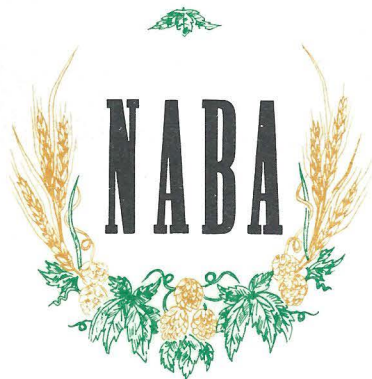


National Association Breweriana



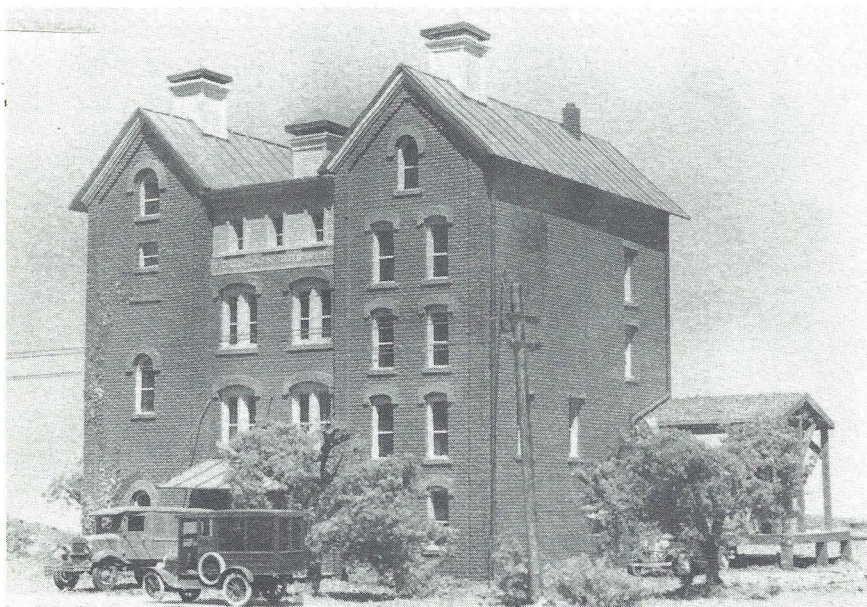
Advertising

Newsletter

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

VOL. 25

SPRING EDITION 1979



***Own Your Own Brewery!***

# MEMBERSHIP DUES

For those of you who have cards with a May 1979 expiration date on them.....the time has come for your RENEWAL.

Please refer to your Newsletter #21 and review the explanation again on the expiration date of May 31st of any given year.

Membership renewals are due during the month of JUNE in any given year in the amount of \$10.00.

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

For those of you are planning to attend the annual Convention in Detroit in August.....you must have a card in your possession with the date of May 31, 1980 on it.

This will be the ONLY REQUEST you will receive. Those who fail to "re-new" by August 1, 1979, will be removed from the membership roster.

Many thanks for your cooperation on this reminder.

Mail checks to:

\$10.00

Gordon B. Dean  
CHASSELL  
Michigan 49916

P.S. If you wish to pay additional years in advance, you may do so. Mark your check accordingly.

PRESIDENT'S PAGE

The 1979 National Convention of the National Association Breweriana Advertising will open on Friday, August 3, at the Troy Hilton in Troy, Michigan, part of the greater Detroit area, with Peter Blum, Stroh Brewery Pilot Plant Manager, and Mike Bartels, NABA Board of Directors Member, acting as chairmen. By the time that you receive this issue of the NEWSLETTER, you will have received the first convention announcement from Peter and Mike. This convention has been in preparation for over two years, and I know that it will be a merry affair.

NABA members should do everything that they can to return their convention registration forms just as promptly as they can. These forms will be mailed out in June. Remember that open trading will begin whenever the members arrive and will continue unabated until the closing session on Sunday afternoon, August 5. With respect to the convention costs, I would remind you all that inflation affects everything, and the convention rates will reflect this. The convention is a genuinely great breweriana show, and the costs compare very favorably with the travel, accomodation, and setup expenses for other collector shows of this type.

I hope that you all will make an effort to be at the Troy Hilton on August 3, 4, and 5. We are looking forward to seeing as many of you as possible. You will enjoy the fine Hilton accomodations and the excellent program. Save some of your best pieces for the auction.

Unfortunately, I must bring up the subject of a few instances of bad faith trading and selling as I have had complaints about nonmembers of NABA and members of NABA. One of the most miserable was from a member, who on the basis of good faith gave another member money for a matchesafe last September with the agreement that the matchesafe would be delivered promptly. To date, the matchesafe has not been delivered, although the first party has written and called on different occasions, and no attempt has been made to return the money paid.

Such activity is disgusting, despicable, and damning. Again, I would remind you all that we are engaged in a fun hobby that is supposed to help to dispel some of the aggravation and anxiety of life. NABA members must be mindful that deception is ingrained in certain individuals; consequently, all of you must take measures to protect yourselves in trades and purchases.

Although the Officers and the Board of Directors deplore instances of bad faith trading and selling, we can do very little to help to resolve such problems. If an individual is dishonest, additional contact from us will be of little consequence, and I say this on the basis of what has happened in the past. We can and we shall expel members who do not act responsibly and honestly, but we have no further power, and members must be mindful of this. We are not a collection agency; we have neither a fund of time nor a fund of money to carry on extensive collection activity. We do not intend to overlook deception and dishonesty, but your principal defense against being victimized is to practice extreme care in your dealings.

Respectfully,

David P. Mathews, President  
National Association Breweriana Advertising

**PLAN TO ATTEND!**

**1979**

**NABA Convention**

**August 3 - 4 - 5**

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

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**George Muehlebach**

**BREWING COMPANY**

Kansas City's Largest and Oldest Brewery

**THE ONLY BEER BOTTLED  
AND CANNED IN KANSAS CITY**

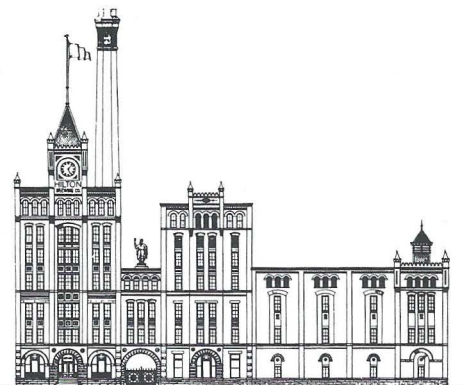
**Muehlebach**

**THE Fully-Aged BEER**

I am a collector of Muehlebach Brewing Co. breweriana. This includes Kroysen and San Miguel cans and bottles. Any related brewery history is also wanted.

Paul J. Gerling  
10508 W. 52 Terr.  
Shawnee, Ks. 66203  
(913)631-9550





## FERMENTATION

One of brewing's incidental episodes of 1978 was Anheuser-Busch's abortive effort to market a beverage called Chelsea. This product was a blend of lemon, lime, ginger and apple, without chemical preservatives, caffeine or saccharin. It contained about a third less sugar and a third fewer calories than a standard soft drink. It had less than 0.5 per cent alcohol, so that it was free of alcoholic beverage regulation. It was brown in color and carbonated enough to have a head, so that it had the superficial appearance of beer.

Anheuser-Busch undertook to market this product in Virginia -- admittedly not the most liberal of jurisdictions. It was met with an outpouring of objection from the Virginia Nurses Association, the Seventh Day Adventist Church, the Secretary of Health Education & Welfare, and numerous others. Because it could be sold to minors, opponents called Chelsea "Kiddy beer," and considered it a ready introduction to a life of beer drinking. Anheuser-Busch withdrew Chelsea in some embarrassment, and announced it would remarket the product either as a pure soft drink or as an alcoholic beverage.

This episode was met either with approbation or apathy, but let the opinion be voiced here that it was appalling. The beverage was perfectly legal, and on the basis of its description, healthful. Not even the wowers who gave us Prohibition saw fit to outlaw beverages of less than 0.5 per cent alcohol, and the Volstead Act was drafted with that as the test of an alcoholic beverage. As we all know, near beers of less than 0.5 per cent were produced throughout Prohibition, and several have survived. Champale, Heileman, Eastern and Pearl still produce the stuff, though without notable outpourings of buyer enthusiasm. It is not practical to treat drinks of such low alcohol content as alcoholic at law simply because the natural fermentation in products such as orange juice frequently creates small amounts of alcohol. (Horrors, orange juice sometimes has foam on it, too!)

The allegation that Chelsea would have led children on a path toward beer drinking is difficult to tolerate. The typical beer drinker started on the path with milk. Since beer is thought to be the world's third most popular beverage, following water and tea, the probability of a child winding up drinking beer to some extent is overpowering. Since beer is a legal beverage marketed under a variety of state and federal restrictions, there seems no presumption that anybody ought to be steered away from it. Indeed, the Soviet Union has the grand ambition of having the populace drink more beer to get them off vodka and so to sober up the nation.

The episode was inconsistent with the ordinary freedoms of Americans to produce and innovate within a framework of rules, and also to consume what somebody is legally able to supply them. Anheuser-Busch and its shareholders were worse off, and more important, the people who would have preferred Chelsea to rival beverages are worse off. In addition, anybody else who wants to innovate products of this character has probably been frightened off. It is widely pointed out that much of current public policy circumscribes the innovative function of the economy. The type of pollution controls imposed on automobiles tends to perpetuate present automobile design, for example. In this instance a moral outburst of dubious logic has tended to limit society's choice in the beverages it has available.

\* \* \*

The editor gingerly raised the question before the directors of NABA in Indianapolis in March whether the Newsletter bears an appropriate name. From the outset it has been more than a simple newsletter of Association events and brewing industry happenings. Rather, it has been an historical journal, guide, recipe book, source of puzzles, and much else. There is the further matter that the number of organizations which call their publications "Newsletter" is beyond counting. Bob Kay suggested a new title, The Breweriana Collector, which was enthusiastically adopted.

Accordingly, barring evidence of prior use of this title by some other publication, the Newsletter will burst forth as The Breweriana Collector with issue 26. Readers who know of a legal or other impediment to use of this title should write the editor immediately.

The deadline for the summer number, incidentally, will be fairly close, June 1, so that the issue will be assured of publication in advance of the meeting in Troy, Michigan, on August 3-5. Surely some members have articles on Michigan subjects they have long planned to bring forth. This would be an ideal time for them. Also, the editor would like a long list of breweries no longer in use in Michigan and nearby areas, such as Toledo and northern Indiana. Pray, submit any with which you may be familiar.

\* \* \*

Members who frequent the thrice-annual Indianapolis antique advertising shows should be alerted to Allegheny Airlines' half-fare flights on Saturdays over its entire system. One may fly at half-fare on any round trip journey, beginning Saturday and returning either later Saturday or on any Sunday flight departing before noon. Allegheny flies to Indianapolis from most major eastern metropolitan areas, either directly or with a change in Pittsburgh. It also flies to Indianapolis from Chicago and St. Louis. This fare makes the flight quite inexpensive. A Baltimore-Indianapolis round trip for the March show was \$73, for example. The Sunday return privilege allows one to join NABA's notable hospitality hour Saturday evenings, too. Members should check with Allegheny well in advance, for seats at this fare often sell out, and fares change with the season. Because airlines often drop promotional fares of this sort in peak seasons, one cannot be certain that these fares will be in force for the show of July 14-15.

\* \* \*

The spring issue of the newsletter of our esteemed sibling the Eastern Coast Breweriana Association carries the first installment of a four-part

article by member John B. Mathot on neon signs. This is recommended as highly promising on all criteria. It is generally informative, it may provide detail on the advertising of one's favorite brewery, and it will definitely add to one's knowledge of neon technology. In particular, Mathot points out that the transformer on a neon sign puts out 5,000 to 12,000 volts. The implication is clear: don't mess around with your neon sign when it is operating, because it is running with a voltage enough to electrocute you, your family, friends and casual acquaintances.

\* \* \*

An editor presumably should show restraint in praising the authors he publishes, but this issue's lead article on Grand Prize glassware by Charles P. Merrill is just the sort of thing described as much needed in last issue's Fermentation. One who is searching for that handsome glass mug now knows he is searching for Merrill #12. Incidentally, the fine sunburst above the title is a tray, and yes, the Howard Hughes mentioned in the first line is the Howard Hughes.

\* \* \*

The opinions expressed in Fermentation are, of course, those of the editor and not necessarily those of NABA or its membership.

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

#### ADVERTISEMENTS

Advertisements in the Buy-Trade-Sell column are free to members -- and NABA really wants you to avail yourself of the privilege. The bigger that column is, the better NABA serves its basic function. Such advertisements are subject to editing to reduce them to a maximum of three lines.

Larger advertisements are available to anyone at the following rates:

Full page	\$25.00
Half page	20.00
Quarter page	10.00
Business card size (as below)	5.00

#### U.S. BEER LABELS

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

Collection A, 100 different	\$6.50
Collection B, 200 different	\$13.50
Collection C/D, 200 different, not included in B	\$15.50
Bock collection, 30 different	\$3.50

Tom's Box 6211, Santa Barbara, California 93111



*It's a 'natural'* ...

## Top 2 beer companies in foamy war of words

WASHINGTON [AP]—The nation's two leading breweries got hopping mad at each other Thursday, with both Miller Brewing Co. and Anheuser-Busch Inc. firing off press releases attacking each other.

Miller, No. 2 brewery in the United States, had filed a complaint with the Federal Trade Commission (FTC) over use of the word "natural" in Anheuser-Busch's advertising. A press release summarizing the complaint was distributed to reporters.

Anheuser-Busch responded with its own press release calling the Miller action "deliberately misleading regarding our brewing process."

The FTC already is concerned about alleged misuse of the word natural to describe foods. If the FTC staff has its way, use of such terms as "natural" and "organic" would be curbed, and the words "health food" would be banned from food advertising.

**MILLER ACCUSED** Anheuser-Busch of adding "a processed chemical additive, tannic acid" to its beers—Budweiser, Michelob, Busch, and Natural Light. Miller also said its leading rival uses such chemicals as calcium sulfate and sulfuric acid to treat water used in brewing.

Anheuser-Busch's "beechwood aging," according to Miller, consists of "dumping chemically treated lumber into a glass-lined or stainless steel beer storage tank."

The treatment includes boiling for up to 25 hours, part of the time with the addition of large amounts of sodium bicarbonate, Miller said.

Anheuser-Busch's public relations firm quickly responded: "We are proud of

the fact that we are able to use the word 'natural' in the marketing of our beers. Miller cannot use this term to describe its products and apparently has resorted to this type of ploy as a 'sour grapes' tactic."

The statement also said Anheuser-Busch has advocated full-ingredient labeling, and its labels have been approved by the government.

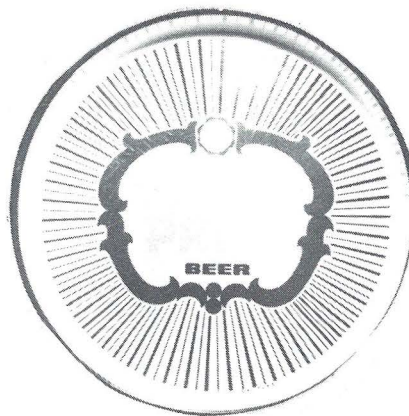
It is considered unlikely the FTC would take up the Miller complaint against Anheuser-Busch, but more likely it would approve the staff's recommendation on advertising claims for all foods, not just beer.

Billy Carter intelligence,  
Washington Post, February  
25, 1979:

Billy recently quit his "diet" of two bottles of beer for breakfast (no food, just beer), two bottles of beer for lunch (no food, just beer), and a regular dinner sometimes attended by more beer.

According to Coleman, Billy went from a paunchy 205 pounds to a trim 160 on his diet of brew.





A CATALOGUE OF ADVERTISING BEER GLASSES FROM  
THE GULF BREWING COMPANY, 1933 - 1963  
Charles P. Merrill

On December 16, 1933, the first draft beer from Howard Hughes' Gulf Brewing Company was served in Houston taverns. Although the brew house was brand new the brew itself had auspicious credentials for success; brewed by the Master Brewer who had won the Grande Prix, Exposition Universelle de Belgique in 1913 with his "Southern Select" beer. So they named the beer "Grand Prize."

Pushed by an aggressive advertising campaign Grand Prize Beer was "Texas Largest Seller" by 1936. But its foreign acclaim was forgotten during the war years when it was advertised as "America's Fine Light Beer." Then in 1946 the whole logo was changed with introduction of the Grand Prize shield, which was to remain the symbol of Grand Prize, with only slight variation until the brewery was leased to Hamms in 1963.

While Grand Prize breweriana is very popular and widely collected in South Texas, no catalogue of the variations in Grand Prize advertising has been found. The various beer can books are helpful, but they fail to cover the advertising logos before 1940 or record the subtle variations in logos not reflected by the cans. However, the glasses issued by the brewery over the course of its existence perhaps offer the most complete and accurate catalogue of Grand Prize advertising. The pictures and descriptions which follow attempt to do just that.



1. 1934 "etched" shell with silver rim. The silk screen painting process is the same as that found on pre-prohibition etched glasses. The glass pictured is quite rare.
2. 1934 red painted shell with silver rim. The color red would dominate glass decoration until 1947 - 1948 when it was replaced by white and blue.
3. 1935 red painted shell displays a transitional logo as the Grand Prize advertising campaign was gaining momentum.
4. 1936 - 1937 red schooner proclaimed "Texas Largest Seller" and Grand Prize remained the best selling beer in Texas through 1940.



5. 1939 red "nickel beer" schooner. Grand Prize issued a number of ten ounce schooners between 1936 and 1948, probably because the size was popular in the taverns. This particular logo is very hard to find. Note the script seen on the prior glasses had been abandoned for block letters.



6



7



8

6. 1942 white stemmed tulip. This logo started the transition from red enamel to white which would prevail for the next decade. This logo is not hard to find but the stemmed tulip is rare.
7. 1944 heavy red goblet. This logo also appeared in white.
8. 1946 - 1947 stemmed pilsner, white logo. This was the first appearance of the Grand Prize shield which would be used with only slight modification until Gulf Brewing Company ceased operation in 1963.

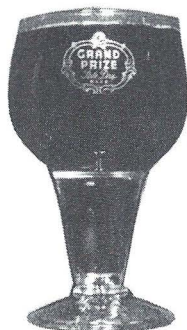


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9. 1946 - 1947 red logo "nickel beer" schooner, a truly transitional piece, displaying the new Grand Prize shield in red. After 1947, the color was discontinued. A larger number of glasses from this era are found than from any other single period.
10. 1948 - 1954 white refrigerator flair. The "Pale Dry" slogan was born during this era, and the use of white enamel ceased in favor of blue enamel. The glass pictured is very heavy, holds only about seven ounces and was probably the successor to the "Nickel beer" schooner.



11



12

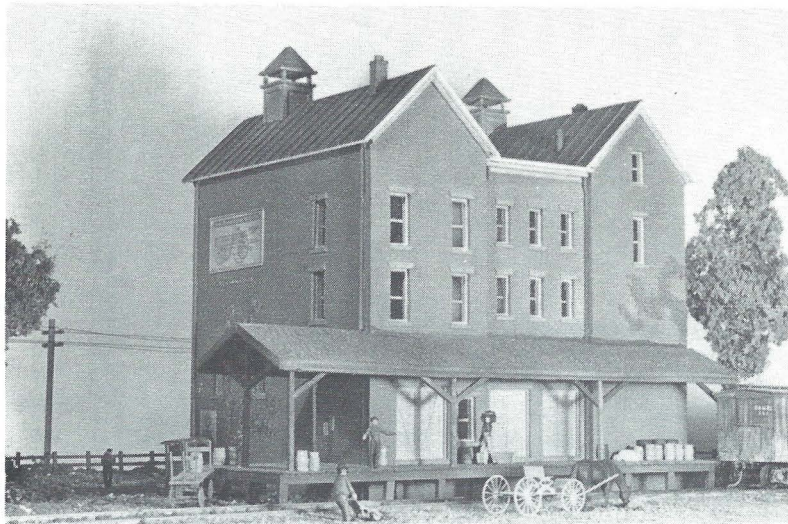


13

11. This circa 1950 hollow stemmed schooner displayed the only gold logo known to decorate a Grand Prize glass. During this period all of the standard beer glass shapes were issued to advertise the beer and the color blue was first used on a five ounce barrel or tub glass. (Not pictured) The logo was the same as number 10 except that the shield and "Pale Dry" was in blue, with "Grand Prize" in white. On many of these glasses the white portion of the logo is frequently off center, intruding into the blue shield.
12. 1954 glass mug with all blue logo. Notice the change from "Pale Dry" to "Light Dry", neither of which were used after 1955.
13. 1956 - 1963 blue schooner. Contrast this shield with the shield in number 12.

One last word about Grand Prize logos. The author modestly claims expertise on the subject of Grand Prize but disclaims infallibility. We will welcome any information different from the descriptions in this article and will promptly respond to inquiries.





Magnuson's Fountain Brewery viewed from the rear.

#### OWN YOUR OWN BREWERY -- Part I

Who has not dreamed of owning his own brewery, a fine red brick structure with a plume of steam, a high-rising portion for the gravity flow of the liquid from mash tun to brew kettle to lagering tank, and a sign: Lindsay Lager, Pospychala Pilsner, Pyrek's Porter, Anderson Ale, Mathews' Malt Liquor, and presumably Nobody's Near Beer. Acting out such a fantasy would presumably be very costly. The quick demise of Prinz Brau's Alaskan operation indicates this is no industry for small entrants.

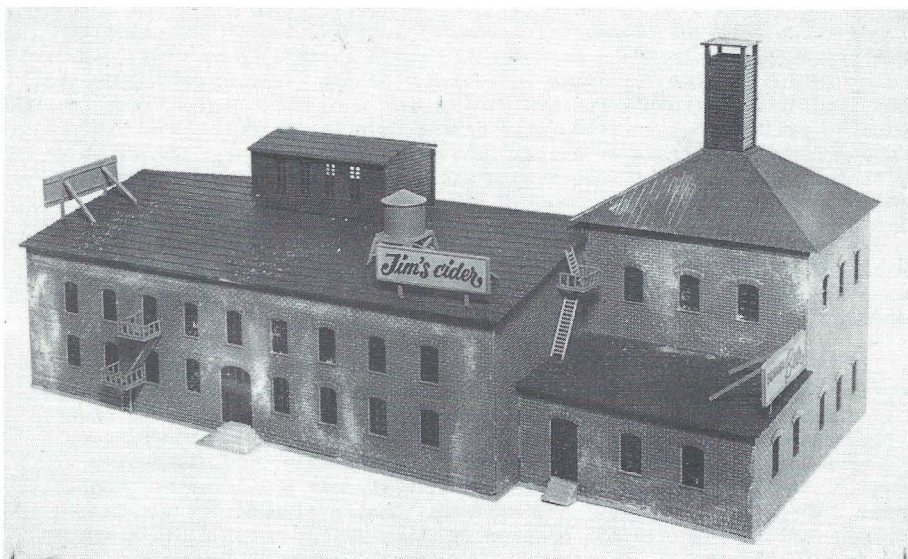
On the other hand, the usual method of acting out such fantasies in miniature is open to brewing enthusiasts: build a scale model of a brewery. HO gauge model railroading is so extensive that the firms which supply the hobby produce almost any structure one can picture: fire houses, drug stores, brothels, car barns -- you name it. Unsurprisingly, several firms produce HO model breweries, based on actual prototypes and imaginary, one of which may be just the thing for whatever fantasies you may harbor as a grand fictional brewmaster.

HO is model railroading at 3.5 mm. to the foot, which is 10 per cent smaller than an eighth of an inch to the foot. This should give you some idea of the amount of your no-doubt scarce space that a given model would require.

If you demand a genuine brewery, still in existence, which you can check for accuracy, try Magnuson Models, Inc. M-510, the Fountain Brewery. It is a fine Victorian with twin peaked roofs to shed the Wisconsin snows, little ornamentation, but a forthright efficient atmosphere. The brewery as active until 1966 and is still standing in Fountain City, Wisconsin. Magnuson's buildings are beautifully done, with cast polyester brickwork, hand-carved detail when required, and additional stripwood and metal components. The front of the brewery is shown on the cover of this issue and the rear at the top of this page. The model is 7 $\frac{1}{4}$ "x9  $\frac{3}{4}$ "x8 $\frac{1}{2}$ " high. It is available from hobby shops or Magnuson Models, P.O. Box 199, Lake Villa, IL 60046 for \$29.95.



Heljan Models' Bechaud Brewery of Fond du Lac, Wisconsin. The brewhouse is above and the bottling plant lettered, unfortunately, for Jim's Cider, below.

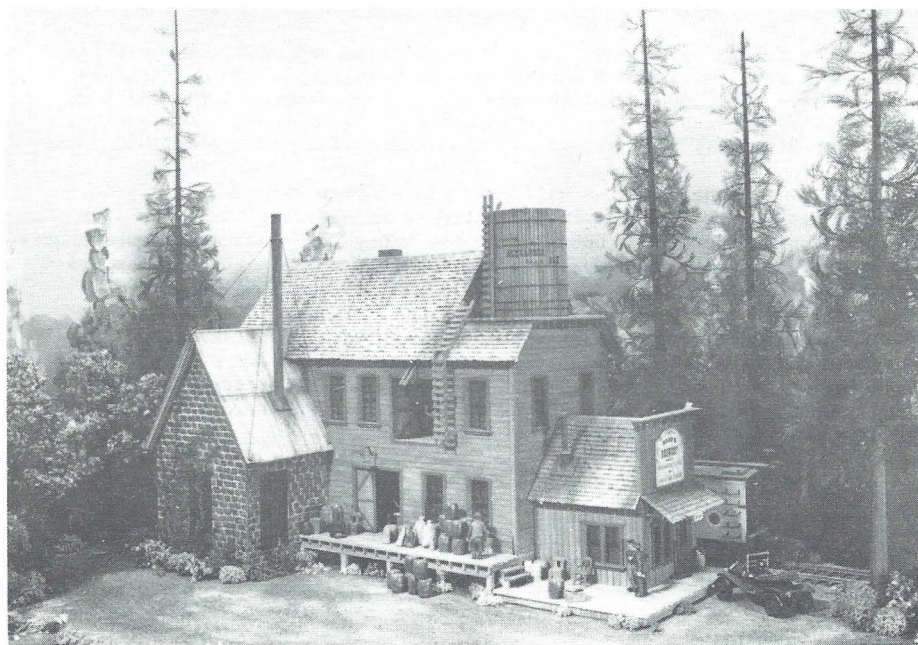




The Danish firm of Heljan Models produces an H0 model of the pre-prohibition Bechaud Brewery (1907) of Fond du Lac, Wisconsin, as a set of two kits. The brewhouse is produced in a standard kit at \$18.98 (B-678) and in a superdetailed version at \$24.98 (B-807). The bottling plant is produced separately in a kit for \$18.98 (B-679). The kits are mainly cast plastic with wooden and metal details. The grand tradition would require them to be placed on the opposite sides of a street. Accordingly, this model would be more demanding of space than the Fountain Brewery. Heljan kits are distributed in the United States by JMC Models, 1025 Industrial Drive, Bensenville, IL 60106.

Campbell Scale Models produces a line of wooden buildings, striving for a frontier atmosphere. The firm's brewing model is called Bret's Brewery, but it is a free-lance model without a prototype. It is mainly wooden with a stone boiler house. The flow through the structure is expressed only by the water tank on the roof. The structure is intensely detailed and very handsome, however. The kit is Campbell's model 385, and it is currently \$24.50. The address is Campbell Scale Models, P. O. Box 121, Tustin, CA 92680.

The firm of AHM produces a small plastic H0 model of the first brewery of F. & M. Schaeffer, Mt 5813, for only \$5.98. This brewery, though based on a prototype of some fame, does not particularly convey the impression of a brewery, but simply represents a modest industrial structure of the 1840s. It is not illustrated here, but is widely available at hobby shops.



Bret's Brewery of Campbell Scale Models among California pines.

Alternatively, you can undertake a brewery without a kit -- what is called scratch-building. Again, you can choose a prototype or design one of your own. Plastic brickwork and masonry are produced by the firms of H+R, Plastruct and others. Windows, doors, molding and the like are also sold by hobby shops. Scribed basswood and wooden stripping are universally available, and very easy to use.

Should an HO brewery lead you into model railroading more generally, plenty of refrigerator cars lettered for brands of beer are available. The firm of Train Miniatures of Illinois, Ltd., which markets under the TM label, alone produces 42 beer refrigerator cars in HO, ranging from Schlitz and Budweiser to Bullfrog and Carta Blanca. Athearn and other firms produce individual beer refrigerators.

Beyond that, you'd have only to choose a locomotive. The only beer locomotives I know -- though I'd be delighted to learn of others -- are some perfectly ordinary General Motors switchers which Coor's uses around the plant in Golden. Several firms market brass Japanese models of stock GM locomotives of this sort, and painting one in Coor's flashy red and white livery would be a delight. Several firms produce custom decals for lettering, and others paint, finish and weather locomotives to the buyer's order. They advertise in The Model Railroader and Railroad Model Craftsman.

GWH

#### August Convention Plans Firmed

While Friday is the day for getting settled and visiting the Stroh Brewery, a very full day of activities has been scheduled for Saturday. We will have the opportunity to hear two short seminars in the morning. Dave Peck will repeat his very pertinent talk on insuring a collection, and Peter Blum will show slides of Stroh historical and collectible items.

The traditional auction will take place after our lunch. A trip to Renaissance Center is being investigated as an alternative to the auction. In the evening there is a bus ride to the Henry Ford Museum for our banquet and a private tour of the Museum's highlights. This is the chief tourist attraction of the Detroit area, and well worth the trip alone.

Sunday's activities start with our breakfast and business meeting, followed by the always-popular trade session. The layout of the Troy Hilton is excellent for our functions, and with its indoor-outdoor pool, two restaurants and locally well-known lounge, it will be hard not to have a great convention.

PHB



## WHAT'S BREWING

### Notes and Comments on Performance of the Past Year

by Peter H. Blum

When the sales for 1978 were published in trade papers, it was obvious there were some big winners and some big losers. The industry was changing as never before.

	Millions of barrels			2 year Change
	1978	1977	1976	
Anheuser-Busch	41.61	36.64	29.05(1)	+12.56
Miller	31.27	24.22	18.40	+12.87
Schlitz	19.60	22.13	24.16	- 4.56
Pabst	15.35	16.00	17.04	- 1.69
Coors	12.57(2)	12.28	13.66	- 1.09
Heileman	7.11(3)	6.25(4)	5.21	+ 1.90
Olympia	6.66	6.83	7.10	- 0.44
Stroh	6.33	6.11	5.76	+ 0.57
Schaefer	3.93	4.66	5.30	- 1.37
Schmidt	3.79(5)	3.47	3.40	+ 0.39
Carling National	3.46	4.35	4.31	- 0.85
Genessee	3.00	2.80	2.50	+ 0.50

(1) Strike year (2) 53-week fiscal year (3) Includes Falls City (4) Includes Rainier (5) Includes Rheingold and Erie

Anheuser- Busch and Miller led the field by widening margins. A-B has not started another brewery since Fairfield in California, but is expanding several existing plants, notably Columbus and Fairfield. Miller is the only firm in the industry said to place orders for brewing equipment for delivery at a destination to be supplied later. The sharpening competition between them will be discussed at another time.

Schlitz lost considerable ground last year, but the news is not all bad. About 400,000 barrels of the 2.5 million decline was reported to be reduction in their bulging inventories, thus providing a fresher product. There are indications of having bottomed out, and analysts even talk of a modest upturn. The product is undoubtedly better. Schlitz managers point to their malt liquor, which ousted Colt 45 from first place in that segment, as proof that Schlitz can "put it all together." The new super-premium Erlanger is said to be a very good beer and beautifully packaged. The name does not exactly ring a bell, but it took Michelob a generation to be accepted.

Pabst had good and bad moments. They were blocked in purchasing Carling National, which was bad. Or maybe it was good: they should not have bought those breweries and brands anyway. Well, it was bad in that the people who did buy Carling-National are now snapping at Pabst's heels. The good moment came from merger with Blitz-Weinhard. Blitz has a malt liquor which has been brewed successfully under franchise and which Pabst can handle. Blitz has a super-premium in Henry Weinhard's Special Reserve. Rumors of a new Pabst beer are making the press in Milwaukee.

Coors is a case all its own. The beer is neither so great as was believed, nor so ordinary as many now claim. It is a very decent beer; their union troubles seem to be over; and they have faced up to the need for marketing. Coors is far ahead in instrumentation, process automation,

vertical integration, stream recycling, and just plain engineering competence. Trouble is, none of this can be substituted for marketing savvy. Look for a truly fine super-premium now that they have a Light.

Heileman pulled off the coup of the year by buying Carling National for \$35½ million. Carling National had a simply disastrous year. Black Label and National Bohemian lost ground badly, Colt 45 faded, and Tuborg Gold failed to make headway. The Carling acquisition will provide Heileman access to the heavily populated East Coast area with excellent production facilities in Baltimore. The merger bodes ill for Tacoma and for one or two other plants, and for the people working there, for Heileman is known to run a lean shop. Carling would have closed a brewery in any case. One is reminded of Falstaff's rise two decades earlier, but Old Style is widely regarded as a very good beer.

Olympia lost some sales, but more importantly, it lost momentum. The bold strategy of purchasing Hamm and Lone Star was followed up by spotty marketing. Stephen Byers, business writer and brewery analyst of The Milwaukee Journal, faulted Olympia for creating a media blitz, then pulling out after sales hit a respectable level to try it in another market. As a consequence, Oly's sales in Wisconsin declined by 34 per cent, while Heileman and Stroh were coming on strong. Olympia will have to develop a more even penetration and consolidate territory, or go for broke.

Stroh increased its sales at a considerably more modest level than was seen a few years ago, as A-B and Miller made inroads into the Michigan-Ohio home territory. The bottle bill in Michigan also hurt Stroh more than its competitors. To add insult to injury, the law permitted no transition period, and much of the state was out of beer during the hunting week. (According to Archimedes' Law, the weight of deer removed from Michigan is replaced by the volume of an equal weight of beer.) On the positive side, industry observers noted the new staffing for marketing, administration and the distribution services at the vice-presidential level, the strong showing in sales against tough competition in Wisconsin (+48%), and the release of Stroh Light. The industry watched this very closely, because Stroh has a reputation for doing its homework. When the new Light appeared at 115 calories (¼ less), it was seen as a swing away from the very thin products in the direction of better flavor. Like so many brewers below the top two, the next two years will be crucial ones for Stroh.

Schaefer's rate of sales decline -- 2 million barrels in three years -- probably cannot be maintained much longer. Like Carling Black Label and Falstaff, Schaefer is popularly priced, but has lost its reputation for good flavor. A special tax decreased Schaefer's Caribbean market share from 64 to 50 per cent. Its best hope seems to lie in being acquired, for the plant is of viable size and of recent construction. Talks with Stroh did not proceed beyond the preliminary stage, but currently Schmidt of Philadelphia is attempting to acquire a controlling interest. Meanwhile, Schaefer has refinanced its debt, arranged for a line of credit, and plans to market a Cream Ale and a Light.

Few hard facts are known about Falstaff, but in the toughest segment of the industry, Falstaff can be as tough as anybody. Schmidt has taken over the Rheingold label and is hanging in there. Genesee continues to grow unobtrusively, and reported excellent 9-month sales and profits.

If knives are being sharpened in St. Louis and Milwaukee, 1979 promises more than ever to be the year of the hunters and the hunted.

\* \* \*

Coors, since Peter Blum wrote the foregoing, has made its plans more explicit. It plans to put its long-projected east-coast brewery in the Shenandoah Valley of Virginia. Major state politicians welcome it, but local anti-brewery, anti-pollution and anti-industrial-development sentiment promises a political battle. Coors also announced long-range plans to expand the Golden brewery to a capacity of about 25 million barrels per year. That would presumably regain for the huge facility the title of world's largest, recently wrested away by Kirin.

The Prinz Brau brewery of Anchorage, Alaska, alas, did not make it. The German brewer felt there was a domestic market in Alaska which might be served from a new, small brewery. It built a plant of 90,000 barrel capacity in 1973, but UPI announced it will close on April 15, 1979. This is consistent with the conventional wisdom that the minimum optimal size of breweries is well up in seven figures. The experience will doubtless discourage other firms that may consider entering the industry modestly.

Schlitz proved the big winner in the annual Point-of-Purchase Advertising Institute Merchandising Awards Contest. The awards -- silver replicas of the wooden cigar-store Indian, fittingly -- were given in 20 beer categories. Schlitz won five of the 20, notably for a lovely Tiffany chandelier. A big metal stanchion with a well-sculpted bull's head for Schlitz Malt Liquor is also quite impressive. Schmidt won an award for a clock intended for the tops of cash registers. This one should fire the adrenals of collectors, being both attractive and compact.

Schlitz, which might reasonably be thought to be having enough troubles on the mainland, is suffering serious decline in market share and mounting deficits from its Hawaiian operation. Primo once appeared to have an unassailable position, being alike the Hawaiian working man's drink and the tourist's temporary indulgence. Beginning with Olympia early in the 1970s, the lighter flavored brands from the mainland have drastically cut into Primo's position. Schlitz' decision to brew Primo in Los Angeles and ship it out as a concentrate was disastrous, and efforts to undo the consequences were never entirely successful. Schlitz currently is considering closing the Honolulu brewery. The beer would probably be brewed on the mainland and shipped out, like its rivals, and the supply of Primo shirts to tourists is likely to be unaffected.

Pabst is also considering closing a brewery. Following its acquisition of Blitz-Weinhard, mentioned by Peter Blum, it took up with its union the prospect of closing its Los Angeles brewery and consolidating operations in Portland. A decision should be reached shortly.

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AUSTRALIA

Glasses, labels, trays, books,  
pamphlets and any written  
material on Brwg Industry.  
\* \* \* \* \*

WENDT, Kenneth W.  
14260 W. Glendale Avenue  
BROOKFIELD, Wis. 53005

Openers and Trays  
+ + + + +  
SCHWARTZ, Leon  
270 North West Street  
BELLEVUE, Ohio 44811

Buckeye Brwg. Co., Toledo,  
Ohio only  
\* \* \* \* \*  
HIRSCH, David  
6601 West Maple  
MORTON GROVE, Ill. 60053

Lithos and signs  
+ + + + +  
PAWIAK, Daniel  
443 South Hackett  
WATERLOO, Iowa 50701

Glasses, mugs, steins, signs,  
trays, statues.  
\* \* \* \* \*  
BRAND, Charles M.  
357 Ridge Avenue  
CLARENDON HILLS, Ill. 60514

Mugs, steins, openers, knobs  
and trays.  
+ + + + +  
GOODING, Richard L.  
S66W 13555 Saroyan Rd.  
HALES CORNERS, Wis. 53130

Labels, post cards, signs,  
trays, cans, bottles and  
coasters.  
\* \* \* \* \*  
ROWLAND, Richard S. Jr.  
6715 Giant Oaks  
RINGWOOD, Illinois 60072

Glasses, mugs and steins  
+ + + + +  
BRITZ, David M.  
224 Brookfield Avenue  
STATEN ISLAND, N. Y. 10308

Trays, signs, coasters, NEW  
YORK STATE ONLY  
\* \* \* \* \*

SCHWARZEN, John C.  
5717 Chrisbrook Drive  
ST. LOUIS, MO 63128

Glasses, mugs, steins, trays,  
stencils  
+ + + + +  
SILLMAN, Milo H.  
450 Riverside Drive  
WATERLOO, Wisconsin 53594

Glasses, labels, mugs, steins,  
signs, knobs, trays, embossed  
& labeled bottles, beer cases-  
WISCONSIN ONLY  
\* \* \* \* \*  
FRANK, Rudy R.  
18300 Bonnie Lane  
BROOKFIELD, Wisconsin 53005

Trays, signs and openers  
+ + + + +  
STARK, David  
1088 Greenbriar Lane  
NORTHBROOK, Illinois 60062

Labels and cans  
\* \* \* \* \*  
MORGAN, Neil E.  
POB 254  
CEDUNA, South Australia 5690

Labels, books and magazines on  
Brwgs, wines and spirits.  
+ + + + +  
KINNEY, David W.  
8751 Ottawa River Circle  
FOUNTAIN VALLEY, Calif. 92708

Cans, labels, trays and signs  
\* \* \* \* \*  
MERRILL, Charles E.  
4336 West Pine Street  
ST. LOUIS, Missouri 63108

SPOETZL Brwg. Co., Shiner, Texas  
items only.  
+ + + + +  
LARABEE, Arthur E.  
1950 Porter, S. W.  
WYOMING, Michigan 49509

Signs, etched mirrors, statues,  
clocks, Pabst & Blatz wood plaques  
\* \* \* \* \*  
NUTTING, John  
930 Gillaspie  
BOULDER, Colorado 80302

All Breweriana plus COORS  
+ + + + +



DASHEK, Robert  
7212 Meadow  
WARREN, Michigan 48091  
All Breweriana + PFEIFFER  
Brwg. Co., Detroit, Mich.  
+ + + + +  
NEWMAN, Loren  
2978 Lakeview Trail  
BRIGHTS GROVE  
Ontario "NONICO"

CANADIAN bottles, labels,  
signs and trays.  
\* \* \* \* \*  
PFEIFFER, Richard H.  
4610 N. 133rd Street  
BROOKFIELD, Wis. 53005

Anything "PFEIFFER"  
+ + + + +  
NEWELL, Joe  
1538 39th Street  
WEST PALM BEACH, Fla. 33407

Labels, openers, signs,  
clocks, caps, cans, ads,  
coasters, novelty items.  
\* \* \* \* \*  
SIMON, Kenneth R.  
528 Pilgram Road  
WEST PALM BEACH, Fla. 33405

Glasses, labels, mugs,  
openers, post cards, signs,  
knobs, trays, cans, bottles,  
caps, 6 pak holders, ads,  
photos, novelty items,  
coasters, matches, napkins  
+ + + + +  
RHYNER, Raymond  
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clocks, coasters from  
OBSOLETE WISCONSIN BRWGS  
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REIBMAN, Roger G.  
2908 Liberty Street  
EASTON, PA 18042

DEALER Mugs, steins,  
openers, signs, cans,  
trays, patches & pocket  
knives  
+ + + + +

NEWCORN, Harry  
1682 Manhasset Drive  
DUNWOODY, GA 30338

Tap Knobs(Main Interest)  
+cans, signs, clocks,  
lamps, driver caps &  
paper weights.  
+ + + + +

NOWICKI, Peter J.  
2239 24th Avenue  
SAN FRANCISCO, CA 94116

HAMMS BRWG. CO.-anything  
+ + + + +

KAYE, Edward R.  
1840 Major Drive  
GOLDEN VALLEY, Minn. 55422

Openers & Corkscrews  
+ + + + +

William S. Meeks  
203 Colton Avenue  
LACKAWANNA, N. Y. 14218

TRAYS only

Clifford Squire  
3703 Peterson Court  
Rockford, Ill. 61108

Above are last known mailing addresses. If you know the  
whereabouts of these members, please advise:

Gordon B. Dean  
Membership Chairman  
CHASSELL, Mich. 49916

## BREWERIES - ACTIVE

We continue a guide to what one will encounter at the active American breweries, this time roughly from the Indiana-Ohio border to the east coast. The editor eagerly solicits experiences of the membership with breweries not listed here. In issue 26 we continue to the South, where the editor is much in need of assistance, having visited none of the breweries of the big four of the industry in the area.

Hudepohl Brewing Co., 819 W. 6th Street, Cincinnati, OH

Cincinnati's traditional dominant brewery is located on a hill descending to the west of the city's central business district. The brewery is a mixture of traditional and modern structures, with a neat plant office building. The brewery provides tours and operates a pleasant Bierstube as a hospitality room. It has recently expanded its sales of collectibles by establishing the Hudy Gift Haus. It sells tap knobs for Hudepohl and Burger, golf caps, shirts, jackets and glassware.

Schoenling Brewing Co., 1625 Central Parkway, Cincinnati, OH

Cincinnati's smaller independent operates a small but very modern brewery on Central Parkway, a major boulevard running northwest from the central business district. The building is in a moderne style of the sort fashionable roughly from the end of Prohibition through the 1940s. The company did not sell breweriana on my visit in 1977, but with great courtesy made me the present of a tap knob. The hospitality room is reportedly very pleasant.

Pittsburgh Brewing Co., 3340 Liberty Avenue, Pittsburgh, PA

This is a large 19th century brewery, kept in excellent condition in spite of the firm's well publicized financial problems. It is extremely photogenic, both in its immediate area and from the hills of central Pittsburgh immediately above it. The company maintains a brewery shop in the basement (closed during the lunch hour) from which it sells tap knobs, T-shirts, glasses and miscellaneous, mainly but not entirely for its Iron City brand. The shop issues a price list for mail sales. It is suggested that visitors not delay a trip to this brewery. The company lost \$1.3 million in 1978, and the brewery occupies land that is immensely valuable for other industrial purposes.

Jones Brewing Co., Smithton, PA

You won't need a street address for this one. The brewery occupies a conspicuous site on the east bank of the Youghiogheny River, readily visible from the bridge as one drives into the little town. The brewery is a fine red brick structure, about as good an example of the gravity-flow type as Pickett in Dubuque. The firm sells tap knobs for Stoney's, Esquire and Fort Pitt, and has small amounts of other breweriana, apparently on an occasional basis.

Latrobe Brewing Co., Latrobe, PA

Most of the physical plant is quite modern, appearing to date from the late 1940s. It is very well maintained, and quite photogenic, in spite of a location in the central area of an industrial town of no great beauty. The

firm does not sell its tap knob or other standard breweriana, but is given to courteous refusals. Given the popularity of the firm's only brand, Rolling Rock, it seems a likely prospect for change in its policy toward breweriana sales.

Straub Brewery, 303 Sorg Street, St. Mary's, PA

This firm is in an approximate tie with Geyer Brothers as the smallest brewery in the United States selling a standard product. Nonetheless, it gives the impression of considerable modernity and prosperity. The brewery is a yellow brick building of no antiquity and no great charm. It occupies a nice hillside location and is very well maintained. The company sells its tap knob, a well-designed lucite model, and encourages visitors to sample the product from a tap in the bottling room. It is closed Wednesday afternoons; the Straub family is explicit in preferring hunting and golf-playing to expansion of output. The visitor should stop at bars in the town, almost all of which sell Straub, to see some of the firm's earlier advertising. St. Mary's, a small town in north central Pennsylvania, is so remote that the feeling of accomplishment in visiting this brewery is exceptional. Withal, this is a likely brewery to survive. Current federal policy gives a tax remission of a maximum of \$120,000 to small brewers. This is trivial to Pittsburgh, but large enough relative to Straub (which isn't even big enough to realize all \$120,000) to be a real help in survival. To put its 30,000 barrel capacity in perspective, a batch in a modern brew kettle is 600 barrels.

The Lion, Inc., 700 Pennsylvania Avenue, Wilkes-Barre, PA

This old established local brewery nestles among Wilkes-Barre's abundant railroad tracks. It is a red brick structure of the traditional sort, with no external efforts at beautification. Given the avidity with which the management has bought up the rights to Pennsylvania's local brands (including Horlacher last year) it is obviously intent upon survival. The firm has no tours and no sales of breweriana.

Ortlieb Brewing Co., 824 N. American Street, Philadelphia, PA

This issue's deadline is poorly suited to the Philadelphia breweries, for I have not yet seen either of them, though I shall do so April 20. By phone I ascertained that Ortlieb does not sell its tap knob or other breweriana.

C. Schmidt & Sons, Inc., 127 Edward St., Philadelphia, PA

Schmidt, which has tirelessly paraded Philadelphia's good name about the globe, is public relations-minded. It operates a souvenir shop with the usual clothing and glassware. It regularly provides tours, though I was informed tours are currently suspended pending hiring of a new guide. It does not sell its tap knob.

Schaefer Brewing Co., Allentown, PA

Schaefer consolidated its operations in an impressive modern brewery on the US22 freeway west of Allentown. A brew kettle in a glass housing dominates the front. At the outset, Schaefer provided tours, a hospitality room and a variety of breweriana for sale, but the firm's financial troubles of recent years have ended all this. The tourist is well advised to content himself with photography from the freeway. This brewery is almost certain to change hands shortly, with a possible change in policy.



Fred Koch Brewery, Inc., 15-25 W. Cortney St., Dunkirk, NY

This is a traditional red brick gravity-flow brewery, unadorned except for a small pagoda on top, presumably intended to house a cooling tank between brewing and fermentation. The firm on my visit in 1975 sold two tap knobs, and may since have expanded its offerings.

Genesee Brewing Co., Inc., 445 Paul Street, Rochester, NY

Rochester's healthy survivor operates in a variety of buildings, only one of which has any apparent antiquity. All are white-painted and prosperous looking. The firm does not provide tours and sells no breweriana. It has, however, arranged for sale of T-shirts, belt buckles and other items decorated with its logo by a specialist, Anchor Products, 1651 Lotsie Boulevard, St. Louis, MO 63122. That firm is preparing a mail catalog, to be sent on request.

Champale Products, 1024 Lamberton St., Trenton, NJ P.O.Box 2230, Trenton 08607

Champale's Trenton brewery is nicely situated on the banks of the Delaware. It is an old brewery, but numerous modifications have robbed it of any charm. Champale sells air-filled cans, T-shirts, caps and other promotional items, and provides a mail catalog on request. The firm does not use tap knobs.

West End Brewing Co., 811 Edward St., Utica, NY

The home of Utica Club is a mixture of 19th century buildings with some large recent structures, all beautifully maintained and inviting for photography. Tours are regularly provided and the brewery has a gift shop with standard items. West End does not carry tap knobs in the shop, but is willing to sell them if inventories allow.

Eastern Brewing Corp., 334 N. Washington St., Hammonton, NJ

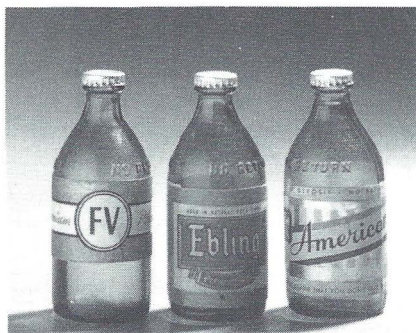
On the basis of the large number of trade names under which this company operates, some visitors must picture Hammonton as a mass of independent breweries. When you get there, you are likely to think the brewery doesn't exist at all. (I met a man who tried to find it, couldn't, and gave up.) Actually, neither of these is true. The brewery is in the southwest portion of Hammonton, a small town about halfway from Camden to Atlantic City. The brewery is in a series of low buildings surrounding a prominent cooling tower. There is no external identification, though the office proves modern and prosperous-looking. You will not spend much time there, however, for, no, they do not use tap knobs, no, they don't sell breweriana, and no, they are not glad to see you.

D.G. Yuengling & Son, Inc., 5th and Manhantongo Sts., Pottsville, PA

Pottsville's ancient brewery, which claims to be the nation's oldest, occupies a hillside, as befits its age. Several red brick buildings comprise the brewery currently. Yuengling formerly operated tours and ran a particularly beautiful hospitality room, but can no longer do so. The office sells caps and T-shirts, and tap knobs are sold (apparently at cost) as available. The office has some beautiful large back-painted glass and other antique items well worth seeing. Unfortunately, it also has the ominous quiet of an enterprise you'll wish was doing better. You will be treated with great courtesy -- especially if you will relieve them of one of the vast supply of Bavarian tap knobs with which Mount Carbon's demise left them.

## 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, the directories of Friedrich & Bull, and Who's Who in Brew.



Q. I am writing a book on miniature beer collectibles and need help in associating some miniature beer bottles with their issuing breweries. The mini-beer labels in question were applied to 3-inch "One way, no deposit, no return" bottles, circa 1947. Several of these labels did not show details such as the brewery name. While six are pictured here, I am asking only about the FV Premium Pilsener and the 1884 Brand Pilsener. Tentatively, I have linked 1884 Brand Pilsener to the Matz Brewing Company in Bellaire, Ohio, based on information in Who's Who in Brew, but I would appreciate confirmation. So far, I am entirely stumped on the FV Premium Pilsener. Can anyone help? Bob Kay, 216 N. Batavia Avenue, Batavia, IL 60510.

A. In answer to the query in issue 24 as to the prototype of the brewery in the architectural drawing at the head of the Fermentation column, Ed Scott of Haledon, NJ, suggests that the drawing resembles closely two pre-prohibition breweries in Chicago: the Citizens Brewery and the Chicago Brewery. This is consistent with the information in One Hundred Years of Brewing that the design is by an architect or engineer from Chicago, Louis Lehle.

#### DEALERS

Signs of the Times Antiques, 143 N. Lancaster St. (Columbus Road), Athens, OH. 45701. Specialist in old metal signs, but deals in advertising items generally. Handles tap knobs, brewery prints and miscellaneous breweriana. Also deals in furniture, tools, country store items. Shop open Thursday-Sunday noon to 5:00 PM and by appointment. Phone (614) 592-2795 or 593-5389.

Collectors Warehouse, 632 North Christian Street, Lancaster, PA 17602. Specializes in breweriana, whiskey and wine decanters and other beverage items. Handles various craft items and collectibles. Open Thursday 4-9, Friday noon to 9, Saturday Noon to 6 and by appointment. (717)394-7170.

Bacon Street Antiques, 1833 Bacon Street, San Diego, CA 92107. Member Stan Hecker operates this shop from his home. Trays, tap knobs and other breweriana, plus Coca-Cola and other collectibles. Strong on gas pump globes. Visits by appointment only. Phone (714)225-8210 or 276-8114.

Jantiques, 1224 Jackson Street, Danville, IL 61832. Old advertising generally: beer, Coca-Cola, etc. Country store items and general antiques. Shop open by "chance or appointment." Phone (217)446-6593.

Things Unlimited, 813 Westport Road, Kansas City, MO. Mailing address: Bill & Peggy Enes, 8421 Lewis Drive, Olathe, KS 66061. (913)441-1492. Dealers in antique advertising and coin-operated machines, plus incidentals. Dealers do not abound in this territory. Shop open week-ends only.

Antique Americana, 11650 Riverside Drive, North Hollywood, CA 91602. Specialist in old advertising of all sorts. Shop is in San Fernando Valley area of Los Angeles. Open Wednesday-Saturday 11-5. (213) 980-1280 or 450-8154.

The Brewery, 1605 N. 7th Avenue, Phoenix, AZ 85007. Member Lynn Geyer, Jr. operates a breweriana antique shop as an adjunct to his liquor store. Obviously, this is the best possible source for A-1 items, but the entire inventory is of interest. (602)252-1415.

Little Ole' Antiques, Indianapolis, IN. The partners who operate this enterprise have no shop that I know of, or even a mailing address, but they exhibit some impressive breweriana at the Indianapolis Antique Advertising Show. Phone (317)352-1110.

Chipper's Antiques, 313 N. Wright Avenue, Dayton, OH 45403. Roy K. Coulter, proprietor of this enterprise, does not maintain a shop, but exhibits week-ends at Yesterdaze Shops, Booth 2-3, 2216 Wilmington Ave., Kettering, OH. He also exhibits at the Indianapolis shows and elsewhere. Good source for tap knobs and trays. (513)256-2311.

Betty Toepfer, 732 6th Avenue, Aurora, IL 60505. General advertising antique items, beer and soda cans, tap knobs and trays. (312)851-3036.

Paul Van Vactor, 10004 Cardigan Drive, Jeffersontown, KY40299. A member and a specialist breweriana dealer. Exhibits at major shows and issues catalogues. Strong on pre-prohibition items and one of the best sources of ceramic mugs. (502)267-6387.

Members are encouraged to submit names and addresses of dealers whose inventories are likely to be of interest to the membership generally.



## BOOK REVIEWS

Will Anderson, The Beer Poster Book (P. O. Box 1831, Harrisburg, PA 17105: Cameron House, 1977), not paginated. \$8.95.

Member Will Anderson's impressive scholarship on brewing has this time taken shape as a volume of 23 reproductions of pre-prohibition posters. The book has three pages of text on the breweries, the art, and insofar as possible, the artists. The posters are then presented on the recto of the following pages, with the verso blank. The volume is designed for easy removal of the posters for hanging. My guess is that those who remove pages will regret having done so, but that is a matter for individual judgment. Presumably the publisher will have no objection to readers buying two volumes, one for the library and another for the walls.

The posters are all northeastern. A Pabst calendar lithograph of 1893 is the westernmost. Indiana provides three, including Centlivre's well known dining car scene for Nickel Plate Beer. This and Kamm's lion-on-a-globe are the only posters that could be considered widely available in other sources. Stroh's and the Lion Brewery of Cincinnati provide one each, and the rest are from the east coast. The variety in design and subject matter is impressive. One's view of the relative merits of the various artwork depends on one's taste for lions, mermaids, early automobiles, chaste maidens, and brewery architecture. I give the palm to a poster of the Rochester Brewery of 1891, showing the seated figure of Columbia accepting lager beer as the national beverage from a germanic maiden, while reciprocating with a wreath of laurels. A bouquet of barley stalks and hop blossoms is at their feet, and below them mere mortals engage in conviviality in the bierstube. With a canning line running at 1500 per minute, it is probably difficult for a brewer to visualize his product that way currently, but we must thank Will Anderson for providing us with this vintage scene of the apotheosis of the beverage.

GWH

Michael Jackson, The World Guide to Beer (New York: Ballantine Books, 1977), 255 pages, \$7.95 paperbound.

Michael Weiner, The Taster's Guide to Beer (New York: Collier Books, 1977) 256 pages, \$7.95 paperbound.

James D. Robertson, The Great American Beer Book (Ottawa, IL, and Thornwood, NY: Caroline House, Inc., 1978), 232 pages, \$8.95 paperbound.

Several commercial publishers in the mid-1970s independently concluded a market existed for critical treatments of beer along the lines of various guides to wine that have long been available. The consequence is this set of three similar album-sized books on beer. All are attempts at an international guide to brews, broken down by types and areas, interspersed with brewing history and prefaced by a description of basic brewing technology. All three present plenty of breweriana. Jackson intersperses color illustrations throughout the text. He is particularly good on labels from eastern Europe, Africa and Asia. Weiner has a 16-page signature of pre-prohibition trays and posters in color from the collection of John Murray, plus a large number of black and white illustrations. Robertson's illustra-

tions run heavily to labels in black and white, but he has an eight-page signature of breweriana in color from the collection of Kermit A. Dietrich. Jackson and Robertson provide indexes. Weiner and Robertson offer glossaries of brewing terminology (with surprisingly little overlap) and bibliographies of brewing literature.

Jackson is the British author whose book on pubs was praised in Newsletter 24. Weiner is an American, an anthropologist and herbalist. Robertson is an American, apparently with a history in the defense establishment. The difference in backgrounds assures a divergence in their approaches, however similar may be their subjects and formats.

Of the three, there is little question that Jackson has produced the best reference work. He begins with a careful description of the basic brewing process, and proceeds to a directory of the classic beer styles. This occupies him through page 22, and the rest of the volume is devoted to an intellectual trot through the entire world, treating the brews and breweries of each major country or producing area. Maps are provided for Britain, the major western European countries, Australia, the United States, and Africa and Asia generally. The detail, especially since Jackson provides specific gravities, alcohol contents and Balling or Plato degrees as measures of strength, becomes so abundant as to make it difficult to retain. There is a further problem that Jackson is essentially uncritical: Any product of a brewery is treated benignly. The British section, in illustration and to considerable extent in content, is essentially a digest of Jackson's pub book of a year earlier, but one suspects fresh material could have been found.

Weiner is more concerned with the sociology of beer drinking and the psychology of taste. Such history as he provided is mainly from 100 Years of Brewing and from handouts of the brewing companies. He, too, treats the world, but not with Jackson's effort at completeness. Rather, he treats only breweries notable for quality by his standards. Point and Anchor are treated, but Schlitz and Miller not. Mainly, his book is an effort at serious relative evaluation of beers, analogous to what numerous authors have done for wine. On page 33 he provides a "Beer Profile Form" for taste-testing, with sections for various visual, aromatic and flavor qualities of the brews. He closes the book with an evaluation, apparently his own, of 186 beers by these criteria, classified by one stein ("Poor but drinkable") to seven ("The world's best"). Schlitz and Asahi, alas, come in with one, and Bass, Carlsberg, Dortmunder Union, Henninger, German Lowenbrau, Mackeson Stout and Pilsner Urquell with seven. No American beer does better than six and only Anchor (both steam beer and porter), Point and Rolling Rock make it that far. For all Weiner's scientific approach, the classification is necessarily subjective. His characterizations of Lowenbrau as "A standard, one of the world's best lagers," and Spatenbrau as "One of the lightest-colored beers tasted. Strong body, very sweet flavor," are exactly the reverse of my own experience with the two while living in Munich, admittedly 25 years ago. Carta Blanca, which has long impressed me as well suited to the Mexican climate and cuisine, comes off as "Almost not a beer." Schell's, the glories of which seem to me mainly architectural, rates very high, but Schoenling's sublime Sir Edward Stout isn't rated at all.

Robertson's treatment of brewing history and technology are also inferior to Jackson's, but as a reference work on histories of American breweries, it is the best of the three. The book is mainly the vehicle for an extensive effort at blindfold testings of beers worldwide. Robertson and a panel of friends, mostly Air Force officers, undertook to rate beers,

mainly in pairs, on a scale of 0-15. They also made qualitative judgments on elements of taste such as Weiner set forth in his "Beer Profile Form." They then quantified the results for about 550 American and foreign beers, setting them forth in a nine-page table, with cross references to the subjective evaluations in the text. A separate listing of winners is appended. The panel chose as the best domestic brews Perfection Lager of the since-deceased Horlacher, Prior Double Dark, Champale's Black Horse Ale, Genessee Bock and Mickey's Malt Liquor. This is again a demonstration how subjective such judgments are, for Black Horse Ale came in with one stein in Weiner. There is little question, however, that Robertson made the most sincere effort at objectivity of any writer to date in beer evaluation, both in method and in number of brews tested. He managed to run down Tivoli and Reidenbach, obscure house brands of California supermarket chains, and drank through all the brands of the Eastern Brewing Company and its many subsidiary identities. Under the circumstances, it is unfortunate, and not really defensible that he did not evaluate Point and Shiner. The tasting operation was carried on in New Jersey, where he found himself unable to acquire them. A trip to the Brickskellar in Washington would have filled his gap with a single day's drive. Given the high esteem in which Point is held in some circles, a few readers may conclude Robertson had a Hamlet-without-the-prince problem.

As in the case of the beers, the choice among these books is a matter of taste, and to pursue the analogy, I recommend all of them.

GWH

Charles F. Keithahn, The Brewing Industry, Staff Report of the Bureau of Economics, Federal Trade Commission, December, 1978. 199 pages. Single copies free from Publications Office, Federal Trade Commission, Washington, DC 20580.

Readers interested in the current economics of the breweries should be alerted to the Federal Trade Commission's recent study of the increase in concentration in the industry. The argument of the report is essentially that of Donald A. Norman's article in Newsletter 24 -- unsurprising, since Norman was one of the economists on the FTC's staff which worked up the text. The report argues that economies of scale in the industry are pervasive, the increase in concentration is inevitable and the industry has become more competitive as the number of firms has decreased. The minimum size of a brewing firm necessary to realize the various economies of scale is estimated to be four breweries widely spaced about the country, each of at least 4.5 million barrel capacity. The major firms have moved toward geographical patterns of this sort by building new breweries partly because of the hostility the Department of Justice showed toward mergers or acquisitions of smaller firms in the 1950s and early 1960s. The report concludes that the trend will continue into the 1980's, but a few local brewers may survive out of loyalty of the tributary populations or other special considerations.

Apart from its economic content, the report has a directory of breweries, a digest of state regulation and a great many time series on the industry. All this makes the report well worth having simply as an historical source. At the price, one can hardly go wrong in securing it.

GWH



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