

The Breweriana Collector



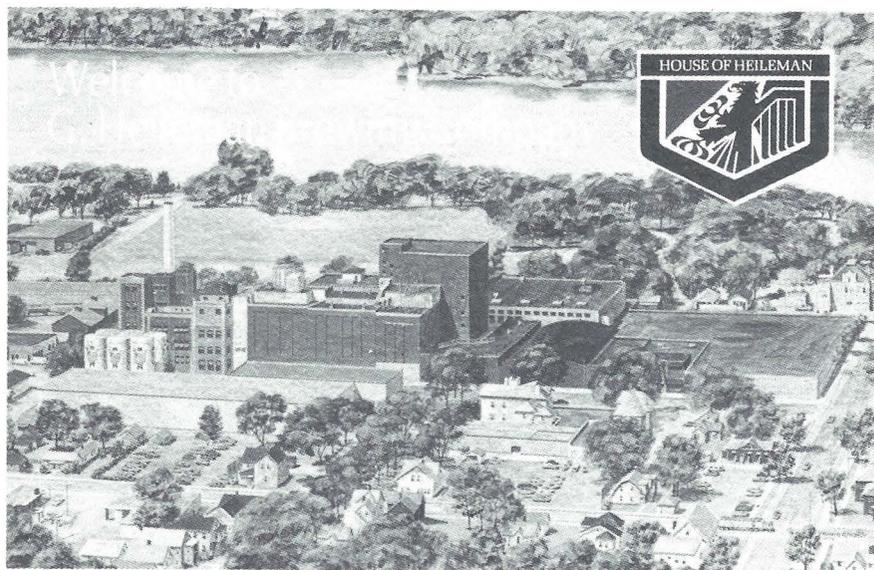
JOURNAL

NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING

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SUMMER 1981



ON WISCONSIN!

National Association Breweriana Advertising

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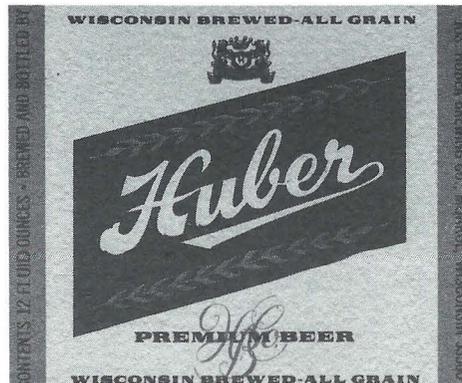
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Dues are \$20 for the first year, \$15 per year thereafter. Please send applications for membership, dues, changes of address and advertising intended for the membership directory to Gordon B. Dean, Willson Memorial Drive, Chassell, MI 49916. Please 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.





Holiday Inn



Dear NABA Members:

We're off to a grand start, on this date, June 2. We have over 70 Members registered for the Convention and we have two months to go!

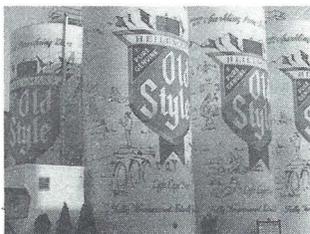
Besides the Convention preparation, Helen and I have been going through several label collections we have acquired in the past years, sorting out the duplicates, to be offered at the Convention. We do hope each and every one is doing the same, with all your Breweriana, so we will have a varied and excellent selection - something for every Breweriana Collector. Your participation in this manner will help make an exciting Convention.

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

Hope to see all of you in LaCrosse.

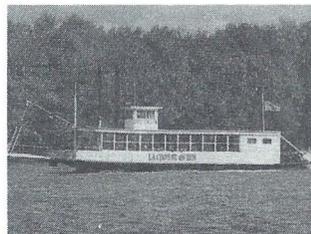
Herb

*Herb & Helen Haydock
Convention Chairmen*



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

To: NABA Membership

Manfred Friedrich, Don Bull and Bob Gottschalk are currently working on an improved version of Friedrich's and Bull's original book titled, "The Register of United States Breweries 1876-1976". The new work represents an attempt to identify every brewery in the United States that is -- or ever was -- licensed to produce beer. It will combine the pre and post pro era's into a single section that will include both start and finish dates as well as the evolution of addresses and company names for each location. A substantial amount of new reference material is already in hand.

I bring this to your attention because many of you have access to information about local breweries that is not readily available to the authors. Thus, I appeal to anyone who could help validate "vital statistics" of breweries in their own areas to contact Bob Gottschalk and offer your assistance. In a sense the new Register can be as good as we, the membership of NABA, want to make it.

I am assisting the authors by editing and validating the breweries in Chicago. In order to do this I have reviewed Chicago City Directories and Chicago Classified Telephone Directories from 1854 to date. Also I have gathered up any and all additional reference material about breweries in Chicago that I could find. This has served to strengthen the data from Chicago and clear up many mysteries and misconceptions.

How about some help from Milwaukee, Los Angeles, Cleveland, Pittsburgh, etc.? Surely the local historical societies or libraries can add information not readily available to the authors. Why not give Bob Gottschalk a call?

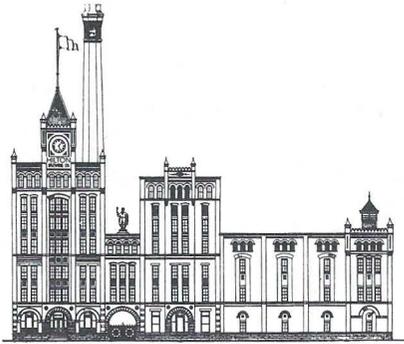
Sincerely

Bob Kay
R. E. Kay

This project, it hardly need be said, is extremely laudable. In fact, it just the sort of advance over official data in Bureau of Alcohol, Tobacco & Firearms publications that in issue 32, page 27, we stated ought to be the next stage in developing American brewery history. Bob Gottschalk's address is:

Robert G. Gottschalk
115 Peachtree Road
Penfield, NY 14526
(716) 586-7419

Bob Kay's research on the Chicago breweries has already brought forth an answer to the query, raised also in issue 32, page 27, whether Westminster had an identity separate from Canadian Ace. See below, page 21.



FERMENTATION

On Wisconsin

When beloved stepdaughter asked, as 10-year olds are wont to do, "Which state do you like the best?" I responded without hesitation, "Wisconsin!" Nearly a decade has passed since that golden moment, but the answer stands without modification. On mixed grounds of pleasantness of the population, esthetic satisfactions of the vistas and agreeableness of the society, Wisconsin remains the best America has to offer. We are fortunate to return there for the 1981 convention.

Exactly why is unclear, but Wisconsin abounds in free and open, pleasant, even jolly people. The briefest acquaintance with Milwaukee -- checking into a plane at Mitchell Field, or asking directions to the Schlitz annual meeting -- exposes one to the pervasive pleasantness of the city. Things are not much different out-state. Inevitably, the pleasant quality of the individuals pays off in a gregarious character of Wisconsin society. As is well known, the state has the highest per capita beer consumption in the country, nearly two six packs per week, man, woman and child. More than any other state, Wisconsin has resisted the trend to home consumption and families still go out to local taps to talk with friends or watch the TV set at the end of the bar. The state, since brewing is one of its biggest industries, has extremely lax licensure for beer bars. Consequently, draft beer is very cheap, Milwaukee is covered with small bars, and the rural areas are dotted with taverns, largely white-painted frame structures by the side of the road. They all serve much as British pubs do as gathering places for neighborhoods and places of hospitality for travellers. Don't pass through the state on the way to the convention without stopping at several of these to savor Wisconsin society. In Milwaukee the most authentic are the little ones on the south side that serve the industrial area. Any of several around the Allen-Bradley plant, prominent for its huge clock on the near south side, will give you the genuine flavor. Remarkably, for all its profusion of bars, Milwaukee has very few that express much antiquity. Particularly recommended is Jack's Tap on First Street in the Walker's Point area. It is possessed of a fine back bar and the most perfect pre-World War I saloon atmosphere I have ever encountered. The oldsters who drink Schlitz at 25¢ a glass there are right out of Eugene O'Neill.

Milwaukee, as H. L. Mencken said of Baltimore, is a city designed for enjoyment. It is questionable whether any city of its size does better for restaurants. The German ones get the most publicity, but there are plenty of others, from Dutch's Sukiyaki to a chain selling "Real Green Bay Chili." Of the German restaurants, Karl Ratsch is really outstanding, if somewhat overdone in decor and quite expensive. In the summer of 1967, when I taught at the University of Wisconsin-Milwaukee, I thought the best on mixed grounds of cuisine, prices and decor of antique advertising was Kalt's on the east side -- and this was years before NABA was founded or Howard Kalt joined it.

Members who are fond of baseball should not miss a game in Milwaukee. The gregarious character of Milwaukee life comes through from the crowd very well.

On the minor league level, the Midwest League club at Appleton, famed among beer can collectors, gives the same impression on a small-town scale.

Most of out-state Wisconsin is undulating agricultural land, dotted with prosperous farms, each with its silo for dairy cattle. This is not spectacular scenery, but it could hardly be more pleasant while driving. The Wisconsin Dells provide some variety in limestone outcroppings along the Wisconsin River. The southwest quadrant of the state is more rugged than the rest. Called the "driftless area," it was not glaciated and failed to receive the glacial drift of most of the midwest when the glacier receded. Our pre-convention gathering in New Glarus and Monroe is on the east side of the driftless area. This event is worth attending, partly for showing you an atypical part of Wisconsin, partly for providing a tour of a town and brewery too small to house our convention. At the west end of the driftless area is the Mississippi River, with some fine bluffs and grand old river towns. Potosi, Fountain City, Cassville and some others are former brewing communities. The northern third of the state, of course, is covered by the north woods. Lightly populated and largely covered with second growth pine, the area has a primitive quality that has attracted people wanting to leave modern society behind. In the region are two dealers in breweriana, Dick Bucht at his Bear Trap Inn at Land O' Lakes and Dennis Howard at The Mill in Woodruff.

There is no way we can exhaust Wisconsin's attractions to visitors. The state is very historically minded. Historical markers abound along the highways. The state historical society in Madison is among the best. Manitowoc has a good marine museum and the local history room of the Milwaukee Public Library is excellent for research on the state's breweries. However, as stated at the outset, the state's glory is its people. Allocate some time just to meeting them. Happily, beer is a major item of discussion in the state, so that you won't lack a subject to strike up conversations.

* * *

It is always satisfying to report that NABA is succeeding in its main function of providing a market for breweriana. The editor's own free advertisement seeking a dating device in issue 33 brought an offer of two from member-dealer Eugene Morin in Cumberland, MD. As a consequence, editorial correspondence may now be dated with a perforating device lettered for the Queen City Brewing Company. Take heart, our free advertisements may be the way to land the artifacts that have eluded you.

Adversely, a member reports sending an order to Can-O-Flage (issue 31, p. 7), but receiving nothing in response. A follow-up letter was returned with the notation that the firm was no longer in business at the address shown.

* * *

The editor has returned from the antipodes as scheduled, but is not so egocentric as to think his experiences there are of more interest than the impending convention. Consequently, an account of beer-touring in Australasia, promised for this issue, will be delayed, probably to number 36.

Again, the pressures of time require an odd schedule for the current issue. Being on sabbatical leave this quarter, the editor has to get out the issue between return from Australia and departure on a long motor trip to the east. This is more than a month too early for the intended pre-convention mailing date. The issue is being sent off to Herb Haydock with space allotted to Gordon Dean, Dave Mathews and Peter Blum for their regular contributions. Thanks to Herb for assembling it all and to the others for their cooperation.

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

May 3, 1981

Secretary's Notes.....

.....we are now at the mid-year point of 1981. The membership continues to grow, more so than at any previous pace. So far this year, a total of 76 new members have joined. This is the most ever making application in a five month period.

As of June 1, 1981 we have a total membership of 616. With the continuous cooperation of members Herb Ashendorf, Herb Haydock, Tom Byrne, Bob Kay, Ed Kaye, Don Bull and Harry Richards.....our membership could very easily reach 675 by the end of the year. There are many others who have contributed to our growth, names of which would be too numerous to mention. Special thanks to all of you from the Board of Directors. Your extra efforts are sincerely appreciated.

During the month of April, Eleanore and I traveled several thousand miles and were able to visit several NABA members. While in Rochester, New York, I was able to see Angelo Piccone's collection of pre-pro trays. Angelo has indeed a very enviable selection of trays many of which are from his area.

With a stop in Minneapolis, we again saw many examples of pre-pro Breweriana via the collection of Reino Ojala. The trays were outstanding along with Reino's display of pre-pro etched glasses.

Spent three weeks in the Phoenix, Arizona area. Drove down to Tucson and relaxed in the fabulous collection of Leon Beebe's glasses. Have never seen such a display of both pre-pro and post-pro. Leon has certainly worked hard over the years in assembling his collection.

Visited with Lynn Geyer in Phoenix on several occasions. Watched him photograph some of the items for his forthcoming Breweriana Auction. Many of the pre-pro trays to be offered are one of a kind. Many of you who attended the Denver Convention last year were able to see several examples of his recent "find" of pre-pro trays in Phoenix.....WHOW!

Certainly glad we took the time to visit these members and become better acquainted. Oh yes, we saw a rare tin litho sign by GOETZ BREWING CO. in the collection of Walt Colditz in Phoenix. Subject is a smiling negro dated around 1907! This is the pride and joy of Walt, not to mention all the other pieces of Breweriana observed.

CONVENTION: We are all looking forward to LaCrosse, which appears to be the best attended to date. Please be sure to pay your current dues, as they must be paid in advance. If for some reason you don't send them, I'll be available during registration time. Many of us will be attending the pre-convention tours prior to LaCrosse. If you haven't made your reservations yet, be sure and do so, as Herb Haydock needs the information now. Shall look forward to seeing all of you there where a wonderful time will be had by all-guaranteed.

DUES: As you were advised in the May 11th Dues Renewal Reminder in the mail, the annual dues are now \$15.00 per annum. Thanks to all of you who responded immediately. If you are a new member since November 1980, you are paid to May 31, 1982. Look at your dues card. If the date of expiration is May 31, 1981, your dues are now due. This is the only request you will receive.

Gordon B. Dean
Executive Secretary

BREWERIES - CLOSED

Although listing old breweries now used for other purposes, or simply standing idle, is a continual preoccupation of The Breweriana Collector, for this issue we are making the feature the lead article. Wisconsin, as you might expect, is a happy hunting ground for old breweries. The state became heavily populated beginning in the late 1840s, mainly with an immigration from Germany. This was, of course, exactly the time that German and Austrian brewers were propagating lager over the face of the earth. The consequence was inevitable. German immigrants set up breweries across the state. Friedrich & Bull show a total of 173 towns and cities in Wisconsin with breweries from 1876 to the onslaught of Prohibition. Since the state has never been highly populous, this meant that even hamlets had their own breweries. Fountain City and Cassville, which had quite well known breweries, are towns of under 1500, and Bangor is a town of 974.

Inevitably, many of the breweries have survived. Here we present a list encompassing the best known, with emphasis on the southern part of the state through which tourists to LaCrosse are likely to pass. We emphasize that the list is not complete. We solicit additions in our continuing effort to record closed breweries in all parts of the country. Thanks to Herb Haydock, Wayne Kroll, Bob Swiatkowski, Ed Kaye, Paul Gibson, and others for input into the list. Ed Kaye provided the list of breweries in adjacent areas of Minnesota. This also does not purport to be complete. We do not have addresses for the breweries. Local enquiry should serve to locate them. Dates of closure are in parentheses.

New Glarus Brewing Company, New Glarus. Now Strickler's Sausage Co.
(1920)

Hillsboro Brewing Company, Hillsboro (1943)

Grand Rapids Brewing Company, Wisconsin Rapids (1920)

Polish Brewing Company, Stevens Point (1917)

Fox Lake Brewing Company, Fox Lake (1937)

Fountain City Brewing Company, Fountain City (1966)

Mineral Spring Brewing Company, Mineral Point. Extant as a museum
of weaving. See page 21. (1960)

Platteville Brewery, Platteville (1941)

Potosi Brewing Company, Potosi (1972)

Reedsburg Brewing Company, Reedsburg (1950)

Effinger Brewing Company, Baraboo (1966). Now Von Stiehl Winery.

Shullsburg Brewing Company, Shullsburg (1916)

Boscobel Brewing Company, Boscobel (1942)

Haas Brewing Company, Ripon (1936)

Hussa Brewing Company, Bangor (1920)

Dahlke Brewing Company, Westfield (1943)
Princeton Brewing Company, Princeton (1937)
Million Brewery, New Lisbon (1940)
Bloomer Brewery, Bloomer (1948)
Rice Lake Brewing Company, Rice Lake (1973)
Louis Ziegler Brewing Company, Beaver Dam (1953)
Northern Brewing Company, Superior (1968)
A. H. Reingrueber Brewery, Germantown (1896). Extant as machine shop.
West Bend Lithia Company, West Bend (1972). Extant as store building.
John Gund Brewing Company, LaCrosse (1920). Extant as Heileman storage facility and vehicle maintenance shop.
LaCrosse Breweries, Inc. (1955)

MINNESOTA

Grain Belt Breweries, Inc., 1215 Marshall Street, N.E., Minneapolis (1976). The only remaining unused brewery in the Twin Cities, this famous plant survives in the hands of the Minneapolis Heritage Preservation Commission, who are attempting to determine its future use. Conversion into a museum of brewing has been proposed.

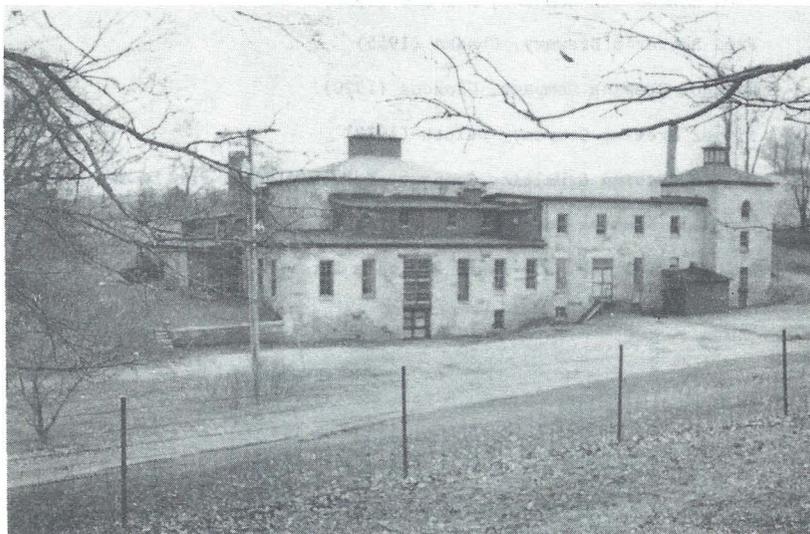
Peter Bub Brewery, Winona (1969)
John Hauenstein Company, New Ulm (1969)
Fred Beyrer's Brewery, Chaska (1955)
Glencoe Brewing Company, Glencoe (1920)
Fitger Brewing Company, Duluth (1972)
Duluth Brewing & Malting Company, Duluth (1966). Partly extant.
People's Brewing Company, Duluth (1956).

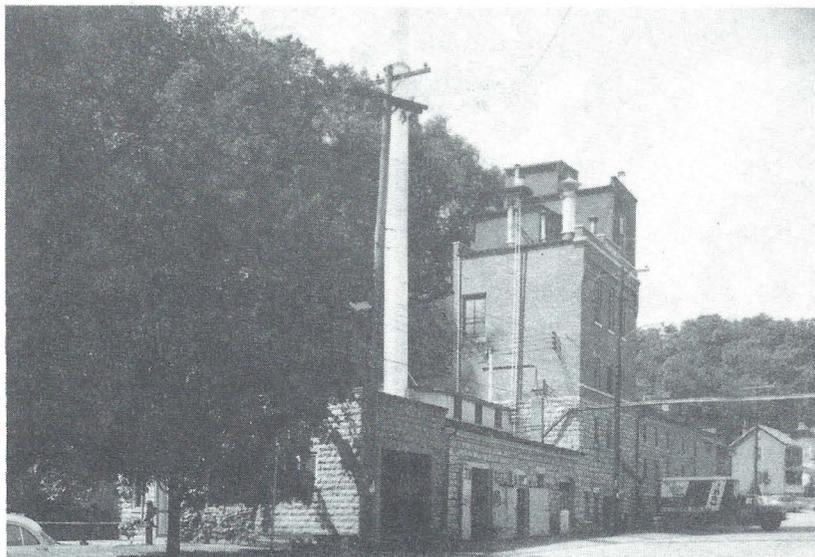
On the Duluth Breweries, see issue 27, page 22.





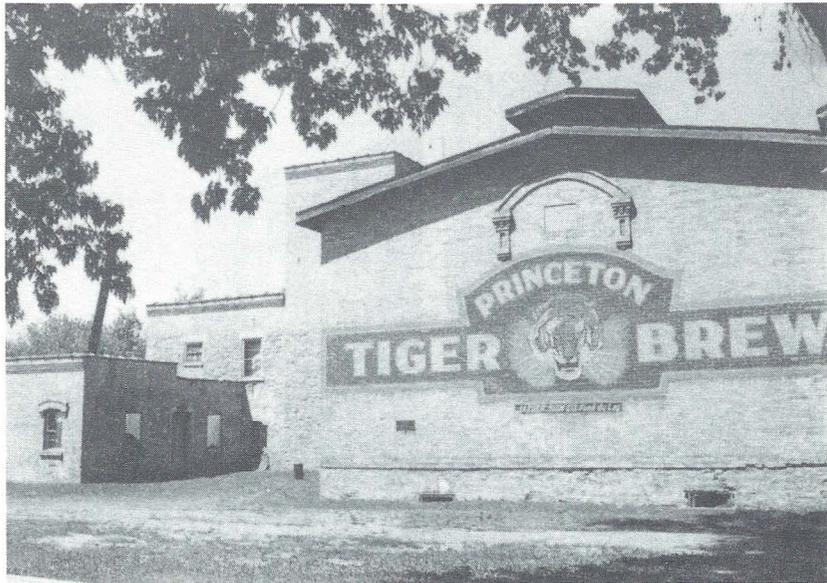
The Effinger Brewing Company in Baraboo, above, became a winery, shifting from malt to the grape. Located in the town of the circus museum (see page 15), and near scenic Devil's Lake, this brewery is immediately south of I-90 in an area readily accessible to members driving to LaCrosse. The Mineral Springs Brewery, below, has become part of the historic preservation area at Mineral Point. It serves as a museum of weaving rather than brewing, unfortunately. (Both, Herb Haydock)



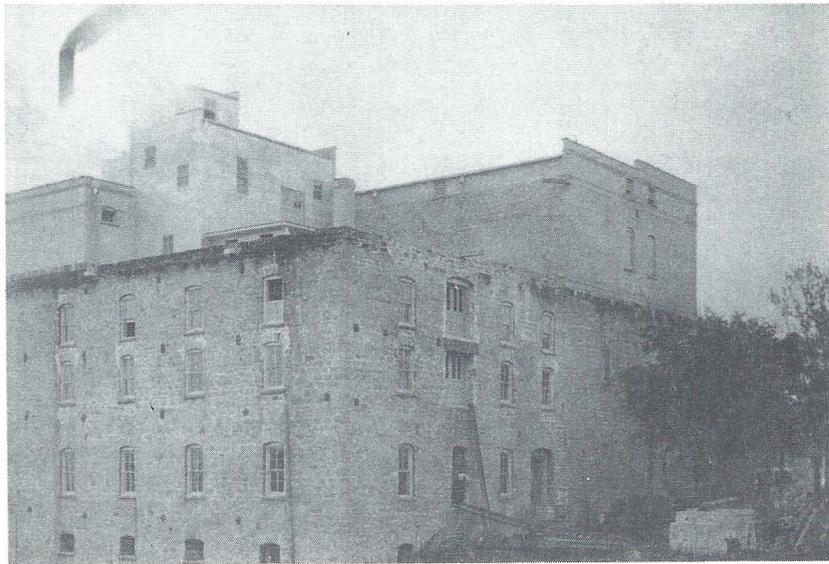


The Potosi Brewing Company at Potosi, some 23 miles up the Mississippi from Dubuque, IA, is idle, but essentially intact as a brewing complex. It is very traditional, with a brewhouse on the side of a hill and the bottling house on the opposite side of the street. The brewery at Bloomer, below, survives as a tire shop. Bloomer is a town of 3143 some 15 miles north of Chippewa Falls. (Both, Herb Haydock)





Princeton Tiger Brew may have been the counterpart of Harvard Beer and Dartmouth Cream Ale, but it was brewed far from Old Nassau. Princeton (pop. 1446) is on Wisconsin 23, the direct route from Fond Du Lac to the western portion of the state. The Hussa Brewery, below, is in tiny Bangor, only some 12 miles east of LaCrosse. (Both, Herb Haydock)



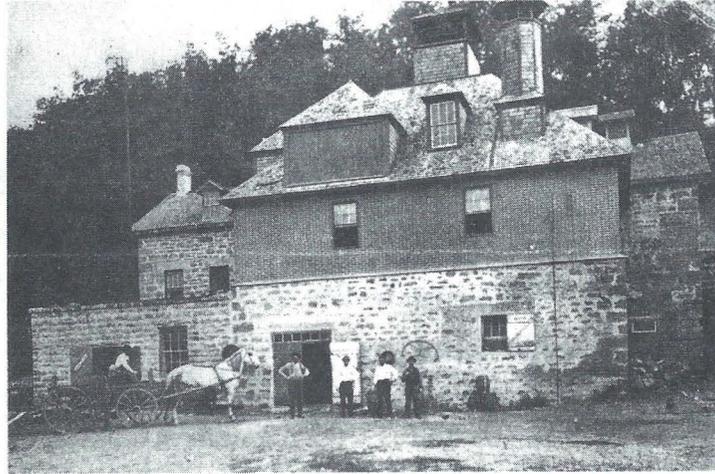
The Boscobel Dial

BOSCOBEL, WISCONSIN

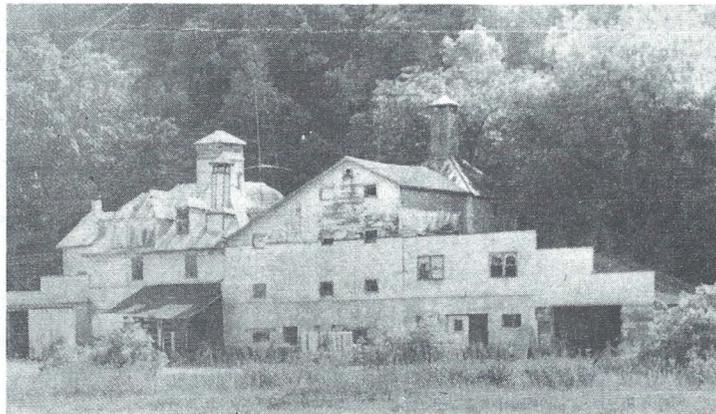
THURSDAY, JULY 24, 1969

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Pictures From the Past . . . The Boscobel Brewery in 1908



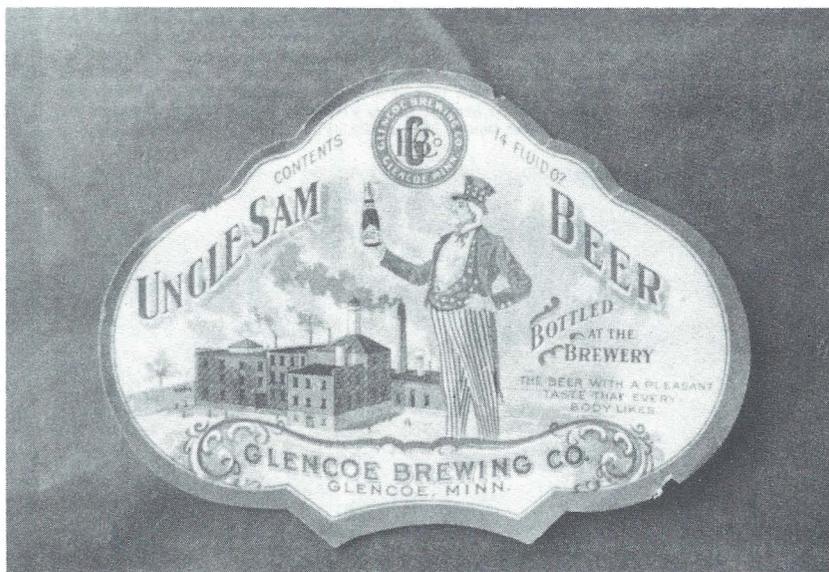
HERE IS HOW BOSCOBEL'S BREWERY looked more than 60 years ago, before additions were made. The old brewery wagon is at the left. The man at extreme right is Louis Wolf an employe who is believed to be the only one in the picture who is still alive. Third from right is Frank Schuler, who with Mr. Dobler owned the brewery. The photo was furnished the Dial by Al Schuler, who was born in 1908 in a house near the brewery and spent his boyhood here. Schuler, now of Blanchardville, says his father died the year he was born. His mother kept the business until 1912, then sold to her husband's partner, Dobler, who later sold to Blass in 1916. Mrs. Al Schuler has as keepsakes some dainty beer glasses that bear the inscription: "Schuler and Dobler Brewing Co., Pure Lager Beer, Boscobel, Wis."



BOSCOBEL BREWERY AS IT LOOKS TODAY



The Glencoe Brewing Company of Glencoe, MN, has its brewing days in the long past, for it never operated after Prohibition. On the basis of the delineation of the brewery on the label, below, the structure, above, is not much altered. (Both, Ed Kaye) Glencoe is on U. S. 212 about 60 miles west of the Twin Cities. More to the point, it is some eight miles east of Minnesota 15, the direct route from New Ulm to Cold Spring.



TOURIST ATTRACTIONS IN WISCONSIN

by Robert Swiatkowski

While on your way to and from the convention in LaCrosse, there are many attractions in southern Wisconsin to interest you and your family.

Old World Wisconsin - Off Wisconsin 67 south of Eagle

Old World Wisconsin is a 565-acre "living museum" featuring the distinctive ethnic architecture of 19th century Wisconsin pioneers. There are presently about 25 buildings -- Finnish homesteads, the first Catholic cathedral in Wisconsin, German farmhouses -- and the final total should someday be 100. All of these buildings are original. They were found throughout the state and rebuilt at the museum. Tour guides wearing ethnic costumes explain the crafts and customs of the European immigrants. A restaurant on the grounds serves ethnic dishes.

Circus World Museum - 426 Water Street, Baraboo

This attraction features live circus performances and a museum of circus artifacts housed in six buildings of the old Ringling Brothers winter quarters in Baraboo. There are over 150 restored circus wagons, several calliopes, and plenty of clowns and wild animals. A high-wire walker performs over the Baraboo River. This is a great place for kids.

Merrimac Free Ferry

At one time there were 500 ferryboats in Wisconsin, but now there is one, located at Merrimac on Wisconsin highway 113. The boat will take you and your car across the Wisconsin River free of charge.

House on the Rock - 9 miles south of Spring Green on Wisconsin 23

A unique piece of architecture, the House on the Rock is built on a chimney rock rising 450 feet over the Wyoming Valley. The house has 13 rooms surrounding the natural terrain of the rock. Trees, grass and a waterfall are all integral parts of the house, along with works of art, antiques, armor, musical instruments and a calliope.

Little Norway/Cave of the Mounds - Blue Mounds near U. S. 18 and 151

Little Norway is another outdoor museum, the homestead of a Norwegian family that settled in Wisconsin in 1856. Costumed guides lead a tour through cabins, barns, a Norwegian church, and other structures. Cave of the Mounds is a cavern discovered in 1939. It consists of 14 underground rooms with a variety of mineral formations and fossil imprints, all at a constant 50 degrees.

Mineral Point

Mineral Point is a small community with two attractions, Pendarvis and Shake Rag Alley. At one time the town was a thriving mining center populated mainly by immigrants from Cornwall. In Pendarvis, a neighborhood named after a town in Cornwall, some of the miners' homes have been restored and opened to the public. Shake Rag Alley -- named for the custom of miners' wives of calling their husbands home for meals by shaking rags -- is a restoration of houses, cabins and a brewery, mainly as a working museum of old crafts. Potters, blacksmiths, painters,

[continued on page 21]

Old Stillwater brewer

By SHARON BAKER
Staff Writer

Stillwater is famous as a lumbering town. But not only was Stillwater famous for its lumbering industry, it was the home of one of the largest breweries in the Minnesota territory, the Joseph Wolf Company. As Lumberjack Days commemorates the lumbering industry, so the history of Wolf's is being kept intact through the efforts first of Tom Curtis and now by Sandy Gozzi of Vittorio's Restaurant. Vittorio's occupies the original brewery complex from Main Street stairs to Nelson St.

Gozzi has compiled a museum of Wolf's history and artifacts and begins tours of the complex's maze of caves on Thursday, July 31.

The history of the area begins about 1836 with the arrival in Stillwater of a French trader named Jules St. Pierre. Attracted by spring water flowing from the bluff he dug out an area for a permanent trading post. The land and post was purchased from the government in 1845 by Socrates Nelson who had migrated from the east coast.

Martin Wolf, a Swiss brewmeister, and his wife arrived in Stillwater around the same time. Martin originally worked in the sawmills but being a brewmeister by trade opened a small brewery. Attracted by the spring water he leased and later purchased the land from Nelson. (The original building is still standing behind Vittorio's on Nelson St.)

Original drawings show an open bluff, courtyard and one building. Martin was joined by his brother Joseph, who worked for a time as a barber in town and in 1871 the Wolfs formed a corporation. It was that corporation under the leadership of Joseph

which became so successful, a complex of seven buildings, numerous property holdings including most of the town taverns which were outlets for the beer. It was also a bottling company buying out the Anton Schilling brewery located in what is now called Dutch Town.

The complex included a four level gravity fed brewery, a barn (which still stands), ice house, cooperage, bottling plant, Martin's original brewery, along with a building used something like a hotel for visitors.

Beneath the brewery caves were excavated to reach the spring water to brew the beer and also store the large hogsheads in which the beer fermented. The 48 degree temperature of the caves was ideal for storage of bottled beer. The cave complex also has numerous shafts connected to the upper level, a fourth floor. The shafts not only provided ventilation but a means of getting grain from one level to the next.

The company was a successful operation until prohibition, one of the factors leading to its eventual closing. Some say the company may have made "near beer" or "prohibition pop" during the 1920s but prohibition clearly took its toll. The company was nearly sold but the buyer died before the sale was completed. Only the Wolf office remained open and buildings in the complex leased out to individual businesses.

Tom Curtis bought the brewery building in the early 1940's originally to store grain and display farm equipment in the courtyard. But being the historian that he is, Curtis became involved in the history of Wolf's and the caves. He began excavating the caves which were by then filled with debris. After

much work he opened Curtis Caves with a rope pulley-operated boat ride through the original brewery spring area complete with a grotto which he stocked with trout for fishing.

Not only did Curtis operate the tours, he is responsible for compiling and writing much of the history of the Wolf Company through extensive interviews with the remaining family members.

Vittorio's opened in 1967 and Sandy Gozzi continued Curtis' work. It took her seven years to reach the caves, beginning at one end of the original complex working to the other.

In excavating the wall to the new cocktail lounge last year, the maze was completed.

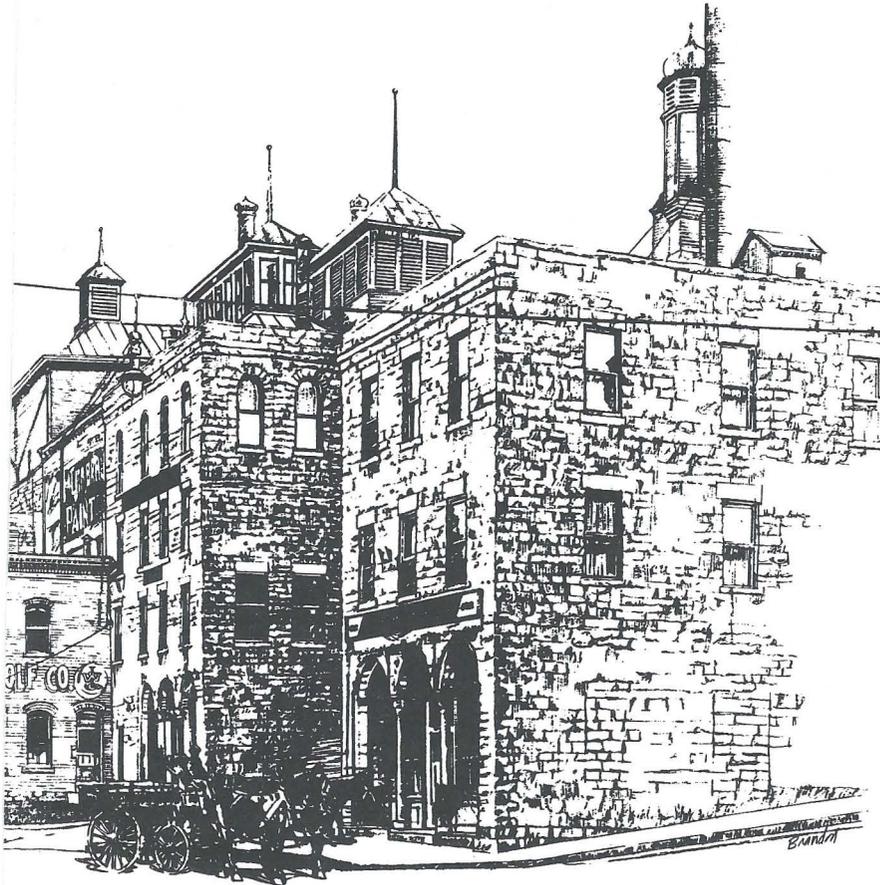
Until then the caves were only used as atmosphere for the fireplace in the Grotto Blue room. Now she is trying to expand them even further connecting with the original brewery on Nelson St. Last year due to public interest and as a tribute to Tom Curtis, Sandy opened the caves during Lumberjack Days. Now after considerable work, tours will again be given on a permanent basis, daily on the hour.

Like Curtis, Sandy also has done a lot of research into the history of the company and with it the history of the town. The museum contains many photos, Curtis' history of the family, original blueprints along with numerous artifacts such as the original grain chute, scale, "prohibition pop" bottles, newspaper ads. (Beer used to be advertised like vitamins or milk she says.)

An important part of the city's history has been retained and made a part of today's Main Street Stillwater.



by bubbles again



From the Stillwater, MN, Evening Gazette, July 30, 1980, courtesy of Ed Kaye.

BREWERIES - ACTIVE

Previously we have reported on all the active breweries in Wisconsin, though not in the Twin Cities. It is useful to update our information, and also to provide a guide to breweries of the area to members who have joined since our listing of active midwestern breweries in issue 24.

In Milwaukee Schlitz, Pabst and Miller all provide tours of the breweries, operate hospitality houses and sell breweriana. Plan to arrive at the brewery of your choice by 3:00 PM. If one has time for only a single brewery, choose on the basis of one's preference in the beer. The editor's recommendation would be Schlitz on the grounds that the tour is the most intimate to the brewing operation, and the sales shop is by far the most extensive. Pabst's complex is extremely interesting for its architecture, a castellated style with ample window space. Miller is unusual in beginning in the caves in its bluff, originally used for storage and aging. Heileman's tour in LaCrosse is similar to its Milwaukee counterparts, but unusual in providing the beer at the beginning rather than at the end.

As is well known, Wisconsin has four small independent breweries: Stevens Point Beverage Company in Stevens Point, Jacob Leinenkugel Brewing Company in Chippewa Falls, Walter Brewing Company in Eau Claire, and Joseph Huber Brewing Company in Monroe. We have reports on recent visits from Bob Swiatkowski:

Huber is located at 1208 14th Avenue in Monroe. It is a series of two- and three-story buildings spread out over about two square blocks. Recent expansion of ageing cellars has raised capacity from 270,000 to 340,000 barrels per year. Huber does not offer tours at this time, but visitors are welcome to stop in. There is a tap room where one can drink Augsburger with the compliments of the brewery. Glassware, cans, clothing and caps are offered for sale. Tap knobs are occasionally available. All of the Huber brands can be purchased at the brewery.

Leinenkugel also knows how to treat the collector and tourist. The new hospitality room inside the tourist center offers an opportunity to try the company's products. The tours are excellent, as small groups view most of the brewery's operations. Many collectibles are for sale, including trays, glasses and clothing. The brewery is at 1-3 Jefferson Avenue in Chippewa Falls.

The smallest of Wisconsin's eight breweries is at Stevens Point. Tours are sometimes available at the brewery provided you give at least two weeks notice. Trays, glasses, shirts, caps and pens are available in the lobby. The brewery sells beer and you may check out the bottling line while waiting for delivery at the side door.

Our most recent report of a visit to Walter's is from Paul Gibson in 1979:

The brewery tour was great; my family and I were the only ones on the first tour in the morning and the friendly attitudes of the guide and personnel were outstanding. Tour hours are 10:00 AM-2:00 PM May 15-September 15. They have a tap room with the product available for sampling. They still sell glassware from the office and have added T-shirts, caps and postcards. I don't remember about tap knobs and didn't see any trays.

Ed Kaye was kind enough to do some enquiry into the active breweries in the Twin Cities. He writes:

G. Heileman Brewing Company, 882 W. 7th Street, St. Paul, MN 55110, is the former Schmidt Brewing Company. This location now brews

Schmidt, Grain Belt and other beers. Due to additional construction and renovation, tours were discontinued, but will be reinstated at some later date. The brewery does have a walk-in hospitality room and a gift shop on a chancey basis.

Olympia Brewing Company, 707 Minnehaha Avenue East, St. Paul MN 55106, is the former Theodore Hamm Brewing Company plant. Olympia, Hamm's and other beers are brewed here. Here again, tours were discontinued two years ago. The brewery has a hospitality room that is opened only on Wednesdays from 8:30 AM to Noon and on Thursdays and Fridays from 1:00 PM to 4:00 PM.

Minnesota has two small independents, both easy drives from LaCrosse. We have no later information than the editor's visits in 1978. The August Schell Brewing Company in New Ulm has a brewery dating from 1860, set on a hillside with a garden and deer park on the premises, separating the brewery from the brewer's house. Several of those who have attempted the grand American beer tour of the independents rate this highest of all for visual beauty. There are no organized tourist facilities, though visitors are treated courteously. The Cold Spring Brewing Company of Cold Spring, MN, is housed in some undistinguished brick buildings, rather like Huber. It also has no tourist facilities, though it is willing to sell tap knobs as available.

* * *

Elsewhere in this issue Bob Swiatkowski presents a list of general tourist attractions in Wisconsin that may be of interest to families travelling to La Crosse. Since many members will travel through the Twin Cities before or after the convention, we'd like add a recommendation of a visit to the Catholic cathedral in St. Paul. This is a vast granite church in the style of Michelangelo, one of the best Italian Renaissance structures ever built in America. It is almost entirely a dome, in which one has the feeling of being lost in historic tradition, as in the best European cathedrals. If it were in Rome, it would presumably be world famous, but unaccountably it is little known outside its own area. It is on Selby Avenue up Selby Hill from St. Paul's central business district. It could hardly be more conspicuous -- or more impressive.

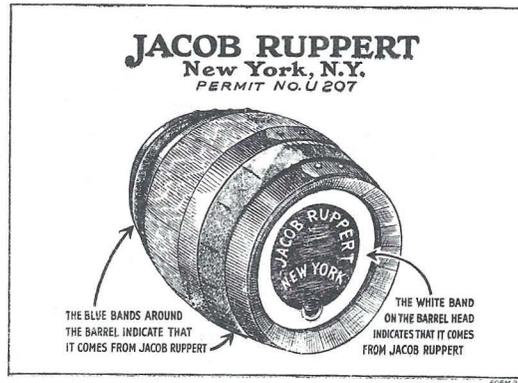
Minnesota also houses an architectural masterpiece of a very different sort. Louis H. Sullivan, thought by many to be America's greatest architect, spent his last years in relative obscurity, receiving commissions mainly for some small town banks. The largest and possibly the best of these is the Security Bank in Owatonna, MN, about 100 miles west of La Crosse on route 14 -- by a remarkable coincidence the direct road to Schell at New Ulm. It is well worth going into Owatonna to see the bank. Another of Sullivan's banks is the Farmers' & Merchants' Union Bank in Columbus, WI, about 20 miles east of I-90 just north of Madison. This one is a little jewel, more than worthy of a detour.

MAGNETIC HOLDERS

Magnetic holders for trays, signs, tip trays, etc. Guaranteed not to slip. Hold up to 2½ pounds. \$1.35 each or \$15 per dozen, plus postage and insurance. Larger sizes available on request.

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

CLARIFICATION



- A. Uncle Ernie Oest has provided a lengthy explanation of the orange rings commonly found on wooden beer barrels. In the day of numerous rival local brewers, all mainly producing draft beer, there was difficulty in identifying barrels of the various companies. The barrels were identified by the name and city of the brewer burned into the barrel head, but this was difficult to read in dimly lighted cellars and cluttered refrigerators. It was easier for a bartender seeking a full barrel, or a deliveryman trying to sort out his firm's empties for return just to look for a color code. The orange on the barrel in the query in issue 24 identified Daeufer-Lieberman. Horlacher and Neuweiler, its rivals in Allentown, presumably used other colors. Uncle Ernie provides a drawing from Jacob Ruppert, above, showing Ruppert's use of a white circle on the barrel head and blue rings on the staves as the firm's color code.

Immediately after Repeal, there was a shortage of barrels. "Keg-napping" was a way for brewers to expand their supplies at the expense of rivals. The color code made a barrel in the wrong brewery stand out conspicuously. Uncle Ernie points out that in this period the deposit on barrels reached \$10, a considerable sum in the Depression. Aluminum kegs had not yet become the standard. The largest source of loss of barrels was not ordinary wear and tear, but use of barrels as buoys for mooring yachts and similar marine purposes.

He also notes that the German invasion of Czechoslovakia and the subsequent outbreak of World War II greatly changed the technology of barrels, since Czechoslovakia had been the principal source of oak. American brewers thereafter had an incentive to find an alternative, which aluminum provided. When World War II opened, American distributors of Lowenbrau were unable to continue their supplies of the beer, and had no way to return their oak barrels to Munich for refill. This resulted in German barrels being rented to American brewers during the war.



- A. In response to the query (issue 32, page 27) whether Westminster ever had an identity separate from Manhattan/Canadian Ace, Bob Kay writes:

Chicago City Directories and telephone directories yield the following information:

Manhattan Brewing Company (1893-1947)
39th corner Emerald Avenue (1893-1905)
3901 Emerald Avenue (1905-1947)
Chicago, IL

Westminster Brewing Company (1935-1938)
4162-4180 S. Union Avenue
Chicago, IL

The Westminster Brewery was, in fact, two blocks south and one block east of the Manhattan Brewery, so I think it is safe to say they were separate companies. It is pretty well established that both breweries had at least some common ownership, had underworld ties, and were part of the Capone gang's network of twenty or so producing locations during Prohibition. After 1947 Manhattan was reorganized as the Canadian Ace Brewing Company. Canadian Ace undoubtedly contributed to the confusion by using a variety of brewery names including Westminster and more than twenty others.

- A. Charles R. Sitton writes:

No doubt by now you have had many answers to the question in issue 32, page 19, on the beer analyzer Tom Herwer bought. At Anheuser-Busch we don't use a stand like that, but bottles the size and shape of those panels are kept with a beer sample and a color gradient number on the outside. It is a balling indicator and the color tells you whether you have 1.8%, 3.2%, 5%, or 7% beer and whether it is Budweiser, Busch, Michelob, etc. Something like this is used at any brewery with a quality control lab, and believe me, if you get 2.8 color when you are supposed to have 3.5, something will hit the fan, and it won't be hops!

[Thanks to Charlie for his response. Contrary to his expectations, we did not have many answers to the question; his was the only one.]

[continued from page 15]

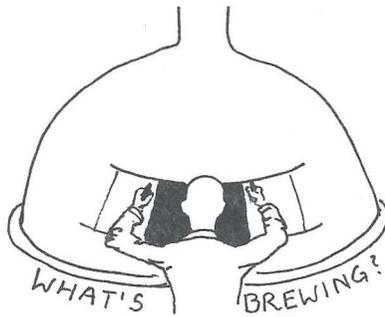
glassblowers and others perform and have their wares for sale. The brewery is the former Mineral Spring Brewery, now serving as a museum of looms.

We have included only attractions in southwestern Wisconsin, roughly within two hours of I-90, the freeway from Chicago to LaCrosse. Most of these attractions are in the unglaciated "driftless area" of the southwest portion of the state, called the "Hidden Valleys" by the Wisconsin Division of Tourism. For current prices and information on other tourist attractions, write:

Wisconsin Division of Tourism
P. O. Box 7600
Madison, WI 53707

For a specific guide to the driftless area, including information on LaCrosse, write:

Hidden Valleys Visitors' Guide
P. O. Box 2527
Riverside Park
LaCrosse, WI 54601



The big news is the growing international position taken by Anheuser-Busch, and the desire by Schlitz to close its Milwaukee plant. Headlines were also created by Paul Kalmanowitz of Falstaff, who easily defeated the Nebraska Liquor Control Commission in a dispute involving sale distribution rights of his generic beer.

Anheuser-Busch's president Dennis P. Long, in a frank speech, talked about plans for the future. He noted that Anheuser-Busch has responded to competitive pressure by a 72 percent increase in sales from 1977 through 1980, a volume increase of 21 million barrels, and that their flagship brand was growing at a double digit rate. A new plant in the West or Southwest and new products are possibilities. Shortly thereafter the long-predicted Budweiser Light appeared in test markets, evidently Bud diluted to 108 calories.

Anheuser-Busch has a study group overseas, and the Wall Street Journal reported surprisingly strong sales for Budweiser in Canada and that it has gotten a toe-hold through a licensing agreement in Sweden. Long noted that while imports have fallen off drastically, Wurzburger was used as a springboard for the export market. All indications are that Anheuser-Busch widened its marketing horizon greatly, and may plan to join Guinness, Heineken and Kirin as a world class brewer.

The Milwaukee brewery of Schlitz is expected to be closed, a presumed casualty of declining corporate sales without a strong local base in Wisconsin, and high operating costs. One hears that closing would result in savings of \$3 per barrel. The Union contract includes city-wide seniority rights, and there would be layoffs at Miller and Pabst of men with less seniority. Schlitz has been negotiating separately with the Brewery Workers Union and at the time of writing a strike in Milwaukee on June 1 is not unexpected. Old Milwaukee Light is being distributed nationally after a good reception last fall, to replace the fading Schlitz Light.

Pabst improved the appearance of its Extra Light can greatly, using its original trade mark, the B inside a hop leaf. This goes back to the days of founder Phillip Best. In addition to the new look for Light and Andeker, marketing has selected a new set of targets. Coors has acquired rights to George Killian's Irish Red Ale. This has not been brewed at the old Enniscarthy, County Wexford brewery in 25 years and now comes from Lille, France. More to the point, Coors has also acquired a large tract in Virginia.

Heileman continues to show great strength. There are eight major brands (Old Style, Special Export, Blatz, Rainier, Schmidt, Colt 45, Black Label and Wiedemann) and most of them are doing well. Stroh completed its purchase of Schaefer and has entered Alabama and parts of Florida. Olympia is upgrading its packages but growth during 1981 is not foreseen.

Falstaff chairman Kalmanowitz closed the Omaha brewery in a dispute with the Nebraska Liquor Control Commission, which had ruled that Falstaff cannot sell its private label beer to one specific retailer. Parades about the loss of jobs gave Falstaff a lot of publicity, and a special law by the state legislature permitted Kalmanowitz to reopen the brewery amidst much public support. He gives generic beer much credit for Falstaff's recent upturn.

The next advance was the Lovibond comparator developed in England. Iodine colors faded and had to be made up fresh ever so often. Lovibond developed colored glass slides and a fancier black box.

Colorimetry came of age beginning with simple optical instruments in the 1930's. A light source was passed through a filter and then a "cell", a round or rectangular tube filled with the liquid to be tested. The amount of transmitted light was measured electrically. The most common early U.S. instrument was the Klett. This optical technique was not without flaws. Haze acted like color, and there was no provision for changing wavelength, so blue, red or green filters were used. Much better instruments became widely available in the 1950's, starting with the Beckman spectrophotometers.

No instrument maker worth his infrared attachment would dare show a "Klett" at the Pittsburgh Conference - the Indy of Instrumentation, held this year in Atlantic City - but the old Kletts were indestructible, and reliable for clear beer.

THE CASE OF THE CAMOUFLAGED COLLECTIBLE
or
HOW TO ACQUIRE THE RAREST STROH TRAY
WITHOUT REALLY TRYING

On page 162 of Will Anderson's THE BEER BOOK are some Stroh items pictured, including a brass tray with enameled insert. There was none in the Stroh collection, and not even a rumor of one wafted across my desk. One day I even called Will Anderson about his tray--I wanted at least a photo of it--but he had borrowed it. He gave me the owner's address, but nothing came of it.

A couple of years went by and I wrote again, but no reply. Then one day I received word that a brewery worker had brought in an old Stroh tray. Messages hit me on every floor of the brewhouse. One knew he worked the afternoon shift, another had seen it, his assistant brewmaster wanted to know was I interested--it was like a plate with a brass rim. I said yes, very much so, and we talked a bit about prices, and here is where things came apart. He told the owner that I probably would pay several hundred dollars and he heard seven hundred dollars.

The brewer turned out to be a very polite young man, who called me "Sir," but did not want to part with the tray for anything reasonable. We did get our photograph. By chance, I learned that a dentist friend of mine was treating him, and the word was passed that drilling would be much less painful if Stroh had that tray. Everything is fair where a rare tray is concerned! He just gritted his teeth and hung in there.

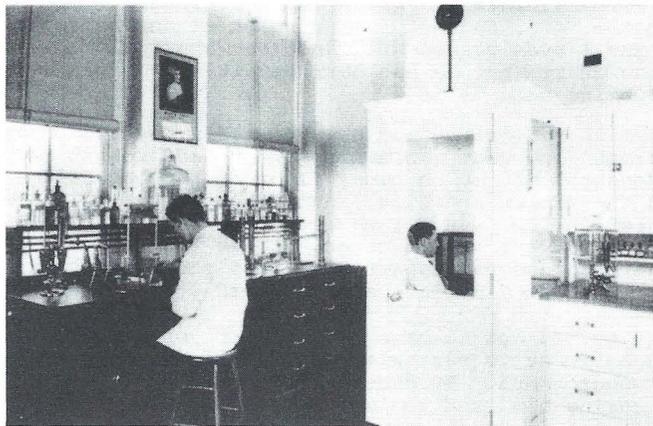
Several months passed. One day I was called to our president's office, and at the end of the conversation, he paused and said, "Maybe you should have this in the archives." He pointed a heap of pipes, paper clips and odds and ends. I must have looked blank, so he scraped the whole pile to one side and there it was--the elusive brass and enamel tray!

Peter Blum

CLARIFICATION DEPARTMENT

The Stegmeyer color wheel described on page 19 of issue No. 32 puzzled all of us at Stroh - nobody I talked to had ever seen anything like it. As we did not have an answer, I decided to review the history of color measuring instruments. Soon after it was written I chanced to be looking at an old photo of the first Goebel laboratory, taken in 1934. It showed the typical equipment of this period - an ebullimeter for measuring alcohol by boiling point and a lovely brass microscope in a glass cage. A chemist with back to the camera was titrating from a burette into Erlenmeyer flasks, and the brass cylinders with handles which brewers still use to take the gravity of wort were standing on the lab bench. There was also a weighing "room" - really little bigger than a telephone booth, where somebody was using an analytical balance undisturbed by air currents. Today there are single-pan balances with weight addition by dial and optical readout, and weighing rooms are no longer needed. And on top of the ceiling of the weighing area stood one of those color wheels!

Goebel's first chemist was Howard Noffze. He was taken on by Stroh after Goebel closed, and retired only a few years ago. Howard still lives in Detroit. It was he who was titrating on the bench, while the assistant brewmaster was weighing. Howard said that the color wheel was there when he was hired in 1933, that it came from Germany and "that it did not work worth a darn" and was therefore relegated to an out-of-the-way place. He purchased a Lovibond, which was the state of the art then. My opinion is that the color wheel was an early Brandt comparator (see below) and is definitely an interesting item of early brewing laboratory equipment.



MEASUREMENT OF BEER COLOR

Color measurement has a long history in the brewing industry. It started almost 100 years ago in Germany, where a Mr. Brandt developed a color comparator for breweries and malt houses. These were glass jars which one filled with iodine solutions in a range of concentrations. Along with the bottles came a black box with three windows and slots for three bottles. The box was placed before a uniform light source, a Brandt jar was filled with beer or wort to be measured and placed in the center window. The known Brandt colors were selected until the unknown was exactly bracketed.

Peter Blum

BOOK REVIEWS

Bob Abel, The Book of Beer (Chicago: Henry Regnery Co., 1976). Paper, 224 pages. Out of print.

This appropriately titled book is an almanac of information mainly on the social aspects of beer drinking. Abel wrote most of the book, but some chapters are the work of other writers, apparently friends of the author.

Several chapters of the book are devoted to a favorite pastime of the author, pub crawling. For the uninitiated, a pub crawl is a successive visit to many bars and taverns for an evening of drinking and eating. Evidently the author has given a great deal of research to this practice, as pub crawls in Chicago, New York, Boston, Los Angeles, San Francisco and Washington, DC, make up much of the book. A chapter is devoted to each pub crawl, with some quite extensive. Unless one is familiar with watering holes in the featured cities, the reading may become dull. On the other hand, if you want to know the best place to buy Kirin Beer in Manhattan, these chapters may prove interesting.

The author traces the history of brewing and drinking, writing with a distinct British flavor. The English pubs are definitely Abel's favorites

Milwaukee and Pittsburgh are profiled along with their inhabitants' drinking habits. He points out that Milwaukeeans drink a lot of brandy with their beer; in fact, Wisconsin leads the nation in per capita brandy consumption. Unfortunately, Milwaukee and its inhabitants do not fare particularly well in the book, and Pittsburgh also proves not to be a favorite of the author. What is wrong with a shot and "a cold Ahrnn?"

The ubiquitous list of "favorite beers from every country in the world" is part of the book. Abel includes essays on the Coors mystique, the fading of the small breweries, Anchor Steam Beer -- a fine piece -- the proper serving of beer, and recipes using beer. Although I cannot recommend combing the countryside for this book, if you come upon a copy it may prove worth buying, for several chapters are enjoyable.

Robert Swiatkowski

Arnold A. Millard, History of the Carson Brewing Company (Carson City Arts Alliance, Box 904, Carson City, NV 89701). Paper, x + 102 pages. \$9.95 + \$1.00 postage.

One could become awfully thirsty in Nevada's arid wastes, and in the days of local brewing tiny plants existed to serve the miners. Carson City's entry was the Carson Brewing Company, which operated from 1862 to 1948. At the time of its demise it was the oldest chartered business in the state. When it closed, president Arnold Millard gave its plain brick brewery of 1864 to the Nevada State Museum. The Museum made of it an arts center for the little capital, and the arts center management has reciprocated by publishing Millard's history of the firm. As you would expect, the account is highly detailed and extremely intimate. I know of no history of a brewery that lets one know how the day-to-day operation went so effectively. Calculations for conversion from steam beer to lager in 1914 are recounted. We learn how a small brewery produced near beer during Prohibition -- by pouring the beer back into the 217-gallon brew kettle and boiling it until the alcohol was down to 0.5%. We are told what it was like to drive a delivery truck with hard rubber tires -- it was hard to steer. The certificate of brewmaster Max Stenz is reproduced and translated from German

into English. The three prints from the public tap room are all reproduced. The entire work force for 1934 of eleven people and two cats is depicted. All of the bottling machinery is photographed. Surviving painted signs on sides of buildings -- the work of signpainter Jerry Garret of New York City -- are shown.

This book is not in the historians' sense a secondary source, like Cochran's history of Pabst, but a primary one. As such, there is no point in attempting to evaluate it as literature. For what it is, a first-person account of a small brewery, it has no equal known to me. It should prove one of the treasures of the library of any member who buys it.

GWH

Saturday, March 21, 1981 Lincoln, Neb. Journal

Falstaff hops to Indiana in private-label brouhaha

By The Associated Press

A telegram to Gov. Charles Thone indicates that Falstaff Brewing Co. will make good on a year-old threat to close its Omaha plant.

In the telegram, Falstaff Chairman Paul Kalmanovitz said, "The brewery will cease all brewing operations immediately." He said the plant would not open Monday morning.

A union contract with 200 Omaha brewery workers expires on March 31, he said, and won't be renewed.

In a telegram last April, Kalmanovitz told Thone the company would close its Omaha operation if it lost a battle with the state over private-label beers.

To Indiana

"All remaining production is being shifted to Fort Wayne, Ind., where there are no such predatory laws or predatory accusations," the board chairman said Friday.

Kalmanovitz was referring to charges by the state Justice Department that marketing of the private-label beer is illegal in Nebraska.

Omaha's Falstaff brewery distributed its product under two private labels: Scotch Buy Beer, sold exclusively in Safeway stores, and Valu Time Approved, distributed by Topco Associates through

Hinky Dinky stores.

Assistant Attorney General Terry Schaaf charged in hearings before the state Liquor Control Commission that Falstaff violated state liquor laws by giving "something of value" — exclusively — to the two grocery chains.

It is unlawful in Nebraska for a manufacturer to give "anything of value" or "any ... inducement" to a retailer, and for a retailer to accept such a thing.

Schaaf had brought charges against 10 Safeway and 10 Hinky Dinky stores, as well as the brewing company.

Charges dropped

Charges against the Hinky Dinky stores were dropped in February when American Community Stores Corp., owner of the grocery chain, signed a consent decree acknowledging its use of the exclusive label was accepting "something of value" from Falstaff.

However, the corporation did not admit guilt to Schaaf's charge that selling the beer violated the gift of value law.

The stores were allowed to continue selling the Valu Time beer until their stock was gone. Hinky Dinky said it then would market the generic — or "plain-label" —

beer being produced by Falstaff.

Schaaf did not question the legality of plain-label beer, but he did file a second charge that Falstaff broke the law prohibiting sales inducements by offering plain-label beer in minimum lots of one pallet — 100 cases. Schaaf alleged that amounts to a "quantity discount" prohibited by law.

Testimony before the Liquor Control Commission concluded on Feb. 26, and a decision on the charges against Falstaff and Safeway was expected in mid-March. No ruling has been made.

This strange legal controversy, first mentioned in these pages by Bill Baburek in his article on Omaha breweries in issue 30, page 13, has been resolved, as feared, by closing the plant. The State of Nebraska's action smacks of the Robinson-Patman Act and some other undesirable federal regulation. Given the brewery's age and location, it would probably have gone within a few years, but it is galling to lose a brewery in such fashion.

BUYSELLTRADE

For sale: Good starter collection of beer trays. 30 trays, all different, varying conditions. \$150 firm. Send SASE for list. Linda Haskins, 827 Ave. L, SE, Winter Haven, FL 33880.

Wanted: 100 Years of Brewing, any items from Idaho breweries. Herman W. Ronnenberg, P. O. Box 33, Elk River, ID 83827. (208) 826-3300.

Wanted to buy, sell or trade: Glasses. Seek breweriana from Iowa breweries. Alwyn Rodemeyer, RFD, Latimer, IA 50452

Wanted: "First Flag Stars and Stripes" bottles to complete two Fyfe & Drum bicentennial sets. Have one "Yorktown Victory" bottle to trade. George R. Leduc, 59 Southington Town Line, Forestville, CT 06010.

Wanted: Trays and lighted signs. Will trade obsolete flats and low run special issue cans, all mint, B/O. K. L. Green, 1 Taree St, Burleigh Heads, 4220, Queensland, Australia.

Wanted: Breweriana or information on Ironwood Brewing Co., Ironwood, MI. Larry Beauchamp, 12223 Somerset Drive, Hales Corners, WI 53130.

For sale: Embossed bottle collection - 80 bottles from Illinois breweries. \$350 or best offer. Bob A. Brockman, 5906 Ridge, Berkeley, IL 60163. (312) 449-9489.

Wanted: Blatz Red Circle, Hamm's Blue Crown or Preferred glasses and embossed Potosi bottle. For trade: Heidel-Brau centennial glass and Pickett' F.I.S.T. movie mug. Dan Pawlak, 443 S. Hackett, Waterloo, IA 50701.

Need space? Sell your Canadian breweriana to Larry Sherk, P. O. Box 191 Station G, Toronto, Ontario, M4M 3G7, Canada (416) 465-3386.

Connecticut breweriana wanted: Red Fox, Cremo, Hull's, Dugan's, Hagerty's, Conn Valley, etc. John Rettenmeier, 272 Kesteven Court, Meriden, CT 06450. (203) 237-1282.

Colorado breweriana wanted: Bill Frederick, 5118 S. Osceola, Littleton, CO 80123. (303) 794-1100.

Wanted: Brewery calling cards. Gordon Dean, Chassell, MI 49916.

Wanted: Dartmouth Cream Ale labels and other items. George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024.

BEER LABELS

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

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

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<u>BEATON, James</u> 9406 Toledo Ave. South BLOOMINGTON, MN 55437 612-831-5147 Glasses-knobs-trays-coasters.	<u>CUMMINGS, Marv</u> 515 A. East Main Street WATERFORD, WISC 53185 414-534-3527 Signs-trays-WIS mini's-WIS Coasters
<u>BLUMER, William</u> 1563 Sunfield Street SUN PRAIRIE, WIS 53590 608-837-8676 Openers-signs-trays.	<u>DEAN, Gregory</u> 4141 Pixie #4 LAKEWOOD, CALIF 90712 213-425-8940 SIGNS
<u>BROOKS, Ernest</u> 9023 S. East End CHICAGO, ILL 60617 312-375-0672 Glasses-mugs-steins-paper- openers-CHICAGO BRWGS.	<u>DICKMAN, Marvin J.</u> 3870 Highway "I" SAUKVILLE, WISC 53080 414-675-2181 Glasses-mugs-steins-glass signs-porcelain signs.
<u>BROWN, Herb</u> POB 41 EAST TEXAS, PA 18046 215-398-0899 LEHIGH VALLEY BREWERIANA	<u>EDWARDS, Rowland A.</u> 10138 Hazelhurst HOUSTON, TEXAS 77043 713-467-2372 Glasses-signs-trays
<u>BRUCKMANN, John C. III</u> 750 Beechwood Drive MEDINA, OHIO 44256 216-725-4348 ALL BREWERIANA +Brwg Photo's	<u>EVANS, Thomas P.</u> 730 Woodward Drive ST. LOUIS, MO 63125 314-894-8864 ALL BREWERIANA
<u>BURKS, Randy S.</u> 15715 Avalon S. HOLLAND, ILL 60473 312-333-4752 OPENERS	<u>FELDDHAUS, Ron</u> 6724 Xerxes Ave. South EDINA, MINN 55423 612-866-6013 Glasses-lithos-mugs-steins- signs-trays.
<u>CONRAD, John P.</u> RR #2 CHURUBUSCO, IND 46723 219-693-3507 Glasses-labels-knobs-trays- bottles-cans.	<u>FRANK, Frederick A.</u> 5035 Algonquin Way OKEMOS, MICH 48864 517-349-3202 Glasses-mugs-steins-back bar bottles.
<u>COSTELLO, Dewey</u> 525 West Maple BEAVER DAM, WIS 53916 414-887-2170 ALL BREWERIANA	<u>GALLOWAY, Christine</u> POB 6082 COLORADO SPRINGS, COLO 80934 303-633-3220 ALL BREWERIANA

GLOSSA, Dennis
1116 West 18th Place
CHICAGO, ILL 60608
312-829-7034
Labels-coasters-cans.

HAESSLER, Ted (rejoined)
3480 Thorn Road
SEBASTOPOL, CA 95472
707-823-1721
Mugs-steins-openers-post
cards-trays.

HERD, Art
2708 Mark Drive
LAKE WORTH, FL 33461
305-585-4767
Glasses-openers-signs-ash
trays-bottles-post cards.

HOVERSON, James
832 West Main St.
STOUGHTON, WIS 53589
608-873-8873
Glasses-mugs-steins-knobs-
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JOHNSON, Rockne
1930 E. 4th St. Apt. B
DULUTH, MINN 55812
218-728-4961
DULUTH BRWGS ONLY.

KISSINGER, Mike
524 Broadway
KIEL, WISC 53042
414-894-2819
Glasses-mugs-steins-bottles.

LAUER, Earl (rejoined)
1711 Benton Avenue
EAU CLAIRE, WIS 54701
715-835-9281
Tap knobs-foam skimmers-trays.

LELAND, Ronald F.
1706 N. McAllister Avenue
TEMPE, AZ 85281
602-945-5407
Glasses(ACL'S)-openers-cans.

MARTIN, Theodore D. Jr.
18452 Brady
REDFORD, MICH 48240
313-538-2376
STROHS & GOEBELS BRWGS ONLY

McCANDLESS, Stanley K.
720 "O" Street
LINCOLN, NEBR 68508
402-423-6184
ALL BREWERIANA

MICHEL, Paul K.
1152 Kensington
BUFFALO, N. Y. 14215
716-873-2051
Lithos-trays-cans

MINER, Stevan
146 2nd Ave. S. W.
WINNEBAGO, MINN 56098
507-893-3369
HAMMS BREWERIANA ONLY

MOERSCHEL, Robert J.
2224 Crestview Court
WAUWATOSA, WISC 53226
414-475-5243
Labels-trays-cans.

MORGAN, Neil
Box 254
CEDUNA, SOUTH AUSTRALIA
Books-magazines-labels

O'BRIEN, James D.
POB 867
AURORA, ILL 60507
Labels-patches-bottles
312-892-8535

ORR, Winifred
3475 Scotland Drive
N. HIGHLANDS, CALIF 75660
916-334-0717
Openers

RHYNER, Jim
6300 Birch St. Lot 279
SCHOFIELD, WISC 54476
715-359-7444
WISCONSIN BREWERIANA ONLY

ROBINSON, Dick
3557 Ryebrook Court
ROCKFORD, ILL 61111
815-877-0671
Signs-cans.

ROSOL, Len
4628 Penn Avenue
PITTSBURGH, PA 15224
412-681-2415 Tap Knobs
Openers-signs-trays-cans-

SAUNDERS, V. R.
Box 303
IRONTON, OHIO 45638
Caps-bottles-coasters.

SCHEETZ, Danny W.
1130 N. 150th E.
CHESTERTON, IND 46304
219-926-4881
Animated signs

SCHWAB, Richard H.
6505 Larsen Road
OSHKOSH, WISC 54901
414-235-9962
OSHKOSH & FOX VALLEY BRWGS

SCHWEBS, Norman E.
325 N. Casaloma Drive
APPLETON, WISC 54911
414-739-3517
Glasses-labels-openers-cans.

SMITH, Walter N.
154 Choate Avenue
BUFFALO, N. Y. 14220
716-823-8738
Old Brwg. eqpt., ie: pumps,
brass taps-rods.

STEINER, John R.
1902 E. Wood Place
SHOREWOOD, WISC 53211
414-962-4854
Labels-lithos-signs-trays-ads.

SYLVESTER, Kathy M.
1309 Milwaukee Street
DENVER, COLO 80206
303-393-1364
Glasses-openers-trays.

THEDE, Warren R.
3106 Jersey Ridge Rd.
DAVENPORT, IOWA 52807
319-359-3043
Glasses-mugs-steins.

TOLSTYGA, Kenneth J.
2105 76th Street
KENOSHA, WISC 53140
414-657-4338
Glasses-mugs-steins-coasters
(metal)-tip trays.

TRUETTNER, Russ
202 E. Lindbergh Street
APPLETON, WISC 54911
414-739-2433
GEO. WALTER BREWERIANA ONLY

VOLLRATH, Verne E.
218 S. Lexington Drive
JANESVILLE, WISC 53545
608-752-5708
Openers

WATKINS, Ken
RD #2 Box 187
UNADILLA, N. Y. 13849
607-369-3351
Openers

WENDL, Joe J.
2528 17th Avenue, N. W.
ROCHESTER, MINN 55901
507-288-3284
Glasses-openers-signs-trays.

WHITCHER, Ralph E. III
74 Emerson Street
ROCKLAND, MASS 02370
617-878-4321
HANLEYS & HOLIMANS BRWGS

ZASTROW, Robert
1506 First Street
WAUSAU, WISC 54401
Tap knobs-trays

ZINGSHEIM, Larry R.
N98 W6685 Lexington
CEDARBURG, WISC 53012
414-377-2682
Signs.

TOTAL 53

Welcome aboard to each of you. Am sure you will enjoy your association with some of most reknown Breweriana Collectors in the entire world. Try and attend the LaCrosse Convention and meet your fellow collectors. You will go home with some new collectible plus lots of friends.

DUES

DUES

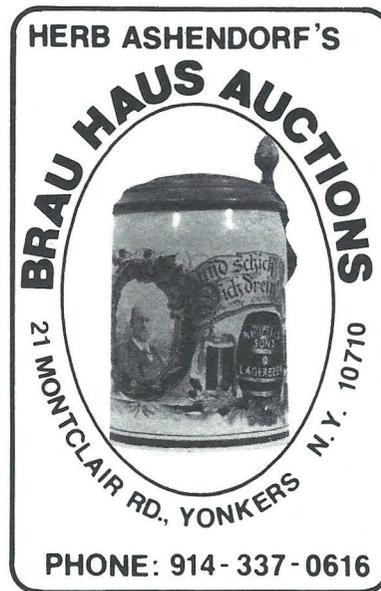
DUES

DUES

This is renewal time once again. Each of you received a reminder in Mid-May advising dues are now \$15.00. Thanx to all who responded promptly. Your dues MUST be paid in order to attend Convention. If you don't renew by August 1st, your name will be deleted from roster. Am sure you won't want this to happen. Looking forward to seeing all of you in LaCrosse.

Check your dues card for expiration date, which is 5-31-81. New members will show date of 5-31-82.

Gordon B. Dean
Executive Secretary



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PLAN TO ATTEND!

1981

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