

The Breweriana Collector



JOURNAL
OF THE
NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING

Founded January 1972

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FALL 1980



1980 CONVENTION

1981 FINAL RENEWAL REQUEST - DUES
FOR THOSE OF YOU WHO ARE PAST DUE,
THIS IS OUR FINAL REQUEST TO KEEP
YOUR MEMBERSHIP CURRENT. EACH OF
YOU RECEIVED A REMINDER IN THE MAIL.
MANY THANKS TO THOSE THAT SENT THEIR
CHECKS. IF YOU HAVEN'T MAILED YOUR
10.00 CHECK, PLEASE DO SO BY RETURN
MAIL. MAIL TO.....

GORDON B. DEAN
CHASSELL, MICH. 49916

Chicago Tribune, September 17, 1980:

Living in brewery

A SPRAWLING former brewery on the North Side may be converted to upper-middle-class rental or condominium units under a plan being considered by Equity Financial and Management Co.

Equity bought the former Birk's Brewery buildings at Wayne and Webster streets a little more than a year ago.

No beer had been brewed at the site since shortly after World War II, and the buildings housed a variety of small industrial tenants as they steadily fell into disrepair. Real estate sources reported that the three buildings, containing 140,00 square feet of space, went for \$100,000.

SOURCES PUT the cost of rehabilitating the buildings at about \$5 million.

An Equity representative said the firm is clearing the buildings of tenants in preparation for converting it to residential use. A decision on whether to build condominiums or rental units will be made by spring, the representative said.

Equity is involved in a number of projects in the Chicago area, including development of a Michigan Avenue site for the Neiman-Marcus department store.

Michael L. Millenson

PRESIDENT'S PAGE

Those of you who were not in Denver missed one of the best conventions that club members have enjoyed. As is customary, the planning was excellent; consideration was given to every detail, and the programs proceeded smoothly. The courtesies shown to us at the Coors Brewery on Friday evening were most hospitable. We were treated to an historical film documentary, a discussion of brewery history by one of the Coors executives, tours of the brewery, which is an incredible industrial facility, and finally a late luncheon before being bussed back to the motel.

The club meals at the motel were excellent, and the Western steak fry on Saturday evening was particularly delectable - aged Kansas beef, served with Minnesota wild rice and Western style beans, all accompanied by good Coors beer, and all served under an open pavilion with the Rocky Mountains as a western backdrop.

Expressing proper tribute is impossible because of the sort of effort and concern that goes into the planning of these affairs; however, this year's convention was the work of Bill Frederick and Herb Ramsey. We would be seriously remiss if we were not to recognize the contributions made by Sharon Frederick and Lorraine Ramsey who were patient with their husbands and who were most charming hostesses. Good mention must also be given to Mr. Ed Peterson, General Manager of the Coors Distributing Company. Ed was instrumental in our convention by supporting Bill Frederick and by expediting the supply of Coors beer. We also enjoyed the presence of Ed and his lovely wife Sharon at Saturday evening's banquet.

Finally, but certainly not least, we owe a special thanks to Jeff Coors and his lovely wife who were also present at the Saturday evening banquet. Jeff's comments were brief but effective. He represented the support given to the N.A.B.A. by the Adolph Coors Company in making the 1980 convention a genuinely fun time.

Next year's convention will be held July 31, August 1 and 2 at the Holiday Inn in LaCrosse, Wisconsin. A unique feature of the 1981 convention will be the pre-convention tour of the Huber Brewery and the area surrounding Monroe and New Glarus, Wisconsin, a delightful Swiss area. Make certain that you visit Baumgartner's Deli/Tavern in Monroe for a great sandwich and some good Huber beer.

For 1982, we are looking forward to going back east, and N.A.B.A. board members are already exploring sights in Ohio, New York, and Pennsylvania. 1983 and 1984 are now open, but we will soon begin to work on the possibility of being in Cincinnati in 1985 in connection with the Hudepohl Brewery's 100th anniversary.

As a result of the 1980 national elections, the following members have assumed positions of leadership: board members Mike Bartels, Peter Blum, Bob Chapin, Herb Haydock, and Herb Ramsey, and officers David Mathews, Herb Ashendorf, Loren Karacki, and Joe Fury. By unanimous vote of the entire board, Gordon Dean has been reappointed as Executive Secretary. Our good newsletter editor will be George Hilton.

I want to thank my very good friend Bob Gottschalk for having so willingly served the N.A.B.A. for so many years as an officer and a member of the Board of Directors. Bob's counsel has always been based on his sincere interest in breweriana and on his interest in making the club pleasurable and fair for its members, and he has served as a good influence in that role. He has quietly helped our club, and I want him to know that his judgement will be sought in the future on issues that affect us all.

Until next time, I remain,

Respectfully yours,

-  -
David P. Mathews, President

National Association Breweriana Advertising



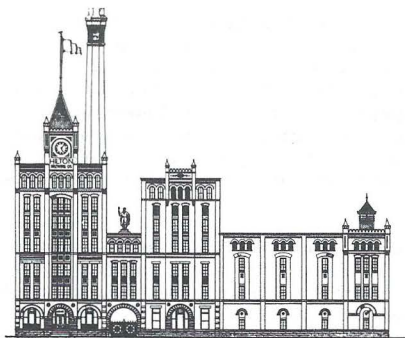
Denver's Tivoli brewery in the closing years of its operation. The brewery retains essentially this appearance, though it has suffered a small amount of vandalism. (Denver Public Library, Western History Department, Denver business collection)

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FERMENTATION

An Artifact for Preservation

One of the incidental joys of the Denver convention was renewing acquaintance with the Tivoli brewery. It may not be the best of the surviving structures, but it is surely close. Built mainly between 1879 and 1890, it is an essentially perfect example of the urban breweries of the late nineteenth century -- the plants treated in One Hundred Years of Brewing as the embodiments of modernity in the industry. The doorway to the office received some tasteless modernization in the 1940s or thereabouts, but the structure is otherwise in almost original condition. The tower is a lovely one, something of a local landmark. The rounded arches are as we expect of a brewery of the time. The final management tastelessly dabbed some blue paint on the roof and other portions, but that is superficial. In its essential elements, the building is as close to perfectly traditional American brewery architecture as one could reasonably wish.

Elsewhere, the Tivoli brewery's architectural glory might go unnoticed in some industrial neighborhood, but the building fortuitously is in a location that makes it extremely conspicuous. It is about a quarter mile south of the Larimer Square area, the old traditional business district of Denver at the time of the mining boom of a century ago. The intervening area has been cleared for playing fields, so that the view of the brewery is unobstructed. To the south are the Denver campus of the University of Colorado, Metropolitan State College and the local community college. These have big grassy areas and extensive parking lots, so that the brewery can be admired from almost any angle.

Since Denver is among the most conscientious cities in caring for its nineteenth century heritage, the attractions of preserving the Tivoli are obvious. The problem is how to do it. Much as we might like the idea of a brewery preserved intact as a museum piece, the idea isn't practical. The Tivoli still has its brew kettle and some of its other equipment, and apart from some broken windows it has not been extensively vandalized since it closed in 1970. A temporary chain-link fence has been put around it for protection. The problem is that there simply isn't enough interest in old breweries to allow museum preservation. We may love antique breweries enough to want to visit one in Denver, but there aren't enough of us to make such a project practical. Most of the visitors would have to be ordinary tourists. A static historical brewery, one suspects, would be a poor alternative to Coors' tour and hospitality room, in particular. The Melbourne brewery in Stamford, Lincolnshire, England, is preserved as a museum of traditional British brewing, but it does not do well, and its long-run survival is questionable.

As the National Trust for Historic Preservation tirelessly points out, the best form of preservation is use. Nothing assures preservation of a structure better than somebody making money out of it. Since the day of urban breweries of this size is gone forever, there is no prospect of returning it to brewing. There is the further problem that the configuration of the Victorian breweries did not fit them well for general industrial purposes. The proximity of the three campuses has evoked various plans for reworking the interior as a student union, or an auditorium, or other academic facility. None of these has been implemented.

The other course of action has been developing the Tivoli as a shopping center. Various developers have tried to implement this idea, but in 1980 a Canadian firm, Trizec Corporation, Ltd., leased the brewery and has announced development for shopping, entertainment and dining. The future is still uncertain, but the project is promising. As several members at the convention noted, the Buckhorn Exchange has been redeveloped as a successful restaurant in a much less promising part of central Denver. On the other hand, the City of Long Beach, CA, has made a noble effort to preserve the Queen Mary as a hotel, shopping area, set of restaurants and museum of the sea. The hotel has changed hands several times, and the whole thing has the disturbing quiet of an unsuccessful enterprise. Let us wish Trizec better.

There is not much we can do as an organization to advance this project, but let us at least go on record here as strongly encouraging the men who have undertaken it. Since restaurants are to be included, we presume that breweriana will be the decor of at least one. Perhaps some of us, at least our dealer members, can assist the management in acquiring artifacts. This is, after all, probably the best single opportunity for commercial preservation of a traditional brewery that we will ever see.

* * *

Issue 28 has at length reached Plainview, TX, to which on page 19 we attributed Schlitz' Texas brewery. Plainview, home of Wayland Baptist College, is not a community which would warm to the thought of a brewery in its precincts. In fact, the prospect would bring forth about as much enthusiasm as the senior who posed for Playboy did at Baylor recently. The brewery, it hardly need be pointed out, is in Longview, where, happily, it is well received and still quite flourishing.

In issue 30 on page 26 the printer placed the chart of relative sales of Genesee and Schaefer at a 90° angle from what was intended. That will teach the editor that what is obvious in an economics department isn't necessarily obvious in a printing establishment.

* * *

Arrival of issues 29 and 30 proved to be highly variable. Some members received their issues fully three weeks before others, and the arrival date seemed random with respect to distance. Our practice has been to send the winter, summer and fall issues off to the printer about two months before the March Indianapolis antique advertising show, NABA's convention, and Christmas, respectively. Using third class mail, as has been NABA's custom from the outset, it was impossible to assure delivery by the target date. Third class mail simply sits around until other mail has been processed. Accordingly, the directors voted in Golden to shift to first class mailing. This will increase our postal expenses, especially if The Breweriana Collector runs heavy. This will probably limit the journal to 32 pages regularly. The editor will cooperate in the new effort at punctuality by becoming absolutely ruthless in enforcing deadlines. We shall make a

habit of showing the date at which the issue was sent off to the printer at the end of Fermentation, as we did in issue 30.

* * *

Members should be alerted that a motion picture, "Take This Job and Shove It," is being made at the Pickett brewery in Dubuque and at the abandoned Potosi brewery a short distance up the Mississippi on the Wisconsin side. The movie will be a comedy starring Art Carney, Eddie Albert and Martin Mull. No announcement has been made whether a trained wolf has been engaged to play Pickett's dog. (That animal made a deep psychological impression on me, owing to his obvious intention of making a deep physical impression on me.)

Pickett, incidentally, has changed hands. AGRI Industries of Des Moines has acquired the brewery. It is reportedly eager to preserve Iowa's only surviving brewery, and plans to engage in extensive rehabilitation and marketing efforts. Once again, we may wish the promoters well. The brewery, if less flamboyant in architecture than Tivoli, is very traditional, and it is a functioning enterprise.

* * *

The firm of Can-O-Flage, 8033 Sunset Boulevard, Suite 5037, Hollywood, CA 90046, produces two reusable vinyl covers for standard 12-ounce beer cans, one lettered for 7-Up, the other for Coca-Cola. A cynic might think them intended to circumvent local statutes on minimum drinking age and on consumption of alcohol in motor vehicles. No doubt they are intended to appeal simultaneously to soft drink and beer collectors. They are \$2.00 each or \$3.00 for the pair.

* * *

In this issue we continue the policy begun in issue 30 of reviewing non-current book on brewing on a continuing basis. When our Australian member Andy Smith responded to our appeal for a description of a visit to the Bintang brewery, we seized upon him as an ideal reviewer for the Australian book, Beer, Glorious Beer!, one of the wittiest, most literate and most reverential books on beer ever written. We have also begun a policy of spreading reviewing duties around among the membership. For the first year and more of the present editorship, the editor did all his own reviewing. This was more out of desperation than vanity, but now that we are better acquainted with the membership, reviews will be solicited from members in the areas of their interest.

* * *

Elsewhere in this issue appears a newspaper article noting Anheuser-Busch's current catalog of breweriana, which appears entirely consistent with Budweiser's patrician image. Olympia has also issued a catalog recently. If free of \$18,000 items, it is extensive and well designed. It is available free from the company, Box 2008, Olympia, WA 98507.

* * *

Members who own the famous lithograph of the Centlivre Brewery in Fort Wayne are probably aware that the brewery has been derelict since about 1973, while efforts to save it have failed. It is expected to be razed shortly. Robert Centlivre, one of the last officers of the firm from the founder's family, died in Ann Arbor on July 5, 1980.

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

October 21, 1980

BREWED IN ANN ARBOR

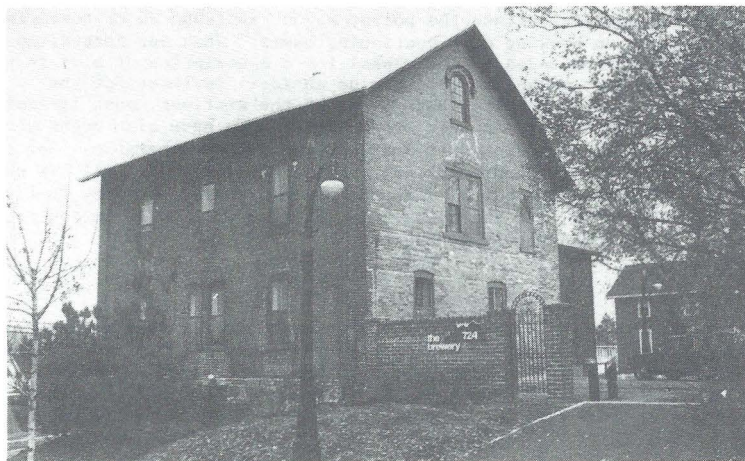
by Mary Hunt

From the Ann Arbor Observer, December, 1979. Reproduced with permission. Photograph by Peter Yates. . .Furnished by cooperation of Peter Blum.

Ann Arbor's many German immigrants brought both technical know-how and a ready market for lager beer. The 1868 city directory for Ann Arbor (population 10,600) lists five breweries, four operated by Germans: the Western Brewery on West Fourth (now known as Fourth Street); the Ann Arbor Brewery on the northwest corner of State and Fuller; the City Brewery at the corner of First and Liberty; the Bavaria Brewery on the north side of Fuller (now High Street); and the Central Brewery on the southwest corner of Fifth and Summit. The Northern Brewery on Jones Drive (originally Mill Street) was first listed in 1872. Only it and the Western Brewery survived into the twentieth century.

The decline of small-town breweries began in the early 1900's, when big-city breweries like Anheuser Busch in St. Louis and Schlitz in Milwaukee began expanding their distribution areas, a process made possible by speedy, efficient rail transportation and by regional and national advertising. Prohibition killed off many of the weaker breweries. Since then, the big breweries' advantages of large advertising budgets and economies of scale have put most small breweries out of business. There are fewer than 100 breweries in the U. S. today, compared with about 6,000 in Germany.

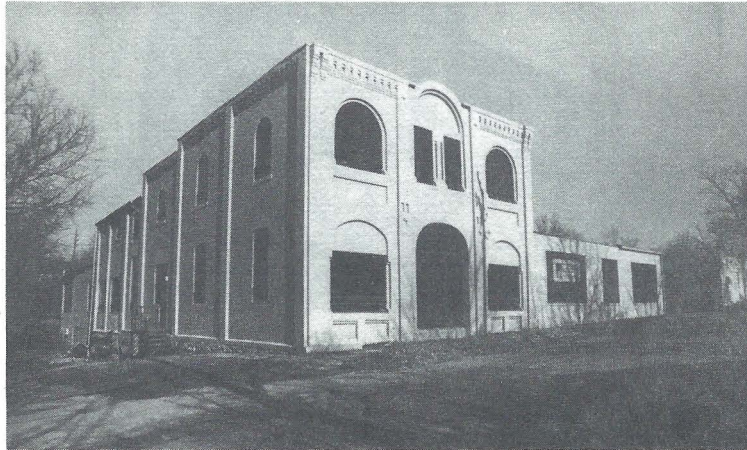
Structures erected by four of Ann Arbor's breweries still exist -- reminders (if you know their past) of a more self-sufficient time when small local industries supplied most of a community's basic needs.



CENTRAL BREWERY
524 North Fifth Avenue at Summit (The Brewery Apartments)

Some time about 1865 John Adam Volz erected his Central Brewery at North Fifth Avenue and Summit, next door to his residence at 524 North Fifth Avenue. The brewery, supplied with water from a spring on the site, had underground brick vaults or lagering cellars for aging his beer.

The brewery did not thrive, however. By 1875 Volz had moved to the west side of the town and taken up carpentry. The brewery became a residence, first for various German families, later for Italian immigrants (during the Twenties it was known as "Little Italy" because it housed many newly-arrived Italian workmen) and for Japanese-Americans returning from detainment camps after World War II. Its current owners, Bob Harrington and landscape architect and rehabber John Hollowell, have created six contemporary apartment units in the old building.



NORTHERN BREWERY
1037 Jones Drive (an office complex)

Under a succession of names and owners, this brewery operated on Mill Street (now Jones Drive) off Broadway from 1872, when it was founded by George Krause, to 1908 when brewer Ernest Rehberg went out of business. The brewery backed up on Traver Creek, which was dammed to form a pond from which natural ice could be harvested. Iced was used to keep the beer cool during the lagering or aging process.

After the brewery's demise, Rehberg ran an ice business there for five years. The building was then a creamery and, from 1922 to 1972, the Ann Arbor Foundry. Architects Dick Frey and Dave Peters have purchased the building and renovated it into offices, including their own.

WESTERN BREWERY
416 Fourth Street (University of Michigan Audio-Visual Center)

The Western Brewery, later known as the Michigan Union Brewery (in honor of the local bartenders' and brewery workers' union) and the Ann Arbor Brewery, was Ann Arbor's most successful and long-lived producer of beer. Established in 1861 by one Peter Brehm, it survived Prohibition and finally closed in 1949.

A portrayal of this small brewery's operations between 1910 and 1918 has been provided by former employees Bill Fischer and Ernie Splitt. They described an informally-run neighborhood business that resembled an extended family in many ways. Its owners worked alongside their employees, who included several of their sons.

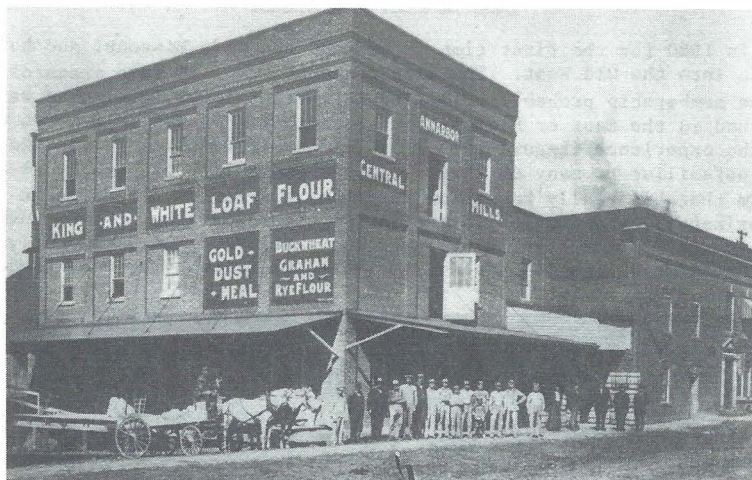


A typical day began when brewmaster and co-owner Chris Martin came to work between 4 and 5 a.m. to set things up for production. Firemen Herman Armbruster and Fred Bross stoked the boiler with coal and kept it going. It steam-heated the 10-foot wide copper kettle in the brew house and powered the ice machine, too. The mashing and brewing were done by Mike Wiedmann and his son Caspar. Cellarman Joe Fischer (son of co-owner Matt Fischer) moved the beer from cellar to cellar as it fermented and aged, keeping track of how long the beer was in each place. In the bottle shop Matt Fischer, his son Bill, and Karl Mahlke filled, capped and cased the beer. Bookkeeper-salesman Billy Gwinner was probably the only employee in the place who wore a white collar.

The driver supplied saloons and households and made weekly trips with the beer wagon to Dexter and Saline. When the brewery bought a Star truck (made in Ann Arbor) in 1915, Milan and Whitmore Lake were added to the delivery routes, but wider distribution was not attempted.

With the passage of Prohibition in 1918, the Michigan Union Brewery attempted to switch to cereal beverages made from de-alcoholized beer. But this legitimate near-beer could not compete with bootlegged alcohol, and the Michigan Union Beverage Company quickly folded. The C. A. Connor Ice Cream Company occupied the brewery buildings from 1920 to 1932. Many breweries converted to ice cream production during Prohibition because they already had the necessary cooling facilities. Stroh's still makes ice cream, in fact.

By the time Prohibition was repealed in 1933, a big change had taken place in American buying habits. Advertising had made buyers much more brand conscious than they were before World War I. So when the Fourth Street brewery started up operations again, under new ownership, as the Ann Arbor Brewing Company in 1933, it tried to develop brand loyalty among its customers by acquiring or originating various labels: "Ann Arbor Old Tyme," "Creme Top," and "Town Club." They were applied apparently indiscriminately to the same brew. But its efforts were no match for the big national breweries with their big advertising budgets.



CITY BREWERY
210 South First Street (Ann Arbor Implement Company)

John Reyer's City Brewery was listed in the 1868 city directory, but it didn't last long. Allmendinger & Schneider's Central Roller Mills occupied the site after 1886, possibly earlier, and the flour milling company erected the present brick buildings about 1900. In 1932, Lohr's Ann Arbor Implement moved in after the flour mill failed. The photograph shows the building about 1900.

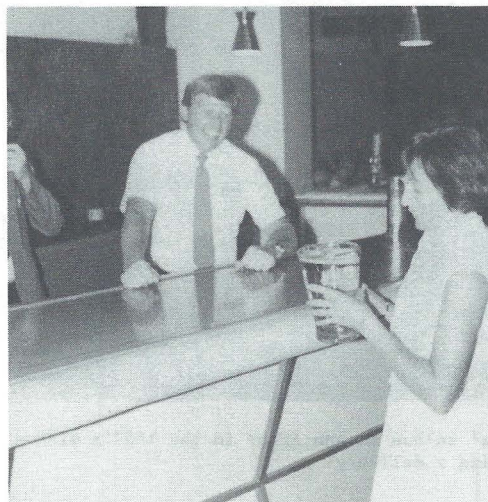
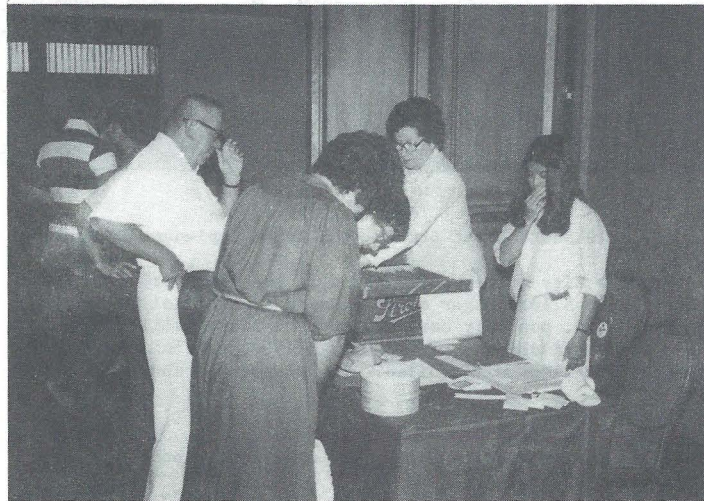
The brewery's vaulted brick cellars still remain. Now filled with garden tractors and snowmobiles, they are open to the public.



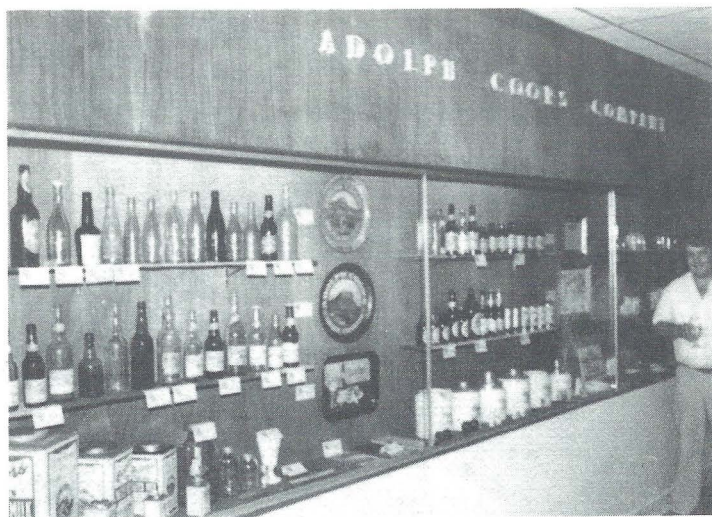
Louis -- or Lewis? -- Kurtz' saloon in Ann Arbor in the 1880's with a wagon of the Western Brewery making a delivery.

NABA's 1980 CONVENTION

In 1980 for the first time we crossed the wide Missouri and boldly strode into the Old West. The long distance from the home areas of most of the membership probably held attendance to a lower level than we would have had in the East or Midwest, but the experiment was well worth while for the experience it gave to members and their families in visiting an area unfamiliar to many of them. Coors' hospitality was simply great. A firm that big really knows how to organize a party! Here is an approximately chronological presentation of photographs of the convention, partly to keep the memories green, partly to give an incentive to join the festivities in LaCrosse in 1981. Photography by Herb Haydock.

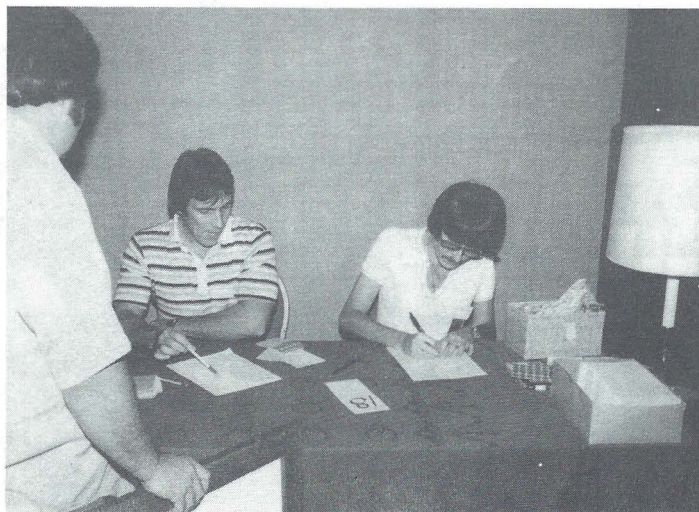


Above, registration at the Holiday Inn. At left, Marilou Kay and Coors team up for hospitality at the brewery.



Above, Bill Frederick proudly displays his collection of Coors breweriana at the brewery. The company has a laudable interest in its history. Below is a case of the brewery's historical artifacts.





Above, the first step in the auction is securing a number. One holds the card high for bidding and identification. Below, a choice tray is placed before the membership.





Above, the membership gives rapt attention to the auction. The cheery group below is presumably grinning with avaricious glee, since they total the bills and collect the funds from buyers.





Sunday morning we lined



for our graduation picture.



Sunday morning the President conducted the business meeting and resolutely came out against low-calorie beers. The convention wound up with a big buy-sell-trade session in the ballroom, below. After that came the trip home -- and a lot of excellent memories.



LETTER

Dear Editor and fellow NABA members:

That certainly was a wonderful convention! Since I am a new member of NABA this was my first convention and I certainly enjoyed it. What I really appreciated was everyone's friendliness -- by the time I left on Sunday afternoon I felt that I had made a lot of new friends. Bill Frederick and Herb Ramsey deserve a giant "Prositi!" for a job well done.

All events were just perfect -- and Coors' hospitality was greatly appreciated. ...And those delicious turkey gizzards on Saturday evening at the Steak Fry (is that what they really were?) [No, ed.]

I would like to make one very serious observation -- and I bring it to your attention because I hope a lesson can be learned. I am referring to the "Breweriana Auction" and the principle of "buy-back" bids. Doesn't the group realize that that particular practice sets prices (and value) within a fixed group of collectors? You are artificially raising value, "making your own market" as the saying goes. You are taking a piece of merchandise which has an agreed value (agreed by the unspoken consensus of a large number of knowledgeable collectors) and raising it by a quantum jump via the "buy-back" bid! Example: I own an advertising stein; average value is judged to be \$100.00. I bring it to the NABA auction. Bidding goes up to \$100.00 and stops. I jump in, using my one prerogative bid, with \$175.00. There is no higher bid and I buy back my own stein for the cost of the auction fee. Although many attendees will think that I was stupid for not having sold the stein at less or for not having jumped the bid by only a small amount, say \$10.00, what I have really done is to put the thought in everyone's mind that this particular piece is really worth the higher amount. And lo and behold! In a short time this particular type of stein will be going for about \$175.00! I have made a new market for the stein -- either to increase the value of my collection or to make more money when I start selling off these steins.

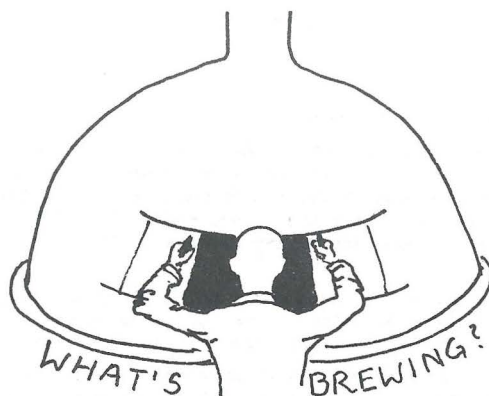
Although the "Buy-back" idea supposedly protects the seller, it is instead an insidious method to raise value within a "captive audience", i.e., a relatively small group of specialized collectors.

If the seller wants to be protected, then a reasonable opening price should be established; a knowledgeable panel should judge the reasonableness of reserve bids -- and once an opening bid has been received from the floor, it's an open auction and items will rise to their generally recognized value. Any other method will cause an ever increasing price spiral -- not for reasons of true value, desirability or rarity, but instead for more personal reasons. I hope NABA will wake up to this fact, and change the auction rules -- hopefully in time for next year's convention auction.

I have seen similar attempts within Stein Collectors International to unreasonably raise value -- I hope this doesn't continue within NABA!

Thanks for letting me express this opinion. In any case, it was a great convention and I had a terrific time!

Jack G. Lowenstein
Executive Secretary
STEIN COLLECTORS INTERNATIONAL



The really interesting news from Anheuser-Busch is their agreement with Labatt's to brew and sell A-B products in Canada. If it works out, Anheuser-Busch may go the route of Guinness and Heineken. The idea of a Budweiser Light has been hatching all summer, perhaps to replace their Natural Light. Michelob Light turned out to be a winner; evidently adding some carbonated water to Michelob makes a very nice semi-light beer. Michelob itself is probably the fastest growing major brand in the country.

Miller continues to hold the inside track with Lite, by a wide margin. Miller now has a chance to put its house in order after five years of hectic and unparalleled growth, and is staffing in all areas to put some depth on their team. One logical source of expertise is Schlitz, which lost their two top quality control managers this summer to Miller and Stroh respectively. The other news from Schlitz is still discouraging. While Old Milwaukee, Malt Liquor and Erlanger are viable labels, the Schlitz brand continues to fade.

Pabst is showing much better ads and seems to be holding its own, more or less. That is not quite good enough, because both Coors and especially Heileman are expanding. Coors is said to be fine-tuning its Herman Joseph, in preparation for wider distribution. Heileman has visions of being No. 3 some day, and is building a bold new brewhouse at La Crosse.

In many ways the rise of Heileman is reminiscent of Falstaff in the 1960s, but by the time Falstaff thought of building a new plant, the demand had shifted elsewhere. Interestingly, they are showing signs that obituaries were premature. The market is dividing more and more into expensive and inexpensive beers, and Kalmanovitz seems not at all embarrassed to be known as a brewer of beers inexpensive to the point of being generic.

Stroh has stabilized its declining Michigan sales and may be on the way of a new growth phase, with former Schlitz distributors leading the way in Georgia. The Goebel brand has come alive and is slated for advertising support after many years of being neglected by Stroh marketers. The rooster, however, is a dead chicken. Regarding Schaefer, Stroh has a reputation for taking its time while an issue is being studied, and no sudden changes are

expected. Olympia seems to be pulling itself together. The Olympia Gold and Hamm Light brands are selling, and the staff is very loyal to the Schmidt family. Olympia has also launched a super-premium named Medallion, in the "torpedo" shaped bottle now used by Michelob, Carlsberg and Andeker. (This reviewer, as a matter of policy, will not comment on the flavor of competitive products.) Genesee has run into a slowdown sooner than expected, but the balance sheet looks very good, and a breather after many years of steady growth is not all bad.

There are some very welcome indications that smaller brewers are holding their own. Stevens Point was brewing to capacity this summer, and the flavor seems much improved. Leinenkugel also is showing renewed vigor, and similar comments are being heard from other sources. And after decades of being dormant, cream ale is coming back, with Genesee, Schoenling and Schaefer brewing this slightly stronger and sweeter brew for the college crowd.

Warner-Lambert, a large pharmaceutical manufacturer headquartered in New Jersey, and Stroh agreed on the sale of the entire 30-acre riverfront property of Parke-Davis to Stroh. Parke-Davis, an old Detroit pharmaceutical house and a subsidiary of Warner-Lambert, is phasing out production and relocating to new facilities. Key to the acquisition is the huge office building at the riverfront, which will serve as Stroh's corporate headquarters. Local preservation-minded residents were particularly pleased to learn that this structure, built in the middle 1920s and known for its spaciousness, generous use of marble and irreplaceable interior, will continue to serve the purpose for which it was designed. Recently Stroh announced that some of the acreage will be made available to help Detroit develop an attractive riverfront, long a dream of local urban planners.

Peter Blum



Minneapolis Tribune
Wednesday, May 28, 1980

Heileman agrees to buy Florida beer company

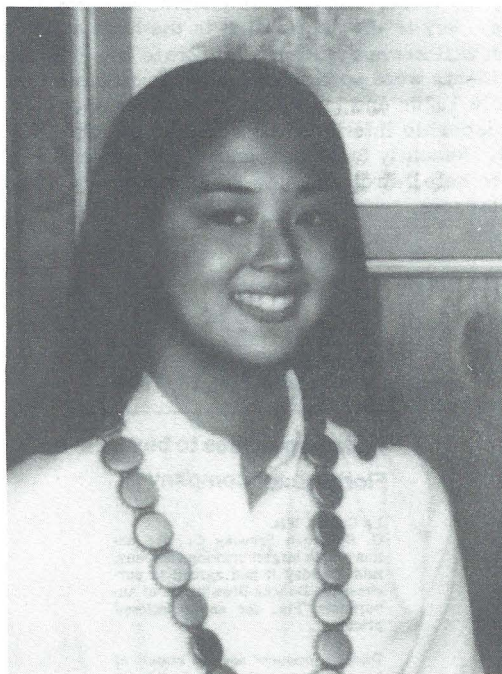
La Crosse, Wis.
G. Heileman Brewing Co., the nation's sixth largest brewing company, said Tuesday it had agreed to purchase the Duncan Brewing Co. of Auburndale, Fla., for an undisclosed price.

Duncan produces several brands of beer, primarily for distribution in Florida, and is a major producer of malta, a non-alcoholic malt beverage popular in Florida and the Caribbean area.

SUSAN SHIMOURA HONORED

Susan Shimoura, "Girl Friday" of last year's convention in Detroit, was awarded the NABA's Order of Merit for outstanding work on behalf of the Convention Committee. It was the first time this award was presented, whose existence is not generally known. In fact, there is some evidence that the idea of the award was spuriously hatched and executed in a Detroit basement the night before the award ceremony. Susan was presented with the chain of blank crowns at a luncheon on the occasion of her last working day this summer. The chain ended in an opener, and looked very impressive. The luncheon was attended by the entire Stroh Research and Development staff, who were so moved that hardly a straight face could be seen.

Susan was also presented with a necklace on behalf of the Committee. She has returned to Michigan State, and plans to travel abroad next summer. Those whom she has helped so cheerfully will miss her, and we at Stroh's wish her the very best.



PRODUCTION OF LEADING AMERICAN BREWERIES OF 1871-1872
(With Production Figures for 1872-1873 and 1873-1874)

	May 1871-1872 Barrels	May 1872-1873 Barrels	May 1873-1874 Barrels
Seipp & Lehmann (Conrad Seipp)			
Chicago, Illinois	81,930	103,697	98,552
Best & Co.			
Milwaukee, Wisconsin	73,585	90,133	100,593
Bergner & Engel			
Philadelphia, Pennsylvania	63,639	68,927	79,249
Kaufmann & Co.			
Cincinnati, Ohio	55,641	41,215	41,603
Windisch, Muhlhauser & Co.			
Cincinnati, Ohio	49,532	49,674	44,966
Bernheimer & Schmid			
New York, New York	47,020	46,590	46,361
Downer & Bemis			
Chicago, Illinois	44,236
F. & M. Schaefer			
New York, New York	43,847	45,800	48,547
George Ehret			
New York, New York	43,611	57,040	79,477
Bergdoll & Psotta			
Philadelphia, Pennsylvania	43,540	40,154	44,004
Anton Hüpfel			
New York, New York	40,172
Christian Moerlein			
Cincinnati, Ohio	39,979	43,985	56,897
Hauck & Windisch			
Cincinnati, Ohio	35,974	43,375	42,666
John Schneider			
Brooklyn, New York	34,057
Schalt. Bros.			
Newark, New Jersey	33,121	39,320	32,228
Schaller & Gerke			
Cincinnati, Ohio	32,171	36,509	38,587
Jacob Ruppert			
New York, New York	32,054	47,900	52,705
G. Liebmann Sons			
Brooklyn, New York	32,000	41,013	41,963
Kleiner & Bros.			
Cincinnati, Ohio	30,041	41,051	38,569
Conrad Stein			
New York, New York	30,703	34,600	38,799

By May 1873-1874, production of the following firms had risen to place them among the first twenty: Henry Clausen, New York, New York (59,466 bbls.); Joseph Schlitz, Milwaukee, Wisconsin (54,432 bbls.); Valentin Blatz, Milwaukee, Wisconsin (45,148 bbls.); Lemp, St. Louis, Missouri (36,818 bbls.).

PRODUCTION OF LEADING MILWAUKEE BREWERIES, 1866 TO 1872

Brewer	1866	1867	May 1869- May 1870	1871	1872
Best	14,139	18,078	23,507	65,000	94,000
Blatz	18,139	18,244	18,383	34,000	41,224
Melms	11,737	13,157	8,542
Falk	5,468	5,546	5,574	7,000	12,050
Schlitz	3,882	5,580	7,181	12,000	32,000
Miller	1,606	3,292	5,000	8,702
Obermann	1,416	1,545	2,000	3,959

Gordon Dean sends these tables of output of the largest American brewers in the immediate post Civil-War period, from Thomas C. Cochrane's history of Pabst. Gordon asks whether members have breweriana from this period.

CLARIFICATION

- A. Bismarck Beer by Neumeister (issue 30) proves to have been produced by the Bismarck Brewing Company and the Imperial Brewing Company of Baltimore. Fred Neumeister was brewmaster of the former. Walter J. Gladowski and Reino Ojala furnished the information.
- A. Wayne Kroll and Herb Haydock confirm that the Centerville Brewing Company was in Hika, WI. Cleveland, Hika and Centerville (or Centreville, as it was usually called in the 19th century) were three adjacent villages in Centreville township. The remaining community survives as Cleveland. The brewery was razed after its closure in 1914, and the bricks used for building a theater. The seal (issue 30) proves to be particularly appropriate for editorial correspondence, since the garland of barley stalks and hops on NABA's insignia on our cover is an artist's rendition of this brewery's logo on a corner sign in the Haydock collection.
- A. The brewery at 3439 S. Racine Avenue in Chicago is apparently the Henn & Gabler Brewery, built in 1892. It became North-Western Brewery No. 2 of United Breweries Co., and after Prohibition the Frank McDermott Brewery. A photograph of the plant is on page 503 of 100 Years of Brewing. (Query in issue 27.)

BEER LABELS

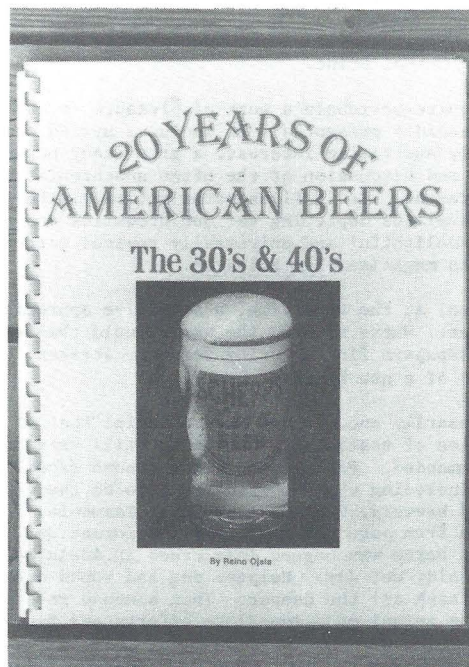
95 percent are 17 years old or older .
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BOOK REVIEWS

Cyril Pearl, Beer, Glorious Beer! (Melbourne: Thomas Nelson [Aust.] Ltd., 1969). 173 pages. Out of print.

This book is quite obviously a work of pleasure for the author, happily researched and splendidly presented. It includes myriad anecdotes of perhaps particularly Australian interest, a great many poems on brewing, pubs and drinkers, and discussion of the often anachronistic licensing laws of both past and present. It is illustrated not only with the standard addition of several plates depicting various breweries and hosteleries, but also with some delightful and universally topical cartoons from the long-time Australian magazine, The Bulletin.

The book offers, at the same time, a selective appreciation of the Australian character. Where else in the world would the leading headlines of the nation's newspapers find priority for beer strikes, beer price rises and even the advent of a new brand of beer?

The book necessarily encompasses much material that is dated, especially the various tables of statistics, but it is still very interesting reading and is highly recommended. For example, it has some excellent descriptions of old breweries, including what is often said to be the world's most beautifully located brewery, Cascade in Hobart, Tasmania. Surely the following quotation from page 167 is timeless information:

Once a draught horse was bogged in a creek in Adelaide Hills on a particularly cold, wet day. Helpers dug and roped and laid planks but the horse sank all the deeper. Then someone gave it a bottle of beer and the animal made immediate efforts and freed itself from the bog.

Andrew Smith

William Downard, The Cincinnati Brewing Industry (Athens: Ohio University Press, 1973). 173 pages. \$12.50.

William Downard, Professor of History at St. Joseph's College in Rensselaer, IN, produced a study of the brewing industry of Cincinnati which remains in print. He traces the industry from its beginnings in 1811 when English settlers established the first breweries in the city, which was then the foremost trading outpost on the American frontier. German immigrants did not begin to produce their lager beer until the late 1840s. The author gives brief histories of such famous old Cincinnati breweries as Moerlein, Hauck and Windisch-Muhlhauser. There are 14 pages of old photographs and prints of some turn-of-the century breweries.

The labor movement to organize brewery workers in the late 19th century is discussed in detail, as well as the entire Prohibition era. Only the modern history of the Cincinnati breweries is not covered in detail.

Beside the basic history of the industry, the author tries to show how the breweries affected the economic and social welfare of Cincinnati. Because of the heavy German population, beer proved to be an important product. There were also many taverns and beer gardens which provided meeting grounds for customers to discuss current events or sports over steins of their favorite brews. Prohibition, of course, changed all this and the tavern trade never recovered after 1933.

Professor Downard also points out that the history of the Cincinnati breweries parallels the story of the breweries of most large American cities. Unlike their counterparts in Milwaukee and St. Louis, however, the Cincinnati breweries never became national giants. Because of the large local market, the Cincinnati brewers, in general, did not seek other selling areas.

Although breweriana is not discussed specifically, this book is a fine history of a noble industry in the Queen City. The book is a worthwhile acquisition for anyone interested in pre-Prohibition breweries.

Robert Swiatkowski

* "Rally around the stars, boys!"

Metal stars to put on brick facades -- house or business. These stars have long been identified with brewery architecture. Seven styles, each in 7" and 9" diameter. Priced under \$12.00. Free brochures.

Jim Maxwell - NABA member
601 Parkview
Bryan, Ohio 43506

Los Angeles Times, June 22, 1980:

Anheuser-Busch's Luxury Catalogue Is a Barrel of Fun

Does Anheuser-Busch Inc. plan to compete with Neiman-Marcus in the luxury catalogue field?

The company has released a catalogue chock full of luxury goods, most of which bear the company's logo. Items range from replicas of the Datsun 280 ZX race car that Paul Newman drives under Budweiser sponsorship—price \$18,000—and a dream golf weekend for three with touring pro Dow Finsterwald for only \$15,000, to a brass honorary sheriff's badge for \$7.95.

There have been no takers so far for the Z-car or the golf trip but the company reports that it has sold a Clydesdale motif Tiffany-style lamp for \$1,400, 2 replicas of old-fashioned high-wheeler bicycles at \$600 each and 164 copies of a revolving display of Clydesdale horses pulling a beer wagon at \$350 apiece. The top seller is a pair of Budweiser leaded-crystal beer mugs for \$21.95, with nearly 1,000 sets sold.

Maybe next year Anheuser-Busch will offer his-and-her breweries.

NEW MEMBERS JOINING SINCE JUNE 1, 1980

ANGLETON, Adrian D.
1303 Main POB 28
SOUTH ROXANA, ILL 62087
618-254-0401
Labels-cans-trays

BENSINGER, Arthur R.
611 Oakwood
INGLESIDE, ILL 60041
Mugs-steins-knobs-cards
512-546-2367

BOURDEAU, Marvin J.
205 Main Street
ORISKANY FALLS, N.Y.
315-821-7857
Lithos-cards-signs-knobs-
trays-coasters-N.Y State
Brwgs only.

BRAEUNER, Raymond H.
1520 Horine Road
FESTUS, MO 63028
314-937-6805
Labels-openers-embossed
bottles.

CARLSON, Randy S.
POB 134
CLARION, IOWA 50525
515-532-3528
Labels-signs-bottles-cans.
Iowa-Minn-Wis-Ill-Neb only.

CHAMBERS, Mark
201 Inland Bldg.
FT. WAYNE, IND 46802
219-424-6370
Lithos-signs-trays BERGHOFF,
CENTLIVRE, & HOFFBRAU BRWGS
of FT. WAYNE only.

CHESNER, Sherwood
7 Fargo Court
EDISON, N. J. 08817
201-494-1490
Lithos-signs-trays

DEACHMAN, Gary D.
877 Mobile Street
AURORA, COLO 80011
303-341-5159
Openers

DIVITO, James F.
47 Sewall Avenue
WINTHROP, MASS 02152
617-846-6525
Signs

DOEL, Duane
280 Kohler Street
TONAWANDA, N. Y. 14150

DONCHEVICH, Frank A.
20 Whitfield Street
CALDWELL, N. J. 07006
201-226-3597
Lithos-trays-coasters

EDWARDS, Dan
803 Atwell
BELLAIRE, TX 77401
713-667-8516
Glasses-mugs-steins-signs-
trays-GRAND PRIZE BRWG only

EWALD, Douglas
1290 Beeler
AURORA, COLO 80010
303-794-8200 Ext 204
Glasses-labels-cone tops-
signs-knobs-TRAYS

FUHRMANN, Curt L.
207 Aquaview Drive
CEDARBURG, WIS 53012
TAP KNOBS

GOZA, William F.
POB 556
SALADO, TX 76571
817-947-5314
Anything "PRE-PRO"

HELMS, August re-join
POB 404
UNION, N. J. 07083
201-688-1048
TAP KNOBS

HERGET, Walter T.
3 Driver Lane
LITTLETON, COLO 80123
303-795-6280
Glasses-labels-openers-cans-
trays-bottles

HERWER, Thomas G.
3611 Mentone Ave. #4
LOS ANGELES, CALIF 90034
213-559-4780
Glasses-labels-signs-trays

HUFFMAN, Raymond L.
POB 3306
NORTH ROYALTON, OHIO 44137
Openers-tap knobs

HUNTINGTON, Jon
1102 North 21st Street
MANITOWOC, WIS 54220
414-684-5301
Glasses-signs-tap knobs-
trays.SPECIALITY: Clocks

JEWELL, Jim
POB 216
MINERAL POINT, WIS 53553
608-623-2772
Openers-post cards-signs-
trays-bottles.

KAISER, Ken
6702 Ridge Blvd #3C
BROOKLYN, N. Y. 11220
212-238-4513
Glasses-labels-trays-cans-
Brwg photo's

KASPER, Larry F.
3352 S. 86th Street
MILWAUKEE, WIS 53227
414-543-2044
Lithos-signs-tap knobs

KOSITZKE, Kenneth C.
2100 N. Linwood Avenue
APPLETON, WIS 54911
414-734-7970
Cans-coasters

LEDUC, George R.
59 Southington Twnline Rd.
FORESTVILLE, CONN 06010
203-589-4108
All Breweriana

MIXER, Theodore G.
3006 Sawyer Drive
GROVE CITY, OHIO 43123
614-875-5110
Labels

NEWPORT, Steve
41 Germaine Street
MORPHETT VALE
SOUTH AUSTRALIA 5162
Glasses-mugs-steins-signs-
trays-COASTERS

New members joining in September at time this list was
being prepared.

DAVIDSON, Ron
Box 894
GOLDEN, COLO 80401
303-422-2915

FRITSCH, John G. (rejoin)
538 1st Street
MENASHA, WIS 54952
Wisc. Breweriana

GOULET, Daniel M.
1503 Park St.
ATTLEBORO, MASS 02703
617-222-4442
Narragansett Breweriana +
Enterprise Brwg.

REAGOR, Bill J.
2717 Jills
MESQUITE, TX 75180
214-286-0226
All Breweriana

SIMONS, Robert G.
177 West Sibley
FOND DU LAC, WIS 54935
414-922-1197
Glasses-lithos-mugs-tap
knobs-steins-signs-cans-
bottles-coasters

SKEBBA, Herman
800 West St. Paul Ave.
WAUKESHA, WIS 53186
414-459-0358
Coasters

STAHLY, Robert J.
1508 E. Bridge Street
STREATOR, ILL 61364
815-672-4323
Openers

STHELIK, Charles J.
2112 Highway 101
PLYMOUTH, MINN 55447
612-473-6141
Labels-lithos

WAINGER, Robert M.
526 8th Street
BROOKLYN, N. Y. 11215
212-499-3690
Glasses-mugs-steins

Total this group

"33"

* * * * *

KUREK, Ronald B.
610 N. Vista Drive
ALGONQUIN, ILL 60102
312-658-3196
Signs

OHLENDORF, David
1770 Vista Ridge
ST. LOUIS, MO 63138
314-355-7875
Labels-mugs-steins-knobs-
trays-cans-bottles

RALSTON, Steven
426 High Street Box 427
LYONS, COLO 80540
303-823-6982
Lithos-signs

BUYSELLTRADE

Wanted: U. S. beer bottle labels, to buy or trade. Adrain D. Angleton, P. O. Box 28, South Roxana, IL 62087.

Wanted to buy or trade: Unused beer and soda crowns from around the world. Fred Palahniuk, P. O. Box 305, Greenacres, WA 99016.

Wanted to buy: Any breweriana depicting or in shape of viking ships or other viking artifacts. Anything of R&D Örm, a Swedish mead co. David Tilden, 699 Moraine St., Marshfield MA 02050. (617)837-0228.

Wanted: Tap knobs and foam scrapers from West Bend Lithia, Jung and Storck breweries. Richard C. Yahr, 1165 Hillside Dr., Kewaskum, WI 53040.

Wanted: Painted label bottles. Have Dawson's and other eastern examples for trade or sale. Paul Burden, 14 Forest St., Medfield, MA 02052.

Wanted to buy: All items from Iowa breweries. Gerald Pecinovsky, 3817 E. 39th Court, Des Moines, IA 50317.

Wanted to trade: Coasters and trays. Lists available for SASE. Mostly midwestern. Ron Harszy, 1302 Kinsella, Belleville, IL 62221.

Wanted: U. S. beer coasters, general breweriana of Adler Brau, George Walter B. C., Appleton, WI. Dick Gooding, S66W13555 Saroyan Rd., Hales Corners, WI 53130

Wanted: Pabst wood signs of Mickey Finn series, neon signs generally. Eduardo Munoz, 23213 Beverly, St. Clair Shores, MI 48082. (313) 293-6198.

Wanted: New York state breweriana, esp. Rochester pre-pro trays, glasses, mugs and labeled beers. Paul Auburn, 6 Fairlawn Dr., Rochester, NY 14617.

Will the gentleman with the plaque of Hamm's presidents please contact Pete Nowicki, 2239 24th Avenue, San Francisco, CA 94116? Also seeks others wishing to sell Hamm's breweriana.

For sale: Potosi and Holiday glasses, or will trade for other Wisconsin local glasses. Wanted: Old Heidelberg glasses. Don Pawlak, 443 S. Hackett Road, Waterloo, IA 50701

Wanted: Openers, types A-13, A-14, A-37, B-12, C-3, C-23, F-5, F-9, G-10, M-5, M-7, M-8, M-28, N-7, O-6, O-7, P-2, P-11 and any not in my classification. Don Bull, 63 October Lane, Trumbull, CT 06611.

For Sale: R. Heger Malt & B.C. tokens, three only. Very rare. \$25 each. Wayne Kroll, Route 2, Fort Atkinson, WI 53538.

For trade: "Al's, Bloomer, WI" tap knob, Hochgrieve oval tray, glasses, openers, etc. for Marathon, Wausau or Mathie-Ruder items. Peter Kroll, 3739 Elna Road, Madison, WI 53709.

Wanted: Baltimore breweriana, esp. National items. Magazine ads from 1940s and 1950s for sale or trade, most showing bottles and early cans. Labels also sought. Gary Smith, Route 8, Box 309, Salisbury, MD 21801.

Wanted: Brewery calling cards. List of breweriana for sale or trade, 50¢. Gordon Dean, Chassell, MI 49916.

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<u>Newsletters/The Breweriana Collector</u> , issues 8, 10, 16-30, each	\$1.25
NABA shield logo, patch	3" \$3.00 4" \$4.00
The shield makes an excellent blazer badge, or a colorful addition to a bartender's vest.	

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