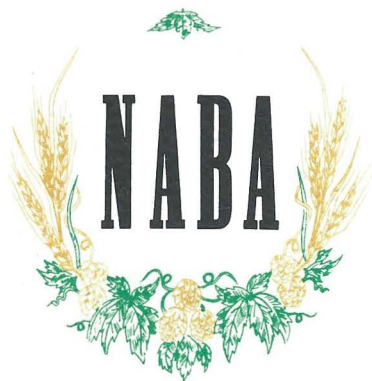


The Breweriana Collector

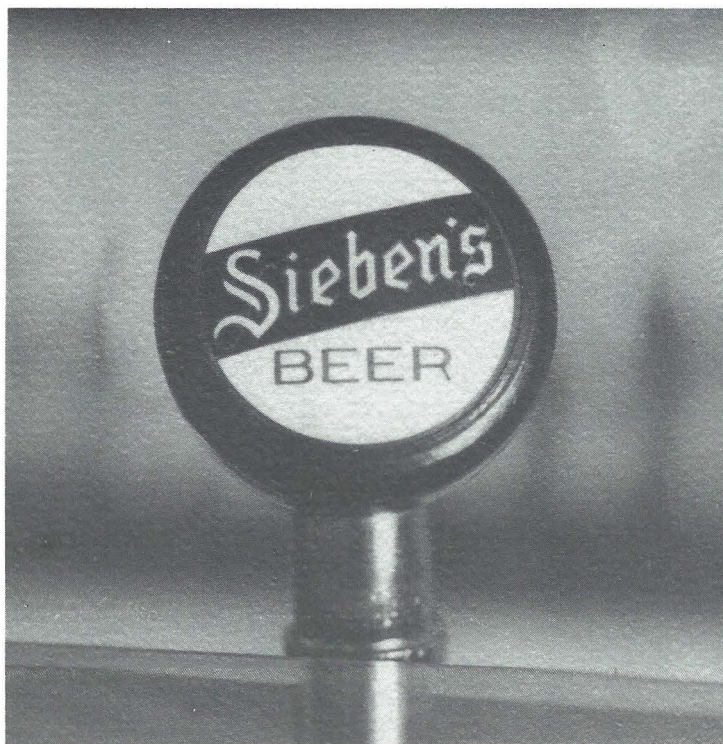


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OF
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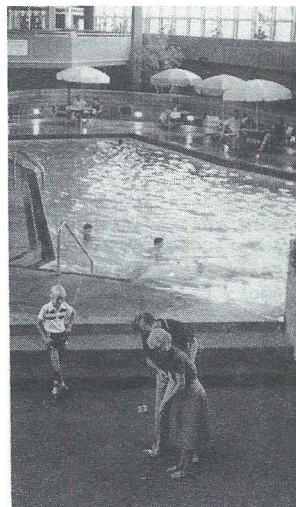
Directory Editor
1981 Convention Chairman
Editor, The Breweriana Collector

Dues are \$15 for the first year, \$10 per year thereafter. Please send applications for membership, dues, changes of address and advertising intended for the membership directory to Gordon B. Dean, Willson Memorial Drive, Cassell, MI 49916. Please send manuscripts, correspondence for publication, advertisements for this journal and any other matters concerning The Breweriana Collector to George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024. Advertising rates: full page, \$25; half page \$20; quarter page \$10; box \$5. Advertisements in the Buy-Sell-Trade section (p. 30) are free to members, but are limited to bone fide collecting activity as distinct from members' commercial enterprises. Repetition of free advertisements previously run is subject to space availability.





Holiday Inn



Dear NABA Members:

Helen and I are looking forward to welcoming you to Wisconsin and the 1981 NABA Convention, July 31, August 1 and 2nd at LaCrosse, Wisconsin.

Heilman's are planning tours and hospitality for us, with a possible tour of the Continental Can Company.

We will be having dinner on the riverboat, an Oktoberfest, special tours for the ladies, auction and a trade session.

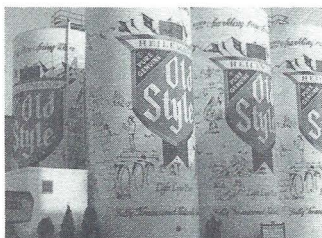
It will be a great opportunity to meet old friends and make new ones, also a lot of Breweriana knowledge to be tapped.

Your convention literature will be mailed in the near future and a timely response will be appreciated. Thank you.

Hope to see all of you in LaCrosse.

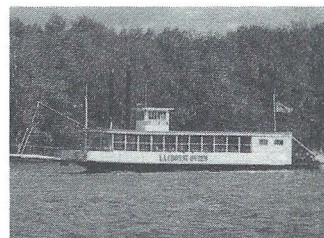
Herb

Herbert A. Haydock
Convention Chairman



WORLD'S LARGEST SIX-PAK

This popular tourist attraction holds enough beer to fill 7,340,796 cans. Placed end to end, these cans would cover a distance of 565 miles.



LA CROSSE QUEEN, Riverside Park

A 150 passenger paddlewheeler where you can listen to bits of area and river nostalgia while touring up and down the Mississippi. Scheduled tours daily.

G. HEILEMAN BREWING CO., INC., LA CROSSE, WIS.



LETTER

Since joining NABA there have been numerous occasions when I have read an article, advertisement, and yes, even our directory where reference has been made to one of the items in breweriana as "scrapers." The sound of that word is abrasive to my ear -- and my beer. The desire to take pen in hand has often occurred, but I'm moved to reduce my thoughts to paper by William Safire's new book, On Language.

My concern is with the use of the term foam "scrapers" as opposed to the more apt description, foam "skimmers." How the term scraper has been substituted for skimmer is unknown to me. Perhaps a look at dictionary definitions will help clear up this misuse. The following are from The American Heritage Dictionary, © 1969:

skim - v. tr. 1. To remove floating matter from (as liquid). 2. To remove (floating matter) from a liquid. 3. To coat or cover with or as with a thin layer, as of scum. 4.a. To hurl across and close to the surface of, so as to bounce on water or slide on ice; skimming stones. b. To glide or pass quickly and lightly over. 5. To read or glance through quickly or superficially; perhaps hastily.

scrape - v. tr. 1. To rub (a surface) with considerable pressure. To draw (a hard or abrasive object) forcefully over a surface. 3. To remove (an outer layer or adherent matter) by this procedure. 4. To abrade or smooth by rubbing with a sharp or rough instrument. 5. To injure the skin of by rubbing with against something rough or sharp. 6. To amass or produce with difficulty.

v. intr. 1. To come into sliding abrasive contact. 2. To rub or move with a harsh grating noise. 3. To give forth a harsh grating noise. 4. To draw the foot backward along the floor when bowing; bow and scrape.

The foregoing definitions surely suggest use of "skimmer," as none of the usages of "scraper" is covered by the action of a barkeep removing foam from a draught of beer. Further, the etymology of the word "skim" is as follows:

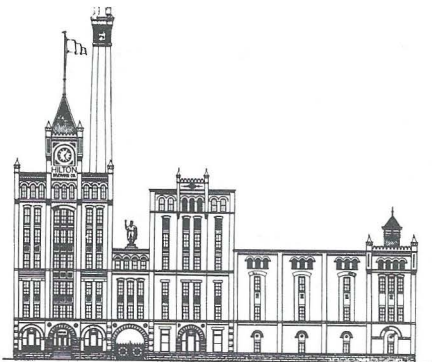
from Old French - escumer, from escume, foam
from Old High German - scum, that which covers the water.

In the absence of any long standing usage to the contrary, it would seem that "scraper" is a totally improper and inexpressive word for the plastic utensil that brewers passed out to draught beer dispensers, with attendant advertising, for removing foam from vessels of beer before serving. Unless someone can offer strong substantiation for using "scraper," may I strongly suggest in future nomenclature in NABA publications, dealer advertising, correspondence and jargon of members, it be replaced with foam "skimmers?"

As an aside, Mr. Safire also noted the use of the term "less calories" by the advertisers of Lite Beer instead of the proper term, "fewer calories." But then, that is another can of worms -- or rather another can of beer.

Prosit,

Warren C. Moffett
Boston, NY



FERMENTATION

Why We Don't Meet at the Claypool

If NABA and the Indianapolis Antique Advertising Shows had existed in 1940 -- and, oh, how we might wish they had -- the organization would probably have held its hospitality hour at the Claypool Hotel. That was traditionally the leading hotel of Indianapolis, nicely located at Washington and Illinois Streets, a short distance from Union Station up the Illinois Street car line.

There isn't much difficulty explaining why we don't meet there now. The Claypool had a fire, and given the changes in the demography of the city, the hotel wasn't worth rebuilding. The site is a parking lot, and if we wanted to gather there, we'd need a tent -- plus some police protection. Instead, we meet at the Sheraton out Massachusetts Avenue by the beltway. Nobody arrives by train anymore, the streetcars are gone, hardly anybody has much reason to go downtown, and the Sheraton is in a safe neighborhood. Almost everybody arrives by automobile, and those who come by air usually rent cars at the airport, which is also just off the beltway. Sheraton's sign is universally familiar, and the hotel has plenty of parking.

Adaptations of this sort are so familiar to use that we hardly think about them. We do think about them in brewing because that is our area of interest, and we may not like them there. The Claypool was the analogue of the local brewers. The people in its bar once drank Imperial Beer, Lieber Lager or other Indianapolis local brands. When hotels and beers were produced locally, there was a cost to dissemination of knowledge about them. Duncan Hines used to publish annual volumes, Adventures in Good Eating and Lodging for a Night, to help people find restaurants and hotels before the chains became widespread. Neither of those books is published anymore; now people just look for Denny's, TravelLodges, and their numerous rivals. This is thought to be the reason from franchise operations. Anybody can set up an individual restaurant or motel, but by taking a franchise of Denny's or TravelLodge, he offers the public something that practically all travellers know. This reduces uncertainty and lowers the cost of acquiring knowledge.

The attraction of reducing the cost of acquiring knowledge in travel has grown as the automobile and the jet have increased our mobility. In the 19th century you might have gone to Indianapolis once in a lifetime; now you may do so three times a year. The importance of a national image has increased along with our mobility.

Last year The Breweriana Collector ran a guide to high-living in Indianapolis, mainly a list of restaurants the members might enjoy. That ran up our printing expenses and took some time, mainly of a cooperative helicopter pilot in Indianapolis. It would have been cheaper, if less fun, to write simply that the dining room in the Sheraton is very good, but even that would have been unnecessary because pretty much everybody knows that Sheratons have good food. That is one of the things the chain has to sell.

When Anheuser-Busch pioneered national beer, it was mainly selling consistency in the product. As is well known, the firm currently spends millions of dollars every year on quality control. It flies samples of beer from every brewery in its system to St. Louis every day. It is currently negotiating with Allied, the second largest British brewer, to license the Budweiser name and trademark for Allied's lager. To date Anheuser-Busch has not approved the deal because it has not been assured to its satisfaction that the hop flavor will be precisely Budweiser's. This isn't neurotic perfectionism. Anheuser-Busch knows what it is selling: an assurance of what you'll get when you buy a Budweiser, whether in Anchorage or Miami. It doesn't want that assurance to end at the national boundaries. It wants that assurance to extend to London and Edinburgh, too.

Note that local beers, whether in the United States or elsewhere, have given rise to several guidebooks such as The Great American Beer Book or the Campaign for Real Ale's Good Beer Guides, which compare beers as Duncan Hines used to inform people on restaurants and hotels. The local breweries had the additional handicap that they found it very difficult to maintain product homogeneity. Anheuser-Busch early on got so big that it could mix batches to produce a consistent product far better than the typical local brewery could do in its single brew kettle. As everybody knows, the conversion from draft beer and beer in returnable bottles to beer in disposable containers, combined with the great increase in speed of closing devices, worked strongly to the interest of the national brewers.

As stated, although diversity is costly, it is also fun. The different character of steam beer, or the local identification of Point are things people will pay for. After all, the Palmer House in Chicago survives with individual identity, even though a big chain owns it. Denny's and Howard Johnson's are unlikely ever to extinguish all the individual restaurants in the country. The chains flourish along major roads where people want a fast, predictable meal at a moderate price. On the level of gourmet dining, individual restaurants remain dominant. There one is largely paying for the fun of dining, rather than for the food alone. By analogy, it isn't inconsistent with what we observe in the economy as a whole to see Point, Anchor and a few others surviving and doing well.

In general, however, the trend to national beers, even if we don't like it, has to be viewed as an inevitable situation by analogy to the way the economy adapts to the costs of disseminating knowledge and to technological change in other industries. We deal with the problem in the right way, collecting and preserving the artifacts of the old way of doing things. People do so in a lot of other industries. If there is an organization of hotel collectors, it hasn't been much publicized, but let us hope somebody collected plenty of artifacts from the Claypool.

* * *

Neil Wood has sent us the dates for his Advertising Antique Shows at the Farmers' Building of the State Fairgrounds, Indianapolis:

March 28-29, 1981 July 11-12, 1981 September 26-27, 1981

For the spring show, NABA will maintain a hospitality room at the Sheraton on the evenings of March 27 and 28, which is to say both Friday and Saturday.

Recommendations for high-living in Indianapolis are unchanged from last year, except that we have heard good reports of Steckley's Olde House at 111 S. Rangeline Road, Carmel, IN. It is a standard American restaurant with steaks, ribs, and in accord with local traditions, chicken and catfish.

* * *

In the previous issue, to our unutterable delight, the number of free advertisements from new members was so large as to exhaust the space allotted. When this happens we will allot space to new advertisers, or single-time users, dropping for the issue advertisements of habitual users -- such as the editor, for example.

* * *

As the membership is aware, we return to Wisconsin for our convention this year. The editor is particularly eager to do Wisconsin well in issue 34. We would like to have as complete a list of extant but unused breweries in the state as we can make. Please send the editor the location and current use of any you know in the state, and also in Minnesota. Feel free to submit information on bars, restaurants, and scenic attractions or ordinary tourist amusements that you think might be of interest to members making the trip to LaCrosse. We have quite current information on Huber, Point and Leinenkugel, but we would like to hear from someone who has been to Walter's recently. We particularly need information on tours and hospitality arrangements at the remaining breweries in the Twin Cities.

* * *

In this issue we are especially pleased to have an article on Sieben's by Bob Swiatkowski. A place of great charm, and one of tender romantic associations to the editor, Sieben's is more than ordinarily worthy of memorialization. The demise of most of the local breweries has to be accepted, but as Bob suggests, this one might well have survived as a self-contained entity, since most of its beer was sold on the premises. Bob, who is married to a collateral descendent of the Sieben family, is uniquely situated to draw upon the family's recollections of the operation.

* * *

Immediately after the Indianapolis Antique Advertising Show the editor is off to Australia, ostensibly to give a paper at the Department of Transport in Canberra. Respects will be paid to Chloe in Melbourne, the membership in Tasmania will be consulted, and all breweries in the populous portion of the country will be photographed. The experience will be reported in issue 34.

* * *

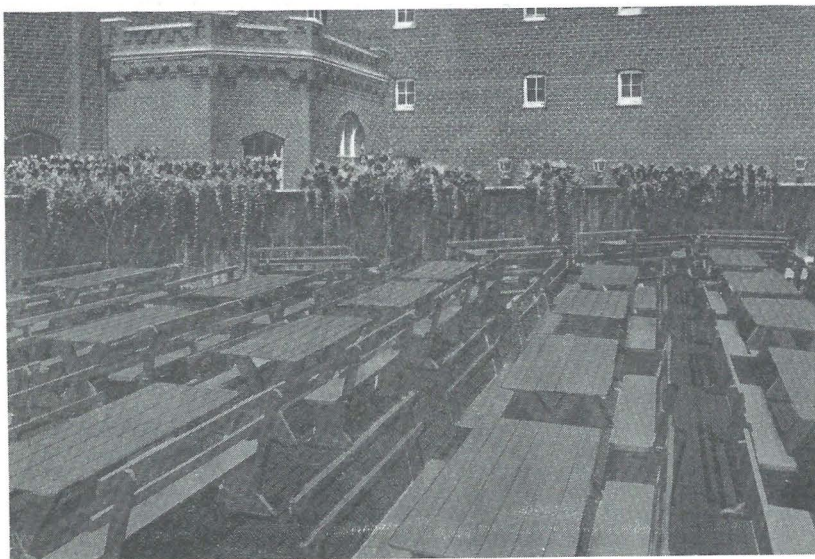
On page 24 is a press cutting, furnished by Dick Leon, containing the doleful news of Ortlieb's demise, effective March 1. We hadn't lost an independent for so long one could hope the remaining ones might survive. This unhappy event demonstrates that the forces operating against the small brewers and the urban breweries are still in effect. The firm's television commercials showing Joseph W. Ortlieb praising "Joe's beer" had been considered quite successful in projecting an honest image for the firm. As Peter Blum said in issue 28, "it is a hard way to make a living under any name in Philly."

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

January 30, 1981



Postcards, which Sieben's circulated industriously, show the bier stube, above, and the beer garden, below. Perhaps because the beer was fresher, but possibly just because of the gemütlich atmosphere, almost everyone thought Sieben's Real Lager tasted far better at the brewery than in the taverns that handled it. (Author's collection) Opposite is the brewery in its final years.





SIEBEN's

by Robert Swiatkowski

Although the Sieben Brewery Company was one of Chicago's smaller breweries, it existed for 102 years until it closed in 1967. Located for many years on the Near North Side, Sieben's was a favorite gathering spot for the neighborhood's German population, but it also lured customers from metropolitan Chicago more generally.

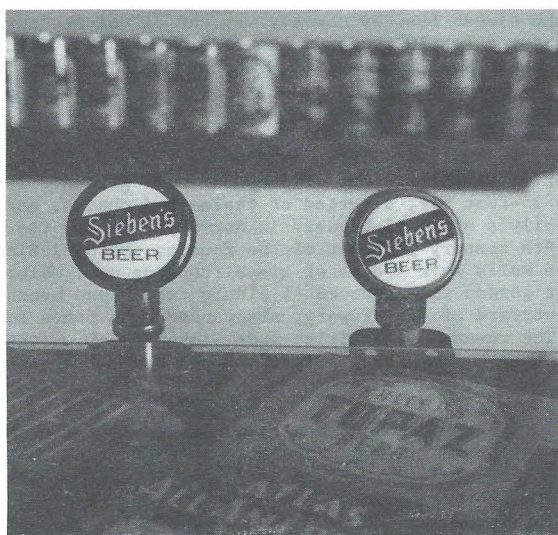
Sieben's was unusual in selling a large part of its output on the premises, either in its bier stube or a summer beer garden. The bier stube boasted a 35-foot bar, a myriad of tables and chairs, and murals of the Siben family's original brewery in Germany. Behind the bar was a rather good 19th century portrait of the founder, Michael Sieben, and elsewhere on the walls were scenes of his birthplace near Mainz-on-the-Rhein. The beer garden was composed of picnic tables and benches in the cobblestoned courtyard of the brewery, surrounded by a fence topped with flower boxes. The revenue authorities made Sieben's put up the fence to prevent untaxed beer being brought directly from the storage tanks into the bar.

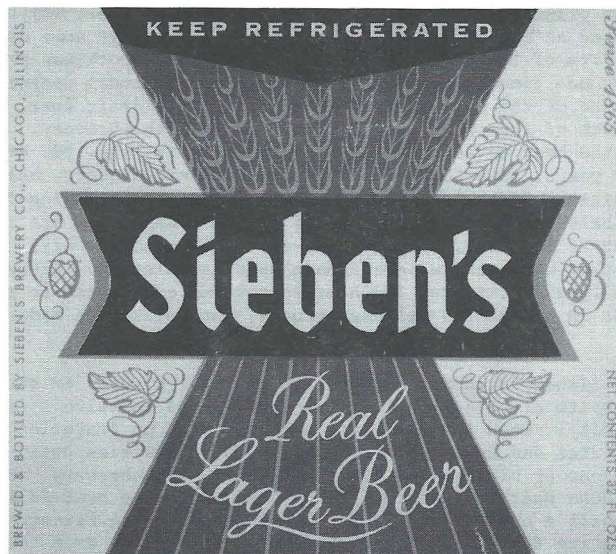
Free pretzels with mustard and beef, ham or braunschweiger sandwiches were offered to patrons until Chicago passed an ordinance prohibiting free food at drinking establishments. After that, customers had to pay for what they ate, but hefty sandwiches on excellent rye bread were sold at moderate price until the end. Root beer was available for children, and especially in the summer months, Sieben's was popular with family groups.

The white-aproned waiters at Sieben's often had contests on the number of steins each could carry. Fourteen was about average, but the record was reportedly 21. Mercifully, no one preserved the record for most steins dropped simultaneously.

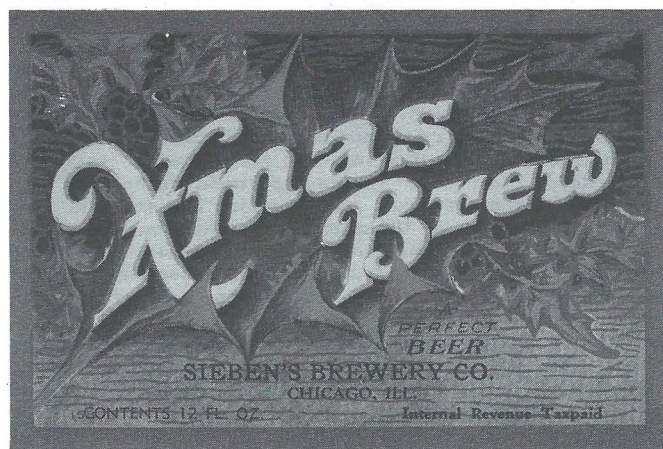


Sieben's used two coasters, one round, one square, in the bier stube. Both are shown above with the chrome tap knob. (Author's collection) Below are both tap knobs mounted on the editor's bar. Inserts to the plastic and chrome versions differ perceptibly. (Larry Treiman photograph)





Sieben's loyalty to draft beer was almost complete. Toward the end it bottled draft beer in large containers. Above is a label for a quart bottle of Sieben's Real Lager. Sieben's house mystery is the label for a 12-ounce bottle of Sieben's Xmas Brew. The author, on the basis of family recollections, suggests the labels were produced by a salesman and never used. Phil Pospychala and Joe McFarland in their The Great Chicago Beer Cans suggest the labels may have been used for Sieben's beer bottled elsewhere. (Both, editor's collection)



Sieben's principal beer was a standard American lager, which it tirelessly promoted as "Sieben's Real Lager," as if there were some doubt about the authenticity of the products of rival breweries. Bock was produced in season and at one time a Christmas brew was also an annual custom. The brewery was one of the most extreme in sticking with draft beer, partly because so much of the output was sold on draft at the brewery. Most of the rest of the beer moved to taverns in the city in kegs, but especially in the later years, some found its way into bottles in quart, half-gallon and gallon sizes. Sieben's was very unusual in never packaging in 12-ounce bottles. Labels for 12-ounce bottles of Sieben's Xmas Brew are in existence, but in so far as is known, they were never used by the brewery. It is thought that they were sample labels made up by a salesman. Sieben's never canned. The firm distributed its beer to taverns and stores in surrounding neighborhoods in bright red delivery trucks, not unlike the modern Stoh's vehicles.

Michael Sieben first came to Chicago in 1860, already an accomplished brewer. In spite of this, he first found work on a relative's farm on the edge of the city. When this work did not suit him, he travelled throughout the United States and Europe, working in various breweries until he was able to open one of his own in Chicago in 1865. This brewery, which he bought from John Hoerber, was located on Pacific Avenue near Polk Street. In 1876 he built a new brewery at 335-345 North Larrabee Street. This is the same location that Sieben's occupied when it closed, even though its address was then 1470 North Larrabee. Chicago had changed its numbering system, shifting from Division Street to Madison Street as the base in the interim.

Sieben sold the brewery in 1896 to the Excelsior Brewing Company and opened a new one on Clybourne Avenue. Sieben later re-acquired the Larrabee Street brewery and his descendants retained it until the end. Unfortunately, records of the pre-prohibition life of the brewery are scarce, but in the late 19th century output was reported as 18,000 barrels per year; in its last full year of operation, 1966, Sieben's produced about 50,000 barrels.

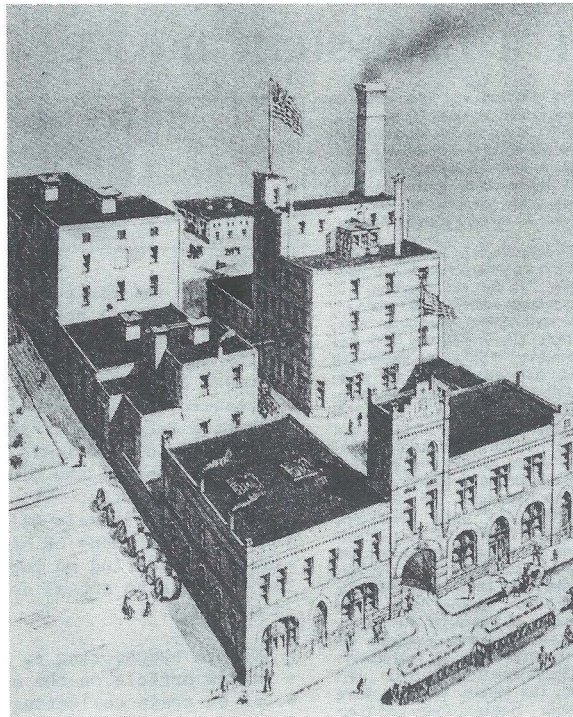
During Prohibition Sieben's leased its brewery to some underworld figures who were not particularly impressed by the ban on brewing. This proved an interesting time for Sieben's. Some of the brewers who took over Sieben's were Dion O'Banion, Johnny Torrio and Al Capone. In 1924 O'Banion wanted to sell out and asked for \$500,000 for his share. His partners were glad to pay it and O'Banion even offered to help in delivery of his last shipment of beer. On May 19, 1924, over a dozen trucks gathered in Sieben's courtyard. The operation was directed by two Chicago policemen, along with Torrio, O'Banion, and Hymie Weiss. Capone, who had recently been involved in a shooting, was not present. As soon as the trucks were loaded, the Chicago Police Department raided the brewery, confiscating the beer and trucks, and arresting the drivers, beer-runners and gangsters. As it proved, O'Banion had advance knowledge of the raid, but having received his half million, he risked fines and jail to swindle Capone and Torrio. Unsurprisingly, O'Banion did not have the last laugh, for he was later gunned down in his flower shop, not far from Sieben's.

After Prohibition the Sieben family, now headed by Theodore Sieben, again ran the brewery, and remained in control until its closing. Probably the main cause of Sieben's demise was the deterioration of the surrounding neighborhood. By the mid-1960s, customers' cars were being vandalized in the parking lots and rocks had been thrown through the stained glass windows of the bier stube. If the area around Sieben's had remained reasonably safe, there was at least a chance the brewery might have survived, provided some member of the Sieben family would have been willing to operate it. By 1966

the brewery was run by eight cousins, most of whom also held other jobs. Given the popularity of the Berghoff Restaurant in Chicago, where beer, good food, and congenial people mix, it is conceivable that Sieben's might have remained profitable.

The main five-story building was damaged by fire in 1968 and the entire brewery complex was razed in 1969 in the course of urban renewal in the area.

Among the common collectible items from Seiben's are two tap knobs, one metal and one plastic, two coasters, and a set of postcards depicting the bier stube and beer garden. Trays having Seiben's name were apparently not used, although some people report seeing metal trays lettered with a script "S" on display in bars that sold Sieben's beer. Apparently these were produced by or for the tavern owners, but none has come to light. Neon signs from the taverns are also occasionally available. Reportedly, one man bought the tables, chairs, benches and other furniture from the brewery and locked them up in a warehouse in Chicago. If they ever come on the market, we will have a big supply of Sieben's artifacts.



A drawing of the Sieben Brewery from One Hundred Years of Brewing, showing the plant about the turn of the century. Compare this view with the photograph on page 9.



Lined up is an array of decorative steins from other days when men lifted them high in merriment and debate.

Collector sources on tap for a beer-stein novice

Q — Do you have any information on books, magazines, or clubs for beer-stein collectors? I am a novice at this hobby and know the difference between a Mettlach and a made-in-Japan, gas-station giveaway but not much more. Local antique shops have been no help nor have book stores. — Steve Farfsing, Milford, Ohio

A — To join other collectors, write to Stein Collectors International, c/o Jack Lowenstein, P.O. Box 463, Kingston, N.J. 08528. Enclose an addressed, stamped envelope for membership information. Also, the Mettlach Collectors Society, P.O. Box 900, Manchester, N.H. 03105; enclose an addressed, stamped envelope for information. Informative books include "Mettlach's Steinzeug 1885-1905," by Anton Post, available for \$19.75 postpaid, and "Regimental Steins of the Bavarian and Imperial German Armies," by J.L. Harrell, available for \$50 postpaid from Gary Kirsner, c/o Glentiques, Ltd., P.O. Box 337, Glenford, N.Y. 12433. Glentiques, which offers a mailing list of available steins upon request, also carries German books on early steins printed in the German language and buys, sells, and deals in quality steins. Another book is the "Encyclopedia of Character Steins," by Dr. Eugene Manussov, available for \$12.95 (softcover) or \$15.95 (hardcover) from Wallace-Homestead Book Co., 1912 Grand Av., Des Moines, Ia. 50309. More books include "Mettlach Steins and Their Prices," by R.H. Mohr, available for \$10.50; "Mettlach Steins," by Fenwick, for \$6.95; and "Steins & Prices," by Dimsdale (prices in this book are old but it's beneficial for identifying all types of steins), for \$6.95, plus 75 cents postage for each book ordered from Lamplighter Books, Leon, Ia. 50144.

Antiques

By Anita Gold



This query and its particularly complete response come from the Home and Leisure Living Section of The Chicago Tribune of Sunday, December 28, 1980. Member Jack Lowenstein serves not only as Executive Secretary of Stein Collectors International but as editor of *Prosit*, the club's quarterly bulletin. This is a very professionally edited journal, which many of NABA's members would find of interest. The club has an annual convention in mid-July.

We are endeavoring to arrange a review article on the major books on stein collecting.



OWN YOUR OWN BREWERY -- Part II

In issue 25 we endeavored to show the membership how one might become a grand vicarious brewing tycoon by building a brewery in HO model railroad scale. Inevitably, this prospect did little for many of the members; for most of us it is the real thing or nothing. If you feel so, you ought to consider buying stock in a brewing company. This article will provide some factual information on the availability of stock in American breweries, along with some considerations that one might well bear in mind if he is not already familiar with stock ownership.

If you are simply considering buying a small amount of stock in a brewer in order to attend annual meetings, receive annual reports and otherwise feel part of a favorite enterprise, there really isn't any reason not to proceed. A broker is likely to tell you that investments should be made entirely on the basis of careful, dispassionate study, either yours or his, and that enthusiast considerations should not enter. Actually, most modern business school finance faculty hold a doctrine called the "random walk theory" of stock prices that is inconsistent with what the typical broker will tell you. At any given time, thousands of people are studying the stock market. Inevitably, they come to a wide variety of conclusions. The people who look into Schlitz variously conclude that the firm will come back strong, that it will go bankrupt, that it will be sold to Coca-Cola on favorable terms, or that it will stay independent but continue to do poorly. The price of Schlitz' stock represents a synthesis of the thinking of all these people -- and doubtless some others. There is no way of knowing which of them is right. The future is just too uncertain for that. That is to say, in the words of the finance professors, the future course of the price of Schlitz stock is a random walk. That is true of every other firm, too. Consequently, you might as well invest in something that gives you emotional satisfaction. In the 1960s I bought ten shares of stock in the Milwaukee Braves simply out of enthusiast interest. As between the loot from expansion of the National League and the benefits of television contracts in Atlanta, I'd have gotten rich if I'd had the sense to put a significant sum into the stock. All I wanted to do was be the employer of Warren Spahn and Henry Aaron!

If you plan a serious investment of a large sum in a brewer, there is also good reason to proceed, but there are several considerations to bear in mind. Not all of them operate in the same direction.

- * A popular theory of investment is to buy stocks of firms that produce something widely consumed, rapidly exhausted and continually replaced. Gillette and Coca-Cola have always been considered outstanding examples of this sort of firm. The brewers obviously also qualify. There is no significant prospect of society's stopping drinking beer. You have some 8000 years of experience to allay your anxieties.
- * Diversification is desirable. Putting all your money into brewing stock would be unwise. The industry was depressed for a fairly long period following World War II because of a low population in the 18-44 year-old age bracket, where demand for beer is highly concentrated. Something else may come along to depress the entire industry. It used to be thought that the population turned away from beer as their incomes rose, but that is currently not thought to be true. In other words, you have nothing to fear from affluence.
- * The economies of scale in this industry really are enormous, among the greatest in any industry. That is, the larger firms can produce beer more cheaply than smaller firms, and then market it more effectively. It may be emotionally difficult to accept this, but if dealing with a substantial sum of money, you ought to recognize the fact.
- * In any industry, dominant firms typically do not retain their positions indefinitely. Schlitz didn't and there is no assurance that firms presently dominating the industry can do so.
- * If you are retired and looking for an opportunity for tax-deductible travel, you may get a benefit from stock ownership. You can claim that a trip to a shareholders' meeting was a business trip. Your tax accountant can advise you on the prospects of success.

Here is a list of the American brewers in which you can readily buy stock. The price shown is as of approximately January 1, 1981. Again, if you are not familiar with stock purchase, a word of explanation may help. Stocks of the largest or most widely traded firms are typically listed on the New York Stock Exchange or one of the smaller exchanges. Stocks of smaller firms are usually sold "over the counter." This means that a broker establishes himself as a specialist in the stock, maintaining an inventory of it and buying or selling it to other brokers or to individuals. You can buy stock of either sort from any broker. Your broker either buys it for you on the floor of an exchange or goes to the specialist who handles it over the counter. Anheuser-Busch, incidentally, for many years was one of the biggest American firms traded over the counter, but it is now listed. The standard unit for trading stock is 100 shares. One can buy smaller amounts, but this involves an odd-lot fee, which is to say a higher brokerage fee per share.

Anheuser-Busch Companies. Who could begin other than with the big brewer? Its stock is traded on the New York Stock Exchange and is about \$29 per share. If one simply wants to exercise enthusiast interest in a brewing company, this one can hardly be overpraised. The firm holds its annual meetings sequentially in the various cities in which it operates breweries on the fourth Wednesday in April. I attended the 1977 meeting at the Mark Hopkins

Hotel in San Francisco. At the end, the firm had a hospitality hour at the hotel's bar with a display of the company's beers in ice that was spectacularly beautiful. We then went on a bus tour to the Fairfield brewery, which does not ordinarily have tourist visits. After that came a lunch catered by the Nut Tree, a nearby restaurant, in a large tent in the parking lot. Bottles of all the company's beers were on the tables and also on the bus in both directions. If you have cardiac problems, the Anheuser-Busch meetings are particularly recommended; the directors are old enough that the firm has a doctor and nurse at the ready at the session.

The firm, of course, is a huge enterprise, not only in brewing but in corn products and other inputs into food processing. The stock will also make you an owner of a small railroad and the St. Louis Cardinals baseball club. The stock is a blue chip, usually looked upon as a rather conservative investment.

Joseph Schlitz Brewing Company. For many years Schlitz was entirely controlled by the Uihlein family of Milwaukee. It was, in fact, one of the largest family-held firms in the economy. Enough Uihleins died that some stock had to be sold to pay inheritance taxes. The stock is now traded on the New York Stock Exchange for about \$8. As you would expect, the stock has done poorly in recent years, no longer paying dividends. It would have to be considered a speculative investment. The firm's annual meeting is held on the fourth Tuesday in April at a hospitality house maintained largely for this purpose several miles north of the brewery in Milwaukee. The meetings are extremely interesting. The Uihleins, who number about 500, have disparate views on corporate policy and do not avoid public conflict. Many of the long-time employees of the firm have bought stock and take the opportunity to vent their views on Schlitz' troubles. The meeting is followed by a hospitality hour which, if less lavish than Anheuser-Busch's, still gives you an opportunity to drink Schlitz, munch peanuts with the officers and talk about company affairs. If you attend both this and Anheuser-Busch's meeting, you will want a quick trip to Milwaukee airport, for the meetings are held on consecutive days.

Miller Brewing Company. As you are doubtless aware, Miller is a division of Philip Morris, Inc. This is a vast conglomerate, about two-thirds of which is in the tobacco business. The rest ranges to Seven-Up, adhesives, paper, suburban land (Mission Viejo in California and developments in the Denver suburbs) and more. Miller accounts for about 28 percent of total revenue. It hardly need be added that since this outfit took over, Miller has expanded like nothing in the entire history of brewing. What this firm could do for anybody's enthusiasm is questionable, but it may add greatly to the financial comfort of your declining years. The annual meeting is held in Richmond, VA, in April.

Pabst Brewing Company. The smallest of Milwaukee's big three, Pabst is publicly held, with the stock traded over the counter. It currently sells for about \$14. The company is in brewing, malt syrups, enzymes for textiles and dry cleaning and some other chemical sales. The stock also gives you an equity in Blitz-Weinhard of Portland, OR, which Pabst operates independently. The annual meeting is in Milwaukee on the second Tuesday in April.

Champale, Inc. Champale is a wholly-owned subsidiary of Iroquois Brands, which also produces Angostura Bitters, Yoo-Hoo Chocolate Drink, a large number of liquor products, bottled table sauces, vitamins and Magic Mountain herbal teas. The stock is traded on the American Stock Exchange for about \$13. The firm is based in West Putnam, CN. Information on the annual meeting is not available from sources at hand.

F. & M. Schaefer Corporation. Although this firm is in the process of absorption by Stroh, there is remaining public ownership. The stock is traded on the New York Stock Exchange for about \$5. If you want pure brewing, this company will give it to you; its only reported outside activity is distributing Beck's and Holsten Bier in New York. The annual meeting is in New York at a date unspecified.

Olympia Brewing Company. Olympia is publicly held and traded over the counter. The stock is about \$13. The annual meeting is held in May at Tumwater, WA. Ownership of this stock also gives you an equity in Hamm's and Lone Star.

Falstaff Brewing Corporation. Falstaff is part of an empire of breweries of Paul Kalmanovitz of San Francisco, along with the General Brewing Company, Pearl and Narragansett. General is privately held, but there is still public stockholding in Falstaff. The stock is traded over the counter, selling for fractions over \$3. The company long suffered from the reputation of being a string of old, small breweries with very high operating costs, but Kalmanovitz has closed the worst offenders and developed a profitable specialization in house brands for supermarkets or generic beers. The annual meeting is held in the Airport Hilton Hotel in San Francisco early in August. Especially if you live in melting-door knob country, that time and place are an attraction.

Pittsburgh Brewing Company. This long-struggling firm is publicly held, a rare example of a stock traded on the Philadelphia Stock Exchange. It sells for about \$5, and must be considered speculative. The firm is almost entirely in brewing, but also deals in pizza supplies. The annual meeting is in Pittsburgh in March. Ownership of this stock will allow you to choose sides in controversy between a management that takes pride in nursing the company back to profitability and a minority that would like to can the whole operation and devote the brewery's land to some other industrial purpose.

G. Heileman Brewing Company. Heileman is a widely held corporation, stock of which is traded on the New York Stock Exchange for about \$33. The firm is diversified into commercial baking and some other activities. It has done very well of late, and several NABA members have prospered with ownership of its stock. The company has succeeded in a fashion in which all others have failed: buying a string of local breweries and issuing a large number of regional brands. Professional opinion differs on the probability of this approach succeeding indefinitely. The annual meeting is in LaCrosse, WI, on the first Friday in April.

Adolph Coors Company. You can buy stock in Coors, but you can't vote it. All of the voting stock is in the hands of the Coors family, but you will be welcomed at the annual meeting at the brewery in Golden, CO, in May nonetheless. Non-voting shareholders are encouraged to ask questions of the officers and otherwise to participate in the meetings. The hospitality arrangements are reportedly excellent. The stock is sold over the counter for about \$16. The firm is diversified into ceramics and other activities.

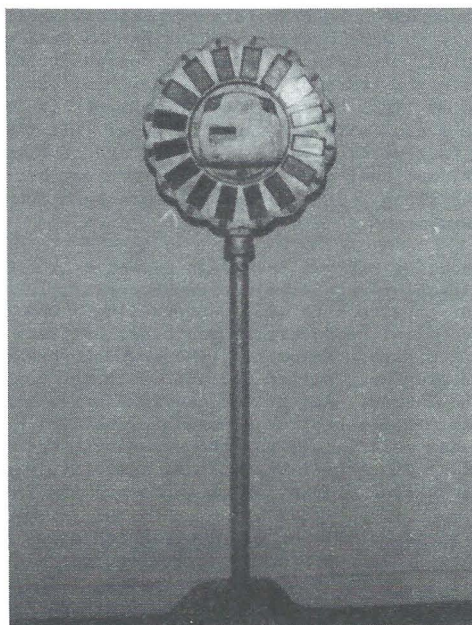
Genesee Brewing Company. Rochester's thriving independent is an eastern Coors in the matter of ownership. The class A stock, which has voting rights, is held by the Wehle family and their associates, but class-B non-voting stock is publicly held. The stock is sold over the counter for about \$26. This firm does well at what few others succeed in: running a single urban brewery with comprehensive regional distribution. The annual meeting is in Rochester, NY, at a date not available here.

Surprisingly, that exhausts the American brewing companies in which you can readily buy stock. The rest are either owned by single families or by small groups which do not normally sell stock outside their number. The privately-held breweries include some big firms, such as Stroh and West End. Inheritance taxation, as in the case of Schlitz, usually results in some public stock sale eventually. It should be mentioned that the line between public and private holding is not absolute. The Stevens Point Beverage Company and the Cold Spring Brewing Company are mainly owned by the Shibilski and Johnson families, respectively, but both have minority shareholders. The stock is not normally traded, but may come to the market. On the basis of Herb Haydock's hawk-like observation of Stevens Point, the prospects of buying into the firms are not bright.

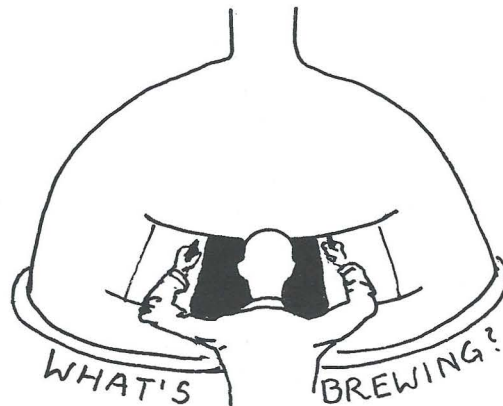
We will be pleased to hear from shareholders in the various breweries as to what one may expect at the annual meetings.

GWH

CLARIFICATION



- Q. Tom Herwer bought the object above from an antique dealer in Pennsylvania. It was described as a "beer analyzer" and lettered for Stegmeier of Wilkes-Barre. The 16 panels in a sunburst about the edge provide a continuous gradation in color from a light amber to a dark brown. The only obvious purpose was giving a number to the color of a brew. Tom asks how the device operated and how widespread such analyzers were in the industry.



The Beer Wars are still being fought, but there seems to be a gentlemen's agreement to avoid references to corporate or personal ambition. The year brought some stability to many brewers, including the smaller producers, or at least a welcome respite. It came too late for Joseph Ortleib, who closed his plant in December after 111 years of Ortleib ownership. Earlier last year Joe had an ad poking fun at light beers. You can make Ortleib's Light by combining one glass of Joe's beer with one glass of water. It reminded me of a Stroh TV ad of some four or five years ago: "The art of brewing beer is to turn water into beer, not beer into water." Very true, but the Lite steam-roller crunched right along. Joe Ortleib may have been the last romantic in the brewing industry.

A part of the cooling off was doubtless caused by the failure of the Miller challenge. Anheuser-Busch was not to be caught, and will not be. This permitted Miller to attend to some housekeeping. One sees pictures of new corporate and technical headquarters and other evidence that the last six years were not just a mirage. Meanwhile, the new Ohio brewery is rising, for once without a crash program. Miller did not reach the top, but they were surely brewers of the decade. And Miller can take pride in the 11 million barrels or so of Lite. For better or worse, brewing will not be the same. The 1980s, however, may well belong to Anheuser-Busch, which just seems to keep rolling along like Old Man River, washing away little setbacks, and planning to expand into soft drinks, snack foods and who know what.

Schlitz had to yield No. 3 spot to Pabst, which shows signs of sound and aggressive management. Sales were not spectacular, but a decline was reversed, Andeaker got a face lift and the imported Furstenberg is being premiered in Washington. Pabst will not have it easy -- there are no new territories to enter, and they must fight a half-dozen hungry brewers for every barrel -- but Pabst is here to stay. The news is still very pessimistic regarding the Schlitz brand. Their top brewing managers may well ask, "How come the beer is not selling when everything is being done right?" Well, the Schlitz brand may be badly in need of the very best marketing that money and talent can assemble. But with time in short supply, Schlitz opted for somewhat gimmicky taste tests at professional football play-off games. Time will tell soon enough if Schlitz gained yardage or got sacked.

Coors had a very good year. One hears they sold a million barrels of Light. Who would have guessed that a Coors Light would even blink, much less shine? Their conservative image problem has abated and what residual there is may even be turned into a plus. Heileman is going very strong and looks like No. 3 by 1983. On paper it should not work at all -- too many old plants,

too many labels, no national reputation. But their management is very quick on its feet and makes money in a seemingly unreal situation. Those semis trundling Old Style down to Chicago are real enough. Stroh, which managed to move into a premium price category without taking a bath, showed a modest increase. Recently it offered to purchase all outstanding Schaefer common stock; it will be interesting to see how Stroh makes out in the Big Apple later on. Olympia has also reversed a decline. Perhaps it is not reflected in sales as yet, but some strong moves this summer would not be unexpected.

There were four breweries at or just above the 3.5 million barrel mark, three of them in the east. Falstaff owner Paul Kalmanovitz, usually not visible at all, was actually photographed handing out bonuses to Pearl employees in San Antonio. After many years of declining sales, there was good news. Genesee was also estimated to have increased sales modestly. They made a quantum leap during the decade, the first of several hurdles that a brewer unfortunately has to master before arriving at the somewhat precarious position of a competitor. Schaefer, which has seen better days in Brooklyn, seems to have bottomed out. Christian Schmidt lost some ground, but acquired the Ortleib labels, including McSorley's Cream Ale, Coqui Malt Liquor, O'Shaughnessy Stout, Kaier Special and Old Tavern Birch Beer. Obviously, these are names from the pre-television era, or even a pre-Prohibition era, but let us hope Schmidt can keep them alive. Schmidt also announced a Prior Double Dark for a top-of-the-line special brew. It is hard when your bread-and-butter brand has lost clout.

We don't see any figures for smaller regional brewers like Hudepohl and Latrobe, but they seem to have held their own. Pittsburgh notched up a million barrels and the small brewers in Wisconsin, as well as Pickett and Dixie, had encouraging increases. 1980 has shown that many brewers were able to strengthen themselves and to plan for the future. The decade ahead will bring new combinations, and unfortunately, also a few casualties.

SALES IN MILLION BARRELS

	1980	1979	1978
Anheuser-Busch	50.2	46.2	41.6
Miller	37.2*	35.8	31.3
Pabst	15.3	15.1	15.4
Schlitz	14.9*	16.8	19.6
Coors	13.8	12.9	12.6
Heileman	13.3	11.5	7.1
Stroh	6.2	6.0	6.3
Olympia	6.1	6.0	6.7
Falstaff	3.8	3.6	N.A.
Schmidt	3.6	3.9	3.8
Genesee	3.6*	3.4	3.0
Schaefer	3.5*	3.5	3.9

* preliminary estimate

Peter Blum

Coors Gets Virginia Brewery OK

©1980, Denver Post-Washington Post

WASHINGTON — The Environmental Protection Agency, acknowledging developing awareness of Reagan administration policies, has ended a two-year dispute by granting the Coors beer company permission to build a giant brewery a mile from Virginia's Shenandoah National Park.

With the EPA permit, Joseph Coors — whose conservative views are similar to those of President-elect Ronald Reagan and who is a close political ally of Interior Secretary-designate James G. Watt — has cleared the last major hurdle in his attempt to break into the East Coast beer market in a big way by establishing a second manufacturing plant.

CALLED BY ONE EPA official "one of the cleanest plants in the country," the proposed brewery is to some the harbinger of a new, more relaxed government attitude toward industry's effects on air and water quality.

"We feel this will come right in line with what Reagan is looking for," said another EPA spokesman. "Everyone in EPA is aware of where things stand now."

Since Coors announced in January 1979 it had selected land near Harrisonburg in rural Rockingham County, Va., as a site for its \$200 million plant, the proposal has stirred alarm and resentment among some Virginians, who fear the area will lose its relatively clean air and country flavor. The promise of nearly 2,000 jobs from the plant alone, with a possible 2,000 additional jobs from supporting industries, has encouraged equally strong support from local leaders, who welcome the promised revenues.

Construction of the plant probably will begin in 1983, though Coors is "keeping its options open," a company spokesman said, with another site in Tennessee.

One of the brewery's most vigorous opponents is Robert Jacobsen, director of the Shenandoah National Park whose border the plant would share. Jacobsen said Monday he still fears the effects of emissions from the brewery on the park's flora. "There's no question," Jacobsen said, "that (Coors) will add to the pollutant loading of the air."

The plant's emissions of sulfur dioxide, he said, will aggravate the effects of ozone, which already is killing some of the park's trees and sterilizing others. Jacobsen also expressed concern that smoke from the plant would obscure the park's vistas, which draw thousands of visitors annually.

Like many of his counterparts at EPA, however, Jacobsen said he was satisfied that if construction of the plant could not be stopped, at least its foreseeable impact on the environment will have been minimized by required emission-control measures.

"When they first proposed a brewery here in the valley, it was one that would have emitted an unacceptable amount of pollutants," Jacobsen said. "Through long meetings, the original concept was altered to one that falls within the limits prescribed by Congress."

Most of those changes, officials said, were made before the November elections. "This had nothing to do with the elections," said EPA attorney John Cooper. "This is not a sellout to Mr. Watt."

Among the changes was a reduction in the plant's size, officials said. Originally planned to be capable of making 25 million gallons of the brew annually, plans now call for a facility with a 10-million-gallon capacity.

EPA officials said emissions from the plant that might detract from the nearby park will be almost non-existent. "We're being pushed even harder (than under the Carter administration) to work with industry to come up with ways to contain pollution that are more cost-effective," said an EPA spokesman.

From the Denver Post of
December 30, 1980, by
courtesy of Donald W.
Natale, Jr.

DEALER DIRECTORY

Member Jim Clinton and his wife Terry have opened an impressive shop for beer and soft drink artifacts at 280 Exchange Street, Crete, IL 60417. Phone (312) 672-4818. The building is the sort of thing of which many of us might dream, incorporating Jim's construction business, the shop and some private facilities. The shop consists of a front room for artifacts on Coca-Cola, other soft drinks, Planters Peanuts and other widely collected advertising artifacts. The back room is entirely for beer items. Inevitably, most are current, but there is a good selection of traditional Chicago local brands and midwestern breweriana more generally. An additional section for general antiques is planned. The enterprise operates under the name of Surrey Antiques and Collectibles. Crete is a far-south suburb of Chicago, just south of Chicago Heights, west of the Calumet Expressway. Owing to the current financial problems of the Regional Transit Authority, it is temporarily inaccessible by public transportation.

The Stevens Point Beverage Company has begun marketing its collectibles through a specialist, Grand Prix Products, P. O. Box 132, Stevens Point, WI 54481. A folder showing offerings will be sent on request. The small catalog shows a standard variety of clothing and a limited amount of glassware. This is, of course, quite good news. Given the enthusiasm for that beer, the company would be foolish not to capitalize on it. Several of the items are lettered with the company's new slogan, "When you are out of Point, you are out of town!" Happily, that is not quite accurate, for the beer in cans has been on sale in Milwaukee and Chicago of late.

Urban Antiques, 1861 Union Street, San Francisco, CA 94123, is just what its name indicates, a shop specializing in artifacts related to city life. Several dealers have stalls there. At least two regularly handle breweriana. Union Street is quite fashionable, and an antique shop there would by definition be no place for bargain hunting.

Charles Schofield, a dealer in British breweriana, can no longer be reached at the address in Glasgow given in issue 24. Has any member a current address for him?

Anheuser-Busch Christmas Tree Ornaments

Found in storage from 1940s. 3" diameter with eagle emblem, two different types, \$12 the pair. Only a few of a third version, ruby red, at \$11 each. A visual treat for all seasons.

Tom Polansky
Post Office Box 6211
Santa Barbara, CA 93111

Ortlieb, last of its kind, shuts Mar. 1

By Tom Belden
Inquirer Business Writer

The 111-year-old Henry F. Ortlieb Brewing Co., the last of more than 40 small, family-run breweries operated in Philadelphia, will close its only brewery March 1, company president Joseph W. Ortlieb said yesterday.

The brewery, at Poplar and American Streets in the Northern Liberties section, employs about 80 people, who will be forced to find other jobs when Christian Schmidt Brewing Co. begins production of the Ortlieb brands. The two companies confirmed last week that Schmidt was buying Ortlieb but did not disclose the terms.

Ortlieb, reached at his home in Drexel Park, Delaware County, said that some of the 80 workers might be hired by Schmidt and that others might be employed at two other enterprises, unrelated to making beer, that the Ortlieb family was considering operating at the old brewing facility. The family will continue to own the plant.

"We will be operating (the brewery) until March 1 so we can have an orderly transfer of production over to Schmidt's," Ortlieb said.

All six brands of beer, ale, stout and malt liquor made by Ortlieb will continue to be produced by Schmidt at its brewery at 127 Edwards St. in Kensington.

"We're trying to tell people it still will be a Philadelphia product, produced by Philadelphians," said Ortlieb, who will become an officer at

Schmidt after the merger is completed.

Besides its best-known product, Ortlieb's, the brewery produced McSorley Cream Ale, Coqui Malt Liquor, O'Shaughnessy Stout, Kaier Special Beer and Old Tavern Birch Beer, all of which were distributed within 90 miles of Philadelphia.

The small brewery, where the company produced about 250,000 barrels of beer and other products in 1980, employed as many as 170 people as recently as two years ago. Sales at Ortlieb's have been declining steadily since 1978, when it produced a record 350,000 barrels. Sales in 1979 were about 280,000 barrels. In comparison, Schmidt sold 3.8 million barrels in 1979, including the regional brands such as Schaeffer's and Rheingold.

The purchase agreement under which Schmidt will produce Ortlieb brands was arranged after "several years of on-again, off-again" discussions with the larger company, Ortlieb said.

He also said that there had been extensive study of the cost of modernizing and expanding the Ortlieb's facility to make it more efficient and competitive with Schmidt, the nation's ninth-largest brewer, and other large, nationally known beer makers.

Ortlieb said studies were under way to use the brewery's fermentation and distilling facilities to produce ethanol, which is in demand for mixing with gasoline to produce gasohol.

The Ortlieb family founded the brewery in 1869. The decision to close the brewery was extremely difficult because of his family's long history in the beer business, Ortlieb said.



WM. GRETZ BREWING COMPANY

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BOOK REVIEWS

James Cope, Old Advertising (Austin, TX: Great American Publishing Co., 1980), 344 pages, \$9.95.

Although I have been a collector of pre-prohibition trays and signs for the past four years, it never ceases to amaze me how turn-of-the century printing methods could produce such pure graphic elegance of incredible beauty just to advertise a product. The thrill will always be there as this is, in my opinion, the most esthetically pleasing and eye-grabbing of all collectibles. Even if Prohibition had not decended when it did, the advent of radio, magazine and billboard advertising would eventually have proved to be a much cheaper way to reach a growing consuming public. Thus, the death knell of our precious artwork was inevitable. Fortunately, 1920 gives us a precise cut-off date to differentiate the two separate eras within our area of interest.

Jim Cope gives us an excellent presentation of old advertising in his new book that appeared last summer. It is loaded with photographs of some pretty super items from fellow members' collections. This alone is of great service to us as it shows what is available, or at least in existence. It spurs us on to keep digging in hopes of getting lucky in finding elusive pieces.

Cope assigns approximate values to the items, but I think more than a few -- especially brewery scenes -- are undervalued. It would be a difficult job to arrive at specific prices when different variables must be considered. As he points out, his final figure is an estimate and is suitable only as a guide.

I would like to suggest instead a "relative value guide" which could couple a range of prices to known availability. For example:

<u>Rarity</u>	<u>Price Range</u>
1 Very rare	1 Highest category
2-3 Rare	2-3 Very high priced
4-5 Very scarce	4-6 High priced
6-7 Scarce	7-8 Moderately priced
8-9 Fairly common	9-10 Comparatively low priced
10 Common	

For example, #249 in this book might be listed as a 3-2 (rare and high-priced) or #159 as a 6-6 (scarce but at the lower end of high priced). I don't believe items #222 and #490 can be much rarer than #149 (of which there are three known) and #412 (two known) but the latter have lower values assigned to them. Applying the above relative value guide would help reduce such discrepancies. However, to implement this properly would require a nearly 100 percent response to a club-wide survey -- including ECBA -- on the contents of individual collections.

In closing, I'd like to make two corrections. First, #158 and #428 are the same tray. Second, #68, the popular Budweiser St. Louis Levee tray, is a post-prohibition tray made from a picture in a promotional booklet with a copyright date of 1914 on it. It is simply a post-prohibition tray with a pre-prohibition scene on it.

Ken C. Settecase

Thomas Byrne, The U. S. Beer Coaster Guide (Tom Byrne, P. O. Box 173 East Hanover, NJ 07936, 1980). Volume 1. 100 pages. \$7.95 + \$1.00 for first class postage.

In this book Tom Byrne has at last given U. S. beer coaster collectors a very good introduction to their hobby. The book contains photographs of 1,152 different U. S. cardboard beer coasters which the author selected from his own collection and the collections of three friends. The coasters are numbered and arranged alphabetically by brand name, accompanied by an index giving information on the size, shape, color, design and age of each. The photographs are supplemented by a brief text of eight pages, which provides some background about the hobby, as well as information on finding, trading and displaying coasters. A price guide is included as an insert.

The text is obviously aimed at new collectors and will be useful to them. Tips that many of us discovered only through a long, slow process, such as where to look for coasters and which clubs to join, are provided to collectors in this book. More advanced collectors, while finding little new information in the text, will find considerable solace in looking at the pictures. The book provides a good display of coasters, including several quite scarce. It is like being invited to view a very fine private collection and being allowed to return to it again and again.

Because the book is intended to be an introduction to coaster collecting, it has limitations as a reference text. No attempt has been made to list those U. S. breweries which issued coasters, and while the photography is quite sharp, some of the coasters are not displayed as well as they might have been. A more serious problem is the nature of the code the author adopted. Although the book is Volume 1 of a projected series, the code is self-contained, merely running from 1 to 1,152, like the entries in an auction catalogue. The one Flocks Beer coaster shown is 321, but if any of seven other Flocks coasters known to me appears in a later volume, it will have a number unrelated logically to this one. It would have been better to establish an open-ended code, such as Flocks-1, or the sort of regional designation Peter Blum has begun for trays. Foreign coaster collectors' clubs have established such open-ended classifications.

The book's faults, however, do not detract from the enjoyment it gives. Tom Byrne has obviously invested a lot of time and money in this book. He has taken that extra step in his hobby which benefits all collectors of breweriana, especially those of us who collect coasters. I think the book is a step in the right direction, and I am glad to recommend it.

Jim Hosier

Reino Ojala, 20 Years of American Beers: The 30's & 40's (Reino Ojala, Box 1121, Burnsville, MN 55337), spiral bound paper, 97 pages plus color plates and unpaginated notes section. \$8.95 + \$1.50 postage.

Member Reino Ojala has compiled a directory of American beers from the end of Prohibition to 1949. This was, of course, a period of rapid adjustment in the industry, when many firms began brewing and more than a few quickly dropped out. Thus, the period is well chosen. Most of the book is a directory of brands, showing the brewery. This is followed by two directories of licensed brewers, one for 1935 and the other for 1949. Both have addresses of the breweries. There are two color plates of labels, a page-long history of Gluek's Stite, the pioneer malt liquor, and some miscellaneous terminal material. The cover photograph in full color of a foaming glass of Shepps Extra Beer is a masterpiece.

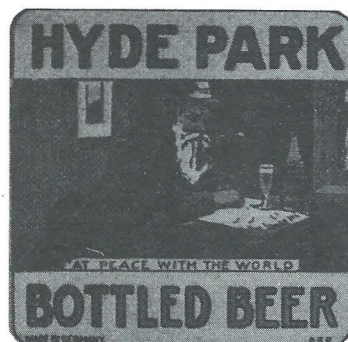
There is no question that the book is a useful reference work. The two directories of breweries with addresses are especially useful in foraging for old breweries still standing. These directories mark an advance over Ed Scott's Who's Who in Brew or Friedrich and Bull's The Register of U. S. Breweries, neither of which contains addresses. Beyond that, it is questionable whether the book represents an advance over previous reference works. Since this book is restricted to two decades, whereas Who's Who in Brew is taken up to its year of issue, 1978, Scott's book has about double the approximately 3000 entries of Ojala's. Scott also presents the dates of production of the various brands, but this does not. Friedrich and Bull take a great sweep from 1876 to 1976, thereby inevitably covering vastly more breweries.

All of these sources are based mainly on official data from the Bureau of Alcohol, Tobacco & Firearms. This is inevitable, of course, but such data are imperfect. For example, to cite only Chicago breweries, ATF data, reproduced both by Friedrich and Bull and Ojala, show Anheuser-Busch operating a brewery in Chicago in 1935. If so, Anheuser-Busch has lost any record of it. ATF shows Westminster as an individual firm at an address that is merely a surviving entrance of the Manhattan/Canadian Ace brewery. The directory of canned beers with brewery of issue in the 1980 membership directory of the Beer Can Collectors of America -- which is a reference source well worth having -- shows Westminster as one of Manhattan/Canadian Ace's various trade names. What are apparently errors in ATF data tend to be endlessly perpetuated by uncritical reproduction.

The next step in our advancing historical documentation of American brewing ought to a major effort to correct the ATF data, and to record the actual breweries that issued beers under names such as Westminster's. An effort ought also to be made to fit dates of founding to the dates of withdrawal. These two tasks would be difficult, but as between the present volume and its predecessors of the past few years, we have a fairly thorough presentation of the information readily available from official sources.

GWH

COASTER COLLECTORS!



The U. S. Beer Coaster Guide is now available. This 100-page book has photos, descriptions, dates and prices for over 1,100 different American coasters. The response has been terrific for this book. Please send \$8.95 for your copy today! One free 4" coaster to the first 20 orders from this ad! Send 28¢ for my latest mail-order coaster list. Thanks.

Tom Byrne
P. O. Box 173
East Hanover, NJ 07936

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316-649-2480
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DAYTON, OH 45420
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60 N. Cumberland Pkwy
DES PLAINES, ILL 60016
312-296-4997
Mugs-steins-openers-signs-
knobs-trays-coasters-misc.

DAVIDSON, Ron
Box 894
GOLDEN, CO 80401
303-422-2915
Signs & trays.

DUROCHER, Gordon
179 E. Nobhill Drive
COLGATE, WIS 53017
414-628-1092
Cans-signs-BOSCH BRWG CO.

EDMUNDS, Lowell III
Dept Classics
BOSTON COLLEGE
CHESNUT HILL, MASS 02167
617-969-0100 X-3662
Breweriana Researcher

FERGUSON, Mark C.
7131 Ralston Avenue
BARBOURSVILLE, W.V. 25504
304-736-9394
Labels-openers-signs-cans-
trays-calling cards.

FEUTZ, Kenneth R.
513 E. Cleveland
WATERLOO, WIS 53594
414-478-3040
Signs-wooden items.

FREIMARK, David A.
152 Spring Street
BERLIN, WIS 54923
414-361-0579
Wisconsin Breweriana only.
BERLIN, RIPON & PRINCETON
BRWGS.

GELLER, Leon
6618 Lynford Street
PHILADELPHIA, PA 19149

Lithos-labels-openers-signs-
trays.

GINN, Michael
72215 N.W. McDaniel
PORTLAND, OR 97229
503-641-2416
Mini Beers

HETTICH, Martin L.
700 Elmwood
ST. CHARLES, MO 63301
314-724-0049
Signs-trays.

JANKAUSKAS, Kenneth J.
3724 N. Bosworth Avenue
CHICAGO, ILL 60613
312-935-2119
Glasses-labels-postcards-
signs-coasters-cans.

LIGHT, Rex H.
70491 Cleveland Road
DURAND, ILL 61024
815-629-2220
Openers

MACKENZIE, Stuart C.
205 Illinois Box 248
CHINOOK, MONTANA 59523
406-357-2434
MONTANA BREWERIANA only.

MACKIE, James H.
9281 Candlewood
HUNTINGTON BEACH, CA 92646
714-963-8576
Lithos-signs-trays-"pre-pro"
CALIF. BREWERIANA

MANDZUK, Phil
285 Parr Street
WINNIPEG, Manitoba R2W 5E2
CANADA
204-582-7444
CANADIAN BREWERIANA + HAMM'S

MARTIN, Robert
3409 Ligonier
PITTSBURGH, PA 15201
412-681-5360
Tap Knobs.

McNETT, John A.
10265 LaHacienda
FOUNTAIN VALLEY, CA 92708
714-962-0963
Tap knobs-openers.

MILLER, Kitty
168 Morewood Avenue
PITTSBURGH, PA 15213
412-687-1387
ALL BREWERIANA

MURPHY, Garry D.
54 Conlins Road
SCARBOROUGH
TORONTO, Ontario
416-282-3310
CANADIAN BREWERIANA

NEKVASIL, Charles A.
2626 N. Lakeview #1808
CHICAGO, ILL 60614
312-871-8193
Glasses-mugs-steins-signs-
openers-trays-cans.

OEST, Ernest C.
55 Grand Avenue
PORT JEFFERSON STATION
NEW YORK 11776
516-928-0145
Labels

PELTON, Craig
6 Wunkar Road
INGLE FARM
SOUTH AUSTRALIA 5098
Labels

PICCONE, Angelo J.
233 Wimbledon Road
ROCHESTER, N. Y. 14617
716-544-1192
Lithos-trays-match safes-
knives-mini's.

REED, Norman J.
25647 Marine View Drive
KENT, WA 98031
206-839-6675
Trays only.

REEDY, Dean
645 N. North Box 301
ARGENTA, ILL 62501
217-795-4829
Labels-openers-trays-cans-
coasters-bottles.

REVAK, John J.
5551 Centre Ave. #201
PITTSBURGH, PA 15232
412-363-1341
Northeastern Pennsylvania
BRWGS only.

ROLLINS, Dale
105 Carolwood Drive
SAN ANTONIO, TX 78213
512-341-8364
Glasses-mugs-steins-lithos-
signs.

RONNENBERG, Herman W.
POB 33
ELK RIVER, IDAHO 83827

SCHWARZEN, Carl A.
12633 Old Tesson Road
ST. LOUIS, MO 63128
314-843-2126
ST. LOUIS BREWERIANA only.

STREIT, Dave
POB 555
ANDERSON, CA 96007
916-365-4190
Pre-pro CALIFORNIA + calendars

VENDL, Richard J.
8127 W. 46th Street
LYONS, ILL 60534
312-447-9436
Labels-coasters-openers-signs

WALLACE, Bernard E.
RD #2 Box 463-M
READING, PA 19605
215-926-2784
Lithos-match books-mini beers
brwg histories.

WIGAND, Steven D.
2915 N. Lincoln Avenue
CHICAGO, ILL 60657
312-472-1346
Signs-trays-tap knobs

WINTERFIELD, Al (Former Member)
961 Clintonville Road
WALLINGFORD, CT 06492
203-239-2311
All Breweriana

Total joining since September 1, 1980: 38
Includes 13 joining in January 1981.

BUY

SELL

TRADE

Wanted to buy or trade: Labels, U. S. and foreign, single items or duplicates.
Leon Geller, 6618 Lynford Street, Philadelphia, PA 19149.

Wanted to buy: Pre-pro factory trays, signs and lithos, esp. Hoster, Sprenger, Magnolia; OH, MI, NY, NJ and west coast breweries. Ken Settecase, 294 Downing Road, Riverside, IL 60546.

Wanted: Any breweriana from Narragansett or Enterprise of Fall River.
Daniel M. Goulet, 1503 Park St., Attleboro, MA 02703. (617)-222-4442.

Beer cans for sale or trade. I seek Florida breweriana, inc. Florida cans.
Ken Simon, 513 6th Ave. South, Lake Worth FL 33460. (305) 585-7415 between 5 and 9 PM, EST.

Wanted: Stirring-spoon openers, type F2, glassware, mugs, steins. Leon Beebe, Rt. 7, 601 E. Macon Drive, Tucson, AR 85706.

For trade: "Modern Version of Ganymede -Introduction of Budweiser to the Gods," A-B, 1905, #1. I seek Central Wisconsin breweriana. Peter Kroll, 3739 Elna Road, Madison, WI 53704.

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

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

Wanted to buy: Dating device, lettered for any brewery. George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024.

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Don Stuart (516) 549-8222
Box 387, Huntington, NY 11743

SPORTS PAGE

Schlitz, convinced that the taste of the Schlitz brand is superior to its current image, determined to do a set of three live taste tests on the two National Football League conference playoffs, followed by the Super Bowl. The panel for each test was 100 people who regularly drink two six-packs per week or more of the beer to be compared with Schlitz: Budweiser, Miller and Michelob in that order. Note that the 100 people were not a random sample like people buttonholed on the street; these had already expressed a preference for Schlitz' rival. Schlitz arranged the tests very honestly. The beers were served at 42° in ceramic steins to avoid color comparisons. Tommy Bell, a former NFL official in full regalia, blew a whistle, whereupon the 100 people threw levers to show their preferences. How did Schlitz do?

There are several considerations. First, we develop our taste in beer over a long period; what we choose to drink habitually depends on experience with hundreds of glasses. It is reasonably well established that the typical drinker cannot differentiate his own brand from rivals in a single comparison. How thirsty one is, what he has on his palate, heat, age of the beer and other factors are too great a bias for any one observation to be representative of habitual experience. Second, as Fortune magazine pointed out, the 100 subjects were in a stressful situation, under lights and exposed to nearly half the entire American population on television. They probably could not make a choice consistent with their habitual preferences as well as they could have at home or among friends. Consequently, we shouldn't be surprised if Schlitz' results were random, like flipping 100 coins, even though Schlitz intentionally chose a sample that wasn't random.

A series of coin flips by 100 people produces a binomial distribution. Statisticians have a variety of tables and formulae by which they can estimate the prior probability of any given result. In statistics a 1.0 probability means certainty that an event will occur and a 0.0 probability means certainty it will not occur. Colleague Dan Friedman calculated the prior probability that Schlitz would get at least the percentage choosing its brand relative to rivals in a random or coin-flip situation:

<u>Rival brand</u>	Percentage	Probability that Schlitz would
	choosing	do at least this well in a
	<u>Schlitz</u>	<u>random choice</u>
Budweiser	46	.8159
Miller	37	.9967
Michelob	50	.5

For Michelob the result was exactly the expected value of a coin flip, 50-50. For Budweiser, the result was also consistent with a coin flip; in 100 flips of 100 coins, heads would come up 46 or more times in over 81 percent of the flips. For Miller, however, the results do not conform to the coin flip analogy; in only one flip of 100 coins out of 300 trials would heads come up 37 times or less. Much more consistent with the result is an inference that the Miller drinkers really do prefer Miller and could choose it 60 to 70 percent of the time. Consequently, Schlitz, which spent about \$3 million on the tests, including promotion expenses, really didn't do any better than the Eagles. Miller won the taste test.

This isn't saying that Miller had the best taste of the four beers involved. Opinions are widely voiced at NABA conventions that Miller has little taste at all, and appeals to a market of people who want the social and systemic effect of beer-drinking without much taste of beer. If that interpretation is correct, Schlitz' test demonstrated that Miller satisfies that market very well, indeed.

GWH

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1981

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