh, Wis., for what was billed as "The largest beer auction ever held in Wisconsin" . . . a claim not easily refuted because of the huge selection of old beer items of every description and value being offered.

The Chief Oshkosh Brewery

closed down 7 years ago and the remaining items were being auctioned off to make way for redevelopment of the buildings. To round out the sale, many old breweriana collectibles and game machines were sold.

Over 70 different metal beer trays were offered which ranged from \$7 to \$150. While many of the pre-Prohibition trays approached the \$100 mark.

A pair of Pabst Brewery chairs with pressback crest brought \$190. An empty Blatz cone-top can sold for \$6.

Dozens of old signs were offered including a pre-Prohibition circular porcelain sign from Gem brewery of Menasha, Wis., which brought \$160. A rare curved milk glass sign from Walter Brothers, Eau Claire, Wis., sold for \$230 while a more

modern electric sign, which featured Hamms "sky blue waters" on a continuously moving scene, sold for \$165. A rounded tin sign from Ziegler's beer, Beaver Dam, Wis., earned \$40. Old wood beer cases were popular with a Potosi quart case bringing \$45 while many were purchased in the \$10 range.

Over 20 tap knobs were offered with prices ranging from \$3 to \$18. Other breweriana collectables sold included a varied selection of beer bottles, openers, clocks, barrels,



Bidding was quick as Col. Jerry Kowal auctioned some of the many beer trays offered.



On display is a large selection of breweriana memorabilia, including signs, trays, clocks, bottles, glasses and many other items.



A bidder examines a pre-Prohibition round porcelain sign from Gold Label Beer, once produced in Menasha, Wis. The sign sold for \$110 at the Oshkosh, Wis., breweriana sale conducted by Col. Jerry Kowal.

playing cards, bottle caps, poker chips, posters, brewery pictures, stationery and many other old advertising pieces.

The highlight of the non-beer items was an old 10-cent slot machine in good working order. The now legal (in Wisconsin) one-armed bandit was purchased by a Milwaukee resident for \$855.

Other coin-operated machines included a red porcelain floor scale at \$40, an old machine-gun arcade game at \$105, and a bar-top card pinball at \$100. Bargains were an unusual jukebox that also sold records, which brought just \$22.50 and an old-time card vendor called "Your Ideal Lovemate" which netted only \$12.50.

Col. Kowal, who is a breweriana collector himself, is also an instructor at the Wisconsin Auction School located in Wisconsin Dells and a member of the Wisconsin and National Auctioneer's Associations.

DEALERS

There are relatively few full-time dealers in breweriana, but many dealers in advertising antiques or antiques more generally who are productive sources of beer items. Readers are invited to submit names and addresses of dealers who, they feel, should be brought to the membership's attention.

Frank Whitson's Antiquemania, Read Street West, between Tyson and Park Avenue, Baltimore, MD. Correspondence to 5407 Grindon Avenue, Baltimore, MD 21214. Dealer in antique advertising, coin machines, toy trains, banks, trade figures, cigar store artifacts. (301)254-2545.

Mark and Lois Jacobs, 702 N. Wells Street, Chicago, IL 60610. (312) 787-8027. Handle beer, soft drink, and other advertising items, sports and political material. Good source for electric signs. Members seeking neon signs are likely to find some for the Old Chicago brand, made available by Peter Hand's demise.

Carl F. Mantegna, 9415 S. 83rd Avenue, Hickory Hills, IL 60457. (312) 598-5754. Dealer who exhibits at shows, has no shop. Deals also by phone and mail. Deals in advertising, postcards, antique automobile items, toys and tools.

Charles Schofield, 343 West Princes Street, Glasgow GH9EX, Scotland. A rare example of a British breweriana dealer. Advertises mainly Scottish items, cans, trays, and pump-handle clips.

Shaw's Beer Can Shop, 9723 Baltimore Avenue, College Park, MD. (301) 474-7686. Mainly a can dealer, handles signs, trays, tap knobs, coasters and books. Pittsburgh Brewing Company items are most common, but has occasional Baltimore local items. Shop is immediately south of the Washington Beltway on U. S. 1.

Wally Gilbert, Antiques, 180 N. Uphas Street, Escondido, CA 92025. A dealer who operates from his home, mainly selling cans, but with a small inventory of general breweriana. Phone before visiting at (714) 745-6138. Strong on California items.

Tom Polansky, Box 6211, Santa Barbara, CA 93111 (805) 967-1549. A dealer who operates by mail and at shows, has no showroom. Deals in general breweriana, cans, advertising items, transportation material.

Owing to the recent appearance of the 1979 membership directory, changes of address will not appear in this issue. Please report changes to Gordon Dean, Willson Memorial Drive, Chassel, MI 49916

BOOK REVIEWS

Michael Hardman and Theo Bergström, Beer naturally (London: Bergstrom & Boyle Books, Ltd., 1976), not paginated. £2.50. Distributed in the United States by Two Continent Books, 30 East 42nd Street, New York, NY 10017. \$4.50 (paper).

Michael Jackson, The English Pub (New York: Harper & Row, 1976), 170 pages, \$15.00.

In the mid-19th century the British spread their principal language (English) and their major sport (soccer) to the entire world. In beer, however, nothing of the sort occurred. Beginning in 1842, lager beers of the Pilsen-Munich type became standard throughout the world, even in Canada, New Zealand and Australia -- hardly lands hostile to the British way of doing things. Indeed, Britain alone held to its traditional way of brewing, producing a variety of top-fermented ales of low carbonation. The Irish in equal isolation, turned almost exclusively to porter, which Guinness, the dominant producer, erroneously called stout.

By the 1960's there was a clear and present danger of the British joining the human race in these matters. Lager became available at most pubs, and British ales were widely modified to flow through the pressure of their own carbonation, rather than by gravity or pumping. Lager currently represents about a quarter of British brewing output. The change proved an incentive toward concentration of output in a few firms, similar to our own trend to dominance by national brewers. Small regional British brewers, hard pressed in any case, were in no condition to finance installation of lagering tanks and devices for handling carbon dioxide. The industry has become dominated by the 'Big Six' -- Bass-Charrington, Allied, Watney's, Scottish & Newcastle, Whitbread and Courage -- though the independents have survived somewhat more bountifully than here.

Unsurprisingly, the prospect of the conversion was intolerable to many traditionalists. In 1970 the old liners formed the Campaign for Real Ale to preserve traditional British beer. The organization has been incredibly successful, gaining some 40,000 members, issuing guide-books and even establishing pubs of its own. Beer naturally is a collaboration of CAMRA with a commercial publisher, but it is very much a manifesto of CAMRA's view of brewing. The text is an excellent nontechnical description of traditional British brewing methods, with photographs and diagrams of every step from the barley field to the pub. Particularly delightful are the oast houses, conical drying rooms which dot the Kent hop fields.

The traditional British process will be generally familiar to Americans on the basis of our own brewing methods, except for the absence of lagering. Instead of going into lagering tanks, the ale goes directly into wooden barrels, where it undergoes a secondary fermentation which the traditionalists insist is vital to development of flavor. This fermentation produces enough carbon dioxide to give

the glass a small head but neither enough to make the beer flow from its own pressure nor enough to retain carbonation in the beverage.

The idea of a large organization devoted to the preservation of flat beer is at first jarring, but the argument of CAMRA is well worth taking seriously. They argue that non-traditional methods cannot simulate the taste produced by the secondary fermentation. The process against which they inveigh is in certain respects analogous to Schlitz' fast brewing method and to some other innovations which have been decried here. British brewers are free at law to use various adjuncts in addition to barley malt, as are American brewers. They may also use hop extracts or concentrates, plus a variety of devices to control the rate of fermentation and the degree of foaming. In traditional British methods, most of the yeast is removed by use of fish bladders called finings, but in the new methods this is replaced by filtration, followed by pasteurization and injection of carbon dioxide as the beer is put into aluminium (sic) kegs. Watney's Red Barrel, which is widely available in America, is looked upon by the purists as the embodiment of suspect innovation.

Interestingly, the traditionalists mainly accept the practice of most British brewers of putting sugar directly in the wort, which most American brewers would consider a worse form of cheating than any decried here.

Michael Jackson's The English Pub is a commercial publication, but its philosophy is entirely consistent with CAMRA's view of things. Pubs, obviously, serve much beyond beer, but Jackson argues that they might well quit. Gin, he concludes, is well suited to the Dutch diet and climate, but he sees little place for it in British life. Similarly, whisky and whiskey, respectively, are held to serve well to keep out the cold in Scotland and Ireland, but to be basically inappropriate to English conditions. Consequently, the book proves to be in any positive sense entirely concerned with beer, its consumption, its cuisine, its surroundings and its culture. The book is beautifully written and handsomely illustrated, the most reverential book on beer known to me. Some of the illustrations are enough to send one to his travel agent to plan a trip. In particular, Liverpool has a trio of Edwardian pubs, the Central, Vine and Philharmonic, all abounding in terra cotta and stained glass, that would justify the trip alone. Beer naturally has photographs of various surviving small breweries to give further direction to a grand beer tour of Britain. CAMRA's efforts, if successful, will help the small breweries to survive, but one should have no confidence that they will make it in the long run any more than our local brewers have done. CAMRA, it should be noted, publishes Good Beer Guides for London and for Britain generally for day-to-day directives.

The two books at hand, though different in subject matter and treatment, together provide a fine introduction to British brewing. Beer naturally closes with a glossary of brewing terms which is useful even apart from the British process. Jackson's volume contains abundant illustrations of beer mats, labels and other breweriana, the charm of which knows no national boundaries.

Ed Scott, Alexander Clark and R. L. Roffino, Who's Who in Brew
(published by Ed Scott, P.O.Box 2771, Paterson, NJ 07509) i + 123
pages. \$8.50 + \$.75 postage. Available to members of NABA and ECBA
at \$7.50 + \$.75 postage.

No doubt this volume will appear endlessly in bibliographies
of biographical directories, but it is in fact a directory of brands
of beer, ale, bock, porter and near beer from the end of prohibition
to the present. Since the brands include Jacob Ruppert, Baron Munch-
hausen and Lord Salisbury, perhaps the title is not wholly misleading.

In any case, the book is a most impressive work of reference.
The entire volume, save for an introductory page, is a lithographic
reproduction of a computer printout of brands in alphabetical order,
showing brewing company, place and dates of production. The informa-
tion is based mainly on Bureau of Alcohol, Tobacco & Firearms official
records, gathered by Ed Scott over the course of twenty years, supple-
mented by some additional research by Scott and his two collaborators.
I cannot judge its completeness, but I have not failed to find any
brand known to me in the list. On the other hand, I have seen an
estimate that Brown Derby was produced by 32 breweries at one time or
another, but only 18 are listed here. On the basis of this volume,
the champion brand appears to have been Old German, with 54 entries
on its own, not counting Renner Old German, Milan Old German and
others which prefaced the name.

The book is apparently intended principally for quick identi-
fication of artifacts, and will serve extremely well for the purpose.
For historical research on the brands which a given brewery produced,
it is not well organized. An historian will have to search the
brewery column for the entire book. Since there are approximately
6109 entries in the list, this process will be time-consuming and
open to error. The authors would be well advised to emulate Fried-
rich & Bull in recasting their material in a second volume by
Brewery, either alphabetically or by city. Since the material is
apparently on punched cards, this could be done with very little
difficulty.

As the work stands, however, it is a source so basic that no
serious collector should do without it, and no brewery historian could
feel confident without reference to it.

GWH

Note: Readers converted to the Campaign for Real Ale's philosophy
by the review on the foregoing pages may wish to join the organization.
They should write to the Membership Secretary, CAMRA, 34 Alma Road
St. Albans, Hertfordshire, AL1 3BW, England. Dues in 1976 were £2
per year. A newsletter is issued.

BUY

SELL

TRADE

Because of a small number of requests for insertions in this column, last issue's listings are repeated. In the spring issue, we start afresh. Please let the editor know your desires for entries.

Wanted: Etched or embossed beer glasses and all metal beer match safes. Some traders available. James Maxwell, 601 Parkview, Bryan, OH 43506 (419) 636-3253

For sale: Tap knob, mint, late '30's or early '40's, Silver Label Lager, Lancaster Brewing Co. of Ohio \$15. Jim Crampton, 404 N. Bedford, LaHabra, CA 90631

Wanted: Beer ads, signs and glasses. Jim Finn, POB 7306, Erie PA 16510

Wanted: All breweriana of Aurora Brewery/McInhill Brewery. Dick Bales, 1538 Plum Street, Aurora, IL 60506

Wanted: Colorado breweriana: Coors, Zang, Neef, Tivoli, Capital, Walters, Schneiders, Pells, etc. Bill Frederick, 5118 Osceola, Littleton, CO 80123

Wanted: Pre-pro Virginia and DC mugs, steins, other items. William S. Sanger, 12014 Canter Lane, Reston, VA 22091

Wanted: Muehlebach breweriana in mint condition. Paul J. Gerling, 10508 W. 52nd Terrace, Shawnee, KA 66203

Wanted to buy or trade: Marathon City Brewing Co. and Wausau breweriana. Peter Kroll, 3739 Elna Road, Madison, WI 53704

Wanted: Paper bags lettered for beer brands, any size. William Linsenbiller, D-8 Linden Apartments, Pottstown, PA19464

For sale: Protivin Centennial Piwo glass mugs, \$5.00 + .50 postage. Gerald Pecinovsky, 3817 E. 39th Court, Des Moines, IA 50317

Wanted: Park, Haas, Bosch, Calumet breweriana (except bottles). Gordon B. Dean, Chassell, MI 49916

Wanted: Tap knobs, Chicago breweries, George W. Hilton, Dept. of Economics, UCLA, Los Angeles, CA 90024

Wanted: Pre-pro trays and tip trays. Buy, sell or trade. Don Stuart, Box 387, Huntington, NY 11743 (506) 368-3030

Wanted: Kingsbury tap knobs and trays. State price and description. Donald Kingsbury, 21 Limoli Lane, Clark, NJ 07066

Wanted: General Brew~~er~~iana. Don Bergseng, 2214 NE 19th Av., Portland OR 97212

Wanted: Glasses, mugs and steins. Thomas M. Finnegan, 228 N. LaSalle St., Room 238, Chicago, IL 60601

ORDER NABA ITEMS NOW ! ! ! !

Official NABA Stationery	50 sheets	
	50 envelopes	\$4.00

<u>Brewery Tokens</u> , by Kenneth Bassett	\$1.25
--	--------

Newsletters, back issues:

No. 8	Fall, 1974	
10	Spring, 1975	
16	Summer, 1976	
17	Winter, 1976	
18	Spring, 1977	
19	Summer, 1977	
20	Convention, 1977	
21	Winter, 1977	
22	Spring, 1978	
23	Fall, 1978	each, \$1.25



NABA Logo Shield, patch:

3"	\$3.00
4"	\$4.00

Makes an admirable
blazer badge

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)

**NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING**

Willson Memorial Drive
Chassell, MI 49916

Return Postage Guaranteed

**THIRD
CLASS**