

The Breweriana Collector

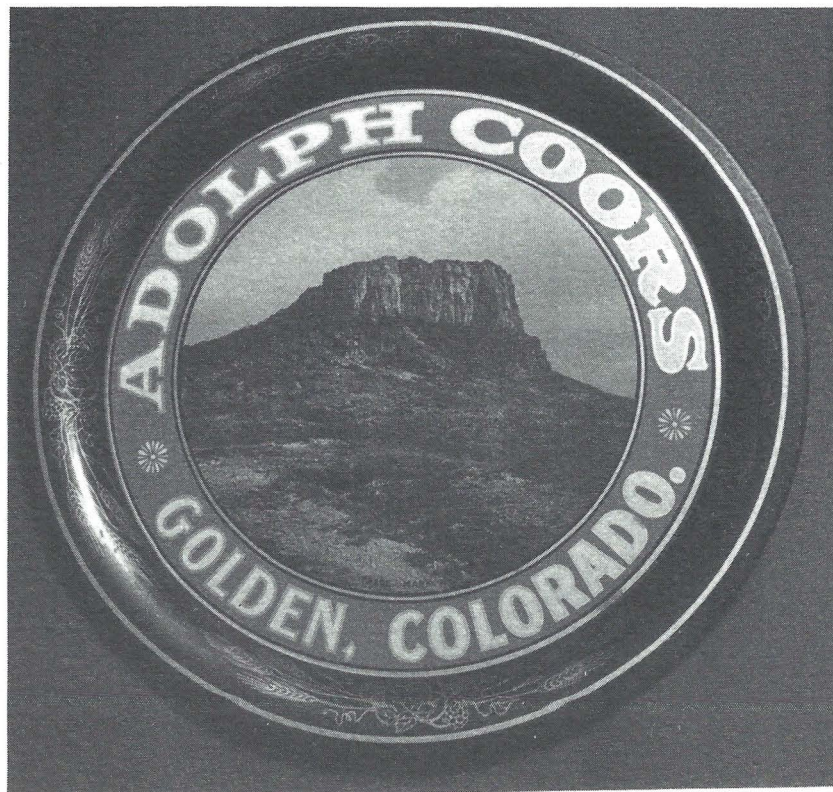


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OF
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AUGUST 1-2-3, 1980
DENVER WEST HOLIDAY INN
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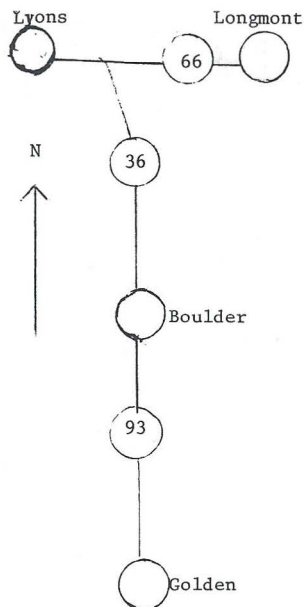


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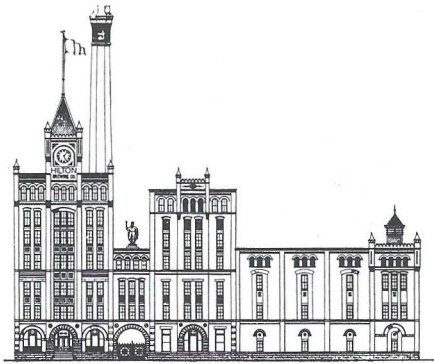
WHILE IN COLORADO FOR THE 1980 CONVENTION OF THE NATIONAL
ASSOCIATION OF BREWERIANA ADVERTISING, VISIT RALSTON BROS.
ANTIQUES. WE OFFER A GOOD SELECTION OF ITEMS OF ANTIQUE
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FERMENTATION

On Barter

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As we suspect the gentleman in Madrid who placed the advertisement above discovered, barter is an inefficient form of transaction. (Advertisement is from the Paris Herald-Tribune.) In fact, the inefficiency of barter is one of the first half dozen things we tell our students in elementary economics. We tell them that all sensible societies, whether capitalist or socialist, use money as a medium of exchange, and that the course they are about to take is concerned with the market process that arises out of money exchange.

The message on this point has gotten through to society rather imperfectly, as evidenced by the residual fondness for barter observed in the areas of our interest. As is well known, the largest of the can collectors' organizations prohibits pecuniary transactions at its meetings and strongly discourages buying and selling elsewhere. It will be argued here that NABA acts more wisely in furthering pecuniary transactions but allowing barter.

The distinguished economist and logician W. Stanley Jevons in the nineteenth century wrote an article on barter from which we quote his three general objections:

The first difficulty in barter is to find two persons whose disposable possessions mutually suit each other's wants. There may be many people wanting, and many possessing those things wanted; but to allow an act of barter, there must be a double coincidence, which will rarely happen.

A second difficulty arises in barter. At what rate is any exchange to be made? If a certain quantity of beef be given for a certain quantity of corn, and in like manner corn be exchanged for cheese, and cheese for eggs, and eggs for flax and so on, still the question will arise - how much beef for how much flax, or how much of any one commodity for a given quantity of another? In a state of barter the current price list would be a most complicated document, for . . . [b]etween one hundred articles there must exist no less than 4950 possible ratios of exchange and all these ratios must be carefully adjusted so as to be consistent with one another, else the acute trader will be able to profit by buying from some and selling to others.

A third, but it may be a minor inconvenience of barter, arises from the impossibility of dividing many kinds of goods.

For these reasons, Jevons argued that where money transactions are impossible, some commodity typically takes the place of money. Clearly, he was right, for packages of cigarettes did so in immediate post-war Germany and cans of hair spray in Vietnam.

One might think, like Ed McMahon, that in this list Jevons tells one everything anyone could possibly want to know about the objections to barter, but the list seems to me to miss the most important: by restricting themselves to barter, the parties cannot maximize their satisfaction, and the items bartered do not go to their highest valued uses. In the context of our own activity, if one has a tray which he refuses to sell, but is willing to trade, the best deal he can make may be a tray worth \$50, but someone else might be willing to pay him \$75 directly. If he trades for tray worth \$50, he is \$25 worse off than he could otherwise be, and the tray has not gone to the collector who values it most highly.

Essentially, this is why auctions are used for the highest quality artifacts. What is being sold is of widely differing value to various possible buyers, and an auction allows an item to go to whoever values it most highly. If a piece of back-painted glass lettered for Dartmouth Cream Ale appears in a mail auction catalog, it will probably go into the collection of a Dartmouth alumnus. If it were bartered, it might wind up in a Cornell man's collection, simply because the latter had an artifact acceptable to the previous owner.

There is a further matter that barter typically results in a great deal of wasted time. Finding someone who will barter, or seeking an article which a trading partner will accept is usually much more time-consuming than simply writing a check to a dealer. To teen-agers who collect cans, this may not be a significant consideration, for the value of their time for other activities isn't great, but for most adults this is a serious consideration. The benefits alleged to come from limitation of collecting to barter would appear much less if the parties gave the time consumed an ordinary evaluation.

Barter has one advantage. For a dealer who reports his transactions to the tax collector, there may be a benefit in a trade. In general, the tax authorities evaluate something at the price of whatever was bartered for it. This may work to the advantage of a dealer in his calculations concerning his inventories.

For most of us, to whom this activity is avocational, a requirement that we engage only in barter is just an outright impediment to collecting. This implies that NABA behaves properly: it stages an auction for the rarer items; it provides a market of tables for the more general items which are probably of about the same value to a large number of people; and it doesn't attempt to prohibit barter. In short, our conventions are organized as they ought to be -- and that is why attending one is such a marvelous way to expand your collection.

* * *

The editor did not do his homework in identifying the sources of the impressive array of Christian Heurich artifacts in the illustrations to Steve Connolly's article in issue 28. The artifacts came also from the collections of Irv Kennedy, Jack Blush, George Shaw, Ray Johnson, Dick Stockton and John Vetter. The photography was by Jack Blush. Steve was understandably embarrassed at having that wealth of treasures erroneously attributed entirely to him.

* * *

To clarify the division of responsibility in NABA, the editor edits The Breweriana Collector and the Executive Secretary, Gordon B. Dean, edits the annual membership directory. Three items in this issue would have appeared in the previous number except that they were sent to the Secretary instead of to the editor. They arrived from Gordon one mail after the dummy of the issue had gone off to the printer. Similarly, one member missed having an advertisement in the membership directory (which he was eager to have) because he thought that he had paid for it along with his advertisements in The Breweriana Collector.

To avoid similar foul-ups, please send anything for The Breweriana Collector directly to the editor at the address below, and anything concerned with the membership directory to Gordon Dean at the address on the rear cover.

* * *

The editor is particularly indebted to Bill Baburek for his research on Omaha breweries in this issue. Feeling that the majority of members from the East and Midwest who drive to Denver will pass through Omaha on I-80 -- and be in sore need of a break for their interests when they get there -- the editor wrote Bill, our only member in the city, in an effort to secure an account of the surviving brewery there, plus a list of extant old breweries in the city. Bill responded with a long letter which has been recast as the article in this issue. In addition, Bill invites members to phone him at 731-4122 when passing through the city. He reports the Metz brewery is difficult to locate, so that visitors may need more specific directives. Bill is a student at the University of Nebraska-Omaha, who works evenings. Thus, he is likely to be at home in daytime hours.

Bill's research confirms the editor's view that collectively we have a great deal more information on brewing history than is getting into these pages. We renew our supplication for information on the active breweries not yet covered, and for listings of closed, standing breweries.

* * *

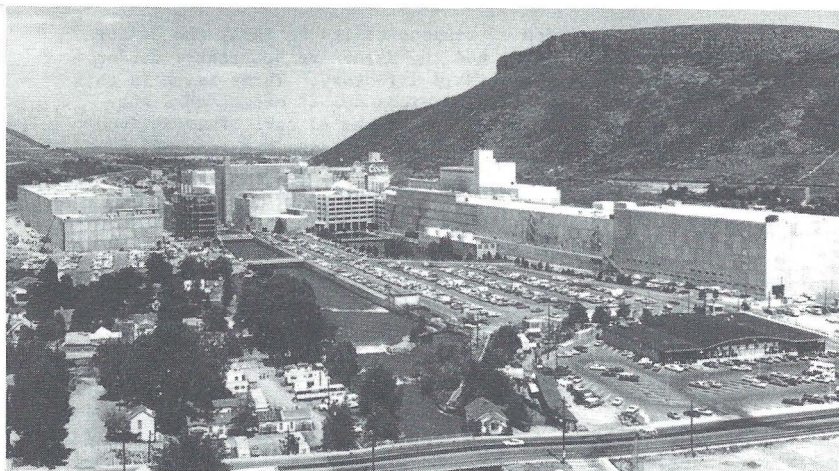
Leafing through older issues of the Newsletter, as it then was, it struck the editor that it ran features, notably recipes and puzzles, which no longer appear. This may represent an editorial blind spot of the current management, but actually no such items have ever been submitted since we assumed the job. Since there may be remaining interest in such items, feel free to submit them.

* * *

Finally, the editor extends his most sincere invitation to attend his slide show on British breweries on Saturday morning at the convention. No brewery is entirely without interest, but some of these have an antique charm that is fascinating. Mild and bitter from the pump, unfortunately, will not be available.

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

May 29, 1980



If you have formed your idea of a brewery from Point or Spoetzl -- or even Anheuser-Busch in St. Louis -- Coors will be a revelation. It is rather like the Citadel at Quebec: however big you expect it to be, it is likely to prove bigger. As observed in *Breweries - Active in issue 27*, the tour is very professional, and unusual in showing malting operations.

Golden, though once an individual small town, by modern standards is part of metropolitan Denver. The urban area is about a million and a half, about the size of metropolitan Milwaukee, but growing very rapidly. It is, of course, the principal city of the Old West, center for a vast geographical area. The city is a major tourist attraction, well worth a few days before or after the convention. The Museum of Natural History is famous. State and local history are very well organized. The State Historical Society of Colorado at 1300 Broadway and the Western History Room of the Denver Public Library are worth visiting. The Tivoli brewery, a high Victorian with a fine tower, is preserved as an historic site. As you would expect, Denver restaurants run heavily to steak houses. Several of these are on Larimer Street in the restored 19th century business district. Herb Ramsey considers them tourist traps and considers The Library the best example of a Denver restaurant. The editor's recommendation, obviously, is the Zang Brewing Company at 23rd Avenue and Valley Highway, just north of Mile High Stadium. A standard American restaurant -- a very good one -- it adopted the name of the old local brewery. I suggested to the management that it have Pearl can Zang as a house brand, but without success.

The scenery to the west of Denver is usually thought the most spectacular in the United States. One of the most interesting areas is immediately west of Golden. Within 20 miles along or just off of U. S. 6 one finds Clear Creek Canyon and the old mining towns of Idaho Springs, Black Hawk, Central City, Georgetown and Silver Plume. All are in great settings with some degree of historic preservation. Farther afield, the narrow gauge railroad between Durango and Silverton traverses the Canyon of the Rio de Las Animas, the single most impressive bit of scenery known to me in America. This is well worth a trip to the southwest corner of the state, especially since excellent scenery and historic mining camps abound along the way. The state is very railroad-minded; the Colorado Railroad Museum adjoins the Coors brewery, just out of the photograph to the left. It has a fine display of rail artifacts, including preserved equipment of the state's once-comprehensive narrow gauge network.

Adolph Coors Co.

By MARILYN SALTZMAN

The story of Adolph Coors I is the story of the American Dream.

A Prussian immigrant who came to America in 1868, Coors had little but his experience and a desire to work when he arrived here. He was orphaned at the age of 12 and already had many years of experience working for a living when he arrived in America at age 21. He had apprenticed at the Henry Wenker Brewery in Germany at the age of 15.

An honest man, Coors didn't reveal until shortly before his death that he got to America by stowing away on a ship in Hamburg. He was arrested when he arrived in this country, but was allowed to work off his passage rather than being shipped back. The Coors family kept the story a secret for many years.

Coors was first a foreman at Stengers Brewery in Illinois before he worked his way west to Denver. He then purchased a partnership in a Denver bottling firm. On his Sundays off, Adolph Coors liked to take a stroll in the country. He often followed Clear Creek toward Golden and one Sunday he found an abundance of pure natural springs along the way. It was this fateful discovery that led to his establishment of the Coors brewery.

COORS HAD A FRIEND, Jacob Schueler, a Denver baker, who he was able to convince of the profitability of a new brewery in Golden. Coors' desire to work and his experience in brewing were enough to convince Schueler to invest \$18,000 of the initial \$20,000 in capital it took to open the brewery.

So in 1873, amid much fanfare and publicity from the Colorado Transcript, the brewery was opened. It was an instant success and by 1874 was producing 100 kegs of beer a day. By 1875, the brewery was shipping beer to Boulder, Central City, Idaho Springs and Pueblo.

Coors not only provided a drink for the booming Colorado Territory, but also a popular tourist attraction. The Golden Grove, located on brewery property, attracted folks from Denver, Central City and Georgetown, who would take the Sunday train for an afternoon of picnicking, swimming and concerts. Usually from May

to September parties were held by labor unions, lodges, fire companies, churches, schools and all kinds of groups at the grove. Special trains were hired and sometimes more than 2,000 people would spend a Sunday in the grove.

The city of Golden used the park for many of its celebrations, including the Fourth of July. The park was so popular that Coors added bathhouses, a covered dance pavilion and boats for the lake. The grove was closed to the public in 1881 when Coors announced he was converting the pavilion into a residence. However, he did occasionally reopen the grove for special meetings.

Coors built his residence right along side the brewery and in 1879 married Louisa M. Weber in a small ceremony.

IN 1879 COORS was producing 2,000 barrels of keg beer and 2,000 barrels of bottled beer and employing 12 men on a regular basis. On May 1, 1880, Coors bought out his partner, Jacob Schueler, and became sole proprietor of the brewery.

One of the times Coors reopened the Golden Grove was to host a meeting of the Citizens Protective Union of Colorado, which was formed to fight against the growing temperance movement. He was elected president of the statewide anti-prohibition organization and continued to fight the losing battle against a dry state.

Coors had his first taste of labor problems in September 1890 when the brewery had a brief, overnight strike. The workers returned to work the next morning when Coors agreed that 10 hours would make a day's work and workers would be given 30 cents an hour for overtime.

In the 1890s Coors had its first exposure out-of-state when the beer was exhibited at the World's Columbian Exposition in Chicago. The beer won one of 19 American awards and was the only award winner from west of the Mississippi.

MEANWHILE, COORS continued to expand his brewery and in 1894 began building a seven-story addition that was to be the skyscraper of Golden. In 1899 he built a warehouse in Denver and also began building some retail outlets, including one in Black Hawk.

In 1889 there were 14 breweries in the state, down from a high of 28. But in 1891, the Eagle Brewery Company opened in Golden. However, it was short-lived and was taken over by the bank under a mortgage lien in 1897.

Coors had labor problems again in the late 1890s when his men asked for \$2.75 for a daily wage for nine hours' work. The employees also wanted five minutes off each hour to drink beer supplied by the employer.

By 1901, Coors was brewing 50,000 barrels a year and employed 50 men, with an annual payroll of about \$55,000. The company continued to expand its facilities too. On June 12, 1913, Coors was incorporated, with Adolph Coors Senior as president and treasurer, Adolph Coors Jr. as vice president and secretary, and Grover Coors as general manager. Both sons, like their father, had homes on brewery property.

While devoting himself to the brewery, Coors Sr. didn't neglect his civic duties and was involved in many Golden activities and donated much time and money to the town. He gave minerals to the School of Mines, helped plow Golden roads, fixed the sewage system and organized parades, among his other activities. He was also active in the Brewers Association and his wife often helped the Golden Cavalry Episcopal Church.

IN MARCH 1914, satisfied with the progress of the business, Coors decided to take a well deserved trip with his wife. They left for a five-month, round-the-world trip. The Coorses returned home to Golden in time to participate in the election that would result in Prohibition for Colorado, with 129,589 in favor and 118,017 against. Interestingly enough, the cities of Golden and Denver both voted against Prohibition. When Colorado went dry on Jan. 1, 1916, four years before the rest of the nation, Coors had to dump 17,391 gallons of beer into Clear Creek.

Adolph Coors had begun to invest in other industry and real estate in the early 1900s, among them the successful pottery works that later became Coors Porcelain. But his sons were determined to keep the brewery open despite Prohibition and started the manufacture of malted milk and Mannah, a near-beer. Sons Adolph Jr. and Herman managed the porcelain company while son Grover worked with his father to develop the malted milk plant.

Problems of breaking into the trade and the need for new machinery made a move into the malted milk business slow. But in February 1916, the Foss Drug Company in

Golden received its first shipment of Coors malted milk in family size jars. By March 1917 all the new equipment was in place and tested and Coors expanded its malted milk operations, manufacturing a ton of malted milk each day.

The company became the world's third largest producer of malted milk before it discontinued the product in 1955.

NEAR-BEER PRODUCTION was about one-tenth of the former beer production during Prohibition. The near-beer was made the same way as beer is today, but the alcohol was distilled out before the production left in the brewery.

The company was able to survive Prohibition through its malted milk and porcelain production and Prohibition was repealed in 1933. In its first full year after repeal, the company produced 129,000 barrels of beer.

The 17 years of Prohibition were a bleak time for the Coors family, who worried about the company's survival. And Adolph Coors Sr. didn't live to see the end of Prohibition. He died in a freak accident in June 1929 when he fell out a window from his sixth story hotel room in Virginia, where he had been recovering from the flu.

Since the repeal of Prohibition, the number of breweries in the nation has dwindled from 732 to 91, representing about 48 companies.

In 1977, Coors was the nation's fifth largest producer and the largest single brewery in the nation. Coors presently distributes its beer in 16 states—Arizona, California, Colorado, Idaho, Kansas, Montana, Nebraska, Nevada, New Mexico, Oklahoma, Texas, Utah, Wyoming, Washington, Iowa and Missouri.

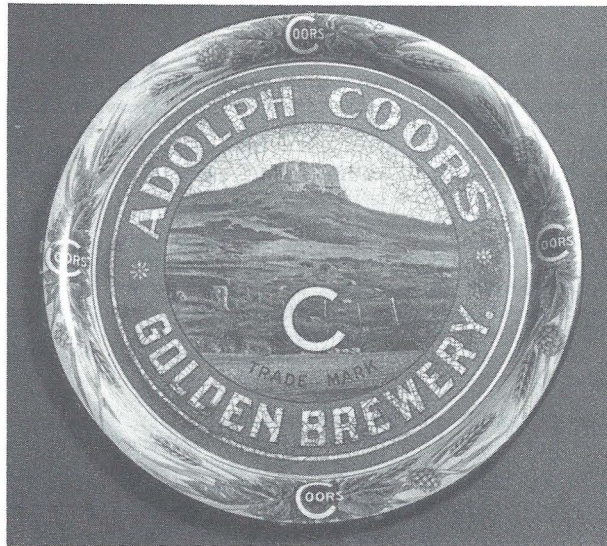
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Marilyn Saltzman's history of Coors is reproduced from the supplement on Coors of The Daily Transcript, Golden, CO, dated August, 1978.

COORS TRAYS

Bill Frederick, in celebration of the forthcoming convention at Coors has prepared a catalog of Coors' trays, using the code devised by Peter Blum for his catalog of Stroh trays in issue 26. It would be a good tradition to do this for the host brewery annually, but a better idea would be doing the task more generally. To repeat the nature of Peter Blum's code, there are five elements. Bill has added some sub-classes.

1. The two-letter postal code of the state.
 2. Four-letter code for the brewery.
 3. Two-digit number for period: 01 for pre-Prohibition; 21 for Prohibition; 41 for Post-Prohibition; T1 for tip trays.
 4. Two-letter code for material and finish: Br-Brass; Ce-Ceramic insert; Li-Lithographed; Me-Metal plated, other than brass; Ph-Photolithographed; Pl-Plastic.
 5. One letter code for shape: C-Circular; O-Oval; R-Rectangular; S-Square.
- CO-COOR- 01 (Li-C) ADOLPH COORS/GOLDEN BREWERY. Brewery trade mark (Castle Rock) with large C and barbed-wire fence below Castle Rock. Barley, hops and Coors around tan rim. d 13 1/8, h 3/4. Standard Advertising Co. Rare.
- 02 (Li-C) ADOLPH COORS/GOLDEN COLORADO. Castle Rock, no C or fence. Hops and barley around black rim. d 13 1/4, h 3/4. The Meek Co. Fairly Rare.
- 21 (Li-R) COORS GOLDEN/QUALITY BREW. Bottle with label, glass, bottle cap, sandwich and garnish on plate. 13 1/4 x 10 1/2, h 1. American Art Works. Rare.
- 41 (Ph-C) COORS BEER. Plain black tray, red rim with Coors Beer three times on inside of the rim. d 11 7/8, h 1 1/8. Fairly Common.
- 42 (Ph-C) COORS EXPORT LAGER. Same as 41 but has Coors Export Lager three times on inside of the rim. d 12, h 1 1/4. Fairly Scarce.
- 43 (Ph-C) COORS. America's Fine Light Beer and the Lion are in gold. d 11 7/8, h 1 1/8. Fairly Common.
- 44 (Ph-C) Same as 43. d 13 1/4, h 1 5/8. Fairly Common.
- 45 (Ph-C) COORS. White Lion and Brewed With Pure Rocky Mountain Spring Water on face with Coors around outside of the rim. 15 x 13, h 1 5/8. Fairly Common.
- 46 (Ph-C) COORS. America's Fine Light Beer and the Lion are in white with white rim. d 13 1/4, h 1 5/8. Fairly Scarce.
- 47 (Pl-C) COORS. America's Fine Light Beer, Lion on plain red plastic tray. d 13 1/8, h 1 5/8. Fairly Common.
- 48 (Ph-C) COORS. America's Fine Light Beer, Lion in white with red rim. d 11 7/8, h 1 1/8. Fairly Common.
- 49 (Ph-C) Same as 48 except larger. One in present use by Coors. d 13 1/8, h 1 1/2. Common.



CO-COOR-01 (Li-C) featured Castle Rock, Coors' symbol in early years. The circular letter C was and is a symbol of Colorado, appearing on the state flag and seal.



CO-COOR-21 (Li-R) advertised Coors' Golden, the company's near beer of Prohibition years.



OMAHA BREWERIES

by Bill Baburek

Members heading west to the NABA convention at Golden, CO, will find the only active brewery between the Mississippi River and Denver at Omaha. It is the century-old Fred Krug brewery, operated since 1935 by Falstaff, which was pioneering multi-plant operation. Once one of ten Falstaff breweries, it is now the smallest of the four remaining, with 700,000 barrel capacity. It is a plain, grey-painted building at 3302 S. 25th Street at Deerpark. The brewery does quite well. Falstaff, though it has declined nationally, remains strong in the Omaha area. Like the other breweries of Paul Kalmanovitz, this one produces house brands for supermarkets extensively. Strangely, objection to the practice by Nebraska authorities menaces the brewery. The attorney general has charged before the Nebraska Liquor Control Commission that Falstaff has provided an unlawful thing of value or inducement to the Safeway and Hinky Dinky chains by producing house brands for them. He also charges Falstaff with unlawful quantity discounts. Kalmanovitz has said that the brewery may have to close if the action succeeds.

Falstaff has given up tours because of insurance requirements, but it maintains a hospitality room, the Falstaff Inn, and a shop selling clothing, lighters, coolers, trays, lamps and mirrors. Mrs. Houfek, who is in charge, reports that parties are expected between 1 and 4 PM on August 6, 7, and 8, but additional visitors can be accommodated.

Omaha has three former breweries, extant in whole or in part. The city's dominant local brand was Storz, which operated independently until 1967. Arthur C. Storz then sold the 700,000 barrel brewery to a group of Iowa business men, who in 1968 sold it to Grain Belt Breweries of Minneapolis, MN. Then Grain Belt closed the plant, which dated from 1876, in 1972. The brewhouse has been razed, but the bottling plant and shipping facilities are used by an auto salvage firm. The smokestack lettered for Storz, which has been declared an historical monument, makes the site easy to locate. The brewer's mansion at 3708 Farnham Street was built by Gottlieb Storz in 1907. It is currently occupied by Arthur C. Storz, Jr., his grandson.

The former Metz brewery survives at 210 Walnut Street in South Omaha. A brewery of 150,000 barrel capacity (1959) dating from 1864, it lasted until 1961. All of the buildings are standing, mainly occupied by a beer distributor. The former home of Arthur Metz is at 3625 Dewey Street, currently used as an apartment building. The Charles E. Metz mansion is at 3708 Dewey, one of Omaha's most impressive stately homes. Built in 1915 at the cost of \$175,000, it is currently occupied by a medical fraternity.

The Jetter brewery is a pre-Prohibition plant which opened under this name in 1933 and survived for about 18 months. Jetter reportedly rushed its first brew to market without proper aging, and shortly verified the industry's principle that "One bad batch can kill you." The brewery stands at 6016 S. 30th Street at Upland Parkway. It is entirely preserved and in good condition as a storage facility for animal feeds. The owner, Nutreena Feeds, will admit visitors. The woodwork in the office is outstanding.

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DEALER DIRECTORY

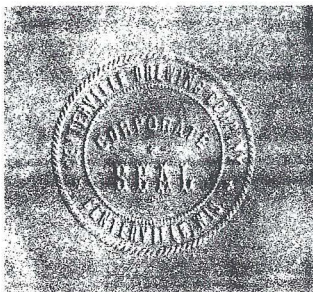
The Mill, Box 45, Woodruff, WI 54568. (715) 356-5468. Dennis Howard maintains a large general antique shop on the south side of route 47 on the east end of Woodruff, a small town in the North Woods resort country of Wisconsin. The shop typically has old farm equipments, pioneer furniture, and plenty of breweriana. It is a very good prospect for cases and barrels -- owing, apparently, to cheap space up there for running big inventories of large items. Dennis issues mail catalogues, also.

Bear Trap Inn, Box 36, Land O'Lakes, WI 54540 (715) 547-3777. The other of the dealers in the North Woods is Dick Bucht, who with his wife Katie operates the Bear Trap Inn in Land O'Lakes, WI, a very small resort town on U. S. 45 at the Michigan border. The restaurant, which is a very good one, is on the south side of the road running west out of the town. Dick keeps an inventory of small items, mainly enameled glasses and steins.

Tavern Treasures, 7 Nelson Road, Greenwich, London SE10, England. Charles Tresise has established a specialized dealership in British barrel bushes. Since a British beer barrel was expected to last 50 to 60 years, and to be filled eight to ten times a year, the damage to the wood about the bung hole from repeated rackings (fillings) would be considerable. In the 19th century British brewers began to protect their bung holes with brass or gunmetal bushings which screwed into place. Each was identified with the name and location of the brewer. Tresise sells originals for about £15 to £20, depending on rarity and condition. He also sells new castings made from original dies for about £7. On the basis of a brass bush, newly cast, lettered for Young & Co., London, the work is excellent and the artifacts most attractive on display. Tresise sells an iron base into which the bushings screw so that they may be used as holders of large wooden matches. He also plans one to four ceramic bases on the prototype of china match holders common in pubs until the early 1930s. The current list of bushes, which Tresise will mail, lists 148, lettered for most extant British breweries, with the rather notable exception of Ruddles, and several extinct ones. Tresise plans to expand the line, and also to offer some additional pub artifacts. The Young bush is 2 1/8" in interior diameter, and 3 1/16" exterior. The interior diameter coincides precisely with the bung hole on the editor's one American beer barrel, a Daeufer-Lieberman cask apparently of some antiquity.

CLARIFICATION

- Q. A foam scraper has come to hand lettered "Bismarck Beer by Neumeister." It is apparently post-Prohibition on the basis of its design and condition, but the only Neumeister shown in Friedrich & Bull is Frederick Neumeister of Muskegon, MI, who is shown as having left the business in 1876. None of the Bismarcks shown in Who's Who in Brew is identified with a Neumeister. Has anyone an explanation?
- A. A member wrote to Gordon Dean identifying the brewery at 3439 S. Racine Avenue in Chicago. Gordon duly sent on the letter with a considerable amount of other material, but the letter now cannot be found in the editor's less than infallible filing system. If that member will write the editor directly, his answer will be published in issue 31. The query appeared in issue 27.



- Q. To give authority to editorial correspondence, we acquired the corporate seal of the Centerville Brewing Company, the imprint of which is at the left. The question arises where this brewery was. The seal reads "Centerville, Wis.," but there are two such towns, one of 30 population (1950) in Trempealeau County north of LaCrosse and east of Winona, MN, the other of 25 population in Grant County near Montford. Friedrich & Bull state the brewery was at Hika, a metropolis of 150 in

Manitowoc County, about halfway between Sheboygan and Manitowoc. None of the three is anywhere near the other. Friedrich & Bull report that the brewery went out of business in 1914. Other information, such as survival of the buildings, is solicited.

Addition to Who's Who in Brew:

Rosalie Pilsner Church Point Wholesale Church Point, LA 1939
Grocery Co.

Actually, Rosalie Pilsner was brewed by the Manhattan Brewing Co. of Chicago. Since the only known can of the brand, together with a can of Tiger, recently changed hands for a reported \$12,000, the brand can hardly be considered an historic failure.

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Anheuser-Busch, Inc.

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



*Original Trademark
adopted 1872*



*Anheuser-Busch Inc.
present trademark*



*The Adolphus Busch
Pocket Watch Fob
Series #1*



*The Adolphus Busch
Pocket Watch Fob
Series #2*



Adolphus Busch

*Lithograph of Adolphus Busch
Reproduced by J.E.C. Consultants
of El Paso, Texas by special
permission of Anheuser-Busch Companies, Inc.*

Shown above is the original A & Eagle trademark in the top left hand corner as opposed to its contemporary counter part on the top right which is presently used. Known the world over, the A & Eagle is readily identified as the registered trademark of Anheuser-Busch Companies, Inc. But the majority of people who recognize it don't know what the mark stands for. Many hazard a guess at the A, but the Eagle generally puzzles them.

There is no record of who designed the original A & Eagle, or what that person attributed to the symbols. The most widely accepted explanation was that given by Eberhard Anheuser, grandson of the founder of the company: "The A stands for Anheuser and the Eagle symbolizes Adolphus Busch whose vision knew no horizon."

The first record of its use was in 1872. Originally used on beer labels of the E. Anheuser Company's Brewing Association with an Eagle perched on a shield with raised wings humped as though captured in the A. Finally a small star atop the A. Change has come several times evolving into the present design with freed wings as though the Eagle were in flight around 1900.

Anheuser-Busch Companies, Inc. has since its beginning excelled in exhibiting the highest quality not only in its products acclaimed the world over, but also in its traditional advertising. Here depicted is the grandest and probably the most majestic of gentlemen St. Louis has ever known. Adolphus Busch was the backbone and strong leader for many years of what has now become known as Anheuser-Busch Companies, Inc. Mr. Busch promoted the company and goodwill to the world through his generosity to all, often bestowing beautiful gifts to friends and acquaintances. These gifts have become sentimental treasures as well as valuable collectors items. One such exquisite item is the now rare and famous Adolphus Busch Pocket Watch Fob so elegantly worn by Mr. Busch in this lithograph.

These prized pieces are now perfectly and authentically reproduced by J.E.C. Consultants of El Paso, Tex., under licensing arrangements with Anheuser-Busch Companies, Inc. The two versions of the Watch Fobs will be produced in the highest quality only equaled by the originals. They are made available to the novice, advanced collector, or to those who may be interested in obtaining a limited edition Watch Fob and likeness of the original Anheuser Busch trademark.

The Watch Fob reproductions will be produced in a limited edition of 5000 each in the two depicted versions shown on the other side. Series #1 on the left and Series #2 on the right. Each version will be broken down into four levels of quality, 14K solid gold (500 pieces), 14K gold plated (1000 pieces), solid sterling silver (1500 pieces), and solid brass (2000 pieces), with upto 5000 pieces unlimited in pewter. Each piece will be hand selected to assure the choicest specimens, packaged in a presentation case with serial numbered certificate of authenticity for each quality level in each series. (Except the unlimited pieces.)

These reproduction Watch Fobs are not only exciting gifts, but are a good investment with potentially increasing collectors value in its own right. They will be 15% smaller than the originals and of solid metals to avoid any confusion with or detract from the originals value which were produced in a combination of gold and silver.

On all orders allow 60 days for shipping and filling of orders. A convenient order form is provided below, check the appropriate boxes. On gold orders price subject to change. This offer expires Aug. 6, 1980.

Please reserve the below noted order for the Adolphus Busch Pocket Watch Fobs for me in the amount of _____ dollars, which includes postage and handling. Texas residence also include the 5% Sales Tax.

Quantity	Series #1	
_____	Solid 14K gold	\$295.00
_____	14K gold plated	55.00
_____	Solid Sterling	40.00
_____	Solid Brass	25.00
_____	Pewter unlimited	10.00

Quantity	Series #2	
_____	Solid 14K gold	\$295.00
_____	14K gold plated	55.00
_____	Solid Sterling	40.00
_____	Solid Brass	25.00
_____	Pewter unlimited	10.00

Name _____
 Street _____
 City _____ State _____
 Zip _____

Write or call (915) 755-1565
 for information on our special
 jewelry line made with the
 same watch fob in any metal.

Send all orders with check or money order payable to:

J.E.C. Consultants
 10069 Newcastle
 El Paso, Texas 79924

Void where prohibited by law.



CARL EBERLE, JACKSON, MICHIGAN

The Stroh Brewery has assumed the role of historian for the brewing industry of Michigan, and is acquiring source material as it becomes available. The collection is now registered with the National Archives.

During the past year a Stroh employee purchased an old photograph at a flea market. In its way, it tells about work in a small brewery better than any article could.

According to Manfred Friederich and Don Bull's Register, Carl Eberle of Jackson, MI, purchased a small brewery about 1885. One day prior to 1891, when the name was changed to Jackson Brewery & Malting Company, he sat down with his family and dog, surrounded by his crew, and all posed just before having a party. Perhaps it was Bock beer time or the last working day before Labor Day. The men showed up with the tools of their trades: the teamster with apron and whip, the maltster with his wooden shovel, a fermentation cellar man with the circular skimmer, a cellar man with a candle holder, and the racker with his debunger and heavy bung hammer. The old head brewer behind the barrel probably spoke German to his crew. In keeping with tradition, he carried a pocket watch. Perhaps Mrs. Eberle was setting a picnic table for the men.

Historical brewery photographs just don't come any better than this. One wishes it were possible to step back in time to join them for a couple of dark beers and a prosit to Carl Eberle of Jackson!

Peter Blum

PROHIBITION CANADIAN STYLE

by Lawrence C. Sherk

Thanks to television and movies, most Canadians know more about Prohibition in the United States than they do about the era of prohibition in their own country. Americans know that much of the illicit "booze" that found its way in the United States during their Prohibition came from Canada. However, Canada had its own style of prohibition. The American version was Federal in scope and total, banning manufacture, sale and distribution of all alcoholic beverages, including beer, wine and liquor. Canadian prohibition was provincial in scope, and only concerned with banning the sale and distribution of alcoholic beverages. Manufacture was not prohibited, and breweries and distilleries continued to operate under Federal license.

The Federal government did, however, pass the Canada Temperance Act in May 1878, allowing for a measure of local option at the county and city level. Later that year Fredericton, New Brunswick, became the first dry jurisdiction in Canada. Local option spread across Canada. By 1902 the small province of Prince Edward Island was almost totally dry. The Federal government did prohibit the importation of intoxicating liquors into Canada, transport of liquor into any part of Canada where its sale was illegal, and the manufacture of liquor within Canada beginning in March 1918 for the duration of World War I. These Federal wartime regulations were repealed on December 31, 1919.

Canadian provinces went dry one by one, each with its own Temperance Act starting in 1916 with Nova Scotia, Manitoba and Alberta. New Brunswick, Saskatchewan and British Columbia followed in 1917, Prince Edward Island and the Yukon Territory in 1918, Quebec in 1919, and finally Ontario in 1921. Newfoundland, then a Dominion independent of the Ottawa government, passed a Prohibition Act banning not only importation and sale but also manufacture of alcoholic beverages effective January 1, 1917.

Prohibition in Ontario was most confusing, to say the least. Ontario banned all local sale of alcoholic beverages except native wines as of September 16, 1916, but could not constitutionally ban ordering of alcoholic beverages from offices in other provinces. Many Ontario breweries established agencies in Quebec and widely advertised them in Ontario newspapers. These breweries then shipped their beer directly from their plants to the customers' homes. Such advertising was forbidden in 1919, but total local prohibition in Ontario did not come until July 19, 1921, following a vote held on April 18, 1921. To protect the grape growers on the Niagara Peninsula, native wines were never banned. Beer of less than 2.5% alcohol by weight could also be sold.

Quebec enacted a wartime Prohibition Act in May 1918, but held a referendum in 1919 in which the electorate voted by nine to one in favor of sale of light beer (also of 2.5% alcohol by weight), cider and wines of 6.94% alcohol.

Permits for the export of "booze" were easily acquired by brewers and distillers in all parts of Canada. Shipments left Canadian ports on such unlikely bodies of water as Lake Erie and Lake Ontario for "Cuba," "Mexico," and the like, only to be taken off at Detroit and Buffalo, or returned to Canada to supply the country's own bootleggers. Six distilleries and 29 breweries operated almost undisturbed through prohibition in Ontario alone.

As the United States entered its Prohibition on January 16, 1920, Canada was preparing to abandon its version. As noted above, only Ontario

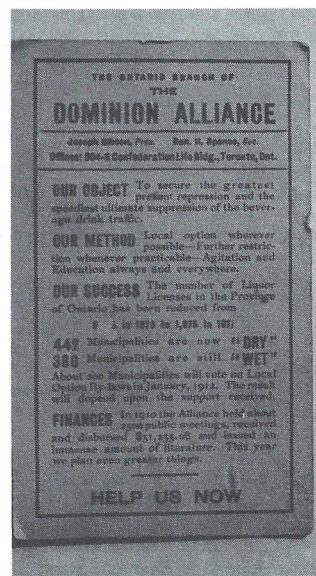
was yet to establish prohibition, Canadian style, and Quebec had already voted back light beers and wines. In 1921 Quebec and British Columbia abolished prohibition. British Columbia established government stores to sell all alcoholic beverages, including beer. Quebec set up such stores for wine and liquor, but allowed sale of beer in grocery stores. The end of prohibition gradually spread across Canada: Manitoba in 1923, Alberta and Newfoundland in 1924, Saskatchewan in 1925, New Brunswick and Ontario in 1927, Nova Scotia in 1930, and remarkably, Prince Edward Island not until 1948. It should be noted that Premier Ferguson, who was elected in Ontario in 1924, allowed the alcoholic content of light beers to be increased to 4.4%, causing the brews to be known as "Fergie's Foam."

Sales of beers and liquors were much lower after prohibition than before, and export sales helped many a Canadian brewery to survive. American brewing interests invested in a number of Canadian breweries. Simon Pure of Buffalo purchased the Copland Brewery of Toronto and placed its logo on Copland labels. "Blue Ribbon" (of Pabst?) was brewed by the Sarnia Brewing Company. Exports continued without much trouble until 1930 when the Ottawa government banned them. Many smaller Canadian breweries that had survived prohibition now folded as local sales did not grow as rapidly as many owners had expected, once Canadian prohibition ended.

It would be interesting to know how many American collectors have come upon relics of Canadian prohibition in their own country. Bottles, crates, cases and barrels should turn up, particularly in the northern states. The Riverside matches below are one example of an item evidently given out in the United States to promote the sale of a Canadian brand to American visitors. I would welcome correspondence with any collectors who can provide information on Canadian items that found their way into the United States during Prohibition.



An American matchbook lettered for Riverside Beer and Ale.



A poster issued in the campaign for prohibition in Ontario.



Carrying out the C. T. A., Moncton, N. B.

This repellent scene is enforcement of the Canada Temperance Act of 1878 at Moncton, New Brunswick.

THE PIONEER

A Weekly Journal of Social Progress and Moral Reform

VOL. XVI. TORONTO, DECEMBER 28th, 1917 No. 56

Prohibition for Dominion of Canada

Premier Borden Makes the Welcome Announcement

Temperance Forces are Gratified—Action Means Improved Shipping Facilities for War Purposes—Waste of Food Stuffs will be Stopped—Text of Government's Pronouncement—What Remains to be Done.

Premier, that the intention is to make the standard the same as in Ontario and the Western Provinces, and that when the regulations embodying the Government's policy are issued they will make this unmistakably clear.

WHAT THE GOVERNMENT ACTION MEANS

1. Absolute prohibition of the importation of intoxicating liquors of any kind into Canada.

For the fiscal year ending March 31st, 1917, the imports into Canada were as follows:

	From Great Britain	From United States	From Other Countries	Total
Ale, porter, lager and other	\$10,121	\$1,651	\$11,772	\$23,444
Spirits and wines	2,285,615	1,547,500	2,998,333	6,831,448
Total	\$2,295,736	\$155,651	\$3,010,105	\$5,461,492

Of course all liquor not coming from the United States is not better

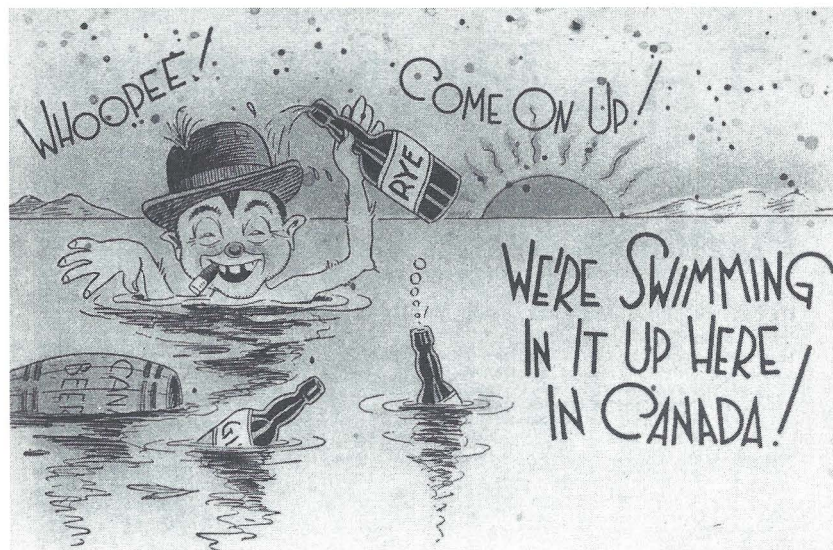
Official announcement was made by the Prime Minister on Saturday of the prohibition of the importation of intoxicating liquors into Canada after Monday next. The only exception is in the case of purchases made before that date. The transportation of intoxicating liquor into any part of Canada where the sale of such liquor is illegal is prohibited after April 1 next, and it is also announced that the manufacture of such liquor "within Canada" will be prohibited on and after a date to be determined upon. The announcement reads:—

"On December 17 the people gave to the Government an unmistakable mandate for the vigorous prosecution of the war and for the employment of all the country's energies and resources necessary to achieve victory. It is

A temperance paper greeted the wartime prohibition enactment of the Ottawa government with misguided enthusiasm.



Most common Canadian Prohibition artifacts are postcards intended for Americans to send home to their thirsting friends. Two examples are shown.



BREWERIES - ACTIVE

Falstaff Brewing Corporation, 3302 S. 25th Street, Omaha, NB 68105.

See "Omaha Breweries," page 13, above, in this issue.

DeBakker Brewing Company, 7 Commercial Boulevard, Novato, CA 94947.

Brewers Digest's 1980 Buyers Guide & Brewery Directory arrived in January with the unexpected information that California had a new brewery in Novato, in the affluent San Francisco suburbia of Marin County. Needless to say, a tax-deductible reason to spend a week-end in San Francisco shortly appeared and the editor checked out the new enterprise. It proves to be a bay of a building in a small industrial park, in which stainless steel drums have been installed for the brewing process. The plant appears smaller than the New Albion Brewing Company some 18 miles away, but the reported annual output of 1000 barrels is considerably greater. Most of the output is sold in Marin County, but some goes to liquor stores in San Francisco. It is a joint enterprise of Tom and Jan deBakker, apparently without additional employees. The product, deBakker Pale Ale, like New Albion's ale, is an effort at a British style naturally conditioned bottled ale. Carbonation is produced by low-temperature krausening, in contrast to New Albion's insertion of sugar and yeast into the bottle, and Anchor's high-temperature krausening of its steam beer. The brew is not a pale ale by American standards, and barely one by British standards. It is a heavy, relatively dark ale, at least as heavy as Yuengling's porter, which most Americans would probably drink on an 'arf-and'arf basis. It lends itself very well to that, in fact. The deBakkers plan a draft version, and also a lager. The brewery has no external identification, making it rather poor for photography, and there is no breweriana for sale. Labels may be had for the asking, however. The brewery does not sell the ale, though it is available in a local delicatessen and several liquor stores in the Novato area.

<i>This super premium pale ale is hand made by one of the smallest family owned and operated breweries in the United States. By returning to the traditional brewing arts, and using only the finest available ingredients, the DeBakker Brewing Company has produced a rich pale ale of rare quality.</i>		<i>The fine sediment at the bottom of the bottle is the result of natural bottle conditioning using the krausen process. Since DeBakker Pale Ale is naturally carbonated and contains no preservatives or artificial flavorings, this bottle should be kept refrigerated to preserve freshness.</i>
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BREWERIES - CLOSED

The editor's appeal for locations of closed breweries in the area which members may traverse en route to the convention in the Denver area brought forth responses from Bill Frederick, Herb Ramsey and others. For closed but standing breweries in Omaha, see Bob Baburek's separate article in this issue.

In Colorado, Bill Frederick reports the following:

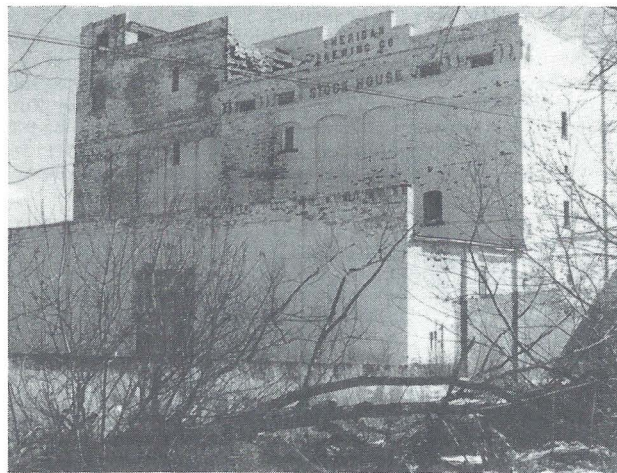
Tivoli Brewing Co., 10th and Larimer, Denver. Closed in 1967, this great Victorian is being offered for redevelopment.

Capital Brewing Co., 36th and Wazee, Denver. A warehouse and one other large building of this firm survive, though the brewery closed in 1915 or 1916.

Walter Brewing Co., Pueblo. Walter gave up in 1974 or 1975, but the building stands idle.

Philip Schneider Brewing Co., Trinidad. Closed in 1957, the brewery survives as a storage facility for the local school district.

In the Great Plains or Rocky Mountain areas, the following stand:



Sheridan Brewing Co., Sheridan, WY. This brewery, which became rather a symbol of geographical isolation in the industry, stands idle. (Photograph by Herb Ramsey.) Closed in 1953.

Anaconda Brewing Co., Anaconda, MT. Extant containing an antique shop. 1957.

Kessler Brewing Co., Helena, MT. Closed in 1957.

Red Lodge Brewing Co., Red Lodge, MT. Closed at Prohibition.

Great Falls Brewing Co., Great Falls, MT. Closed in 1965.

In the Midwest in areas which members may cross, the following survive:

Dick Bros. Brewing Co., Quincy, IL. Closed 1951.

Warsaw Brewing Co., Warsaw, IL. Closed 1972.

Moehn Brewing Co., Burlington, IA. Closed 1915.

Locations within the respective cities were not provided. Members should enquire locally.

WHAT'S BREWING

Miller is celebrating its 125th anniversary mainly with sales increases. Its 1979 output of 35,794,255 barrels was 14.5 percent above 1978, and the firm continues to do well in 1980. The new brewery at Albany, GA, opened in January to add 10 million barrels to the company's annual capacity. Collectors will be pleased to note that Miller marked the anniversary by reissuing a girl-in-the-moon tray. Reportedly, founder Frederic E. Miller conceived the design when he looked at his daughter sitting on a platform in his beer garden, with a waning moon in the sky behind her. It is nice to know that Phillip Morris hasn't forgotten the old brewer's traditions.

Reports of the independents remain remarkably good. Christian Schmidt sold 3,850,000 barrels in 1979 and hopes to pass 4 million in 1980. In hopes of shedding a regional image, it has dropped its invariable "of Philadelphia" following "Schmidt's" and redesigned its packages. The firm is putting 35 to 40 percent of its advertising budget into the Schmidt's Light brand, including some handsome lighted signs for retail outlets.

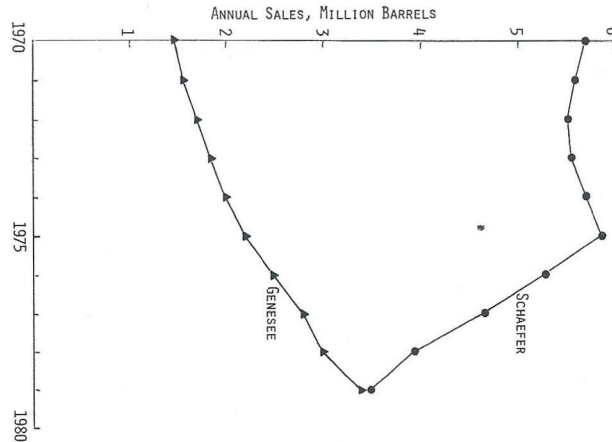
Pabst is selling off the used equipment from the Blatz brewery in Milwaukee and its former Eastside plant in Los Angeles. This appears to end any prospect that the dormant facilities will be returned to brewing.

Stroh's long negotiation for control of F. & M. Schaefer has at length been consummated. Stroh will pay \$18 million for four million shares of Schaefer stock (to be newly issued), raising its equity in Schaefer from 8 to 51 percent. Stroh's equity will rise to 75 percent over the course of the next five years. Schaefer's major creditors, including Citibank and Equitable Life, will be issued preferred stock to reduce Schaefer's notorious debt from \$96 million to \$32 million. Schaefer is expected to respond to this improvement in its finances by putting more funds into promotion. Its traditional sponsorship of New York Mets baseball was not continued this year, and Anheuser-Busch took over the broadcasts. Schaefer will retain its corporate identity. In spite of its well publicized troubles, Schaefer has a modern brewery in a good location west of Allentown, PA, and a very considerable residual loyalty in the New York City market.

Coors continues to have eastern ambitions. It retains its options on a plant site in North Carolina and one in the Shenandoah Valley of Virginia in the vicinity of Elkton and Harrisonburg. The company appears to prefer the latter, and is attempting to make final arrangements. Meanwhile, from the Colorado plant it expects to extend its marketing area into northern Louisiana and western Tennessee in 1981.

GWH

SCHAEFER AND GENESEE



Even a short five years ago, it would have been hard to believe that sales curves of Schaefer and Genesee would ever cross. Schaefer never sold less than 5½ million barrels between 1970 and 1975, and Genesee did not reach 2 million until 1974. Suddenly Schaefer nosedived; sales decreased last year from 3.9 to 3.5 million while Genesee climbed from 3.0 to 3.4 million barrels. Genesee is enlarging its plant and is talking of 5 million by 1982, while Schaefer will be fortunate to stay above 3 million barrels.

The reasons for Schaefer's troubles probably concern both product and marketing strategies. The image decline of New York breweries, the move and the shift from a family to hired management added to Schaefer's difficulties. Whatever the primary cause, it is clear that Schaefer lost the reputation it held at least since repeal: that of a reliable major New York brewer who knew its business and its public well.

Neither Schaefer's decline nor Genesee's rise should be taken for granted. Schaefer has accomplished several major objectives in the past year. The huge \$92 million debt was restructured -- a euphemism for writing some of it off -- and a package was put together between Stroh, Schaefer and the major creditors whereby Schaefer will remain independent under Stroh's majority ownership. Some marketing innovations will be made, including a cream ale. The worst of the sales decline seems past; the 400,000 barrel decline and \$4.7 million net loss in 1979 were much less than in 1977 or 1978.

Genesee, in turn, will find itself much more visible -- and vulnerable -- as a regional brewer. Competition will be tougher and the fifth million may not come so easily as the fourth. Of course, there is no real alternative in the long run. Peter Stroh, in an interview for *Business Week* about the Schaefer acquisition, said almost regretfully, "Deep in my heart, I know it is either grow or go."

Peter Blum

REVIEW

Cheers! Springbok Jigsaw Puzzle PZL 4095, \$5.50.

The Springbok jigsaw puzzle I completed and am about to review is entitled Cheers! It is a photograph of a very appealing glass mug of golden beer foaming over the rim against a black background. When the 500 or so pieces are interjoined, the puzzle is 23½ inches by 18 inches. This was a very enjoyable puzzle to work on, and was completed over the course of five hours -- perhaps three and a half hours of full-time work. Compared to other puzzles I have done, it was about average in its level of difficulty, or slightly on the easy side. The black background was quite monotonous; however, the picture of the beer mug was interesting, since there was a variation in shades and color. All things considered, I recommend this puzzle to any breweriana enthusiast, but if you have always disliked puzzles, stay clear, for this is no exception. The poem on the back of the box, by George Arnold, is quite amusing:

My Beer

Here
With my beer
I sit,
While golden moments flit:
Alas!
They pass
Unheeded by:
And as they fly,
I,
Being dry,
Sit
Idly sipping here
My beer.

Karen L. Smith

Collector of brewery advertising
items of all kinds from only A-B



Anheuser-Busch

BUDWEISER MICHELOB BUSCH

JAMES E CATO

(Busch Place # 69)

10069 Newcastle

El Paso, Texas (79924)

1-(915)-755-1565

NEW MEMBERS JOINING SINCE APRIL 1, '80

APPEL, Lynne F.
1000 University Ave. S.E.
Apt. 17-B
MINNEAPOLIS, MN 55414
612-331-8310
Labels-openers-coasters

BENIAK, James S.
6611 A West Romona Avenue
WAUWATOSA, WIS 53213
414-771-5330
Labels-lithos-signs-trays
PH BEST, PABST & other
Milwaukee Brwgs

BRUNING, Richard R.
Suite 812, NBC Center
LINCOLN, NEB 68508
402-489-5284
Lithos & Trays

CRAIBE, Charles W.
8252 104th Avenue
KENOSHA, WIS 53142
414-694-2629
Signs & Tap Knobs

CUNNINGHAM, Robert J.
RR #1 Box 42
BOSWELL, IND 47921
317-869-5711
Tap Knobs

ELLIOTT, Dale
207 E. Jefferson
STOUGHTON, WIS 53589
608-873-3486
"Soda Bottles"

FAIST, Wayne A.
6551 Carrow Drive
INDIANAPOLIS, IND 46250
317-849-3909
Mugs-steins-signs-trays
DEALER

GABLER, Robert W.
9501 Longview Drive
ELLCOTT CITY, MD 21043
301-465-4004
Lithos(Inns, taverns,saloons)
& Books on Beer

GOFF, John W.
577 Brookhaven
ST. LOUIS, MO 63122
314-966-3211
Openers & Corkscrews

HANSEN, Bert
POB 5
BOULDER CITY, NEV 89005
702-293-1272
SIGNS

HERRON, Larry
POB 366
WENDOVER, UTAH 84083
702-668-2280
Signs-trays-cans

JOHNSON, Lloyd J.
301 Edinborough
FINDLAY, OHIO 45840
419-423-0936
Labels-signs-trays-cans

JOHNSON, Richard E.
16 East 60th Street
WESTMONT, ILL 60559
Labels-mugs-steins-openers-
signs-trays-cans

LYFORD, Jean(Mrs.)
1/198 North Beach Drive
TUART HILL
West Australia
Labels

KRIX, Werner
2222 East 10th Street
CHEYENNE, WY 82001
307-634-9520
Glasses-mugs-steins-signs-
trays-limited edition cans

MILLER, Paul H.
1578 Bandury Court
CROFTON, MD 21114
Signs & Trays

MJOEN, Donald H.
19109 E. Floyd Avenue
AURORA, CO 80013
Mugs-steins-openers-knobs-
embossed bottles

MOORES, Merrill
1720 Market Sq. Center
INDIANAPOLIS, IN 46204
317-253-0537
Reinstated from 1979
Mugs-steins

OGDEN, Michael
Flat 12, Inversrity St.
GLENELG NORTH
South Australia 5045
08-437-022
Glasses-trays-coasters

PREISTER, Thomas W.
POB 400
DAVENPORT, IOWA 52805
319-355-6196
Federal Beer Stamps

PREISER, Jerome
108 W. Second Street
OGLESBY, ILL 61348
815-883-8013
Glasses-coasters-trays-signs.
STAR UNION BRWG., Peru, ILL

SATER, Joel
POB 471
COLUMBIA, PA 17512
717-426-1958
Labels & Signs

SCHMITZ, Donald
1515 Calaveras
SAN JOSE, CA 95126
408-293-4540
Former Member in 1977
Lithos-signs-trays

SEARLE, Jim
1003 Illinois
PEKIN, ILL 61554
309-346-7804
Reinstated from 1979

SITTON Charles R.
1410 Riverside Drive
FENTON, MO 63026
314-343-5047
Pre-pro labels(AB)-glasses-mugs-
steins-lithos-post cards -signs-
trays-letters-books-invoices.

STOCKTON, Richard T.
2331 N. Tuckahoe Street
ARLINGTON, VA 22205
703-534-5619
ROBERT PORTNER BRWG only

WRIGHT, Dennis L.
301 West Main Street
COLFAX, ILL 61728
309-723-6300
Tap knobs-Barrel Heads

TOTAL.....27

Total membership as of May 20, 1980 is 542. Since January 1 a total of 86 new members have joined. We want to thank the various members who continue to sponsor the growth of our organization.

Gordon B. Dean
Executive Secretary

Tivoli Brewery Lease Studied

Trizec Western Inc., a Canadian corporation, is trying to negotiate a long-term lease for Denver's historic Tivoli Brewery at 1342 10th St. The brewery building has been idle for a number of years.

If the Trizec negotiations work out, the building, built in the late 1800s, could house a center of specialty shops and restaurants.

The brewery building is located in the Auraria Higher Education complex area. The University of Colorado at Denver, Metropolitan State College and the Community College of Denver are located in the Auraria Center.

BUYSELLTRADE

One of the perquisites of NABA membership is free advertisements in this column. Members are encouraged to make use of the opportunity. Free advertisements are limited to bone fide collecting activities, as distinct from commercial enterprises of members. Paid advertisements are also available at the rate of \$5 for box insertions, \$10 for quarter page, \$20 for half page and \$25 for full page.

Wanted: Trays and signs from Michigan breweries, single items or entire collections. Ken Settecase, 294 Downing Road, Riverside, IL 60546.
(312) 442-7474

Wanted: Kansas City breweriana, esp. pre-Pro trays and blob-top quart bottles. Pre-Pro western trays, mugs, bottles available in trade. Clyde Wright, 332 N. Cedar, Independence, MO 64053.

For sale: \$125, or trade for St. Louis mug: Franziskaner mug, Chicago. Excellent condition. Thuemler Mfg. Co., Pittsburgh. John Stech, 411 McLaughlin, St. Louis, MO 63129. (314) 487-7940.

Wanted: Coasters, any quantity from one to an entire collection. Clyde Houseknecht, RD#6, Box 354C, Dallas, Pa 18612.

Wanted: Bottle openers with stirring spoons (type F-2, Bull). Also glasses, mugs, steins. Leon Beebe, RT3, 14 Manor Dr., Mt. Airy, MD 21771.

Wanted: Brewery calling cards. For sale or trade: Embossed bottles from Haas, Bosch, Park, Calumet, Scheureman. Prefer to trade for coasters or obsolete labels. Gordon B. Dean, Willson Memorial Dr., Chassell, MI 49916.

Colorado breweriana wanted: All items from Coors, Zang, Neefs, Capital, Tivoli-Union, Walters, Schneiders, Pells, etc. Bill Frederick, 5118 S. Osceola, Littleton, CO 80123. (303) 794-1100.

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 to buy: 100 Years of Brewing. Bob Swiatkowski, 2852 193rd St., Lansing, IL 60438.

U. S. Beer Labels

A wide selection of bottle labels,
1930s to 1964, most mint, but a
few off bottles.
Collection A, 100 different \$6.50
Collection B, 200 different \$13.50
Bock collection, 30 different \$3.50
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