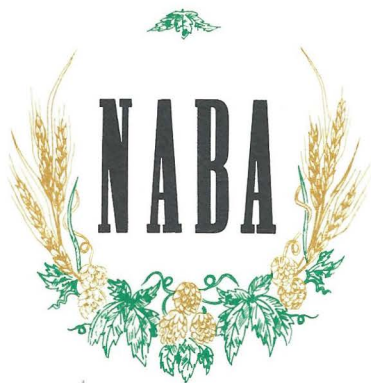


The Breweriana Collector



JOURNAL
OF THE
NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING

Founded January 1972

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SUMMER EDITION 1979



**THE STROH BREWERY
DETROIT**

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

George Hilton called me yesterday afternoon to remind me that I am delinquent again in turning in the "President's Page" for the NEWSLETTER. I do hope that you all do appreciate the excellent work that George has been doing as NEWSLETTER Editor. This is this third issue since taking over on January 1, and I have been pleased by the response of so many of you who have taken the time to write or to call me to express your approval of the good work that George has done. Remember that he needs your contributions for the NEWSLETTER. What you send in may not appear immediately, but rest assured that everything sent in is examined, evaluated, and filed for use as the opportunity arises. Please contribute.

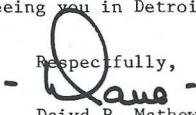
While George toils in Washington (he'll be back in Los Angeles in September), Gordon Dean is the administrative spark plug who attends to the myriad of everyday duties and details affecting the operation of NABA. Gordon diligently does his duty in Chassell, Michigan, and because of his constant involvement, the club's affairs continue to operate smoothly. Remember to send your dues in either directly to Gordon or with your reservation packet. If you do send them in with your convention materials, Peter Blum will set them aside for Gordon; however, you can make Gordon's job much easier by sending your dues directly to him. Your convention expenses should be sent to Peter Blum, and your motel reservation card should be mailed to the Troy Hilton. Don't delay; get your convention materials in today! Peter has a great program planned for August. We want to see as many of you in Detroit as is possible.

Donna and I were stunned and saddened this morning to learn of the sudden death of our close friend Betty Toepfer, wife of long time NABA member Tom Toepfer. Events like this create a confusion that leaves us mute, reluctant to accept the reality of the event, incapable of being able to understand the loss of one so young and invigorated, and unable to find a proper expression of our feelings. Betty was one of those rare individuals who was wholly honest in her conduct and about her feelings. She could be counted on for friendship, reliability, and truthfulness, and no confusion ever existed about where she stood on matters. Her cheerfulness, good will, and presence will be greatly missed, especially by those who knew her well. I know that all of you share in the genuine spirit of sympathy that is extended to Tom and his family.

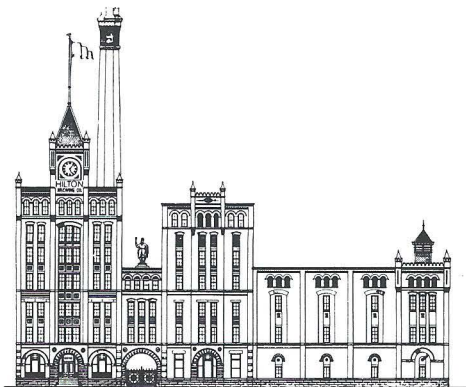
Have you returned your ballot for the election of the candidates for the two NABA Board of Directors seats? If not, please be certain that you have done so by Monday, July 23. The ballots will remain sealed until I deliver them to Detroit where they will be opened, tabulated, and certified by a special committee. Remember, your ballot is to be sent to me at P.O. Box 521, New Carlisle, Indiana 46552.

Again, we are looking forward to seeing you in Detroit!

Respectfully,

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





FERMENTATION

Schlitz' Troubles

Schlitz, as most of the nation knows, is having troubles. They are bad troubles, which could prove fatal. Threatened brewing companies have been common enough in recent years, but Schlitz is no Horlacher or Falls City.

Indeed, until 1958 Schlitz was the dominant firm in American brewing. Since then it has steadily lost ground to Anheuser-Busch, until it currently produces less than half the St. Louis brewer's output. In 1977 it lost second place to Miller, and since 1976 it has had an absolute diminution in output, going from 24.16 million gallons to 19.6 million in 1978. Schlitz developed a fast brewing process which cut its costs initially to about half those of Anheuser-Busch, but the consequence was a serious problem of quality control. Schlitz went from its traditional lightly hopped flavor with a crisp aftertaste to a new one which gave the impression that the hop flavor was poured in from a bottle. (It probably was.) The firm's advertising proved a disaster. In an effort to deal with the loss of its market to rival brands, it adopted a campaign keyed about "taking my gusto away" that gave the impression the firm was menacing its buyers. The company's first effort at a super-premium, Encore, was a failure, and Schlitz Light did not seriously rival Miller's Lite or Anheuser-Busch's Natural Light. The company remained dominant only in malt liquor, which is only 3 percent of the malt beverage market. Worst of all, the firm was accused of illegal payments to merchandisers, falsification of business records and tax irregularities. A federal grand jury indicted it on 747 counts. Anheuser-Busch and other firms suffered similar accusations, but resolved them to federal satisfaction quickly, while Schlitz dragged out the issue for years.

As is widely known, Schlitz has been controlled for all but its earliest years by the Uihlein family of Milwaukee. Lest you think of this as Mr. and Mrs. Uihlein and their daughter sitting around a living room, the family consists of nearly 500 people, including wives, husbands, ex-spouses, and cousins by the dozens. Traditionally, the executives and directors have been chosen from among the Uihleins, which was necessarily a restriction on freedom of choice. Robert Uihlein was a highly regarded president of the company, but his early death coincided with the beginning of the troubles. The troubles, in turn, caused short tenures for his successors.

Wishing to throw the full weight of his 0.000001 percent equity in Schlitz into the deliberations of the firm's future, the editor made his way to Milwaukee on April 24 for the annual meeting. Trips to Milwaukee are definitionally enjoyable, but this excursion proved well worthwhile.

The troubles are still pretty bad. In the last quarter of 1978 Schlitz lost \$1.5 million and the first quarter of 1979 was about the same. Merger talks with R. J. Reynolds, the diversifying tobacco firm, came to nothing. No further merger negotiations were in progress at the time of the meeting. Fortunately, all of the legal problems had been resolved. A new management team of Daniel F. McKeithan, Jr., an Uihlein ex-husband, as chairman of the board, and Frank J. Sellinger, formerly of Anheuser-Busch, had taken charge. A big effort at restoration of quality of the Schlitz brand is in progress. A new super-premium, Erlanger, is being introduced. This brand, for which the name Uihlein was considered, restores a name Schlitz used with some success in the 1890's. It is to be marketed in six-packs of newly designed bottles with a lovely conservative label. Some highly collectible mirrors lettered for the brand, stressing its 1893 origins, were displayed at the meeting. Unfortunately, the six-packs given to shareholders as they left the meeting did not engender optimism on Erlanger's ability to rival the dominant super-premiums, but elsewhere in this issue Peter Blum expresses a more favorable view of the beer.

In any case, one can only wish Schlitz well. The legal problems, which might appear the least defensible part of the troubles, are actually something that warrants considerable sympathy. It is not rational to bribe one's customers to take one's product unless there is an impediment to cutting one's prices, whether the Robinson-Patman Act or otherwise. From rushing beer to the relief of burned-out Chicago in 1871 to recent years, the grand old brewer has served the national well. One suspects that the firm will shortly pass into the hands of a cigarette company or some other conglomerate, but one would like to think of it as independent and prosperous, producing Schlitz as of old with "Just the Kiss of the Hops," and beautifying the world with brown rhomboids and belted globes.

* * *

Let the editor -- after disclaiming any financial interest in the Troy Hilton -- add his own exhortation to attend the forthcoming NABA convention. Apart from being the best single way to expand one's collection, the convention is an extremely pleasant social experience. Breweriana collecting appears to attract mainly affable people, so that the convention will probably give you a very favorable impression of your fellow collectors.

* * *

Perhaps it is unnecessary to point this out, but these pages are not restricted to NABA members. If you know a non-member who is an awesome authority on the Illinois Brewing Company or whatever, encourage him to submit an article on it. We want to make our journal an effective record of brewing history and artifacts, and any non-member who can contribute to the effort should feel most welcome.

* * *

The fall issue will have a deadline of October 1, and probably not appear until near the end of the year. This schedule is brought forth by the editor's planned trip to England for seven weeks immediately after the convention in Troy. The editor has always come back from England punctually, but given his feelings toward the place, there is always a risk something will snap and he'll just stay there.

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

NEW MEMBERS

SWIATKOWSKI, Robert J.
14121 Tracy St. Apt 2-A
RIVERDALE, Ill. 60627
Glasses, mugs, steins,
trays & coasters.

MEBANE, Bob
701 Castano Avenue
SAN ANTONIO, TX 78209
Lithos, mugs, steins,
signs & trays.

CZARTORYSKI, William J.
59-A Azalea Street
SHAW AIR FORCE BASE
South Carolina 29152
Glasses, labels, mugs,
steins, openers, knobs,
trays, tokens, bottles,
ashtrays, towels, cans,
coasters, key rings &
patches.

BROSE, William R.
9312 Ogden Place
SEABROOK, MD 20801
Glasses, mugs, steins,
signs, knobs, trays,
wooden kegs & mechanical
signs.

CRAIG, Terry
8422 149th Street
EDMONTON, Alberta
Canada

Labels, openers, trays
& pocket mirrors.

STECH, John P.
411 McLaughlin
ST. LOUIS, MO 63129
Glasses, lithos, mugs,
steins, trays plus pre-
pro St. Louis Breweriana

SETTLE, Bob
2175 Woodstock Drive
TROY, OHIO 45373

KAY, Donald L.
#2 Mockingbird Circle
JEFFERSONVILLE
Indiana 47130
Openers, mini-beers &
coasters

SCHULTZ, Donald C.
ON 251 Leonard
WINFIELD, Illinois 60190
Glasses, mugs, steins, signs,
trays, bottles, patches,
cans and other misc.

BLUSH, John C.
6607 Cottonwood Drive
ALEXANDRIA, Virginia 22310
Heurich & Gumther Breweries
+ Cans.

BYRNE, Thomas E.
POB 173
EAST HANOVER, N.J. 07936
Coasters, postcards, openers
& Bock labels

ZENT, Kenneth R.
2608 Buena Vista Drive
FT. WAYNE, Indiana 46805
Signs, trays & cans.

CARPENDER, Walter A.
322 S. McCarrons
ST. PAUL, Minn. 55113
Labels, openers, signs & trays

CONWAY, James M.
1025 Industrial Drive
BENSENVILLE, Illinois 60106
Collect all Breweriana

HOGAN, John B.
92 Maple Street
ROUSES POINT, N. Y. 12979
Mugs, steins, signs, knobs
& trays

FEHR, Donald
407 Chesnut Avenue
NORTHFIELD, N. J. 08225
Openers only + all Fehr
Brewery Breweriana



MI-STRO-05 (Ce C) is a spectacular composition in red white and black enamel with a brass border. Unfortunately, it is quite rare.



MI-STRO-09 (Li C), Stroh's waiter tray, is the brewer's most common design. The waiter sank to serving Caledonia Dry Ginger Ale during Prohibition.

TOWARD A CATALOG OF TRAYS

Breweriana is a new field and the first catalogs of some of the categories (glasses, tokens) have just been compiled. The great challenge and the obvious need is in the area of trays. While the task is formidable, I believe it can be accomplished if we partition the field among us, and do it systematically.

My suggestion is for tray collectors to form small groups which can gather information on a given state or breweries within a state. Some collectors have already researched certain breweries, and they can compile their information in the standard manner suggested below. I have tried it out on our trays and it seems to be logical. Suggestions for a better procedure are welcome--now is the time to think it out and try.

From time to time we can publish a provisional listing for a certain brewery or state, so that the entire membership can add to it. After a classification system has been accepted, the information should be placed on a 4 x 6 file card with a polaroid picture of the tray glued on the back, for filing in a reference library. Ultimately, we can publish and sell increasingly definitive versions of a comprehensive tray catalog.

But that is all in the future. For the present, here is my suggested classification and the listing of Stroh trays:

<u>AB</u>	-	<u>CDEF</u>	-	<u>OI</u>	-	<u>Gh</u>	-	I
1		2		3		4		5

Items 1 to 3 provide a code for a given tray, 4 and 5 are descriptions to help a collector locate the tray in a listing.

1. Two letter code for state, use post office letters.
2. Four letter code for brewery (three letters will do, but four letters permit a unique and phonetic code which is not duplicated in any other state.
3. Two-digit accession number. Begin with OI for pre-pro, 41 for post-pro, TI for tip trays. (Are additional classes desirable?)
4. Two-letter code for material and finish. Br - brass; Ce - ceramic insert; Li - litho; Me - plated with metal other than brass.
5. One letter code for shape. C - circular; O - oval; R - rectangular; S - square.



MI-STRO-06 (Li S) is a fine example of pre-prohibition design. The tray is moderately rare.

STROH BREWERY CO. - DETROIT

- MI-STRO - 01 (Br C) STROH BREWERY CO./LAGER BEER. Brewery scene, address, crest, hops and barley design. Lion standing upright, tip of tail points down, with Latin cross above orb in crown. (a) d 12 1/8, h 3/4. Rare.
- 02 (Br C) Same as 01 but redesigned. Lion crouching forward, tip of tail nearly horizontal with Maltese cross above orb in crown. (a). Fairly rare.
- 03 (Br C) Same as 02 but (b). Fairly rare.
- 04 (Li C) STROH'S LAGER BEER. Lion crest, black, red, turquoise, gold and tan, rim turquoise and gold (b); d 12, h 1/2 Shonk. Rare.
- 05 (Ce C) STROH'S LAGER BEER. Enamel on brass. Design based on 04. Red and blue on white (b) Rare. TBB* p 162. Also reported with manufacturer's name and address: C. E. Marbland, 190 W. Broadway, N.Y.
- 06 (Li S) STROH'S BOHEMIAN BEER. Boy in monk's habit carrying case, round design of red, brown, amber, turquoise, and green in brown field (b) S 13, h 1/2. Fairly rare. TBB* p 162.
- 07 (Li C) STROH'S BOTTLED BEER. Design based on 06. Cleveland Branch. (b) Example not available. Rare. GABB** p 99.
- 08 (Li O) STROH'S. Design based on 06. Cleveland Branch (b), 12 1/2 x 10 1/2, h 1/2. Meek. Fairly rare.
- 09 (Li C) STROH'S BOHEMIAN BEER. Waiter holding tray. Mostly blue, yellow, red, green; rim dark red (b). d 12, h 1 1/4. Shonk M127. Many copies known. TBB* p 162.
- TI (Li C) STROH'S MALT EXTRACT. Bottle, brown on yellow, silver, rim red with green letters, d 4 1/2. Shonk B 117. Rare.
- (a) capacity 300,000 barrels
(b) capacity 500,000 barrels

* TBB - The Beer Book, W. Anderson - 1973

** GABB - Great American Beer Book, J. Robertson - 1978

Please comment on my suggestions, and if you know of any Stroh trays not listed, do let me know.

Peter H. Blum
Historian
The Stroh Brewery Company

A TAP KNOB ON THE GEAR SHIFT
AND AN OPENER IN THE GLOVE BOX

Remember those times? Does it remind you of your 1935 Studebaker when you got your first case of canned beer, received a free opener with it, and stuck the opener in your glove box to have it ever handy? Try to find a beer advertising opener for free today to put in the glove box of your Mustang! Pull tabs and twist off caps have made this advertising medium for breweries rather impractical and uneconomical. Prior to the easy open boom of the sixties, breweries would order openers with their names, brands, logos, and/or slogans in quantities of 10,000 (low budget small brewers) to ten million (high budget conglomerates) for dissemination through their distribution networks. It was a great way to advertise - if you didn't have an opener, you couldn't drink their brew. It was, indeed, a way to keep their name in front of you.

From the late 1800's to the 1960's hundreds of varieties of beer advertising openers were manufactured (over 200 types are shown in BEER ADVERTISING OPENERS - A PICTORIAL GUIDE). There were corkscrews, cast iron openers, wire hoop shaped openers, figurals, wall mounts, commemorative openers, and openers made in conjunction with other implements: lighters, ice picks, knives, screwdrivers, belt buckles, cap sealers, and even shoe horns. One of the handiest combinations was the type that incorporated a square hole. Although commonly believed to be designed for use as a roller skate key, the purpose of this square hole was for use as a wrench to open a valve on the carbide tanks on the running boards of automobiles. When the valve was opened, it furnished gas for the headlamps. This type also had a hole for keeping the opener handy on your key chain.

If you don't collect openers now, perhaps you will find a little inspiration in this brief introduction to the field. If you start, you will, no doubt, quite readily

acquire some common varieties, attempt to make some sort of interesting display out of them, decide they are ugly, and stow them away in a cigar box in the back of a closet. If you don't quit so easily, you will become more intrigued as you acquire more types. Once you have accumulated a couple of hundred, you will find, with a bit effort, you can make an attractive display and your enthusiasm for openers will grow.

Here are some of the more difficult key chain variety openers. Note the square holes in some of them.

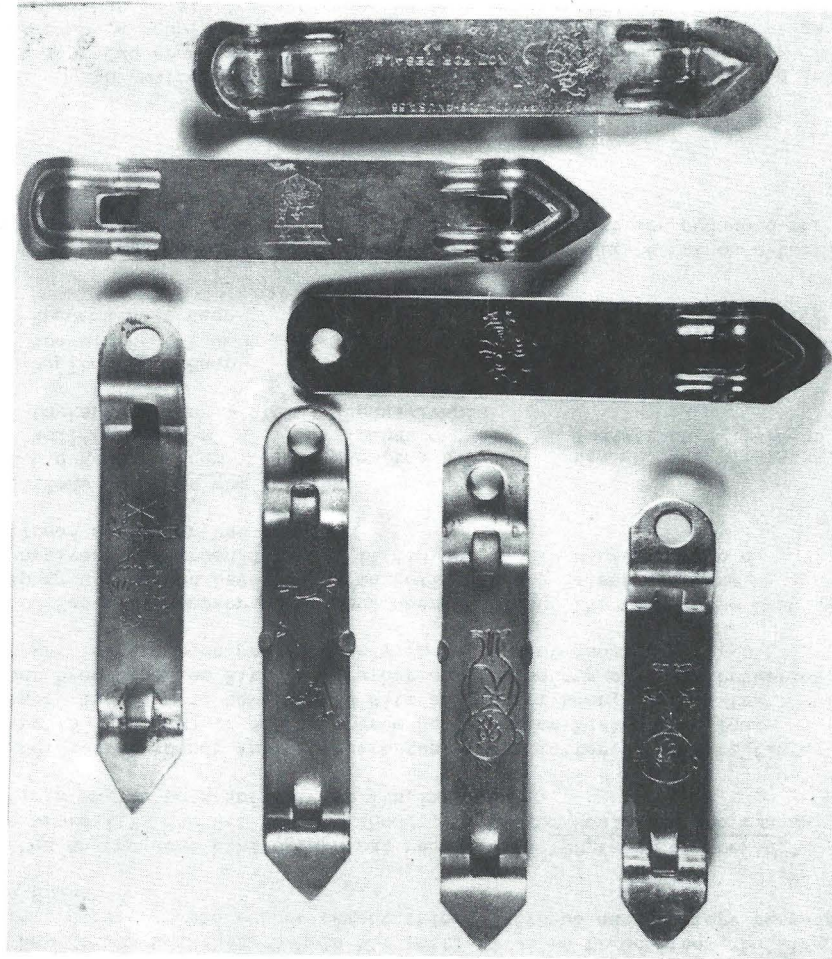


(If you have what you consider a unique or difficult to come by opener, or historical data on specific openers or openers in general, let me hear from you. Don Bull, 63 October Lane, Trumbull, CT 06611).

These "over the top" type openers manufactured by the Muth Company of Buffalo, New York in the 1940's will add a little color to an opener collection.



1. Burgie man with sad face. 2. Burgie man with happy face. 3. Hamm's Bear. 4. Sterling Beer. 5. Brewster the Goebel Rooster. 6. Drewry's Mountie. 7. Pfeiffer's



Do you recognize the figures on these openers?

CLARIFICATION

Q. How do you soak beer labels off bottles? I've tried steam, boiling water, detergent and rubber cement thinner with no satisfactory results. Ken Simon.

Q. Has anyone done bibliographical research on 100 Years of Brewing? Who wrote it? How was it published? The editor would like to run an article on the book suitable to its importance.

A. Ed Scott responds that a lucite tap marker lettered for Ritz (in a query in issue 24) is probably from Schoenhoefen-Edelweiss. That brewery is known to have issued Ritz as a draft beer, whereas the other brands called Ritz were rather minor products of their breweries, thought to have been produced only in bottles or cans.

A. Ed Scott, in answer to another query in issue 24, says Moose Brewing Company used a red keystone in marketing Pennsy Pilsner, as the Pennsylvania Railroad did, but it did not to his knowledge use a railroad motif for the brand.

Additions to Who's Who in Brew:

Old Kenosha Beer	Kenosha B.C.	Kenosha, WI	1935-36
Wolf's Head Ale	Youngstown Bry.	Youngstown, O.	1936-39
Lackawanna Beer & Ale	Pennsylvania		
	Central B. C.	Scranton, PA	1935-46
Capitol Bock Beer	Capitol B.C.	Milwaukee, WI	1936-40
Brewers Best Beer	Hoff-Brau B.C.	Fort Wayne, IN	1947-48
Brewers Best Beer	American B.C.	Rochester, NY	1947-48

Q. For the additions to Who's Who in Brew, which will be run on a continuing basis, the brewer of Six Point Special is needed. It was produced for the Six Point Bottle House, a liquor store in Milwaukee.

* * *

On the matter of locomotives lettered for breweries, mentioned in "Own Your Own Brewery" in issue 25, the display at Anheuser-Busch's Williamsburg hospitality house contains a photograph of an 0-6-0 steam switcher handsomely lettered for the company, complete with the eagle logo on the tender. Apparently it switched about the St. Louis brewery before Prohibition. Anheuser-Busch owns the Manufacturers Railway, a switching and terminal company in the St. Louis metropolitan area, providing a further prototype for models of brewery locomotives.

The Bechaud brewery of Fond du Lac, Wisconsin, described in that article as pre-prohibition, proves to have lasted until 1940.

WHAT'S BREWING?

The big news is that Stroh has acquired a substantial interest in Schaefer. In rapid succession Stroh purchased 8 1/2% of Schaefer's outstanding shares, and bought notes convertible into 29% of Schaefer stock from Citibank for an aggregate cost of approximately \$7 1/4 million. The acquisition gives Stroh the option of acquiring the only new large brewing plant that is currently on the market. Stroh is known to keep its cards close to its chest, and the initial purchase caught even Citibank by surprise. (The CIA should only have such security!)

Some time ago, C. Schmidt of Philadelphia was very anxious to be purchased and hoped Stroh would buy it to save the brewery with its jobs. There was some speculation in the Wall Street Journal, until president Peter Stroh announced that the Schmidt plant "was not the right fit." Perhaps now, after Heileman has moved toward national distribution, the fit need not be so perfect. Ironically, it was C. Schmidt which tried to acquire Schaefer first, much against Schaefer's wishes. There would have been a bitter legal battle had not the Justice Department raised objections on the grounds that Schmidt and Schaefer serve too large a common market.

This may well turn out to be the Year of New Brands. First came Schlitz's new super-premium Erlanger, a handsomely packaged all malt beer that looks like a small bottle of Drambuie. The taste is very solid and I would rate it above Lowenbrau. We hear that Schlitz went all out to do it right. The new Coors super-premium is expected any month now, and from what I tasted at their experimental brewery, it could be the best entry so far.

Pabst launched a Special Dark, something like a Bock, but much lighter in body. A brew like that tastes very good on paper, but it has to "come together" when you drink it. Carling, shortly before being taken over by Heileman, announced test marketing of Colt 45 Silver, probably a lighter version of their original malt liquor. And on the subject of Lights, we hear that Stroh Light is selling extremely well.

Schaefer has announced a cream ale, until now only produced by Genessee in any amount. I have tasted neither, but am curious and pleased to see the old types being revived.

The most ambitious launching was carried out by Anheuser-Busch, who are bringing in Wurzbürger Hofbrau in containers to be bottled in Newark and St. Louis. The package is a symphony of green, gold and black, similar to but far more elegant than Hamm's former Waldeck. If looks alone could provide fine flavor...alas, it is fit only to compete against Lowenbrau.

The increasing animosity between Anheuser-Busch and Miller has caused uneasiness in the rest of the industry. It all started innocently enough. Miller was justifiably proud of its meteoric rise and just had to pull a few feathers from the eagle's tail. A-B leaned heavily on the natural process, and the fight turned ugly. Miller is seeking the Government's help to help stop A-B from using the word "Natural" in their ads and referred to beechwood chips as "chemically treated wood slats." If those aren't fighting words, what are?!

The underlying animosity is easy to understand. A-B is run by brewers, to whom Miller executives are tobacco merchants. Miller's executives view the Busch crowd as people who have been looking at Clydesdales too long.

The bad part is that all this is taking place in public with the FDA and FTC being appealed to as judges. One hopes that tempers will cool before everybody suffers. Miller may find the going much tougher in the fight for sales supremacy. The view from within is that A-B periodically tends to rest on its laurels, being almost embarrassed to be so successful, and that Miller may have been foolhardy to challenge Busch so openly.

Peter H. Blum

* * *

Pabst's light dark, mentioned by Peter Blum, moved Miller to produce a dark light, Clipper by name. Pabst did not reveal the calorie content of its Special Dark, and claimed only that it is lighter in color and less filling than standard dark beer, but Clipper is announced as 100 calories and aimed specifically at the low-calorie market.

Ed Wasilewski, former proprietor of the Ram's Head, the Maxim's of Polish cuisine on the south side of Milwaukee, proposes a Beer Hall of Fame for the city. He suggests placing it either in the unused Blatz brewery or in a new exhibition ground on the lakefront. He envisions a museum, a full-scale simulation of the brewing process to be viewed from moving chairs, and three large restaurants, one run by each of the city's brewers. The idea has engendered some enthusiasm and no reported funding.

Coors' eastern expansion, mentioned in the previous issue, has progressed to an application to the Rockingham County Board of Supervisors for rezoning as industrial 236 acres of farmland near Elkton, Virginia, for the projected brewery. Depending on the Board's decision, Coors will make a final decision on proceeding with the brewery in December, when its options on the land expire.

Unspeakable outrage in the Twin Cities: A vandal, of such moral character as can only be imagined, stealthily entered Heileman's Schmidt brewery in St. Paul, made his way to the roof and there disconnected alternate letters in the SCHMIDT neon sign! When the unutterable deed was discovered, Heileman shut down the sign and undertook repairs. Damage was estimated at \$1000.

BREWERIES - ACTIVE

III. The South

Carling National Breweries, Inc., 4501 Hollins Ferry Rd. Baltimore, MD

Carling National's principal brewery is the former Carling plant, a big, well-proportioned modern building along the Baltimore Beltway, just north of the intersection with the Harbor Tunnel Expressway. A large neon sign on the building advertises Tuborg. All this makes the structure one of the most conspicuous American breweries, but it proves to be among the least accessible. It is surrounded at a considerable distance by a chain link fence, and visitors are not admitted beyond the gate. If you come in search of breweriana, you will be referred to the old National brewery at 3720 Dillon Street in the Highlandtown section of Baltimore, approximately at the opposite end of the Harbor Tunnel Expressway. The firm does not sell breweriana systematically, but will consider requests courteously. As has previously been reported, Heileman has bought Carling National, mainly to secure the Baltimore brewery as its long-sought east coast plant. This may result in a change of policy concerning sale of artifacts. As it is, this is a good brewery for photography from the freeway while passing by.

Anheuser-Busch, Inc., 2000 Pocahontas Trail, Williamsburg, VA

Anheuser-Busch's principal brewery for the middle-Atlantic states is part of a vast complex consisting of a theme amusement park, industrial park and residential development. It is some three miles east of Williamsburg along U.S.60. The brewery itself is a triumph of non-architecture, notable, if at all, for one of the biggest unbroken brick walls ever conceived. Normally, tours are provided by a people mover or personal rapid transit vehicle running on a loop track between the hospitality area, the theme park and the brewery. At the moment the brewery is being expanded from 3+ million barrel capacity to 7+million, causing the brewery portion of the loop track to be out of service for relocation. Thus the tourist facilities will be limited to the theme park and hospitality center at least until spring 1980. The theme park, called The Old Country, has areas for Britain, France and Germany, with rides, shops and various foods. A huge German bierstube sells sausages, sauerbraten and the like, with the firm's brands of beer. The hospitality center, which may be visited without going into the theme park, allows one to drink the product, eat oversized hot dogs and patronize a souvenir shop. Unsurprisingly, this is among the most completely stocked in the industry, with glassware, towels, clothing, plastic Clydesdales, and a ceramic German beer stein for people with high ceilings priced at \$1600.00.

Champale Products Corp., 710 Washington Avenue, Norfolk, VA

Champale's smaller plant is a fine traditional brewery of 1895, all red brick with a nice tower. The contrast with the Anheuser-Busch Williamsburg brewery, which the tourist is likely to visit the same day, is almost laughable. This one is small, charming and photogenic to about the extent the Williamsburg plant is big, sprawling and functional. Williamsburg may give you the impression of being a nice place for retirement, but the neighborhood around this one won't! Champale sells breweriana, but not from this brewery. Write the company's office, Champale, Inc., Box 2230 Trenton, NJ 08607.

Duncan Brewing Company, 202 Gandy Road, Industrial Park, Auburndale, FL

This brewery, in fact, is most likely to be seen while looking for a retirement site. It is in central Florida in the industrial portion of the Winter Haven-Clearwater area. The brewery nestles among frozen orange juice plants so that a cab driver who lived in the area for years swore to me that there was no brewery anywhere around. When found -- and it is not easy -- it proves to be a modern single-story factory building without any external identification. The only traditional feature is the placing of the brewer's home on the premises. When I entered the office with my invariable request to buy a tap knob, the receptionist looked at me blankly and asked, "What's that?" The other young lady in the office knew what a tap knob was, but told me the firm didn't produce draft beer. It produces canned and bottled beer for liquor stores and supermarkets, and does not sell any form of breweriana. The company reportedly has no distributors and no delivery vehicles. If one wants to sell Dunk's Beer, he calls for it in his own truck or makes other arrangements. The firm was established by L. N. Duncan of Queen City about 1973.

Dixie Brewing Company, 2537 Tulane Avenue, New Orleans, LA

Dixie, New Orleans' cult beer, is produced in a great red brick traditional brewery with prominent arched windows and a water tank in the form of a Dixie can on the roof. It is located on a major thoroughfare a short distance out of downtown New Orleans. The location is excellent for photography. The company does not provide tours and does not sell breweriana of any sort, but Dixie T-shirts could not be more common in the shops along Bourbon Street.

George Wiedemann Division of G. Heileman Brewing Company, 601 Columbia Street, Newport, KY

This massive old brewery is one of the most attractive remaining. It is a series of late Victorian red brick buildings with limestone trim, providing a nice visual unity in the whole plant. Tree-shaded streets frame it beautifully. It is possibly the most conspicuous feature of Newport, one of the two major towns across the Ohio River from Cincinnati. The management provides tours to groups by prior arrangement, but has no shop. Tap knobs are sold when available.

The following are through the courtesy of Ken Simon:

Joseph Schlitz Brewing Company, 11111 30th Street, Tampa, FL

Tours of the brewery are offered on the half hour. A Brown Bottle hospitality room is open 10-3 Mondays through Fridays. A shop sells mugs, T-shirts, towels, caps, openers and other items, sometimes including tap knobs. There is ample free parking.

Anheuser Busch, Inc., 3000 Busch Boulevard, Tampa, FL

Like the Williamsburg brewery, A-B's Tampa plant is integral with a theme park, this one featuring Africa. Live animals, bird shows and a variety of rides are provided for a single admission price. There are various shops in the park, including a big one for A-B breweriana. For this one, it is necessary to enter the park to reach the shop. Tours are provided by monorail. The park is open daily from 8:00 AM. On Sundays beer is served in the hospitality room only after 1:00 PM.

Anheuser-Busch, Inc., 111 Busch Avenue, Jacksonville, FL

The big brewer's other Florida plant is a pure brewery, with no amusement development. Guided tours are provided hourly, 10-3. There is no shop, but one is planned. To reach the brewery, take I-95 north from the center of the city to the Dunn Street exit.

* * *

As announced, the editor visited Ortlieb and Schmidt on April 20, just after issue 25 went to press. Ortlieb proves to be a series of connected red brick buildings of pleasantly anarchic character. There is no shop, but Mrs. Ortlieb runs Ortlieb's Tavern in the main building. The tavern sells the company's various brands on draft and in six-packs, and serves big simple lunches in the tradition of Philadelphia cuisine. Schmidt is architecturally more interesting and quite a bit larger. The north facade is dominated by a brew house with classical ornamentation and an impressive expanse of glass. A shop sells a small variety of artifacts, of which golf shirts and sweaters are the most notable. Both breweries are in a traditional ethnic neighborhood on the north side of Philadelphia.

In the next issue Colorado and Texas will be covered. For Texas, the editor is in need of help, having visited only Shiner and the two San Antonio breweries, but none of the several plants of the national brewers in the state. If you are familiar with any of them, please send in your description, experiences and impressions.

As should be apparent, the coverage to date has not been complete. Anyone who has visited Hamm, Schmidt of St. Paul, or any of the major brewers' plants not covered is urged to report. We ought not to be bound by national limits. Anyone who has visited Canadian or Mexican breweries should also report his experiences. Just in case anyone has visited the Bintang Brewery, Surabaya, Java, be assured that the membership can barely wait to learn his experiences.



This ale is brewed by a centuries old method known as the naturally conditioned top fermentation process. The ale is fermented in wooden casks where the yeast rises to the top and some maturing of flavour commences. After fermentation, the ale is bottled with a small amount of yeast and unfermented sugar. Six weeks storage produces natural carbonation and also further flavour maturation. This process throws a natural sediment which gives the ale its unique cloudy appearance and further enhances the flavour.

FERMENTED IN THIS BOTTLE.

Equal time: You may have been trotting your family about the nation, taking them on one delightful brewery tour after another, but you may have gotten some less than rapturous responses. In particular, children may feel that beer is nothing to them, and their interests are being neglected completely. If so, you should bear in mind the tour of the Hershey Chocolate Company in Hershey, Pennsylvania. It is clearly based on the model of brewery tours and has all the elements you have come to expect. One enters a big display of chocolate cultivation and handling, and goes on to a simulation of Hershey's factory process, viewed from moving chairs on a chain-belt arrangement. The company presents plenty of photographs and artifacts of its products, plants, delivery vehicles and the like. The equivalent of the hospitality room is an indoors-outdoors restaurant with hot fudge sundaes, chocolate ice cream, brownies, hot chocolate, and so on, all at modest prices. A souvenir counter sells Hershey bars, pillows, jackets, and other promotional items. You are likely to find the universal analogy to brewery tours amusing, and it may pay off in tranquility while you are gazing beatifically at brew kettles in Utica, or wherever, a few days later.

* * *

To fill out the record, Schlitz officially closed its Honolulu brewery on May 15, 1979. Our previous issue mentioned that closure was being considered. Primo will be brewed in Los Angeles and shipped out, largely in aluminum cans. This is a good demonstration how transitory dominance of a market can be. Loyalty of the local population, high shipping costs from the mainland on American flag ships, and when-in-Rome considerations by the tourists all appeared to give Primo an unassailable position in Hawaii. One may argue that breaking into the market took a great deal of marketing talent by Olympia and others -- or a colossal lack of it by Schlitz.

* * *

CHANGE OF ADDRESSES

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BREWERIES - CLOSED

The biggest breweriana artifacts are old breweries. One could conceivably collect one, but most of us will content ourselves with photographing them. Please notify the editor of identity, location, present use and state of preservation.

Class & Nachod Brewery (1911), is still standing at 10th Street and Montgomery Avenue in the North Philadelphia area. Reported by William C. Wagner.

St. Mary Brewery, St. Mary, PA. This excellent traditional brewery still stands about a block from the surviving Straub brewery. It has a fine tower and good proportions. It is in excellent condition as an industrial property.

Ed Scott reports three breweries still standing in the Paterson, NJ, area:

Hinchliffe Brewery, Governor and Ann Streets. By pre-prohibition standards this was a big brewery, having a 150,000 barrel capacity. It remains a massive and impressive structure. A portion of it is still in use as a malt house. The rest is used for storage and industrial purposes.

Katz Brothers Burton Brewing Corp., Straight and Governor Streets. This is a plain three-story brick building, across a railroad track from the Hinchliffe Brewery. It survived until 1949, and painting of the brickwork for Schultz Beer is barely visible.

Sprattler & Mennel Brewery, Marshall and Van Winkle Streets. This small and inconspicuous brewery stands as an automobile repair shop near the old Paterson factory district, currently being restored as an industrial park.

Buckeye Brewery, Toledo, OH. Located on or near Champlain Street in the north end of Toledo. Approachable by Summit Street exit off I-280. Reported by George Pollauf.

E&B Brewery, Detroit, MI. This complex of several buildings is intact but derelict in an inhospitable neighborhood east of Stroh's. Enquire locally for location.

The editor visited Peter Hand in Chicago in April and Rheingold in Orange, NJ, in June of this year, and found them in almost identical states of demolition. Wreckers had removed a wall of the stock house of each and were removing tanks, apparently preparatory to destruction of the buildings. A sign indicated an intention of renting the office and ~~loading~~ facilities of Peter Hand, which are quite modern. A "For Rent" sign was also affixed to a portion of Rheingold, but it seemed less likely to be heeded.

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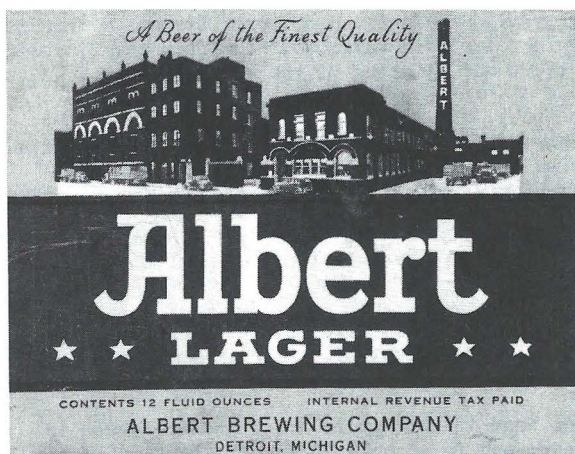
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DEALER DIRECTORY

Mid-America Antique Center, 341 N. Milwaukee Street, Milwaukee, WI 53202
In an old industrial building immediately south of Milwaukee's central business district, a permanent antique show was established in February, 1974. It now encompasses more than 50 dealers on three stories of the building. There is some degree of specialization, but perhaps a quarter regularly handle advertising items. Breweriana offerings vary. On a visit this spring I found nothing but some common Pabst items, but on earlier trips I saw quite a bit from the many departed Wisconsin local brewers. In any event, since members are likely to visit Milwaukee in the ordinary course of travel, a brief look here is worth having as an incidental part of the trip.

Ken C. Settecase, 294 Downing Road, Riverside, IL 60546. Member Ken Settecase operates a specialized business in trays from his home. Phone 312-442-7474.

Olde Stuff, 1223 W. Washington Boulevard, Venice, CA 90291. Proprietor Buddy Wilson stocks California pottery, streetcar photographs, and miscellaneous antiques, including occasional beer items.



BOOK REVIEWS

Thomas M. Coffey, The Long Thirst: Prohibition in America 1920-1933 (New York: Dell Books, 1976), paper, 380 pages. \$2.25.

Nothing should unify the membership more than detestation of Prohibition. Pick your own reason: the demise of Seipp's (or name your own favorite brewery that it killed), destruction of breweriana artifacts by the ton, closure of most of the nation's antique bars, conversion to antisocial drinking habits, a field day for national hypocrisy, an incentive to organized crime . . . but the list is doubtless without end.

If only to have your prejudices confirmed, this volume is worth reading. There have been plenty of earlier books on Prohibition, but this one is unusual in treating the era from the view of individuals who lived through it: Rum runner Bill McCoy, Prohibition agent Izzy Einstein, bootlegger Larry Fay, the Anti-Saloon League's Wayne Wheeler (what a wonderful name for a wowser!), wet politician Al Smith, dry politician Herbert Hoover, and a dozen or so others. The style is good and the presentation low-keyed. The idiocy of Prohibition is allowed to speak -- nay, scream -- for itself.

One will not, unfortunately, learn much about beer from this book. Anheuser-Busch's efforts to legalize beer and some other brewing events are mentioned, but the text is almost all about hard liquors. That is probably inevitable. Even so, the book will prove enjoyable reading and will add to one's knowledge of a sorry episode in the history of the beverage.

GWH

Toby Thompson, Saloon: A Guide to America's Great Bars, Pubs, Saloons, Taverns, Drinking Places and Watering Holes (New York: Grossman Publishers, 1976), xxx + 288 pages. \$12.50. Widely available on remainder at reduced prices.

Author Thompson undertook a national tour of atmospheric bars, from Key West to Sausalito, with many a lonely night in the YMCA in between. If only because his taste was so orthodox, he produced a useful guide to the sort of bar that is most likely to be of interest to collectors. Mainly he lists the vintage bars which are in themselves breweriana artifacts: the Berghoff in Chicago, the Bismarck in St. Louis, Hoffman's Grill in San Francisco, the Old Ebbitt in Washington, and their counterparts elsewhere. The book is an ideal companion for motor tours for breweriana. It will direct you to the Denniston House Bar in Cassville, Wisconsin, while you are ascertaining what survived of the Cassville Brewery, for example. It is worth having. GWH

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For sale: Magnetic holders for trays and signs. Hold 2½ pounds. \$1.25 each or \$1380 per dozen. Larger sizes available. Don Stuart, Box 387, Huntington, NY 11743 (516)368-3030.

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

Colorado breweriana wanted: All items from Coors, Zang, Neef, Tivoli-Union, Capital, Walters, Schneider, Pell, etc. Bill Frederick, 5118 S. Osceola, Littleton, CO 80123.

Wanted to buy: Park, Scheuremann, Bosch, Hass & Bosch brewing items from Hancock-Houghton, MI, and Calumet Brewing Co., Calumet, MI. Gordon B. Dean, Chassell, MI 49916.

Wanted: Older Schlitz bottles, cans, general items, pre-pro advertising. Price and describe. Charlie Lange, 4157 N. 79 St., Milwaukee, WI 53222.

Wanted to buy: Tap knobs and other Chicago breweriana, esp. Nectar-Ambrosia items. George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024.

Wanted to buy or trade: National and other Baltimore breweriana. Trading list for SASE. Gary Smith, Route 8, Box 309, Salisbury, MD 21801.

Wanted: Combination openers-stirring spoons, glasses, mugs and steins, any period. Leon Beebe, 14 Manor Drive, Route 3, Mt. Airy, MD. 21771.

Wanted to buy or trade: Hamm's breweriana. Pete Nowicki, 2239 24th Ave., San Francisco, CA 94116.

Wanted: Obsolete cardboard beer bottle cases, paper bags lettered for beer, full bottles. Look for my room at Troy. William Linsenbigler, D-8 Linden Apartments, Pottstown, PA 19464.

Wanted to trade: Older U. S. coasters in trade for coasters and other breweriana. Jim Hosier, 301 N. Beauford St., apt. 704, Alexandria, VA 22312

Wanted to buy: Red Ribbon glasses and coasters from Mathie-Ruder Brewing Co., Wausau, WI. Ray Rhyner, 1506 Burek Ave., Wausau, WI 54401.

Wanted: Labels, including beer, wine, cider, liqueurs, whiskey and other spirits. Neil E. Morgan, P.O.Box 354, Ceduna, South Australia 5690.

For trade: Wisconsin and other beer lithographs to trade for Marathon City of Wausau, WI items. Peter Kroll, 3739 Elna Road, Madison, WI 53704.

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