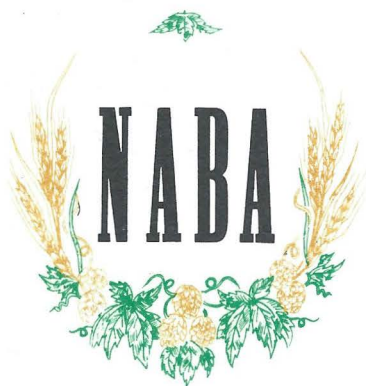


# The Breweriana Collector



JOURNAL  
OF THE  
NATIONAL ASSOCIATION  
OF  
BREWERIANA ADVERTISING

Founded January 1972

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VOL. 33

SPRING 1981

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## STEIN COLLECTING

# National Association Breweriana Advertising

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George W. Hilton	Editor, <u>The Breweriana Collector</u>

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, Chassell, 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.

\* \* \*

## TRANSLATION DEPARTMENT

One of Miller's series of television commercials featuring former athletes showed hockey player Pete Stenkowski stating that he had agreed to do the commercial only if allowed to tell a Polish joke. He then told a joke in Polish which fractured the other denizens of the bar, and the commercial faded out. For the benefit of non-Polish speaking members, we have secured a translation from Miller's public relations department:

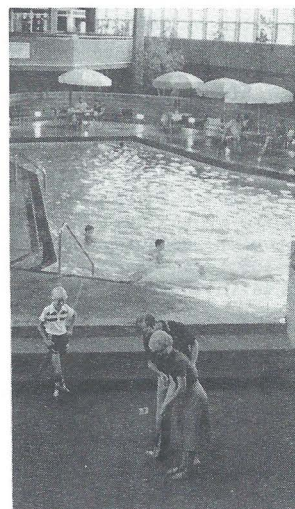
"Why did the American run out of ice water?"

"Because he forgot the recipe."

Miller shortly withdrew the advertisement after some complaints. Thin-skinned bunch, those Americans!



## 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.**





PRESIDENT'S PAGE

This issue's letter is a response to the very kind and well-intentioned letter written by NABA member Mr. Jack G. Lowenstein and appearing in the Fall, 1980 issue of THE BREWERIANA COLLECTOR. I do want to emphasize my appreciation to Jack for his complimentary comments concerning last summer's convention and for his genuine interest in the most advantageous conduct of our convention activities. Among his remarks, Jack has offered constructive criticism aimed at the improvement of our auction bidding procedure.

Having done the auction now for six years, I am among the first to recognize certain of the procedural problems related to the bidding, and I am wholly aware of the need for their improvement. I accept part of the fault for these problems because while I have long been aware of them, I have not done what needs to be done to correct them. I have only complained about them. We do have improvements to make!

Jack's comments deal specifically with the "buy-back" bidding. His concern is that these "buy-back" bids suggest a false value and thereby influence a false market, and the impression is startling when the bidding for an item slows in the house and is finally superseded by a bid far in excess of the house bidding, sometimes astronomically so. However, I must disagree with Jack's view that this practice creates a false market.

In order to understand what happens, understanding the history of the NABA auction is essential. Further, a clear understanding of the relative concept of value and the related subject of how value is ultimately determined is equally essential.

The NABA auction is not an absolute, unreserved auction sale, a sale in which property is to be carried at whatever price is bid within the limitations of a given time and place. When the auction was planned, its organizers (I was not one of them) correctly realized that club members would in most events be reluctant to consign items of first-class value to an absolute, unreserved auction sale. Therefore, in order to persuade consignors to offer items for sale, the consignors were given the right of one protective bid. This practice is not unusual. In wholesale automotive auction sales, the consignor stands alongside the auctioneer, and when the house bidding terminates, the consignor either agrees to sell or he tells the auctioneer the value he wants before he will sell. In the event of the latter, the auctioneer then relays this information to the house, and if someone is willing to bid the consignor's terms, the sale is complete. Some of the consignors' prices rise astronomically above the house bidding in these sales.

The only time that an auction sale is absolutely subject to whatever price is bid within the limitations of a given time and place is at an absolute, unreserved sale, which is so advertised. Unfortunately, even prices in such an instance can be unfairly manipulated by unscrupulous sellers.

Technically, all auction sales except those advertised as "At Absolute Auction" or "At Unreserved Sale" or some such expression of these words are auctions with reserve. In states that subscribe to the Uniform Commercial Code, and most states use that instrument as the basis for the laws regulating commerce within their jurisdictions, an auctioneer who does not list his sale as "At Absolute Auction" has the right to remove property from an offering, after he



has offered it on sale day, at any time until he announces the completion of a sale, having said, "Sold." He therefore has the right to determine whether whatever is bid is a realistic value for the property being offered for sale, and auctioneers do make use of this tool in different ways when unrealistic values are being bid. An auction often determines value, but that value is supposed to be consistent with a realistic value.

Regardless of the nature of the property to be sold, sellers are influenced by a relative concept of value. An honorable commission sales agent hopes that his seller will be responsive to a realistic market price; unfortunately, all too often the sellers have a concept of value that is related to other factors. Consignors frequently submit items for auction without an awareness of a realistic value. This is sometimes the result of ignorance or of having themselves been victimized. In other instances, the consignors are unethical profiteering opportunists.

My point in relating all of this information is that the procedure used by the NABA is not unusual; it can be improved upon, but it is not unusual nor is it "an insidious method to raise value within a 'captive audience'." No one is trying to surreptitiously entrap the buyers in a scheme to create a market that does not exist. I am not suggesting that there have not been instances where shenanigans have been tried, but these instances -and they have been few- have been perpetrated by individuals outside of the leadership of the club. I can think of two or three instances in which unethical characters were trying to take advantage of a situation, and as soon as we were alerted to the fact, the attempt was stopped!

Now, as to the specific charge that the auction creates a false market. This simply is not a fact. First, 95% of our buyers are sophisticated collectors of brewery advertising, and they are well aware of the overall market. Their bidding is usually consistent with their knowledge, with their individual desire for an item, and with their individual pocketbooks. Their reaction to the protective bids range from, "That's too high." or "I'm going to pass." the latter occasioned by a broad range of reasons.

If one thinks that our auction prices create a false market, he has only to examine a cross section of the market prices in general. A consideration of the prices at the antique advertising shows in Indianapolis and Gaithersburg, of the prices in the entire range of antique shows, from the field flea market to the most exquisitely organized shows, of the prices in general auctions (I recently sold a plastic, lighted MERIT cigarette sign with very little merit for \$75.00; the owner almost passed out because I had taken it out of his trash), of the prices advertised in the classified sections of such mediums as THE ANTIQUE TRADER -any of these instances will show that most of our protective prices are well within a consistent range. When our auction protective prices are not consistent with these other prices, and I am talking about the prices for items of first-class value, it is usually for the reason that our prices are lower. A careful study will prove this; there are exceptions, but they are exceptions rather than the rule. The fact is that items that are protected by excessive reserved bids usually go unsold for a long time.

Jack's criticism has very real merit in another sense. While I do not agree with him concerning the concept of a false market, I do agree that our method of using reserve protection can be improved upon. I intend to expand on this in the next issue of THE BREWERIANA COLLECTOR. Thank you, Jack, for raising the issue. We may not agree about the consequences of the problem, but you have touched upon a problem that needs attention.

This year's convention with a unique pre-convention tour is well into its organizational stage. You all should have received Chairman Haydock's mailer regarding the planning. If you have not, write to him. Please make plans to

attend as we hope to see as many of you as is possible this year. Heileman's advertising is accurate when they refer to the LaCrosse area as a good part of God's Country; the Mississippi palisades in which LaCrosse is nestled are incredibly beautiful!

ECBA President Augie Helms and I are making tentative plans for a joint ECBA-NABA trade session to be held in Pittsburgh next October. We will have more news out about this later.

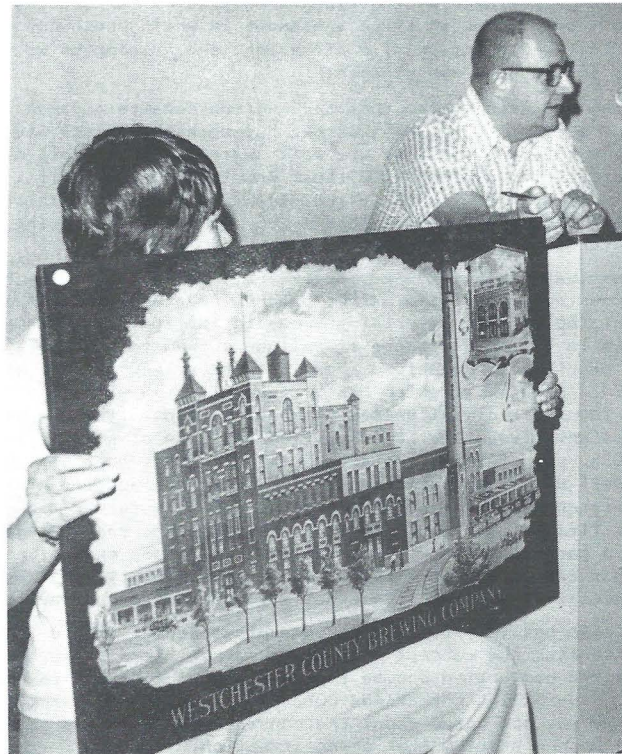
Best wishes until I have the pleasure of seeing you all again.

Respectfully yours,

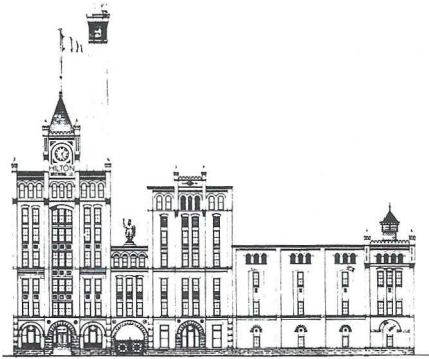
*David P. Mathews*

David P. Mathews, President  
National Association Breweriana Advertising

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Our president in action, auctioning one of the most desirable pieces in the 1980 sale, a fine lithographic sign of the Westchester County Brewing Company. (Lew Cady photograph)



## FERMENTATION

### On the Importance of a Reverent Attitude

In 1964 I was alerted that the Pakistani pavilion at the New York World's Fair had a magnificent restaurant which was likely to serve the finest curries I had ever eaten. The membership hardly need be told that curries lend themselves to beer-drinking possibly better than any other cuisine. My nostrils twitched at this marvelous prospect, and I began efforts to find a young lady to share the experience. Not living in New York, I knew few women there, but remembered a teacher who lived in Manhattan whom I had met at a wedding of some mutual friends in Berkeley a year or so earlier. She accepted and off we went.

The restaurant, catered by Farouk's of Karachi, the Tour d'Argent of Pakistani cuisine, was up to its reputation. I would still question whether I ever had a better Indian-Pakistani dinner.

Socially, the evening was less than a success. When ordering, the young lady announced that she wanted some wine. I responded that I would buy her any wine she wanted, but the cuisine was so highly spiced that the flavor of almost any wine would be lost in it, and that beer was more appropriate. I pointed out that Tuborg -- the real thing, not the current domestic version -- was the house beer.

The young lady responded, "I think beer is vulgar and I won't drink it!" I ordered a half bottle of rosé for her and feasted on curry and Tuborg to my heart's delight. Naturally, I took her home as quickly and cheaply as possible, and have never laid eyes on her since.

My thoughts, however, have often turned to the problem why the poor woman should have held such a misguided opinion. Clearly, the problem was developmental and she was not alone to blame. No doubt her early life in the home had not been conducive to a reverent attitude toward beer -- though her father had gone to the same college I did and should have known better.

In dealings with our children and with the world at large, we ought always to strive for a reverent attitude toward beer. One should always be ready to bring forth a description of the brewing process, to know the several elements of the flavor, and to discuss differences in practice among the various brewers. The proper method of washing glasses for neutrality in flavor should always be demanded. (That is any standard dishwashing detergent followed by air drying.) Consistency should be striven for in method of pouring, and one should always be prepared to defend his choice. Pouring beer directly onto the bottom of the glass dissipates the carbon dioxide through the swirling liquid and renders the beer less sharp in taste and less filling. Those who prefer to retain more carbonation and to dissipate the rest directly into the air should pour



the beer onto the side of the glass. People who say they dislike beer because it is bloating should be told gently and courteously that they would find it less filling by changing their pouring habit from side to bottom.

Beer's great antiquity should be stressed at every opportunity. After all, society started rolling some 6000 to 8000 years ago when mankind began domesticating cats and brewing -- though it might be a bit much to claim a causal relation. The literary associations of beer should never be neglected. As the review of the history of Barclay, Perkins in the present issue demonstrates, Samuel Johnson was intimately involved in the affairs of the brewery of his friend Henry Thrale, and negotiated sale of it for Thrale's widow, herself a literary figure of some stature. Johnson treated beer favorably in his own poetry:

Hermit hoar, in solemn cell,  
Wearing out life's evening gray;  
Strike thy bosom, Sage! and tell  
What is bliss, and which the way?  
Thus I spoke, and speaking sigh'd,  
Scarce repress'd the starting tear,  
When the hoary sage reply'd,  
"Come my lad and drink some beer."

Oliver Goldsmith wrote in praise of nutbrown ale. William Shakespeare wrote:

For a quart of ale  
is a dish for a King.

Surely we all know A. E. Housman's verse:

Malt does more than Milton can,  
To justify God's ways to man.

As the booklet on Whitbread's also reviewed in this issue demonstrates, beer's relation to the other arts is not lacking. The little volume is illustrated with portraits of various heads of the firm by Thomas Gainsborough, Sir Joshua Reynolds, George Romney and John Opie. Other illustrations are by George Cruikshank and William Hogarth. No hacks of schlock art they! The text recounts the financing of the Theatre Royal of Drury Lane by Samuel Whitbread II. Usher Hall is Edinburgh's principal concert facility, and the Uihlein family largely contributed the counterpart in Milwaukee's cultural center. The Pabst Theater is but a block away.

Most important, however, is to stress beer's relation to scholarship over the centuries. Universities are simply lubricated by it. From the most raucous fraternity house to the quiet of the bar of the faculty club, beer has provided the liquid accompaniment of knowledge for as long as we have had universities. Since this essay began with an irreverent treatment of beer, it may well close with a reverent one. In the mid-1970s I was invited to Toronto to deliver a paper at the University of Toronto-York University Transport Centre. One of the perquisites was lunch at the University of Toronto Faculty Club. I ordered a chef's salad and a draft beer, both of which were excellent. One of the Canadians remarked how good the beer was and another wondered what brand it was. I replied without hesitation that it was Labatt's 50. The first Canadian arose, went into the bar in the next room, and returned with a look of absolute incredulity. He said, "That is Labatt's 50! How on earth did you know?"

I shrugged it off and simply said, "Oh, it just tasted like Labatt's 50." Actually, I knew that it was an affectation of Canadian intellectuals to drink Labatt's 50, and consequently, the probability that it would be served in the faculty club of the best university in the country was overpowering. One could make the case, of course, that I was being a general wise guy with some congenial people who deserved better, but in any case beer was being treated seriously and reverentially in its proper setting. I don't honestly wish the young lady had been there.

\* \* \*

The annual Buyers Guide and Brewery Directory has arrived with the excellent news of two new breweries in California, the Sierra Nevada Brewing Company in Chico and the River City Brewing Company in Sacramento. A third new small brewery, the California Steam Beer Brewing Company, products of which are in some liquor stores in San Francisco, is not listed. Sierra Nevada produces British style ales and California, obviously, is the second producer of the state's gift to the world, steam beer. The character of River City Gold, the brand of the new Sacramento brewer, is reportedly an all-malt pilsner. A dark beer is projected.

The Buyers Guide and Brewery Directory is a reference source worth recommending. It lists every brewery in the Western Hemisphere -- except Cuban -- with address, officers, brands and capacity. There are directories of trade associations, technical societies, consultants and suppliers. New this year is a listing of importers. You are likely to get the impression of a much bigger industry than casual acquaintance with breweries gives. The Guide is available for \$8 from Brewers Digest, 4049 W. Peterson Avenue, Chicago, IL 60646. A subscription to Brewers Digest at \$12 includes the Guide as a supplement to the January issue. As most of the membership is aware, Brewers Digest is the non-technical trade journal of the industry. It is very good, and has always been an excellent value. Unless you cannot live without apostrophes in all the right places, it is highly recommended.

\* \* \*

Editors spend their lives apologizing for issues being late, but in this instance we have to make an excuse for number 33 being about a month early. The ink on issue 32, indisputably, is barely dry. As mentioned previously, the editor is off to the Leopard Islands and Fosters Lagerland on March 30, and has to get the issue off before leaving. This results in current events in the industry being few since last reported and changes in address and similar membership matters being meager. Thanks to Peter Blum, Gordon Dean, Herb Haydock and others for cooperating in the unseemly haste.

Thanks also to Jack Lowenstein, who bulks large in this issue. Jack's objection to the Association's policy on buy-back bids in issue 31 deserved a response from its top executive, rather than from its ink-stained wretch. Jack responded to our request for a review article on stein collecting, a collateral form of beer collecting, with the long and thoughtful lead article in this issue. When anybody refers to the "Lowenstein issue," we'll all know which one it was.

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

March 20, 1981



Stein 2765 of Villeroy & Boch, Mettlach, "The Knight on the White Horse," of 1898.

On the cover of this issue is an American stein of the Ceramic Art Company, of 1-liter capacity, with Lenox china and a Tiffany silver lid. (Jim Sauer collection)



## Books About Beer Steins

by Jack G. Lowenstein  
Executive Secretary  
Stein Collectors International

While there are many beer stein collectors, the literature about beer steins is sparse indeed! Until the founding of Stein Collectors International in 1965, the only information on steins could be found in scattered magazine articles and in old German books. However, once stein collecting was formalized through SCI, stein literature increased dramatically. Many more magazine articles appeared, several books were written, and a comprehensive body of literature was assembled in the pages of PROSIT, the official journal of SCI. PROSIT appears quarterly and pages are numbered sequentially from issue to issue: Our December 1980 issue ended with page 752. Not counting advertising and non-stein-related matter, that amounts to many hundreds of pages of stein information! Only members of SCI can receive PROSIT and --- unfortunately --- back-copies are only available to 1974 (information on joining SCI is given at the end of this article).

The first "book" --- really a booklet --- on steins in general was June Dimsdile's "Steins and Prices", published by the author in 1970. June presented a great deal of background on beer steins and described, illustrated and priced hundreds of different steins. To this day the booklet is an excellent reference, even though the prices are hopelessly out of date. (A 1978 Price Addendum was published by Mrs. Dimsdile in 1978, to be used in conjunction with the 1970 book.) Bad news: The book is out of print and as far as we know, June Dimsdile has no plans for bringing out another edition. You will have to search the book stores and stores specializing in books on antiques to find a copy --- but it will be worth it if you manage to find a copy. The cover price is \$6.95 and the addendum sold for \$1.25, but the cost now may be more.

On the other hand, the first book about a specific type of stein was brought out in 1963! It was the first edition of Bob Mohr's "Mettlach Steins and Their Prices". Mettlach steins are those produced by the German firm of Villeroy & Boch in Mettlach, Saar Valley, Germany, and



The hooded child carrying a stein lettered for the Hofbrau House is a familiar symbol of the city of Munich. This is a half-liter version in polychrome glazed stoneware. (Author's collection)

they are undoubtedly the Cadillacs of all beer steins! Their quality is unsurpassed and they are treasured by collectors both here and in Germany. Bob Mohr's book is basically a descriptive price list, arranged serially by mold numbers. The book is now in its 8th edition (1980), since Bob has updated and enlarged it every several years. The latest edition lists 1262 Mettlach steins, 341 plaques, 78 beakers, 39 punch bowls, 18 pokals and 6 coasters. There are a number of errors in the book and the prices are often arbitrary (usually too low, often too high), but in many cases the Mohr price becomes a self-fulfilling prophecy. The book is illustrated with photos from turn-of-the-century Villeroy & Boch catalogs (see also next book listing). As a reference and price guide, the book is well worth the \$11.00 --- and certainly just about every stein collector owns a copy. If you like Mettlach steins, we recommend Bob Mohr's book.

"Mettlach Steins and Their Prices", Robert H. Mohr, 8th edition, 1980. Obtainable from author at 2208 Douglas Street, Rockford, IL 61103. \$11.00, ppd. (soft covers)

If you are a real Mettlach/Villeroy & Boch aficionado, then you owe it to yourself to shell out \$50.00 and buy Anton Post's compilation, "Mettlacher Steinzeug, 1885 - 1905" ("Mettlach Stoneware, 1885 - 1905"). This 368 page full-size, hard-bound tome is the most comprehensive reference on Mettlach stoneware items (steins, plaques, bowls, etc.) ever put together! Herr Post (he is German, lives in Mettlach) assembled all the old catalogs of Villeroy & Boch, from 1885 to 1905, including supplements, and reprinted them, illustrations, original price lists and all. The book is printed on glossy high-grade paper and the quality of reproduction is superb! Dr. Therese Thomas, Archivist for Villeroy & Boch and Director of the Mettlach Ceramics Museum, wrote a very complete introduction for the book (in German and English), giving an excellent background on the prestigious firm and its wares. A numerical index completes the book, so that any item can be found rapidly if the mold number is known (Villeroy & Boch was very precise in its numbering system --- typically German!) The illustrations alone are worth the price of the book! While most of the photographs are in black and white, many, especially those illustrating the introduction, are in full color.

"Mettlacher Steinzeug, 1885 - 1905", Anton Post, 1975. Published by Hans J. Ammelounx, 700 Dundee Road, Palatine, IL 60067. \$50.00, ppd.





Above are three examples of polychrome salt-glaze stoneware of the late nineteenth century.

Most familiar steins are the German regimental mugs of World War I. Below are three earlier examples, German Imperial Army steins of 1895-1901. (All, author's collection)



The next book to be published was "The Encyclopedia of Character Steins". Dr. Eugene Manusov put this book together in 1976, largely a labor of love and largely at the prompting he got from SCI. The book is a compendium of those droll figural steins, known to the stein collector as "character steins". Character steins come in all types and depict every imaginable figure, from caricatures to loving portraits, from devils to cherubs, from animals to vegetables (yes, vegetables), from footballs to bowling pins. Gene's book illustrates and describes hundreds of these fun steins in both color and black-and-white. There are no prices! Although there is no index, the steins are listed in order of various categories (animals, military, skulls, famous people, etc.), so a particular stein can be easily located. Several introductions by various authorities on steins tell something about character steins and when and why they were produced. There is also a very brief list of marks found on the bottom of steins. The publisher, Wallace-Homestead Book Co., tells us that they are out of copies, but the serious collector will probably find copies in any store specializing on books about antiques. Some antique stores carry them as well. Although the list price is \$11.95 for the hard-bound copy and \$7.95 for the soft-bound version, the price today may well be higher!

"Encyclopedia of Character Steins", Eugene Manusov, 1976. Published by Wallace-Homestead Book Co., Des Moines, IA. \$11.95 and \$7.95, hard and soft covers, respectively.

If you love Regimental Steins, then Major John Harrell's "Regimental Steins" is for you! Major Harrell spent many years in Germany, which gave him an excellent opportunity to study these unique mementoes to a soldier's service time. Regimental steins were purchased by Reservists in the German Imperial and Bavarian Armies upon their release from active duty, and usually were decorated with a number of familiar military scenes, especially scenes which pictured the activities of the regiment or battalion to which the reservist was attached. Harrell lists, illustrates and describes in detail hundreds of such steins, arranged by army, regiment, battalion, or other arm of the armed forces of Imperial Germany. In addition, Harrell gives an enormous amount of background, not only on the steins but on the service organizations they represent. There are no prices.

"Regimental Steins", Major John L. Harrell, Ret., 1979. Published by Old Soldier Press, P.O. Box 793, Frederick, MD 21701. \$16.50 plus \$1.00 postage. (Soft covers.)



This stoneware character stein is unmarked, but there is little question what he is meant to represent. His corpulence and attire identify him as a prosperous beer drinker. The Hofbrau insignia on the stein place him as a good burger of Munich. Presumably he enjoyed life in the late nineteenth century. (Author's collection)



Lastly, but hopefully not last, is a book on a very special type of stein, the first publishing venture of Stein Collectors International. It is Mike Wald's monumental effort, "HR Steins - Cataloged and Photographed". You may well ask, "what are "HR Steins"?". Well, "HR Steins" are the product of a mystery stein manufacturer who marked his steins with the initials "HR". We have a hint who that manufacturer may have been (Hauber & Reuther of Freising, Bavaria, Germany), but no-one is absolutely certain. The steins are all of excellent quality and at one time were actually mistaken for Villeroy & Boch (Mettlach) steins! Mike Wald cataloged some 250 of these steins in a precise and orderly fashion, described each stein in extreme detail, and illustrates about 200 of them (in black and white). A detailed introduction tells all we know about these mystery steins, the types found to date, the materials from which they were made, lid types, colors, decor, etc. This book is for the avid collector who either collects "HR Steins" or who is just interested in all types of steins and wants to learn more about them.

"HR Steins -- Cataloged and Photographed", Mike Wald, 1980.  
Published by SCI Publications, P.O. Box 463, Kingston, NJ 08528. \$9.95  
ppd. (Soft covers)

And there you have the available books. An SCI member, Jim Stevenson, will hopefully publish a comprehensive "primer" on beer steins later this year --- and we will certainly keep NABA members informed as to its availability.

If you are a true researcher at heart, you might want to search the available literature not only for books, but for articles about steins as well. In that case, we've made it easy for you: We have published a cross-referenced listing of over 800 references to the literature of steins and antique drinking vessels, which will give the researcher a head start on where to look. The pamphlet, "A Stein Bibliography", references articles and books by title, by journal and by author, and is kept up to date by periodic supplements (supplement #4 was published late in 1980). While some of the articles come from somewhat obscure journals, most were found in easily available American magazines, such as Spinning Wheel, Hobbies, Antiques Journal and Antiques. The cost is a ridiculously low \$3.00, ppd, and that includes all 4 supplements!

"A Stein Bibliography", Jack G. Lowenstein, 1974 plus up-dating supplements. Published by and available from the author, P.O. Box 463, Kingston, NJ 08528. \$3.00, ppd. (Soft covers)

(We are in the process of publishing a totally updated and revised "Stein Bibliography" later this year. This new version will include a short resume of every reference, something which the current edition does not do. In addition, there will be a key-word index to SCI's magazine, PROSIT. We will inform NABA members of this momentous occasion, so you may want to wait until then before ordering "A Stein Bibliography". However, if you want to start digging through the literature right now, then by all means squander your \$3.00 and order the version we have on hand now. Besides, who knows? It might become a collectors item!)

To receive PROSIT and to be eligible to purchase back issues of PROSIT, you will have to join SCI. For membership information, write to: Stein Collectors International, P.O. Box 463, Kingston, NJ 08528. Membership is \$20.00 per year, back-issues of PROSIT are \$1.00 each plus postage, and membership entitles you to the four annual issues, it entitles you to attend the Annual Convention, plus there are various membership benefits which tend to vary from year to year: For example, both this year and last our members received a beautiful, full-color stein calendar; in 1980 all SCI members received a free copy of Mike Wald's "HR Steins". If you like steins, you'll love SCI!

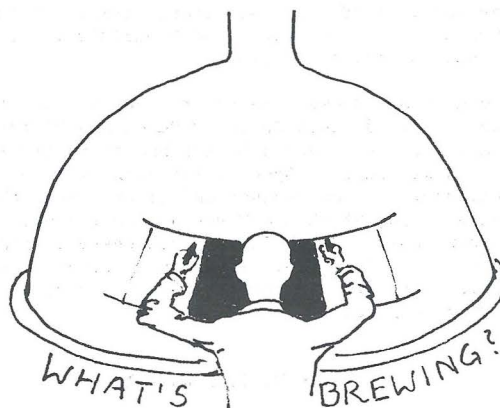
Prosit! Cheers! Skol!

... and Good Reading.

#### BREWERIES - ACTIVE

Miller Brewing Company, 15801 E. First Street, Irwindale, CA 91706

Miller has at length completed its move from the former Lucky Lager brewery in Azusa to its own new plant in Irwindale, somewhat over a mile to the southwest. The new brewery is located to the south of the I-210 freeway on the west side of the Irwindale Avenue off-ramp. Although the brewery could hardly be more conspicuous from the freeway, it has no electric sign or other identification. This anonymity is consistent with its having no tourist facilities. The brewery is housed in a series of low beige-colored buildings that might be any modern industrial facility. Plenty of external piping and a profusion of aluminum kegs on the ground identify it as a brewery. It is served by the main line of the Santa Fe Railway. The plant has the cold functionality of the current Miller breweries; there is no effort at building individuality into them. The plant's announced capacity is 3.5 million barrels per year. Capacity is a nebulous and imprecise term that economists don't much like. Plants can operate above their nominal capacities by increasing the variable factors in the process. Capacity is, however, universal as a means of comparison in brewing. On the basis of casual eyeballing of this one, the announced figure may represent a conservatism atypical of the industry, and one should not be surprised to see the figure increased.



The prediction in this column about Anheuser-Busch going international if the Canadian connection with Labatts proves successful turned out to be conservative. It was announced that Suntory will import and distribute Budweiser. Very likely they will brew it later under license. England may be next -- lagers from Denmark and Germany have done very well there and Carlsberg even built a large brewery in England. Miller is still brewing more Lite, but the High Life brand has probably levelled off. So it came as no surprise to learn that Miller will test-market a malt liquor, named Magnum. No. 3, Pabst, is not out of the woods. President Amandola resigned suddenly, citing personal differences with Chairman DeGuire. Many observers thought that Tony Amandola, who has a strong marketing background and was brought in only 15 months ago, was doing as well as could be expected. At least part of the trouble was that sales were flat and marketing beer costs a bundle nowadays. Of interest is that a fourth generation descendant of the founder and grandson of Captain Fred Pabst, August U. Pabst, was elected Vice President of operations. It has been a long, long time since a Pabst has been part of top management. Schlitz received some positive responses from its football taste tests. At least they have been noticed. Sales volume decreased by 11 percent during 1980, less than in previous years, and Schlitz was in the black. It will be interesting to see what sort of advertising they will buy.

Talking about earnings brings up Heileman. They had record sales and income, and their balance sheet is the envy of the industry. Heileman may convert two non-operating breweries (Baltimore and Tacoma) to alcohol production for gasohol. Stroh sold a majority interest of Detroit Coca-Cola, a wholly-owned company which operates soft drink bottling plants in Southeastern Michigan. The capital raised will be applied to the final phase of the Schaefer purchase. Pittsburgh Brewing, which broke a million barrels in 1980, is feeling its oats and has come out with a "Wild Mustang" malt liquor. The West End Brewing Company in upstate Utica, New York, has changed its name to F. X. Matt. This brewery has one of the nicest period hospitality facilities in the industry, and Utica is a possibility for a future N.A.B.A. convention. And way down South, Dixie in New Orleans has come back from near extinction and sold 170,000 barrels last year.

#### Brewery Sales, 1980, 1979 and 1970

Sales figures in this column in the last issue were partly estimates, and final data indicate these were quite close to the mark. Miller, Schlitz and Falstaff were slightly understated, and Pabst slightly overstated.



The news was mostly good. Coors, Stroh, Olympia, Falstaff and Schaefer were able to reverse a downward trend, and Schlitz's losses, while substantial, were less than in previous years.

A ten-year comparison shows some major changes. So strong was the concentration during the decade that Anheuser-Busch and Miller now account for exactly half of all beer sold, and a brewer had to double its sales just to maintain the same market share. Spectacular gains were of course achieved by Miller and Heileman. Anheuser-Busch and Genesee more than doubled their annual sales, while Coors, Stroh and Olympia almost doubled volume. Pabst is selling 44 percent more and Schlitz is back where it started after dropping ten million barrels since '76. Industry observers feel that the decade ahead may bring even more drastic changes. Thoughts of the 1990 lineup has many brewers working long hours.

	Sales in Million Barrels			1970	1970-80
	1980	1979	1970	Position	Change %
Anheuser-Busch	50.2	42.6	22.2	1	126
Miller	37.3	35.8	5.1	7	624
Pabst	15.1	15.1	10.5	3	44
Schlitz	15.0	16.8	15.1	2	- 1
Coors	13.8	12.9	7.3	4	90
Heileman	13.3	11.1	3.0	15	324
Stroh	6.16	6.02	3.28	13	88
Olympia	6.09	6.03	3.38	12	80
Falstaff	3.90	3.49	5.39	6	- 28
Schmidt	3.62	3.85	3.04	14	- 19
Genesee	3.6	3.4	1.48	20	144
Schaefer	3.57	3.54	5.75	5	- 38

#### Malt Liquor

Miller's activity with Magnum suggests that it is a good time to discuss the class of malt beverages identified as Malt Liquor. There is no textbook or legal definition -- a malt liquor is what you get when you ask for one, and there is quite a wide range in flavor and analyses. The common factors are higher alcohol and a warmer fermentation. Both these characteristics add up to a fairly rough flavor and greater probability of a hangover if consumed in excess.

#### TYPICAL ANALYSES OF MALT LIQUORS

	Colt 45	Schlitz M.L.	Country Club	Old English	Typical Lagers
O.G. (1)	11.9	13.1	13.2	12.6	11.0-11.3
Alcohol (2)	4.3	4.4	5.2	4.8	3.6-3.8
R.D.F. (3)	70	66	75	73	60-64

(1) Original Gravity -- the strength of wort before fermentation in percent solids.

- (2) Alcohol in percent by weight ("3.2%" is by weight).
- (3) Real Degree of Fermentation -- the percent of original gravity lost during fermentation to alcohol.

It all seemed to have started at the Altes Brewery in Detroit. The Altes gang was a pretty innovative group and developed Colt 45, but the company was too small to make it and sold out to National of Baltimore. The following paragraph on Altes' recent history has nothing to do with malt liquor but is interesting.

In one of the major marketing blunders of the late 1960's, National pulled the Altes brand out of Detroit and tried a media blitz with "National Boh." Altes had a very loyal following but nobody here had ever heard of National Boh, and by some perverse reaction to the advertising blitz, it was resented and people weren't going to like it either. By the time National admitted defeat and brought Altes back, it had lost market share which was never regained. The declining sales of National Bohemian in its home territory doomed the Altes brewery; its production was shifted to Baltimore and the brewery closed in 1972. The Altes brand returned to Michigan when National merged with Carling, which has a brewery in Frankenmuth, and is now one of Heileman's labels.

Colt 45 did help National Bohemian considerably and enticed some big and little fish to enter that segment in the very early 1970's. Anheuser-Busch, Schlitz and Pabst gave it a try, but only Schlitz put it all together and had a reputed two million barrels a couple of years ago. While Pearl's Country Club carried a minor share, the competition was between Colt 45 and Schlitz. The segment became identified predominantly as "ethnic" -- marketingese for black -- and stayed flat. Then Blitz-Weinhard came out with Old English 800, licensed Pabst to brew it, and malt liquor began to show new vitality.

There are some interesting questions for the future. For instance -- if Magnum pops the cork successfully, will Anheuser-Busch reenter? Anybody else? It will probably depend on how large the potential segment is, e.g. how large Miller can make it. What should be the strategy -- should one go after the ethnic market openly and accept a potentially negative identification elsewhere, or should one straddle a fine line and risk being left sitting on the fence? Technically, what is the desired alcohol -- has Old English set a new standard? It sounds like a textbook case for an M.B.A. marketing course. Miller's marketers and flavor people are among the very best in the business, and the copy and analysis of Magnum will be watched by brewers in several states with interest.

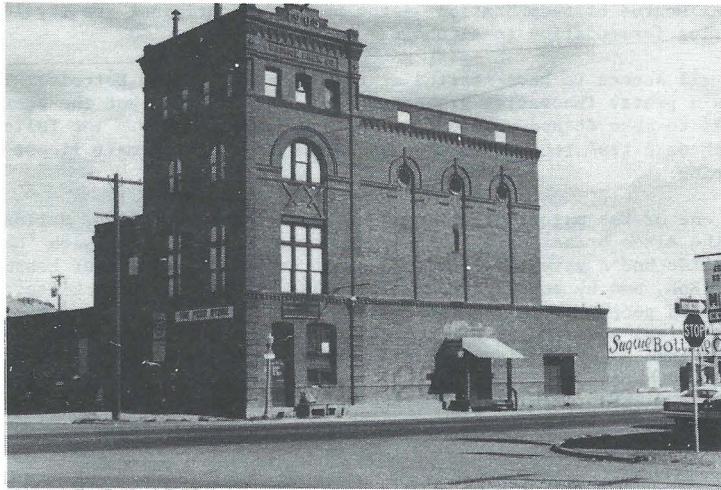
Peter Blum

#### DEALER DIRECTORY

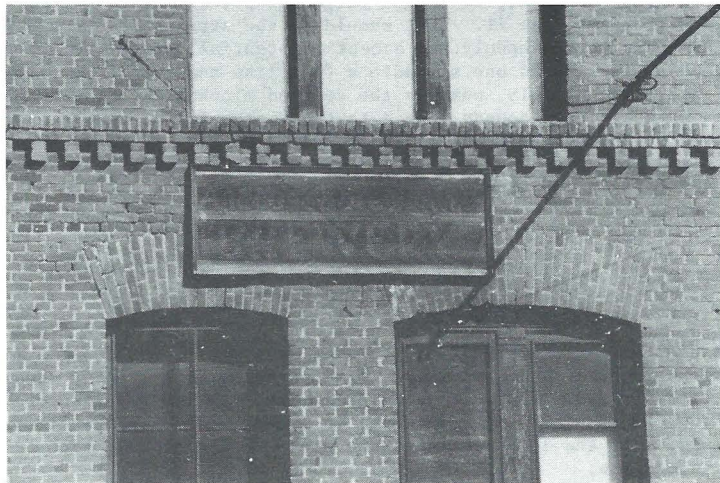
Scottish dealer Charles Schofield, reported lost in issue 32, has surfaced at 38 Balshagray Drive, Glasgow G11 7DD, Scotland. He currently advertises a collection of 75,000 beer mats (coasters), which he is disposing of in lots of 100, 200 and 500. He also deals in labels, cans, bar towels and whisky jugs. For the last mentioned, he could hardly be in a more strategic location.

North Gate Bookshop, 50 Saddler Street, Durham City, England, advertises itself as a specialist in books on beer and pubs. It regularly stocks guides to pubs and the regional guides to traditional draft beer issued by chapters of the Campaign for Real Ale, plus antiquarian items.

BREWERIES - CLOSED



This treasure is the Washoe Brewing Company of Anaconda, MT. Herb Ramsey took the excellent photograph recently. The building is used as a feed store and as a bottling works. For traditional design on a small scale, plus excellence of preservation, this brewery can hardly be surpassed. Herb points out that it is lettered for Washoe and dated 1905 at the top of the tower, but the wooden sign on the building, below, is lettered for the Anaconda Brewing Company, which Friedrich and Bull show as the post-prohibition entity. Survival of the sign speaks well for the forbearance of local enthusiasts. Brewing ceased in 1957.





*Live TV Taste Tests Score Points*

# Schlitz Cautiously Sips at Success

By CARL CANNON, Times Staff Writer

Despite the first flickers of recovery in the badly hemorrhaging Jos. Schlitz Brewing Co., the man charged with bringing the company around is not yet ready to relax his vigil.

"We are more optimistic," says Frank J. Sellinger, vice chairman and chief executive officer of the 132-year-old firm. And that is as far as he is willing to go.

"No, we haven't turned Schlitz around," he says flatly, then adds, "but ask me again in June." Despite this caution, however, it is obvious that the big, bluff 66-year-old Sellinger is a much relieved man.

He can afford to breathe easier—he is armed with an earnings report showing a profit of \$27 million, or 93 cents per share, for 1980 compared with a net loss of \$50.6 million, or \$1.74 per share, in 1979; a television advertising campaign that has made him something of a national celebrity, plus the pleasant fallout from what some are calling the most attention-getting TV merchandising stunt in brewing history.

Since last April, when Sellinger made his first commercial, a great many TV viewers have known that he is "a master brewer with 44 years of experience in the brewing industry" and that he "runs the joint," as he told them from the

tavern-like hospitality center at Schlitz headquarters in Milwaukee.

In his second commercial, he stood in an Idaho barley field, admiring the smell of the grain and later invited viewers to "taste my Schlitz."

Since then, there has been a new feeling at long-suffering Schlitz that a turnaround just may be possible. Not only were Schlitz employees impressed at how seriously Sellinger takes his beer and his commercials but TV critics began to write of his "folksy sincerity."

Then, unexpectedly, he began to get fan letters, and he says he answers each one personally. "If a consumer is going to take the time to tell me about my product, I have to sit down and answer personally. . . . A form letter wouldn't do."

**Surprised by Reaction**

Sellinger's commercials, plus an improved product, have resulted in some upturn in the fortunes of the company, but it was live taste tests during the National Football League playoffs and the Super Bowl that turned the attention of the consumers and the industry toward Schlitz.

Now, after what both the company and some industry analysts consider a coup, Sellinger has made two more commercials in which he talks to Miller and Budweiser drinkers who have switched to Schlitz. "I tell them it doesn't surprise me at all," he says.

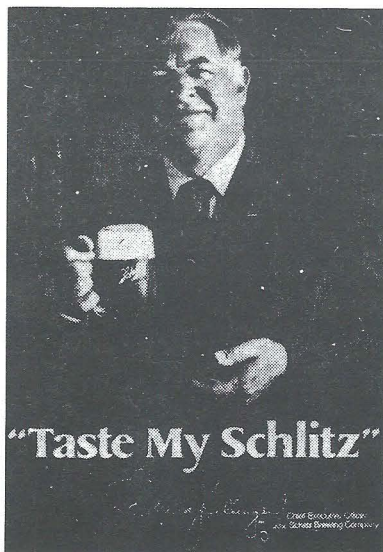
But the reaction to the Super Bowl stunt seems to have surprised Sellinger a great deal. "The taste test game is catching on across the country," he says. "I hear they are playing it in fraternity houses on the East Coast, and in bars in the South and Southwest."

In another favorable piece of news for Schlitz, the Milwaukee Journal surveyed 100 beer distributors across the nation and all responded that their sales of Schlitz have increased since the TV taste tests.

Schlitz, of course, took a substantial risk in conducting the expensive head-to-head live test against its leading competitors before the eyes of the major portion of the beer drinkers in the country. Given the company's background, industry sources say, Schlitz had to take a gamble.

From its lofty position as the No. 1 brewer in the United States in 1959, it has since gone almost steadily downhill. The plunge has been greatly accelerated in the last four years as its 16.2% share of the U.S. beer market has been almost halved to 8.7%. The shrinkage has left Schlitz with the greatest amount of idle brewing capacity in the industry. One analyst estimates that 45% of its capacity is excess.

A great deal of its market share has been snapped up by Miller and Anheuser-Busch, en-



Frank J. Sellinger





#### BOOK REVIEWS

Stanley Wade Baron, Brewed in America, A History of Beer and Ale in the United States (Boston: Little, Brown and Company, 1962). Reprinted 1972 by Arno Press, New York, Technology and Society Series, 424 pages, \$25.00.

Historians have seemingly probed, inquired and analyzed into every aspect of the American experience but Stanley Baron was the first to see beer and brewing as a significant aspect of that total experience. Books and articles that treat some small parts of America's brewing history are common but this is the only thoroughly researched, analytical treatment of the whole story.

Baron has meticulously researched mostly from primary materials. In particular, he covers the early colonial period with a depth that may leave the reader knowing more than he ever wanted to learn. His sources include the Records of the Governor and Company of Massachusetts, New York genealogical and biographical records, and very early histories of Maryland. It seems almost impossible that his treatment of the colonial brewing record could ever be found deficient in a major area or even improved upon measurably by future researchers.

The same thoroughness marks Baron's recounting of the introduction of lager style beer in the mid-nineteenth Century. However, as brewing followed the migrant migration to the West, the greater territory covered and the transience of many of the breweries leads Baron to skim over some whole regions. For instance, Baron says (p. 251) Idaho had but four breweries in the early 1870s which is far too small a figure. The West in general gets an incomplete treatment.

In Chapter 29, "The National Brewers," the important connection between the development of railroads and the emergence of the national brewers is well developed. This, more than anything else forced the closing of many local breweries in the 1890 to 1910 decades.

When first published, this book received some criticism for not sufficiently covering the relations between breweries and saloons and the controversy over brewery-owned saloons in preprohibition days. It was also criticized for taking the brewer's side so often and not being objective enough. Neither of these criticisms is genuinely justified. Baron is as close to impartial as one finds among historians, and, while he gives scant attention to relations with saloons, he also covers little of relations with hop or barley growers, coopers, hardware manufacturers or any of the many businesses brewers depended on to produce and sell their product. These are simply not his subject. The pressures which led to repeal could have received fuller treatment; particularly the lobbying efforts of the brewers seem to be glossed over.

The writing style is very readable, especially to those with an interest in the subject. When a choice had to be made, Baron opted for the inclusion of details over literary smoothness. The author also wrote fiction and is a very competent stylist.

The book is extensively footnoted, but the notes are unobtrusively put at the back. There is an excellent index and the bibliography is long and detailed, providing a starting point for the research of others no matter what part of our brewing past is their concern.

For any breweriana collector, history buff, etc. who wishes to know the whole outline of America's brewing past, this is the book to read first. After becoming familiar with Brewed in America, the student of American brewing history has the necessary framework upon which to put all future knowledge.

Herman W. Ronnenberg



Gerald Donaldson and Gerald Lampert, The Great Canadian Beer Book (Toronto: McClelland and Stewart, 1975), 128 pages. Price not stated.

Books dealing with Canadian breweriana are essentially non-existent, except, that is, for this one, The Great Canadian Beer Book, published in 1975 and recently restored to print. This book, however, deals only in a small way with Canadian beer advertising. Most of the 128 pages are filled with more or less frivolous stories, poems, and the like about beer and beer-drinking in Canada. Short sketches are included on the history of Canada's "Big 3" breweries, Molson's, Labatt's and Carling-Okeefe, along with the then operative Uncle Ben's, Henninger and Canada's only family owned brewery, Moosehead.

For the breweriana enthusiast there is a short history of the Berlin Lion-Huether's Blue Top Brewery, illustrated with some of their artifacts, plus a two page color spread showing several Canadian beer trays. Other illustrations of note show examples of Canadian ash trays and openers as well as a few older newspaper ads. A two page full color spread shows most of the labels of beers then current in Canada. Another article deals with Horst Wentland's collection of beer cans, probably the largest in Canada. The authors, Toronto admen Gerald Lampert and Gerald Donaldson were not collectors of breweriana and have relied on other specialists to put together their amusing yet authoritative book on beer in Canada.

Lawrence C. Sherk

Three Centuries: The Story of our Ancient Brewery (London: Barclay, Perkins & Co., Ltd., 1951). Paper, 28 pages. Out of print, but available from Tavern Treasures, 7 Nelson Road, Greenwich, London SE 10, England for £1 postpaid to the United States.

Whitbread's Brewery (London: Whitbread & Co., Ltd., 1951). 92 pages. Out of print, but common among secondhand book dealers in London.

In 1953, when arranging my trip to London to write my dissertation, I dithered long between taking the Holland-America Line and drinking draft Heineken at 10¢ a glass for a week, or taking an obscure transatlantic service of Furness Lines that put in at St. John's, Newfoundland, where a narrow gauge railway was to be photographed. I chose the latter, and found myself on a small British liner, the Nova Scotia, for a ten-day passage. The substitute for Heineken proved to be pale ale in cone top cans from the Barclay Perkins brewery in Southwark, South London. Such proved my introduction to British beer, and an excellent one it was. I gained great respect for that beer, and by 1955, when I returned to America, I had concluded that of the beers readily available in London, Barclay's was somewhat superior, Watney's somewhat inferior, and the rest left little to choose.

Barclay's had the indisputable bit of class of a logo featuring Samuel Johnson, the eminent lexicographer. Was this the brewery that Johnson sold for the widow of his old friend Henry Thrale? Since the question was unrelated to my dissertation, I never looked into the matter, and worse, I never went to see the brewery. Had I done so, this booklet would have been handed to me, as it was to Barclay's visitors of the time. The volume sets forth a concise and beautifully written history of the firm, from its origins about 1616 -- on the site of Shakespeare's Globe Theatre, no less -- to 1951. Thrale's ownership and Johnson's relations with the firm are set forth in detail. Barclay, the man who bought the brewery from Hester Thrale, then took Thrale's manager, John Perkins, into partnership. Together with members of the Bevan family, the Barclays and Perkins operated the company until the end. It was a big enterprise, typically vying with Whitbread as the largest brewery

in London. The firm was always notable for its export business. It originated Imperial Russian Stout, a strong beer specifically intended to survive the long sea voyage to St. Petersburg. Loss of the Russian and German trade in World War I caused the company to begin producing lager for export, and in 1936 it pioneered canned beer among British breweries, again with the overseas market in mind. It was no coincidence that I encountered Barclay's beer on a British ship.

In 1951 the firm must have looked permanent, but it was merged with Courage in 1955 into Courage & Barclay, Ltd. After some additional mergers, the name was shortened to Courage Ltd. in 1970. The brewery was closed and output was consolidated into Courage's nearby Horsleydown brewery, now itself threatened with closure. Little but the Imperial Russian Stout remains to memorialize Barclay's. What Barclay, Perkins did was not such as to cause much nostalgia for it among the real ale movement, among whom British brewing enthusiasm is highly concentrated, but be assured there are those of us who lift a glass to its memory fondly in London.

Whitbread's Brewery of the same year is a similar but longer booklet on the famous Chiswell Street brewery in London's East End. This one dates from 1742 and underwent much less modernization over the years than Barclay, Perkins. It boasted an early beam engine of James Watt, and if there was no Samuel Johnson in its history, founder Samuel Whitbread was an associate of John Bunyan, author of *Pilgrim's Progress*. This history of the firm occupies exactly half the booklet's 92 pages. The rest is devoted to a description of the traditional British process of brewing. This is well done, but no better than the various accounts in the books of the real ale movement reviewed in these pages in recent years. Whitbread in 1951 was a more traditional brewer than Barclay, Perkins. The firm has, of course, survived as one of Britain's "Big Six," though it can hardly be called very traditional. It has closed the Chiswell Street brewery and now operates out of 15 plants spaced about the kingdom. In Britain, as in America, a big city is an expensive place to brew.

GWH

## STOP THE KILLER COCK!



**DON'T LET COURAGE CLOSE  
THE LONDON BREWERY!**

- ☆ **The loss of your local beers**
- ☆ **Their replacement by 'foreign' beers**  
Bristol, Plymouth and Reading breweries to supply beer in future, say Courage
- ☆ **Inferior quality beer**  
By coming all this way the quality of the beer suffers
- ☆ **More expensive beer**  
You, the customer foot the bill of increasing transport costs
- ☆ **More erratic deliveries**  
By having to rely on supplies from distant sources

**TAKE COURAGE  
SIGN THE PETITION**



London chapters of the Campaign for Real Ale have issued the poster at left protesting closure of Courage's Horsleydown brewery. Members who have visited London have probably seen the brewery, which is diagonally across the Thames from the Tower of London. Note Tower Bridge at the right of the drawing. See the review immediately above for the context of the advertisement.

Los Angeles Times, March 15, 1981:

## Auto Magazine Tests Horsepower—Literally

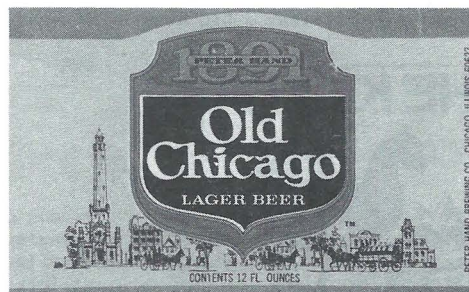
Each month, Road & Track magazine features a test of automobiles ranging from exotic racing machines to staid passenger cars. It departs from tradition, however, in its April edition with a hilarious, tongue-in-cheek article sizing up the famed Budweiser beer wagon powered by eight Clydesdale horses.

The Clydesdales were taken to the Laguna Seca Raceway near Monterey where they were hitched to the familiar 1903 Studebaker wagon loaded with 225 cases of beer. The team turned a lap on the tortuous 1.9-mile track in a blazing two hours flat.

In dry technical language, editor-in-chief Tony Hogg gave the test the typical R&T treatment, covering every aspect of performance ranging from acceleration (0 to 100 feet in 10.7 seconds) to transmission (two-speed rein-actuated, trot in 2nd gear and walk in 1st gear) to noise (stamping and nickering while idling in neutral).

And who gets the credit for thinking up the funny feature? None other than Ellen Griesedieck, a R&T photographer and a member of the Griesedieck Brewing Co. family, a St. Louis rival of Budweiser's parent firm, Anheuser-Busch Inc.

Road & Track's test is one of an annual series, subjecting unusual vehicles to the magazine's standards for testing automobiles. In earlier years the magazine has evaluated a steam traction engine, a San Francisco cable car, a Sherman tank and several others.



### BEER LABELS

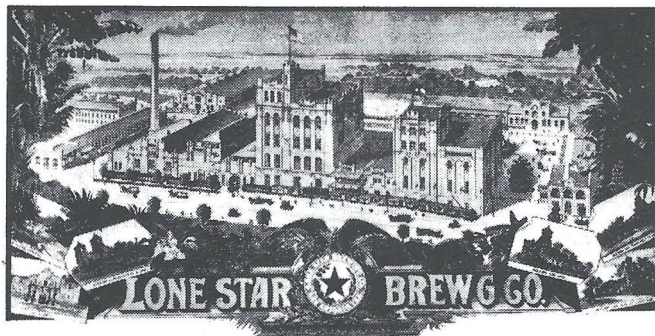
Millions for sale: Lager, Bock, Porter, Ales, Stouts, including IRTP's. Send for color photographs of labels for your convenience in selecting.

Herbert A. Haydock  
1660 Second Avenue South  
Wisconsin Rapids, WI 54494  
U. S. A.



# SAN ANTONIO ART MUSEUM AND THE KISS OF THE HOPS

BY WILLIAM WILSON



**S**AN ANTONIO—The nation's 10th most populous city has up and opened itself a museum of art.

You mean something shaped like a souvenir ashtray of the Alamo and full of cowboy pictures of Texans shooting Indians?

Nope.

Then you must mean one of those little exquisite jewel boxes full of imported treasures like the Kimbell Art Museum over in Fort Worth.

Nope.

Then you have to mean another mainstream international-style franchise like Houston's Museum of Fine Arts updated by Mies van der Rohe.

No siree. I mean that San Antonio let loose the limitless Texas imagination.

combined it with a sense of pride in local tradition and came up with the biggest little art house in Texas.

Where?

In a brewery.

The newly launched San Antonio Museum of Art used to be the Lone Star Brewery. It's a classic job of post-modernist recycling by project architects Cambridge Seven Associates. They have taken this huge, lovably ugly old 1883 yellow brick revivalist Romanesque nine-building complex and transformed three main structures into stunning spatial drama. It cost a piddly little \$7.2 million to transform warehouse space into 66,000 square feet of exhibition space.

The use to which the good citizens of San Antonio have put the old Lone Star brewery is probably even a better example of a reverent attitude toward beer and its accoutrements than any discussed in this issue's Fermentation. Let San Antonio be felicitated and commended. Mr. Wilson's judgment that the brewery is ugly is wholly inconsistent with the editorial policy of *The Breweriana Collector*, however. Indeed, the passage raises certain questions concerning his suitability to his chosen profession as art critic, a calling which otherwise he appears to practice quite well.

BUY

TRADE

SELL

Oshkosh Brewing Company items wanted: metal or lighted signs, foam skimmers, tap knobs, trays, glasses, other nice items. Ron Akin, 828 W. 19th Avenue, Oshkosh, WI 54901. (414) 233-0831.

For sale: Collection of 700 beer trays, many pre-pro, \$15,000. Album available, \$100 deposit, refundable with return of album. Harry B. Richards, 3358 N. 45th Street, Milwaukee, WI 53216.

Wanted: Any breweriana from Tube City Brewing Co., McKeesport, PA. Also, photos of breweries with streetcars or interurbans in view. James Freeman, 1514 La Mesa Lane, Burlingame, CA 94010.

Colorado breweriana wanted: Coors, Zang, Neefs, Tivoli-Union, Capital, Walters, Schneiders, Pell, 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, Willson Memorial Drive, Chassell, MI 49916.

Wanted: Stirring-spoon openers, type F-2, Glassware, mugs, steins. Leon Beebe, Route 7, 601 E. Macon Drive, Tucson, AR 85706.

Wanted to buy: Nectar electric signs. George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024.

Wanted: Any I.R.T.P. cans, flats, cones or quarts, 1+ to mint condition only. Send lists to Daniel M. Goulet, 1503 Park Street, Attleboro, MA 02703. (617) 222-4442.

Yoerg's etched glass: Will trade for Hamm etched glass. Don Sperr, 1675 Upper Afton Road, St. Paul, MN 55106. (612) 771-9497.

Because of the recent appearance of the 1981 membership directory, the usual lists of new members and changed addresses will not be printed in this issue. Please note a correction to the directory: Herb Haydock's address is 1660 Second Avenue South (not Street), Wisconsin Rapids, WI 54494.

A change in dues is to be voted upon at the directors' meeting in Indianapolis in late March. This may result in a change in dues from what is listed on page 2 of this issue.

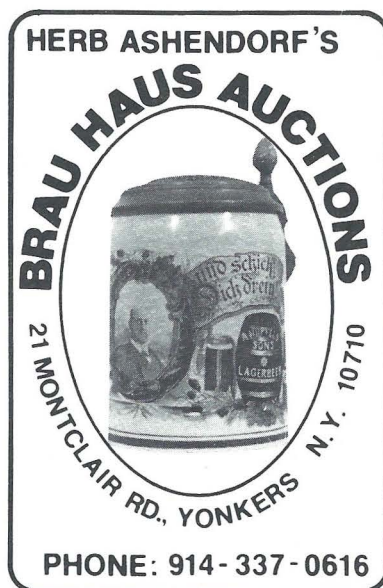
BREWERIANA

Buy, sell, trade breweriana and misc.  
Rush \$2 for 96 page catalog (refunded  
on first order) plus 65¢ postage (not  
refundable.) Fully illustrated, with  
20 page supplement of new items. Trays,  
openers, signs, military relics, souvenirs  
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Norway, SC 29113  
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NABA



ECBA  
No.417



***PLAN TO ATTEND!***

**1981**

**NABA Convention**

— July 31st, August 1 and 2 —  
La Crosse, Wisconsin

---

**“Pre-Convention Tour”**

**— July 29th and 30th —**

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