

The Breweriana Collector



JOURNAL
OF THE
NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING

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GLASSWARE

Secretary's Notes

Fantastic growth is the observation of the day! On January 1st of 1980, our membership totaled "461". Exactly three months later, I processed 57 new member applications during this period. Now, we have "518" paid membership. Thought our goal was to have 500 members by Convention time.....so now our challenge is to attain 600 members by the end of the year. Am sure it can happen. Tell your friends about NABA. Write and I'll send you as many applications you need for shows, flea markets etc.

Am going to run an ad in the Antique Trader before Convention time. It is amazing how many collectors of Breweriana are still looking for an organization of our type. We are becoming an International Organization with many new members joining in Europe, Australia, New Zealand and England. It would be quite a challenge to have at least one member in a beer productive country world-wide. It can be done in time with concentrated effort.

Two of our newest members, Mike and Bunny Bosak of Calabasas, California are part of the Beer Drinkers International, Inc. Their membership is only \$12.95. They send you a packet full of collectibles, ie: Patches, decals, pinbacks, coasters, labels to mention a few items that are bound to excite the novice collector. They publish a paper All About Beer which is very informative to those of us who appreciate the art. The price of the membership is worth the value of the packet they send upon joining. There are presently 2000 members and growing at the rate of 100 members each month. For those of you who are interested in joining, write: ALL ABOUT BEER, Box 372BR, Calabasas, CA. 91302. I'll be doing periodic articles on collecting Breweriana, thus giving NABA additional national and international exposure.

We sent out 501 new Directories the first week in March. If you did not receive yours, please let me know. Of that quantity, only (6) were returned.....undeliverable, meaning they had moved and failed to advise of same. It is very important to keep us informed of new addresses, as 3rd Class Mail can not be forwarded.

Please examine the 1980 Directory carefully to see if we have correct address, telephone number and specific specialization in your collection preferences. The next Directory will have your top five (5) specialties.

Am sure many of us are looking forward to the annual Convention in Denver the first week-end in August. Nowhere else will we be able to buy, sell and trade Breweriana from fellow collectors all over the U.S.A. Meeting and visiting with fellow members with similar interests is worth the occasion alone. Be sure and plan part of your vacation in the Rockies with Coors as our host Brewery. Rest assured the Convention Committee promises an experience all of us will remember for years to come. Feel confident this year will have the best attendance ever.

DUES ARE DUE! Your renewal date is May 31st. We don't send out individual reminders, so it is up to you to keep your membership in good standing by sending your \$10 to me here in Chassell.

Happy Collecting

gordon

I hope that you all enjoyed Vol. 28 of THE BREWERIANA COLLECTOR. We need contributions like Steve Connolly's excellent article "Christian Heurich Brewing Company," and I again encourage you all to contribute to the newsletter. Your contribution need not be lengthy; it ought simply to fulfill the requirement of being an interesting addition to the lore of breweriana. One of the contributions that you can make is to send George whatever information you can put together concerning closed breweries in your area that still have buildings standing; naturally, any additional interesting information that you can furnish relative to these breweries will be helpful.

Please help George to continue to make THE BREWERIANA COLLECTOR an outstanding newsletter. Don't be shy about the merit of your writing style; we are joined together because of a mutual interest in beer, breweries, and breweriana, and we need your good contributions.

Cochairmen Bill Frederick and Herb Ramsey have the Denver convention ready to go. Certainly a great Colorado vacation can be coordinated with the convention. Plan to attend on August 1, 2, & 3, and remember to save two or three of your best pieces for the auction. The auction in Detroit brought out some truly great pieces as the range of the prices realized reflects, and I do hope that equally great pieces will be made available for Denver.

I know that George has given a positive review of Bob Kay's new book MINIATURE BEER BOTTLES & GO-WITHS elsewhere in this issue, but I want to add my commendation too. Not only is Bob my good friend, but he is also a positive force in breweriana. His interest is not superficial nor mercenary; he is interested in preserving antique and collectable breweriana that reflects interesting character, and he is genuinely interested in the industry that produced the items that we love to collect. By profession Bob is an engineer and a scientist, and his new book reflects careful, meticulous research. The section entitled "Dating All Types of Beer Advertising" is a must for the serious collector. In its own way, Bob's book ranks alongside the good contributions of Will Anderson, Don Bull, and Jack Muzio. You will want a copy of their books, and you will want a copy of Bob's book for pleasurable study and ready reference.

All has been relatively quiet on the shifty front for awhile, but I have recently received serious complaints about some of the individuals involved in the collection of breweriana. Some of the complaints are one-sided, and some are the result of misunderstanding or explainable situations, but some are legitimate grievances concerning damnable behavior.

My good friend Augie Helms, Vice-President of E.C.B.A., has written to me concerning some of the shifty shenanigans he has been made aware of, and in nearly every case, I have been alerted to the activities of the same individuals. Our advice to you all is to be certain of the integrity of those with whom you are doing business. It is better to be defensive and perhaps lose a potentially attractive piece than it is to suffer the anxiety and anguish that trickery produces.

I have not received many nominations for the seats of the officers or for the seats of the Board of Directors that are up for election; however, you still have time to get your nominations in to me. I will wait until Monday, June 16 before making up this year's ballot.

Respectfully yours,

- Dave -

David P. Mathews, President
National Association Breweriana Advertising

March 25, 1980

Professor George W. Hilton
USLA Department of Economics
Los Angeles, California 90024

Dear George:

I read with great interest your "editorial" in the NABA Journal.

You seem to say that the current thought is that advertising does not "violate the rules of the game by not accepting consumer sovereignty, but rather seeking to influence the formation of wants." I think, at least in the brewing industry, that the "old" line of thought is still valid. The smaller producers just do not have the funds to engage in advertising at either the quantity or quality levels of the giants in the industry. Advertising is consistent with competition, but only if you restrict your definition of competition to that which exists between the major national producers.

I may be a sentimentalist, but I have to agree wholeheartedly with the statement contained on the item you pictured on page 29. In fact, I would add to the statement that the extinction of all products, not just "strong brews", which do not fit into the mainstream of American taste will also follow once the "Big Five" are in total control.

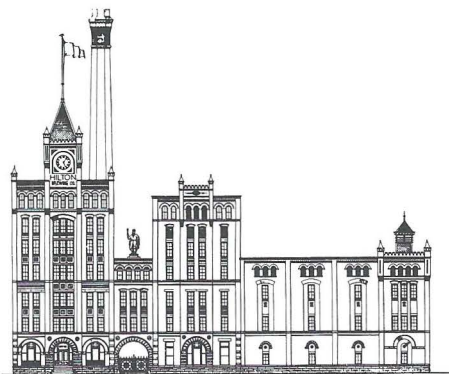
It has been shown that once local brewers are eliminated the industry giants will raise their prices to ridiculous levels. They then rely upon promotion financed by excessive prices to advance their market shares. I, for one, would prefer to keep the locals, with lower prices, and a variety of products, rather than see an oligopolistic industry, with high prices and lousy (albeit consistent) quality.

Economic theories notwithstanding, I think it is the obligation of our membership to support the local and regional brewers. When they are finally gone, a significant portion of American heritage will also have passed, and a price tag cannot be put on that. We should make and strongly support proposals which would provide for (1) greater tax breaks for small brewers, and (2) deposit bottles, since returnables make it more difficult for the national producers to cultivate distant markets (not to mention our concerns for the environment and the conservation of energy).

Sincerely,



David F. Simon



FERMENTATION

On Terrestrial Immortality

Edward Gibbon devoted his autobiography, inevitably, to the circumstances surrounding the writing of his great book, The Decline and Fall of the Roman Empire. After a sickly childhood, an unpleasant college career, and a botched romance, he concluded that if the world was ever to take serious notice of him, he would have to write a book, and for him, historical scholarship was the appropriate field. He considered a life of Sir Walter Raleigh, but concluded an existing biography was adequate, and then toyed with the idea of a history of the liberties of the Swiss, but decided his German was not up to it. He then resolved upon a book on the decline of Rome, to which he devoted most of the rest of his life. To say that he succeeded in his purpose would be the understatement of our time, for the book is usually considered the greatest work of all historical scholarship. Through it Gibbon made his name familiar the world over, but had he never written it, it is doubtful that a hundred people would be aware he ever lived.

Since Gibbon was a major intellectual figure, the extent to which one book assured his posthumous reputation may not appear a very relevant model for ordinary mortals. The degree to which writing a book assures one a terrestrial immortality, even when the book has no pretension of being a masterpiece, can hardly be overestimated. I once edited a book, A Treatise upon Cable or Rope Traction as Applied to the Working of Street and Other Railways, by J. Bucknall Smith. This volume is no great work by any standards, but it was the only book on cable cars of the San Francisco type published in the 1880s when cable traction was an economic technology. Cable traction became uneconomic so quickly after the book appeared in 1887 that Smith faded from notice almost immediately, and apparently never considered that enthusiasm for cable cars in the twentieth century would result in interest in the book -- and in him. Smith proved to be as obscure as a John Smith can be, but I managed to track down his dates of birth and death, plus enough basic biographical material to fill a page or so. Like Gibbon, he never married and had no heirs to perpetuate his memory. If he hadn't written that book, it is questionable whether anybody on earth would know he had existed by the year 2001, which will be 75 years after his death. As it is, he has permanent identification with a limited subject among a small number of specialists. His name, if not a household word, at least brings immediate recognition among a set of enthusiasts, and this, we may agree, is a great deal better than Smith's being just another unknown in the Hove, Sussex, municipal graveyard.

These considerations are brought to mind by Bob Kay's book on miniature bottles and related artifacts reviewed in this issue. As the review states, the book is an excellent one, which increases mankind's knowledge of a very limited subject. The book has its errors and flaws, as do Gibbon's and

Smith's, owing to their all having been written by human beings. On the whole, however, it is accurate and comprehensive, so that it can reasonably be expected to serve as the standard work on beer miniatures indefinitely. Kay's name will be as identified with beer miniatures as Smith's is with cable traction. Any book when its copyright deposit is made secures a Library of Congress card that identifies its author, usually with his year of birth. This provides a basic biographical reference for the future.

Given the limited possible market for a book on this subject, Bob Kay went at the project in ideal fashion. Commercial publishers are wary of books on beer on the ground that the potential buyers want to drink beer, not read books. A former publisher of mine made this observation in connection with baseball, saying he had never accepted a manuscript on the sport because the potential market wanted to go to ball games, not to read. He thought beer a worse subject, because at least baseball was seasonal. I'm not sure such views are accurate, but the aspiring author ought to be prepared from some chilly responses at commercial houses. This is not all bad. If one places a manuscript with a commercial publisher, at best the author will get 10 to 15 percent of the selling price of the book. The publisher will take 45 or 50 percent and the retail bookseller 40 percent. In addition, the publisher may make changes that the author dislikes, but can't prevent. By self-publishing the author produces exactly the book he wants -- though he runs the risk of making poor decisions of his own -- and he splits the receipts with no one. He pays the printer, editor, photographer (all of which Bob Kay used), buys a set of mailing bags and invoices, and is in business. All of the expenses are tax deductible. The project may even make a portion of the author's house tax deductible. For a work of limited market, this is the only economic way to publish unless one finds a non-profit institution to publish it, but that usually means no earnings at all from the work.

Contrary to popular opinion, writing a book requires neither great brilliance nor exceptional ingenuity. It also does not require distinguished literary style, since one can hire an editor to shape up his English. What it does require is the ability to drive oneself for a long period. It begins as a labor of love and winds up as low level drudgery. Proofreading is boring beyond belief, and indexing must be society's revenge against an author for having written a book. Bob Kay's book, incidentally, shows the polish of an author who maintained his conscientiousness to the end.

In short, Bob Kay has done well what many of the membership could do on subjects of their principal interest. The view here is that a large number of members ought to do the same on the breweries, regions or artifacts in which they have specialized. A book cannot be perfectly accurate and probably will not be complete. If the author assigns a code to artifacts, it can be open-ended so that, as with Ken Bassett's monograph on brewery tokens published by NABA, additions can be published indefinitely. The Breweriana Collector is most eager to serve as a place of serial publication of such addenda to the reference works on beer.

The matter of extraterrestrial immortality we leave to the members' clergymen, but for terrestrial immortality, nothing equals a book of reference on a limited subject. It can identify you with your favorite subject for centuries, and no sensible man scorns that. Although it is terrestrial immortality we are discussing, Bob's book warrants the biblical directive, "Go thou and do likewise."

* * *

Normal practice for publications is to review only newly-appearing books. Popular works on beer are not numerous, and most of those which appear are British. There is a further matter that NABA has been around for only eight years and beer for about 8000. Unsurprisingly, most of the literature is not current. Believing that many members will want to expand their libraries even among works no longer in print, The Breweriana Collector will begin reviewing older works which are likely to be of interest to the membership. Inevitably, this effort begins with One Hundred Years of Brewing, for which we requested bibliographical information in a query in issue 26. Fortunately, the editor was able to arrange a review article by Robert W. Gabler, a leading collector of books on beer, wine, inns and taverns. Similar reviews are solicited from members who have older books they consider of interest.

For those whose collecting to date has not included books, some terms ought to be defined. "In print" means available from the publisher at his list price. The book may be ordered directly from him or from a bookseller who deals in new books. "In remainders" or "on remainder" means that the publisher has sold off his remaining supply of new books at a discount. The book may then be found new at a price less than the list price at new-bookstores on remainder tables, usually lettered "bargains" or some such. Several firms advertise remaindered books in catalogs for mail sale, usually in the United States under the classification "Publisher's Overstock." "Out of print" means that the publisher no longer stocks the book, and it must be bought on the secondhand market. Antiquarian book dealers handle the book, and the price is market-determined, unrelated to the original price. Antiquarian booksellers are usually willing to advertise in their trade publications for wants, but this is typically an expensive way of finding a book. If you enjoy the pains and pleasures of searching for years for a Chevalier tap knob, there is a strong presumption you'd derive considerable satisfaction from an effort to find a first edition of One Hundred Years of Brewing. We plan a directory of book dealers who are likely sources of out-of-print books in brewing.

* * *

The editor was gratified to see the membership living it up in Indianapolis incidentally to attending the spring Antique Advertising Show. Some updating of the information in "A Guide to High Living in Indianapolis" in issue 28 is required. Denker's, the venerable purveyor of Hoosier Chili in central Indianapolis has, alas, perished since the editor's day there. Hoosier Chili survives at Ruth's Sandwich Shop on Illinois Street just north of Washington. The Jade Fountain, an excellent Chinese restaurant which several people reported difficulty in finding, is in a small shopping center at the southwest corner of the intersection of 38th Street and Lafayette Road. This is a major intersection just west of I-65 entering the city from the northwest. A huge shopping center occupies the northwest corner of the intersection.

The Paramount Music Palace Family Pizza Restaurant and Ice Cream Parlour is at 7560 Old Trails Road, but this address is somewhat misleading. The address is on a minor street at the rear of the parking lot. The Palace is actually on East Washington Street, U. S. 40 leaving the city to the east, at its intersection with I-465, the circumferential freeway. This is somewhat over a mile south of the Sheraton, where NABA has its hospitality room. The Palace has the theatre organ of the Oakland, CA, Paramount, a superb instrument, either to the eye or the ear. If you, and especially your children have never heard a theatre pipe organ, you owe all concerned the experience incidentally to the next antique show. If some of your family fight the trip to Indianapolis for the show, this may provide a very real attraction for the whole excursion.

John Murray was outraged that anyone purported to treat high living in Indianapolis without mentioning Zeb's Barbecue at 38th and Keystone, a short distance east of the Fairgrounds. Where else does one find "Original Mambo Sauce?"

The antique show seemed to me well above the level of the past year or two in quality of the artifacts on sale. I bought a Yusay Pilsen Robbins tap knob to make me realize what "mint" really means, plus enough other loot to let me leave town in a beatific state -- even if Denker's had left a void in my life.

* * *

Attention is called to Dave Simon's letter on page 4, commenting on Fermentation in issue 27. Naturally, we are most pleased to present opposing views. As he states, tax breaks for small brewers would have been necessary to preserve them, but the economies of scale in the industry are so pervasive that they would have had to be of very substantial magnitude to be effective. The only policy that could have done the job would have been graduating the tax per barrel on the volume of output so that a brewer of, say 50,000 barrels per year went essentially tax free, and the production of more than a million barrels per year would have been so expensive as to be unthinkable. West Germany has pursued policies of this sort, and has preserved a more deconcentrated brewing industry than any other country. Even there the number of breweries has been falling rapidly, however. Such a policy would indisputably benefit us as collectors, but it would entail a heavy cost in inefficiency of the industry, wasting capital and preserving obsolete plants.

* * *

The forthcoming issue, which we hope to have in members' hands in the general vicinity of the July 4 week-end, will, of course, feature the convention in Denver on the August 1-3 week-end. Since Denver is less in the editor's orbit than Indianapolis, we need assistance of various sorts. Particularly needed are information on closed but extant breweries in the general area between Chicago and Denver, on the active Falstaff brewery in Omaha, and on restaurants and amusements in Denver itself. If you have any such information, please let the editor know right away. Owing to the University's ingenuity in finding drains on time at the end of the academic year, work on the issue will be done mainly in May.

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

For sale:

12 Hamms belltop glasses	\$18.00
6 Millers bell top glasses	9.00
6 Blue Ribbon bell top glasses	9.00
4 Blatz glasses	6.00
4 Falstaff glass mugs	16.00
4 Storz tall shell glasses	18.00
4 Michelob heavy schooners	14.00
4 Budweiser heavy schooners	14.00
4 Bubs centennial glasses, 1962	40.00
Al Rodemeyer, Latimer, IA, 50452	



SEARCHING FOR THE HOLY GRAIL

Some mysterious force in the makeup of man casts him as a collector of things. The more refined collector shuns the mundane for the exotic, and goes beyond collecting for the sake of collecting, structuring his accumulating with a purpose. At this point collecting becomes an intellectual pursuit with the search sometimes attaining the force of compulsion. Diogenes roamed the streets of Athens with his lamp searching for an honest man, the existence of which he doubted.¹ Lancelot rode far and wide over King Arthur's kingdom searching for the Holy Grail which he never found. Ponce de Leon spent years searching the North American Gulf Coast for a Fountain of Youth without success.² In our time, hundreds of ostensibly sensible people frequent antique shows, auctions, flea markets, and other despicable places searching for beer glasses, mugs and steins to increase their

¹ Diogenes had a very small collection.

² Years later, it was reported to be located at Mineral Wells, Texas by the promoters of "Crazy Water Crystals". These persons were collectors of coin of the realm.

³ Saloons and bars, old and new.

collections, and it is⁴ to these followers of Lancelot that this article is dedicated.

Specifically, what do beer glass collectors collect and why? What have they found that they cherish and what are they seeking as the ultimate beer glass? These were the questions posed to fifty NABA members across the country. Twenty-nine responded⁵ and since the first question was a stupid question, we received replies which if not stupid, were at least boring and will not be reported here. The "Why do you collect what you collect" question wasn't very good either, but several members responded with inspired introspection. Absolutely the best reply to this question was from Bob Wehner of San Jose, California who sent a color picture of an old brown and green German stein with a ceramic elf perched on the lid. His answer, "It appeals to me."⁶ Admiration of the thing collected has to be the primary motivation of most beer glass collectors. Bob Wehner has discovered the Holy Grail of beer steins. Our congratulations!

In response to the same question, Leon Phillip Beebe of Mt. Airy, Md. was a little more definitive in describing why he admired several pieces in his collection. He wrote, "Each item is extremely rare, in mint condition and represents superior taste in advertising....that sometimes has raised advertising to a legitimate art form."

Together, these two responses say it all. Inherent in the attributes of condition and rarity is value, while superior taste and art form are expressions of aesthetic appeal. The reasons stated by two collectors are the consensus of why twenty-nine NABA members rated certain acquisitions as their best. Translated into glasses acquired and glasses desired by the collectors queried, the locality of the collector appeared to be the most influential factor. A surprisingly high percentage of the responses to the questionnaire indicated the collectors were regional collectors limiting their collections to specific regional breweries or emphasizing local pieces in a general collection. Dividing the country into four regions will give some indication of what is the "Holy Grail" in any particular place.⁷

⁴ The National Association Breweriana Advertising lists 124 persons as glass, mug and stein collectors while the East Coast Breweriana Association counts 74. There is duplication between the lists.

Lancelot's name appears in neither list.

⁵ Since we negligently failed to enclose self-addressed, stamped envelopes in 19 of the questionnaires, the response was 93.5%.

⁶ The Newsletter can't reproduce color pictures, otherwise it would appear here. That elf appealed to me, too!

⁷ We have tended to limit this article to those responses for which pictures were available. This approach is not intended to depreciate the responses of any of the twenty-nine persons who took time to complete the questionnaire, and without whose information this article could not have been written.

THE EAST

Leon Phillip Beebe of Mt. Airy, Md. collects both foreign and domestic glasses and mugs, emphasizing the most artistic glass from each brewery. His best recent acquisition is an etched shell from American Brewing Assn., Houston, Texas dated 1893. The object of his future search is a Nail City embossed goblet.

William S. Sanger of Reston, Va.⁸ collects any pre-prohibition pieces from Virginia breweries. Consequently, his best find in the last year is a ceramic mug with a pewter top from the Bellingham Bay Brewery, Bellingham, Washington which shows the Bellingham Bay harbor and train station. Mr. Sanger would especially like to find embossed glasses from the Robert Portner Brewing Co., Alexandria, Va. or the Virginia Brewing Co. of Roanoke.

THE MIDWEST

This is where the action is!

Bob Bendula of Willowick, Ohio collects all the pre-prohibition glasses he can find from Ohio and West Virginia. His best recent find is an etched shell bearing a factory scene from Reymann Brewing Co., of Wheeling.

George Corson of Waterloo, Iowa collects all American enameled glasses but likes those from Iowa best. He recently found a glass mug from the Pickett Brewing Co. of Dubuque, Iowa and would like to find a glass or mug from Blackhawk Brewing Co. of Davenport, Iowa which ceased operation in 1952.

Tom Flanary of Kenosha, Wisconsin collects enameled beer glasses of any size, shape or brand, preferring items from defunct Wisconsin breweries. His best find in the recent past was a red enameled shell from the Hillsboro Brewing Co., Hillsboro, Wisconsin, and he is looking for a glass from the Louis Ziegler Brewing Co., Beaver Dam, Wisconsin.



⁸ Mr. Sanger reports success only slightly greater than that experienced by Socrates. See footnote 1.

⁹ Mr. Flanary knows of only one such glass and the owner won't sell it. Have you ever heard of such a thing?

Paul Haudrich of Bridgeton, Missouri restricts his collection to pre-prohibition St. Louis breweries. In the last year he has found a rare Anheuser Busch embossed goblet and he is presently looking for an embossed goblet from the Samuel Wainwright Brewing Co.¹⁰

Bruce Marks of Oaklawn, Illinois collects all American post prohibition enameled glasses, but prefers the very rare or one-of-a-kind types. He recently found a Canadian Ace shell from the Manhattan Brewing Co., Chicago, and hopes 1980 will bring him a Double Eagle Ale Glass from the New Orleans Brewing Co.¹¹



¹⁰ Mr. Haudrich numbers these glasses as #9 and #89 respectively in the NABA Catalogue, published a number of years ago. It ought to be published again.

¹¹ Who's Who in Brew reports Double Eagle Ale was made between 1937 and 1944 by the New Orleans Brewing Co.. The same brewery made 4X Beer until 1948. Either glass should meet Mr. Marks' high standards.

THE SOUTH

Ron Satterlee of Houston, Texas, formerly from Chicago, Illinois, reports that "...collecting here is very tough - hard to find any good items. The good items are usually Texas brands and the prices are too high."¹² Despite the geographic impediment, Mr. Satterlee has found a Christian Moerlein etched shell and hopes soon to find a Magnolia embossed goblet.¹³



The author resides in Bellaire, Texas, an independent municipality surrounded by Houston, so we share Ron Satterlee's collecting problems and do most of our collecting outside the Houston area. Last year, through the good efforts of Irv Kennedy, we added an enameled stemmed pilsner from the Christian Heurich Brewing Co.. Washington, D. C. glasses are rare enough, but Mr. Heurich had these glasses made for a party commemorating his one hundredth birthday. Shortly before Mr. Heurich's son died in the summer of 1979,¹⁴ Mr. Kennedy met him and verified the authenticity of the glass. Since we specialize in Texas glasses, the next "Holy Grail" for our collection is an embossed ale glass from the American Brewing Assn., Houston, Texas.¹⁵

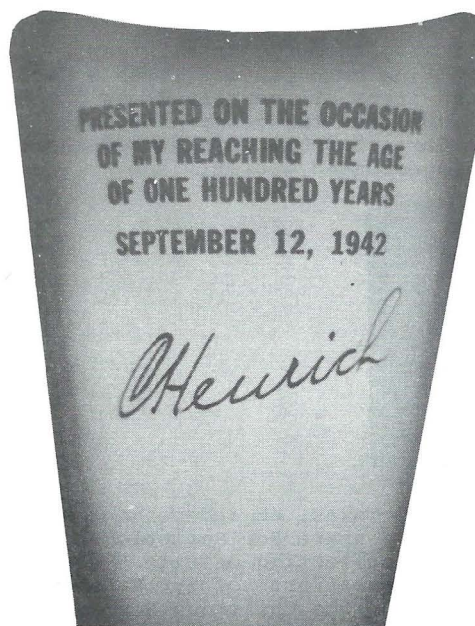
¹² Amen!

¹³ The consensus "Holy Grail". While rumors to the contrary abound, only two are known to exist. The Magnolia goblet from Houston Ice and Brewing and the Charles Dalian mug are from the collection of Herman A. Bangeman, Jr. of Houston, Texas. The Dalian mug may truly be the only one in existence. Mr. Bangeman has researched the subject and reports that Charles Dalian ran a bottling works on Market Street in Galveston, Texas in the early 1870's. The mug is probably from the late 1870's. In 1900, the most devastating hurricane ever to hit the North American Continent struck Galveston island, killing more than 5,000 persons and, we are afraid, destroying quantities of Dalian beer mugs.

We are grateful to Mr. Bangeman for his cooperation in furnishing his glasses and information for this article.

¹⁴ The elder Heurich died in 1943 at the age of 101. The younger Heurich operated the brewery until it closed in 1955.

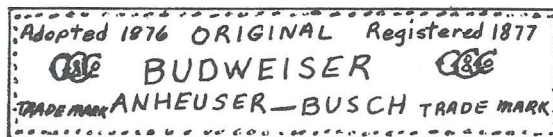
¹⁵ Next after the Magnolia embossed goblet and the embossed Dalian mug, that is.



THE WEST

Jim Crampton of La Habra, California describes his collection as "...99% pre-prohibition glasses, embossed and etched."¹⁶ His find of the year was an etched glass mug with a pewter lid from the Louis Bergdoll Brewing Co. which he describes as very ornate with workmanship superior to any other mug in his collection. He hopes to find an embossed glass from the Schilling¹⁷ Schneider Brewing Co. of St. Louis in the very near future.

Dan Forbes of Arcata, California collects glasses of all ages from as many different breweries as he can find. His most impressive recent acquisition was an etched, tulip shaped, Budweiser glass from the early 1880's. Mr. Forbes did not have a picture, but did make a sketch of the etch which should serve to identify the piece.



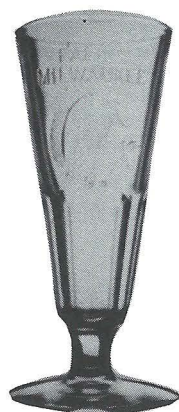
¹⁶ In that kind of company, the remaining 1% must be truly mind boggling!

¹⁷ Mr. Crampton knows of only one in existence, and it is broken. If anyone knows of another they can probably trade it for the other 1% of his collection.

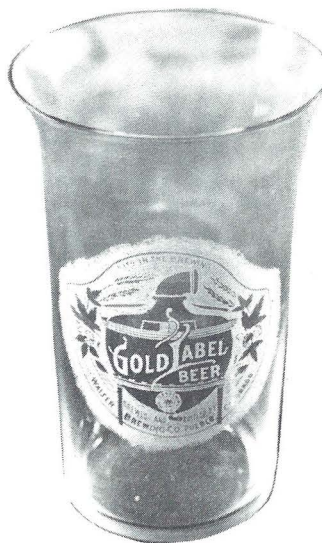
Reino Ojala of Brunsville, Minnesota collects pre-prohibition American glasses, mugs and steins and during the past year found a black "etched" glass from the Metz Brewing Co. of Omaha, Nebraska. Next year he hopes to find any nice scare glass from Minnesota.



Alwin Rodemeyer lives on a farm outside Latimer, Iowa and collects all American and Canadian glasses of any brand or shape. Last year he was lucky and found two outstanding glasses, a pre-prohibition etched Falks (pictured) and an etched glass from St. Markus Brauere, French Canada. Next year, if his luck holds he will find a Dubuque Star Beer Glass from the Dubuque Brewing Co., Dubuque, Iowa.



Don Natale of Englewood, Colorado collects both pre-prohibition and post prohibition glasses, but since collecting is tough in Denver, Don does much of his searching with a WATS line.¹⁸ Without the WATS line, he found and photographed a beautiful etched Walter Brewing Co. glass from Pueblo, Colorado.



Tom Neville of Tacoma, Washington collects pre-prohibition glasses and mugs from the Pacific Northwest. He is quite proud of a #1909 Villeroy and Boch Everett Brewing Company of ing a picture of the Everett Neville claims to be a be-"Holy Grail" is virtually or mug from the Pacific



"Mettlach" mug from the Everett, Washington bear-Brewery.¹⁹ Since Mr. ginning collector, his any pre-prohibition glass Northwest.

Well, that about does it for the survey. We knew from the beginning that beauty was in the eye of the beholder, and the survey did nothing to change that axiom. Whether your search be for honest men, consecrated drinking vessels, perpetual youth, or beer glasses, mugs and steins, what you, yourself, have found and admire is the best there is....for you. THE HOLY GRAIL!

Charles P. Merrill
Bellaire, Texas

¹⁸ Just think of the territory Lancelot could have covered with a WATS line!

¹⁹ The markings described by Mr. Neville suggest to me that the mug is from 1912.

THE SCHLITZ PROGNOSIS

Suddenly the reaction to the "Can Schlitz turn it around?" question has changed. The reply used to be, "They got Sellinger," referring to the highly regarded former A-B executive who took over as Schlitz president. Or it was, "The beer is good now." or "They got Proudfoot to lead marketing" - that's Allin Proudfoot of Coca-Cola fame.

Now you get a sad shaking of the head. Sales last year dropped at the same 2 1/2 million barrel rate as in 1978. Proudfoot and two other senior marketing men resigned. Suddenly the improbable seems possible: Schlitz may be terminal, and the thought is scary.

The graph shows the hard road to a high of 24.2 million barrels in 1976 and the drop to the present 16.8. A bottoming out at 12 million would be the good news. The bad news is that a merger goes against prior decisions of the Justice Department and a wealthy buyer willing to build Schlitz up again is increasingly unlikely. Schlitz has become the Chrysler of the brewing industry, and nobody is getting a CARE package for it through Congress.

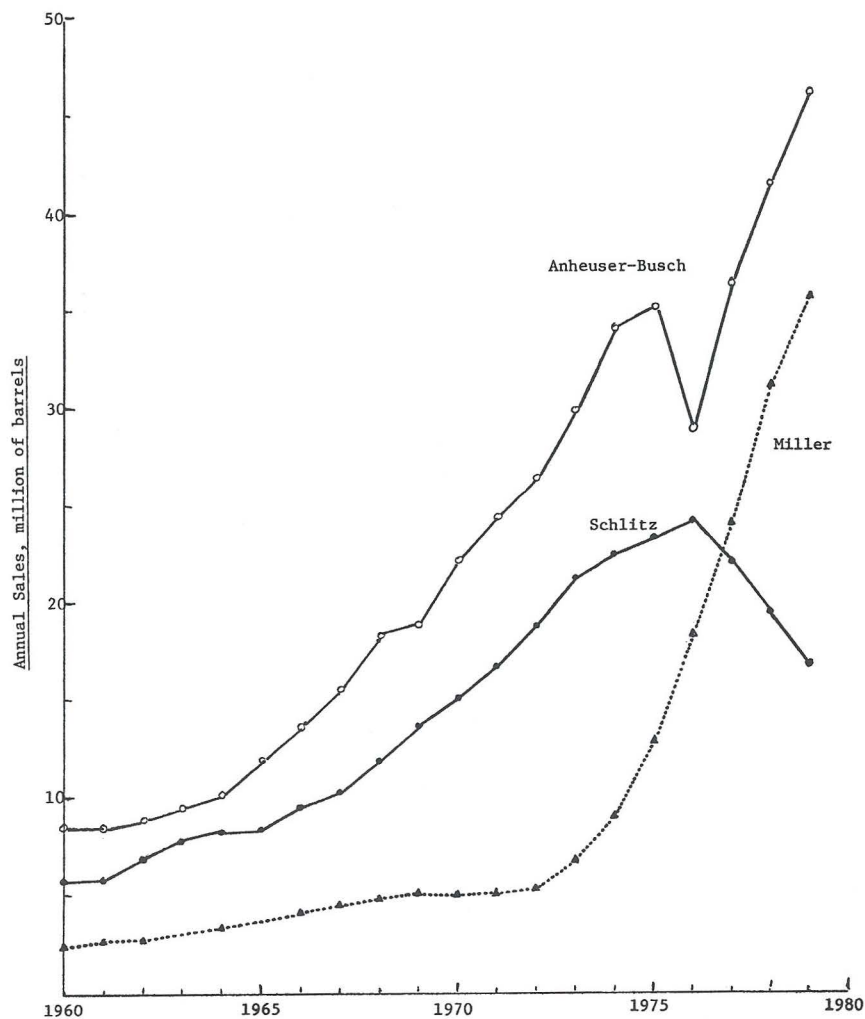
Schlitz's problem first surfaced in 1974 when sales began to flatten. Smaller increases were obtained during the next two years, but at the price of unethical deals which were to cause a lot of grief in federal courts later. At the bottom of the whole Schlitz case is the fundamental struggle between financial managers wanting to generate income and production managers wanting to generate good beer. The dollar people won, they made A-B look very inefficient and stupid for putting all that money into fancy plant, and equipment, and processes. Schlitz even gloated how much cheaper they could brew beer, and who said it doesn't taste fine--it sells, doesn't it? The whole weak quality foundation gave way at the first crack in the advertising, four years later.

The beer is good again and it still does not sell. What about the ads? Schlitz paid a bundle for time at the Winter Olympics to air the "Go for it" theme.

After the great, "When you're out of Schlitz, you are out of beer." line, and the "Gusto" theme, Schlitz seems to have developed a neurotic personality. There was the ill-fated, "So you want to take my gusto away." series dubbed, "Drink Schlitz or I'll kill you." now a classic case of how to offend viewers. This was followed by a change in agency and then came, "Go for it!" I guess you are not supposed to relax and enjoy Schlitz--you better do something slightly hazardous so you can celebrate having survived unscathed. This may call for something stronger than beer.

There never has been a failure on the scale of Schlitz, but there have been some large regional brewers who faded or disappeared. Ballantine, Rheingold and Falstaff were all in the top 3 or 4 in their heyday, and Ruppert, Lucky Lager and Goebel were in or close to the top ten. Only one came back from near disaster: Pabst lost about 40 percent of their sales in a four-year period in the late 1950s, when Pabst was No. 3. Pabst merged with Blatz, which was then owned by Schenley, and under the merger agreement with Schenley, Windham, who had built up Blatz, became president of Pabst. Two years later the climb from 3 to 13 million barrels started.

Can Schlitz "pull a Pabst?" It seems unlikely that it can be done by imitating or outdoing anybody else. If Schlitz cannot find its own personality soon, they will languish in the minor leagues, where brewers on the move up are waiting to pick up the pieces.



STRIKE TWO FOR OLYMPIA

The Olympia Brewing Company, in a courageous effort to escape being bottled up in the Northwest, bought Hamm's, and later Lone Star, and took its act on the road. There was a lot of initial interest and then they started to play to half-empty houses. The "big flash" marketing approach had claimed another victim--there just is no quick way to buy your way in. Other notable cases come to mind: Rheingold's disastrous attempt to get a foothold in California, Falstaff's failure to get into Detroit despite a full-scale blitz in the late 50's, and many others. Presumably, Olympia figured this out and was hatching a better marketing plan when disaster struck, in what surely must be a salesman's nightmare.

A top business executive's private life is fair game for the press if it is not played by the rules. A certain amount of sowing of wild oats is par, and the occasional peccadillo and divorce cause more of a smirk than scandal. One wishes this could be the case with the former president of Olympia who resigned after being arrested with two members of the Washington State Liquor Control Commission in a public park. Olympia is a family operation, and the former president's uncle, Robert A. Schmidt who is chairman, plans to proceed with the marketing plan. The arrest made headlines in the Northwest; one hopes that people will forget by summer. But selling beer at best is a one-on-one situation, and it looks like a long, hot and uncomfortable summer for the Olympia sales force.

ANOTHER COUNTRY HEARD FROM!

It seems to be open season to export beer into the United States, and Strasbourg-brewed Kronenbourg will try to take on Heineken this summer. At stake is the growing import beer market, which is particularly strong in the New York area. Although imports accounted for only 2.6 percent of U.S. beer sales, they posted a 28 percent increase, compared to 3.5 percent for domestic beer. And 2.6 percent is four million barrels, at very fancy prices.

Kronenbourg is very well accepted in Europe, being No. 1 on the Continent. The brewery dates from the 1660's and kept a low profile until after World War II, when it gobbled up six smaller breweries. Kronenbourg, in turn, is part of the conglomerate BSN - Gervais Danone, a large enterprise, indeed, whose research arm, TEPRAL, does first rate work. Any U.S. brewer who still thinks that French business is conducted by funny little men twiddling pointed mustaches is in for a lesson in U.S. know-how bouncing back, with less government interference at home, and riding the wave started by Perrier. BSN has chosen the slogan "Europeans like Heineken, but they love Kronenbourg," and is opening the game with a \$2 million chip. Side betting favors Heineken on the basis of being firmly entrenched as No. 1 importer, and good distribution. But BSN seems to have reached a mutual distribution agreement with Anheuser-Busch--Kronenbourg here and Michelob in Europe. If this, in fact, turns out to be the case, BSN has a fighting chance. New York admen may hear one of the rarest sounds ever: the popping of Dutch purses in response.

Peter Blum

Schlitz' financial results for 1979 were just as bad as Peter Blum's account of its sales experience would lead us to expect. The firm lost a staggering \$50,645,000, of which \$39.5 million was a write-off for losses in connection with sale of the Syracuse brewery to Anheuser-Busch and another \$4.8 million a write-off of equipment bought but not placed in service. The "11" has unobtrusively dropped out of the "11 million times a day" in the company's radio commercials. The company denies rumors that it is negotiating to sell another brewery. Speculation has centered on the Memphis plant, which is modern and efficient, and in an area that would be attractive to Heileman. Although Schlitz appears to be totally unattractive as a merger partner, that situation is almost sure to change. A firm with huge accumulated losses allows attractive write-offs against future earnings for a conglomerate. If things get bad enough, mergers of failing firms are exempt from antitrust interference, and thus merger with another brewer is more likely than it appears currently.



Pittsburgh, long one of the industry's sickest firms, turned in a profit of \$70,791 for its fiscal 1979, and expanded output by some 25 percent. This is excellent news; who would want to lose the fine 114-year old building shown in Jim Hosier's photograph, above? News from the independents is surprisingly good, better than it has been for years. Pearl had an 18 percent gain in output, Jones put in a new fermentation cellar to raise output from 150,000 to 175,000, and Point replaced a 40-spout bottle-filler with a 50-spout model. Genessee set records for itself. New Albion, on an annual output considerably below the effluent from one of Anheuser-Busch's closing lines, made \$5000 in the second half of 1979. A similar small specialized brewery, the DeBakker Brewing Company, in nearby Novato, CA, appeared in the 1980 Brewers Digest directory, and another, the Sierra Nevada Brewing Co., plans to begin brewing ten barrels a day in Chico, CA, in June. Adversely, Champale has closed its Norfolk plant, one of the best examples of traditional brewery architecture surviving. Miller began construction of its new plant at Trenton, OH, in February, but we may be assured this will be no substitute visually. It is to be a 10-million barrel brewery, roughly the size of the company's new Georgia plant, to cost a neat \$411.6 million. It is to be operative in 1982. Miller plans an additional \$1 billion in investment by 1983, which is admittedly a help in keeping Jones' cellar and Point's filling machine in perspective. So are Heileman's earnings: the big LaCrosse brewer made \$27,329,000 in 1979, up 52 percent from 1978. Unsurprisingly, it increased its dividend and had a stock split during the year.

REVIEW ARTICLE

One Hundred Years of Brewing: A Complete History of the Progress made in the Art, Science and Industry of Brewing in the World, particularly during the Nineteenth Century. Historical sketches and views of Ancient and Modern Breweries. Lives and Portraits of Brewers of the Past and Present. A Supplement to the Western Brewer, 1903. Chicago and New York: H. S. Rich & Co., 1903. 718 pages with additional 44 page Advertising Section. (Reprinted, 1973, by Sonja and Will Anderson, Newton, Conn. Reprinted in facsimile, 1974, without advertising, by Arno Press, New York.)

This huge volume - 13½" x 9½" - is the most comprehensive book ever published in this country, or perhaps any country, about beer and brewing. To the date of publication, 1903, it is an encyclopedic source book on breweries throughout the world and especially in the United States. It remains encyclopedic as a history of beer and brewing.

Though (perhaps because) the book was published 77 years ago, it is of extraordinary interest to collectors of breweriana. It includes, among many other subjects, the histories of hundreds of breweries then in existence or of those recently closed or merged with others. There are hundreds of photographs and drawings of breweries and, as was the fashion, photos and steel plate engravings of the more prominent proprietors. The book is in itself an interesting collectible.

Before going on, I should mention that it is a somewhat sad experience to read this book today because it is so exultant about the past, present and future of the brewing industry. There seemed, in 1903, to be a happy road ahead. Per capita consumption of beer was increasing and great scientific and technical advances had been achieved: Practical refrigeration, essential to lagering, had been in existence only 25 years; electricity had been introduced; and pure strains of yeast had been developed in the Carlsburg Breweries in the 1880's.

But even then, the brewers were feeling the hot breath of the Temperance Movement and there was some apprehension about this. Already, through their Associations, the brewers were mounting campaigns promoting beer as the beverage of moderation. They hoped that if Prohibition came about on a national basis (as it already had in some states) that beer would be exempted. It was probably inconceivable to them that this country would abolish an industry that provided unknown thousands of jobs throughout the economy and several hundreds of millions of dollars in local, state and federal taxes.

Of course, they could not foresee the onset of World War I. Anything German then became anathema; most breweries were owned by people of German descent; therefore, beer and brewing was evil. This reasoning became a powerful lobbying lever for the Prohibitionists and, when the Volstead Act became law in 1920, beer was banished. A great industry was dismantled and thousands - from hop pickers, glass makers, packagers, bartenders and brewery workers - were unemployed. (The Mafia then sprang into organized existence.) When the prohibition on beer was lifted in 1933, the damage had been done. Hundreds of good local breweries never reopened and many that did were undercapitalized so that they could not survive the Depression.

Purpose of the Book.

There is a very brief "Publishers Preface" which gives some insight as to the purpose of the book, which was to bring U.S. brewers up to date on the "intellectual and practical advance of the brewing industry within the past twenty-five years . . ." but "not to neglect the past." Further, the publishers hoped that the book would "dispel certain misapprehensions which have long

existed in some minds as to the character of the typical brewer and his moral attitude toward the business of his life." Unstated objectives were to teach the brewer that beer was not just another manufactured product. By way of the extensive histories of beer in various areas of the world, it attempted to acquaint the modern brewer with the mystique of a beverage that had profoundly influenced daily life for thousands of years. It portrayed the brewer as the inheritor of an important ancient art and requested him to take such a responsibility very seriously.

Contents of the Book.

The Title Page, which heads this review, gives a good summary of the contents. The book has three main parts:

- I. The Beer of Ancient and Medieval Times.
- II. The Art and Science of Brewing in the Past Century.
- III. History of the Brewing Industry of the World. (Origin, Progress and Present Condition of the Industry in the United States, Latin America, the British Empire, Continental Europe, Japan, etc. [Seven Sections]) This part contains the history of many hundreds of breweries and general statistical data.

Thoughts about the Book.

The most unusual feature of the book is its almost total anonymity. It is obviously the work of many writers, yet not a single section is signed or accredited. In fact, not even an editor is named, with the exception that in the Preface, it is mentioned that Dr. J. F. Siebel, Director of Siebel's Brewing Academy, Chicago, "edited most of the first and second parts of this work." But these parts comprise less than 150 pages of the 718 page entirety. But this extraordinary book certainly required an editor-in-chief for gathering, editing, and collating the enormous amount of data it contains. It took a very skillful, persistent and persuasive person and an extensive staff.

The book has been called "a masterpiece of Germanic scholarship." If so, it is certainly different from the usual German product in that there are no footnotes, nor are the sources of the historical data cited. The various histories of beer and brewing it contains have been accepted as accurate but, again, we are not told the source of the data.

One can say that the histories have been the basis of many articles and the essential parts of some books about beer. Some writers have acknowledged the book and others have not.

Many of the articles, especially those on the history of particular breweries are not scholarly in tone. There are frequent idiomatic expressions (many in use today) that reflect a refreshing, unscholarly approach.

History of the Book

What is the origin and history of the book? We know from the Preface that "in 1901, the publishers of The Western Brewer in commemoration of the twenty-fifth anniversary of that periodical determined to publish and present to its readers a universal history of brewing." There is an indication that a large amount of the material had been gathered previously. Also, The Western Brewer was in the vanguard of those advocating technical changes, so the book was also issued to coincide with the approximate twenty-fifth anniversary of the introduction of the first commercial refrigeration equipment.

I don't know how many copies were printed but, as issued, it is very scarce. The cover, of stiff paper boards, shows a female in robes (The Goddess Ceres [?]) holding a quill and a large volume. The spine is of thin blue cloth. However, all the copies I have seen, but one, have been rebound by the recipient, usually in a massive leather, Gothic style, binding. But even the rebound book is not generally available.

There are several probable reasons for the book's scarcity in both the original and rebound states. Generally, assuming an equal number of copies, the smaller the book the more scarce it becomes. Large books survive because they are considered as being more important and "valuable." (Outside of libraries, very few pamphlets survive.) But here is a really large book, issued in an edition of probably several thousand copies, and yet it seldom appears in antiquarian book catalogs.

Perhaps an explanation for this is, that regardless of size, most people equate only a "hard" bound volume with a real book. We might assume that many of the original paper bound issues were tossed out of attics as being no more than a gigantic magazine.

The scarcity of the rebound books might be accounted for in that those who had them bound were probably prominently mentioned in the book. (There are many pictures of brewers.) These copies would then be passed down as family heirlooms, much as Bibles are, and thus infrequently sold.

Since the book is not generally available, it is expensive when found. The Arno reprint can be found at prices ranging from \$15 to \$35. I have not seen the Anderson's reprint, mentioned in the heading of this review, and it may still be available from the publisher.

Some questions remain. One is, what happened to that vast collection of rare photos, books, engravings, etc. that was used to compile the book after The Western Brewer went out of business? Today it would probably rank as the greatest single collection of soft breweriana in existence. Certainly the United States Brewers Association has nothing even vaguely comparable.

Robert W. Gabler

The reviewer would appreciate hearing from any readers who have additional information about One Hundred Years of Brewing.

Note: Will Anderson reports that his edition of One Hundred Years of Brewing is also out of print. The editor eagerly seconds the request for further information on the book. The work is so basic to historical scholarship on brewing in America that it is generally accepted uncritically, but by its very nature it must have many inaccuracies and imprecisions. For example, try to understand the origins of the United States Brewing Company in the volume. Ideally, we would like to run corrections and clarifications to the book on a continuing basis, as we do with Who's Who in Brew. Please send additional information on the book, corrections or clarifications either to the author, Robert W. Gabler, 9501 Longview Dr., Ellicott City, MD 21043, or to the editor.

It should be mentioned that in the grand tradition of its day, One Hundred Years of Brewing has no index. A careful and useful index was prepared by member William D. Ross, An Index to American Brewers and Breweries in One Hundred Years of Brewing, in 1975. It is available from him for \$7.50 at P.O. Box 361, Morristown, TN 37814.

BREWERIES - ACTIVE

VI. Pacific Northwest

Blitz-Weinhard Company, 1133 W. Burnside Avenue, Portland, OR 97209

I presumed any firm that could brew beer as well as this one does must be housed in a distinguished example of brewery architecture. It isn't clear there is any logic there, but I certainly wasn't disappointed. The brewery is an excellent turn-of-the-century red brick structure with some post-World War II buildings in a light tile, housing storage and shipping facilities to the north. The whole complex is in the north end of Portland's central business district, where it would be difficult to expand. Since the brewery is neither large nor modern, Pabst's interest in it was considered mystifying in the industry. Quality matters. Tours are provided after 1:00 PM. The company did have a souvenir shop, but discontinued it and dispersed the merchandise among its distributors, to whom prospective buyers are referred. (Pabst may have changed the policy since my visit in June 1979.) Members who visit this brewery might consider a trip to Jake's, a 19th century bar and seafood restaurant about a block away, which serves Blitz' products as a matter of principle.

General Brewing Company, 615 Columbia Street, Vancouver, WA 98660

Since Lucky Lager's performance over recent decades would make Schlitz look like a success, one might not expect General's one remaining brewery to be a place of much bustle. Not so; it teems with orders for house brands for supermarkets. The structure is a moderne building of the late 1930s, oddly incorporating a former municipal building of 1931. This formerly served as General's office, but now a separate office structure has been built a block away. The company sells breweriana, mainly clothing lettered for Lucky, from the credit union in the brewery. Look for the door in the old municipal building lettered "Police" and you will find the breweriana shop. Tap knobs are not sold, and tours are not provided. Vancouver, incidentally, is immediately across the Columbia from Portland, accessible by city bus.

Olympia Brewing Company, Tumwater, WA; P. O. Box 947, Olympia, WA 98507

Olympia is in its well-publicized small town of Tumwater, immediately south of the state capital, Olympia. It is a large and imposing modern brewery at the right of I-5 entering the capital from the south. The grounds, which are extensively landscaped, include the old brewery, a traditional structure. Tours are operated throughout the day and extensive breweriana is sold.

Rainier Brewing Company, 3100 Airport Way South, Seattle, WA 98124

Rainier, though a subsidiary of Heileman, retains its individuality. The brewery is a mixture of 19th century elements and post-World War II buildings in a traditional hillside setting in the industrial area south of downtown Seattle. Tours are provided frequently, including a film on the company on television monitors in a lounge. It winds up in a not very hospitable hospitality room and an adjacent shop. Tap knobs are not sold, but the shop handles a wide variety of clothing -- bright red suspenders are big in the northwest--souvenirs and sporting items, including water skis. A catalog is available by mail.

* * *

This concludes the editor's experience with active American breweries. Updatings and reports on the various breweries not covered are solicited. We would like to run reports on Canadian breweries, but the editor has visited only the three Montreal breweries and Molson's in Toronto.

BOOK REVIEWS

Robert E. Kay, Miniature Beer Bottles & Go-Withs (K & K Publishers, 216 N. Batavia Avenue, Batavia, IL 60510), plastic-bound paper, ii + 162 pages. \$12.95 + \$1.00 postage. 1980.

Member Bob Kay has brought together the accumulated knowledge of a long period of collecting miniatures into an impressive volume. The introductory text gives a brief history of miniatures as promotional pieces, with especial attention to the two leading producers, Edward A. Muth & Son of Buffalo, and Bill's Novelty & Manufacturing Co. of Milwaukee. Fakes and recent miniatures done in Taiwan are also treated. Kay provides hints for dating miniatures and lists the various plants of the national brewers as a help in the effort.

Most of the book is devoted to a catalog of items. Pages 15-84 treat American miniature bottles. Most, though not all, are depicted in photographs by Neil Hill. The photography is exemplary for clarity and esthetic quality. (Two representative examples were published with the author's query in *Clarification* in this journal, issue 25, page 25.) The rest of the book treats ceramic miniatures, foreign bottles, miniature barrels and cans, corkscrews in the form of bottles, metal lighters in the form of bottles or cans, and cardboard or plastic salt or pepper shakers in the form of cans. The "Go-Withs" in the title are statuary, ash trays or other items intended to accompany the miniatures. Each item is given a code by state, as IL-8 for Nectar's only example. This is followed by a brief caption showing brand, approximate date of the artifact, brewery, year of closing, and place, plus size of the artifact, copyright data, if any, size of the bottle and maker's mark, if present. The book has an index by brand and by brewery, plus a geographical index.

In sum, Kay has done an extremely creditable job of bringing together some very obscure information on a subject at best on the periphery of a brewery's business. The information in the captions is a model of concise presentation of data. The general level of accuracy is high, though there are a few slips. Betz is said to have given out miniatures at the Philadelphia World's Fair of 1893, when the Centennial Exhibition of 1876 is presumably meant. Monarch Brewing Company of Chicago is shown as operating plants in Potosi, WI, and Los Angeles, which seems at best doubtful. The literary quality is good, though the use of the ampersand in the title and the non-noun "Go-Withs" would probably not pass the rhetorical standards of our esteemed president's English classes.

Members with any interest in miniatures will find this book indispensable for classification of their holdings, and guidance in their search for further items.

GWH

The Brew Master's Record. (BE Products, P. O. Box 372, Calabasas, CA 91302), 60 pages + 6 dividers in notebook configuration. \$12.95. n.d.

If you want to write your own book, this volume gives you an easy opportunity to do so. Admittedly, it is not writing a book in the fashion recommended in this month's *Fermentation*. Rather, member Mike Bosak has published this 7" x 9" notebook as a record of one's beer tasting. The 60 identical sheets provide spaces for objective data on the beers and for one's subjective evaluation. The dividers are lettered for lager, ale, stout, porter, bock and, surprisingly, sake.

This is a rather difficult book to review before the reader has filled it out, but clearly is something which a conscientious beer taster might work up into a volume he could view with satisfaction.

GWH

1980 DIRECTORY Correction: Please delete DEALER next to Jeffery Gorton's name on page 13.

<u>DUES ARE DUE:</u>	<u>May 31, 1980</u>	<u>MAIL NOW TO:</u>
\$10	Gordon B. Dean Chassell, MI 49916	\$10

BREWERIES - CLOSED

Incidentally to the tour to the Pacific northwest to the active breweries reported elsewhere in this issue, the editor observed two inactive ones in Tacoma. Heileman, upon acquiring Carling National, came into possession of the Heidelberg brewery in Tacoma, some 40 miles south of its Rainier brewery in Seattle. Since Rainier does quite well, Heileman chose to close Heidelberg. As of June 1979 it was in the process of dismantling of the machinery, but still used for offices, storage and shipping. It is a large, functional post-Prohibition building, cream-painted with a conspicuous Heidelberg logo on the water tank. It is at 2120 S. C Street, just south of the central business district.

About a quarter mile to the southeast is a small brewery, variously the Northwest Brewing Company, Pioneer Brewing-Tacoma, Inc., and the Silver Springs Brewing Company. It is traditional in outline, but covered in a drab grey stucco. It is still lettered for Silver Springs, which gave up in 1968, including prominent signs for the firm's brands. It is exceptionally photogenic. It is located across the street from the factory that makes Almond Roca candy, which has a retail shop out front. You might remember this if you feel it useful to raise the blood sugar level of the younger members of your party while driving them about to northwestern breweries.

DEALER DIRECTORY

Dick Hinds, 313 Poplar Avenue, Cincinnati, OH 45215. A specialized dealer in antique advertising, strong in saloon items, general store artifacts, and pre-Prohibition beer trays. Heavy in Cincinnati items.

Ted Wahlfeld, 7416 Edgewild Drive, Peoria, IL 61614. Deals in breweriana from home by mail and shows at antique shows, but has no shop.

Ken Bassett, 502 Carson Road, Ferguson, MO 63135. Our token authority deals in general breweriana and related items from his home, and at shows, including Indianapolis.

CLARIFICATION

A. Hank Herbst, in response to Jim Hosier's query concerning a Golden Age coaster, reports he has a 12-ounce cone-top can of Golden Age Select Beer lettered for Golden Age Breweries, Inc., Spokane, WA. It appears to date from the late 1930s. It has the same shield logo as Jim's coaster, thereby apparently verifying Jim's judgment on the origin. The can is apparently Jack Martells' Cone Top Collector's Bible number 283.

NEW MEMBERS SINCE FEBRUARY 1, 1980

<u>GUTHRIE</u> , Larry C. 6423 South Mason TACOMA, WA 98409 206-475-7719	Large glass display bottles + any interesting Breweriana
<u>HEURICH</u> , Christian III 1111 34th St. N. W. WASHINGTON, D. C. 20007 202-333-2313	All <u>HEURICH</u> Breweriana only
<u>HEURICH</u> , Gary F. 6682 Hillandale Road CHEVY CHASE, MD 20015	All <u>HEURICH</u> Breweriana only
<u>KENNEDY</u> , Doug 307 6th Ave. POB 130 MADISON, MINN 56256 612-598-3782	<u>MINNESOTA</u> Breweriana only
<u>KETCHAM</u> , Steven POB 24114 MINNEAPOLIS, MINN 55424 612-920-4205	Bottles-corkscrews-litho's- glasses-mugs-steins-paper items- signs & trays
<u>LEAVITT</u> , Gary L. 20224 Barnard WALNUT, CALIF 91789 714-594-1333	Mirrors-Glass advertising Plaques-commemorative items.
<u>LEMANSKY</u> , Chester Jr. 1245B Cedar Street FT. DIX, N. J. 08640	Labels-Coasters-glasses-mugs- steins-tap knobs
<u>MANN</u> , Harold E. Jr. POB 1903 FLAGSTAFF, AZ 86002 602-525-1374	Labels-litho's-mugs-steins- signs-tap knobs-trays-cans. DEALER-COLLECTOR
<u>MAY</u> , Sam A. 632 N. Christian St. LANCASTER, PA 17602 717-394-6404	Labels-mugs-steins-signs-cans- mirrors.
<u>MAZ</u> , Denise 8247 Cambridge Court DOWNERS, GROVE, ILL 60515 312-985-2638	Glasses-mugs-steins-bottles- wood cases.
<u>McKIENZIE</u> , William L. 6360 S. Jellison St. LITTLETON, CO 80123 303-979-0987	Openers-signs-trays.
<u>METCALF</u> , Jerry 201 Vawter Street HELENA, MONT 59601 406-443-5836	Labels-litho's-OLD openers- signs-trays-MONTANA or OLD WEST only.

NICHOLS, Edward N.
983 East 31st St.
BROOKLYN, N. Y. 11210
212-377-5688

ANHEUSER-BUSCH only

PALAHNIUK, Fred L.
POB 305
GREENACRES, WASH 99016
509-924-8442

Labels-openers-crowns

PARKHILL, Mike
3503 Meda Pass
FT. WAYNE, IND 46809
219-747-4382

Labels-cans-Coasters

REED, Donald C.
3437 Raymond St.
LAURELDALE, PA 10605
215-929-1339

OPENERS

SCHNEIDER, Kenneth W.
219 Carroll Avenue
CHEYENNE, WY 82001
307-632-7374

Glasses-labels-openers-signs-
tap knobs-trays-cans-bottles.

SCHREINER, Michael P.
954 N. Green Bay Rd.
GRAFTON, WIS 53024
414-377-4569

Signs-tap knobs-trays

SCHWERER, Mary L.
2923 N. E. Adams St.
PEORIA, ILL 61603
309-688-9151

OPENERS

SHEMORRY, John
166 E. 96th St. Apt. 15-A
NEW YORK, N. Y. 10028
212-860-3858

Glasses-litho's-signs-trays-
cans

SPERR, Donald A.
1675 Upper Afton Rd.
ST. PAUL, MINN 55106
612-771-9497

Openers-trays-cans. YOERG,
HAMMS & OLYMPIA Breweries.

STAWARZ, Henry
5730 S. Neva
CHICAGO, ILL 60638
312-586-7020

Glasses-mugs-steins-openers-
cans.

TILEY, Barbara J.
3216 Sycamore Ln #202
SUITLAND, MD 20023
301-763-5681

LABELS

UGOLINA, Richard E.
50 Glendale
WHEELING, ILL 60090
312-537-7893

Glasses-mugs-steins-signs-
tap knobs-trays.

WALLING, Glenn
3200 Columbus St.
BAKERSFIELD, CAL 93306
805-871-0759

OPENERS

WOODARD, Jo Ann A.
2525 Santa Ysabel E.
FULLERTON, CAL 92631
714-526-5053

OPENERS

WRIGHT, Clyde
332 North Cedar
INDEPENDENCE, MO 64053
816-836-4134

PRE-PRO KANSAS CITY BRWGS only
glasses-mugs-steins-trays-
blob top bottles

WUCHTERL, Joseph H. Jr.
W 176 N5153 Evelyn Terrace
MENOMONEE FALLS, WIS 53051
414-781-2492

SIGNS only

Welcome to the above new 28 members who were not listed in the
new 1980 DIRECTORY. All had joined in either February or
March this year.

* * * * *

HELP LOCATE

HELP LOCATE

HELP LOCATE

HELP LOCATE

.....do you know any of the following? Presume they have
moved and failed to notify the Executive Secretary of their
new address. If you are in contact with any one of them,
please have them get in touch with Gordon B. Dean at once.
Last known address as follows:

R. L. Cornman
2874 Lincoln Street
LORAIN, OHIO 44052

Kenneth W. Wendt
14260 W. Glendale Avenue
BROOKFIELD, WISC 53005

Paul Luczyk
5616 Peck Avenue
COUNTRYSIDE, ILL 60525

Barbara C. Gaines
9940 Overlook Drive, N.W.
OLYMPIA, WASH 98502

The above members will not receive any future mailings until
they advise Gordon of a new address.

* * * * *

DUES ARE DUE: MAY 31, 1980 MAIL NOW

* * * * *

BUYSELLTRADE

Advertisements in this listing are free to members, but are limited to bone fide collecting activities as distinct from commercial enterprises.

Wanted: One Hundred Years of Brewing. Robert J. Swiatkowski, 2852 193rd Street, Lansing, IL 60438.

For sale or trade: Over 900 different labels. Send for free list. Other breweriana also. E. C. Morin, 1304 Kentucky Ave., Cumberland, MD 21502.

Trade list of U. S. breweries' openers exchanged. Ed Kaye, 1840 Major Dr. Golden Valley, MN 55422.

Wanted to buy or trade: Coasters, brewery photographs, postcards, letterheads. Coaster list for 15¢ stamp. Tom Byrne, P. O. Box 173, E. Hanover, NJ 07936.

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

Wanted: Brewery calling cards. For sale or trade: Embossed bottles from Haas, Bosch, Park, Calumet, Scheurman, Gordon Dean, Chassell, MI 49916.

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

Wanted: Opener-spoon combinations (Bull type F-2), glasses, mugs, steins, etc. Leon Beebe, RT3, 14 Manor Drive, Mt. Airy, MD 21771.

Wanted to buy or trade: Enamelled glasses, esp. Dubuque, IA items. Al Rodemeyer, Latimer, IA 50452. (515) 579-6116.

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