

The Breweriana Collector



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OF THE
NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING

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FAREWELL!

National Association Breweriana Advertising

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Dues are \$15 per year domestically, \$20 foreign. 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 dependent upon space availability.

* * *

Gordon Dean has indicated his intention of giving up the position of executive secretary. NABA is seeking a replacement. Expenses and a small stipend are paid. The duties might be appropriate for the wife of a member who seeks part-time employment at home. NABA also needs an auction clerk for the annual conventions. If interested in either position, please write David P. Mathews, President, P. O. Box 521, New Carlisle, IN 46552.

IMPORTANT CHANGES IN NABA POLICY

At the meeting of officers and directors at Indianapolis on September 25, several changes were made in the Association's basic policies, mainly in connection with the auction at the annual convention. As mentioned below (p. 9), we exhausted the time allotted with only some two-thirds of the items auctioned. There was a further problem that the ambient noise level was so high as to present real problems of understanding, alike for the officers conducting the auction and the members engaged in bidding. In turn, efforts to quiet the room were time-consuming.

Accordingly, the officers and directors voted the following changes in Association policy:

- Only items 15 years old or older will be accepted for auction.
- The minimum bid will be raised from \$10 to \$15.
- The number of items which any member may put up for auction will be limited to two. Previously, the limit was three items.
- An Auction Committee will be established. The members will be appointed by the President.

The changes are intended to limit the auction more fully to older and more valuable items. The newer or less valuable items, it is hoped, will continue to be sold in members' rooms or in the Sunday morning session on tables allocated to registrants.

Comment on the changes in policy from the membership was explicitly solicited by the officers. Please send your comments directly to the editor at the address on pages 2 and 8 of this issue. We will endeavor to run a representative set of members' views in issue 36.

In one respect, Association policy was not changed. It was decided that it remains the individual member's responsibility to enter his buy-back bid so as to assure that the item is not sold for less than his preferred buy-back price. Comments on this policy are also solicited.

It was also decided to continue to operate hospitality rooms in connection with the spring and fall Antique Advertising Shows at Indianapolis. We will probably shift the site from the Sheraton to the Holiday Inn at the Beltway and route 421. As usual, the winter issue is targeted for delivery to members about March 1 in advance of the spring show at Indianapolis. Dates of the show and location of the hospitality room will be given in that issue.

MAGNETIC HOLDERS

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

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

LETTER

I am writing this letter on behalf of my son, who is seven years old. This may not sound unusual, but you see my son is a paraplegic -- he has no use of his legs and he has only his right arm left.

You see my son was in a car accident five months ago, and this hobby [of collecting beer coasters] is the first positive thing he has done since the accident. He has about seventy coasters and a few catalogues and newsletters. I was wondering if you could ask members to send him a few coasters, as this would really please him. I have not told him that I have written this letter, as I would like to surprise him. Also, if you have any spare catalogues or newsletters, I am sure he would love them.

I hope this will not inconvenience you in any way, but I am sure you will understand that I have my little boy's happiness at heart.

Mrs. K. Perry
Flat 3, Draper Street
Tarpeena, S. A. 5277
Australia



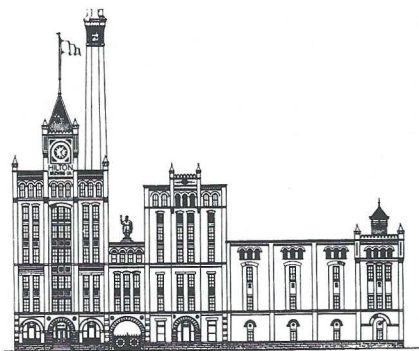
**Scrapers
of Onyx-Glo**

Onyx-Glo Scrapers are by far the most satisfactory, the most long-lived, and the most beautifully finished Scrapers ever produced. Your advertisement is in contrasting color, permanently applied. They are made in an almost unlimited variety of sparkling hues—many of varied colored marbelized effects. Send for samples and prices today.

Scrapers and Tap Knobs Exclusively

General Products Co.
Providence, R. I.

Warren C. Moffett argued persuasively (in issue 32, p. 4) that foam scrapers are wrongly named because they skim, not scrape. Don Bull submits the advertisement above from a trade directory of 1936 in support of traditional nomenclature. Warren's letter evoked a variety of comments, from praise as a textbook example of effective argumentation, to condemnation as the silliest thing we have ever published. Obviously, we need more such letters. We trust the Association not to split like an amoeba, with the scraper collectors in one motel and the skimmer collectors in another at next year's convention in Cleveland.



FERMENTATION

Farewell

We have in our time lost breweries large (Rheingold), small (Zeman), famous (Ballantine), obscure (Mount Carbon), old (Buckeye) and new (Prinz). It may now be argued that we have lost the greatest of them all, Schlitz in Milwaukee.

Few of the membership lack personal acquaintance with Schlitz' home brewery. It is far older than any of us. Schlitz has brewed at Third and Galena Streets in Milwaukee since 1849. The present buildings date mainly from the 1880s. They are superb traditional brewery architecture, lovingly maintained over the years. The Brown Bottle hospitality room has a timeless, relaxing quality. Few rooms have ever been so perfectly what this one was designed to be, a refuge from the cares of the world. The hill up Third Street may not be much of a grade, but it is enough to put the brewery in a conspicuous position, visible from most of downtown Milwaukee. There it stands, majestic, dominant, and one might have hoped, permanent. Not even Milwaukee's handsome city hall more thoroughly symbolized the city. Remarkably, when Schlitz became America's largest brewer, the output of four to five million barrels per year came entirely from the Milwaukee brewery. Not until 1949 did the company begin multi-plant operation. By mixed criteria of size, location, architecture and historical significance, it would be difficult to rank any American brewery above it.

Unfortunately, the things that made the brewery so satisfying esthetically and historically were almost wholly adverse by the standards of a modern brewer. It was the wrong type, multi-story, the wrong age, old, and in the wrong place, a big city. As oft noted in these pages, a central city is an expensive place to brew, with high taxes and costly water. The forces operating against urban breweries generally operated against this one, but it had some handicaps of its own. Notably, it was organized by a union that bargained with Miller, Pabst and Schlitz jointly. Since Miller is doing well, the management is willing to settle for terms relative favorable to the union. Inevitably, this situation works out worst for the brewery doing most poorly, in this instance Schlitz. It is a very traditional union, much concerned with job control, and run by its older members, rather like a railroad brotherhood. It imposes a great many limitations on assignment of men between jobs, and results in abnormally high labor costs. As is well known, it has been on strike since June.

In addition, of course, Schlitz has been doing poorly for several years. Last spring it was noted in the press that the company as a whole was operating at about 59 percent of capacity. Without the Milwaukee

plant, the only one of the traditional urban sort, the firm would operate at about 80 percent of capacity. Schlitz' management at the time stated that closing the Milwaukee brewery was unthinkable. There was a clear inference that the management would shortly be replaced by people to whom closing the Milwaukee brewery would be very thinkable, indeed. Schlitz' two suitors, Heileman and Pabst, had their own breweries in Wisconsin. Heileman, at the present writing apparently the successful suitor, could reasonably have little interest in a Milwaukee plant. It has breweries throughout the Midwest, and presumably could be interested only in Schlitz' string of modern breweries across the sunbelt. The decision to close the brewery was taken by the Schlitz management, not Heileman's, but the impending merger could hardly have been ignored. One could hardly have been optimistic about the brewery in any case. Members who went on the plant tour in recent years were struck by the low level of activity. Casual eyeballing of the closing lines and stockhouse gave the impression of perhaps half the output of Schlitz' good years. Schlitz' well known revolving sign in downtown Milwaukee is now lettered for Budweiser, rather a symbol of Schlitz' declining fortunes even in the home market.

Closure of the brewery costs Milwaukee only some 700 production jobs, trivial in a metropolitan area of well over a million people. Even so, the event has shaken up Milwaukee greatly for two good reasons. First, the closure and the prospective merger are part of a sinister trend of loss of head offices of local firms. The city has long prided itself that all of its major firms, with the exception of American Motors, are headquartered in Milwaukee: Schlitz, Pabst, Allis-Chalmers, Northwestern Mutual Life, Rexnord, Allen-Bradley, and many smaller ones. As a result, a young man rising in any of them could reasonably plan to spend his life in Milwaukee. In consequence, the executives of local firms tended to be exceptionally civic-minded. Milwaukee wasn't just a stop-off between Des Moines and New York. This situation was one of several factors that helped make Milwaukee the most individual and agreeable big industrial city in the country -- or possibly anywhere. Now this tradition is failing. Miller has long since become part of a conglomerate based in Richmond. Cutler-Hammer has been sold off to the Eaton Corporation in Cleveland. Heileman, which has been in LaCrosse since 1853, is unlikely to uproot itself, though it has said it would split its top departments between LaCrosse and Milwaukee. It is difficult to be much more optimistic about Pabst than Schlitz, and nobody can be assured that either its offices or brewery will remain in Milwaukee. Creeping homogeneity of American life has to be accepted, but Milwaukee has more to lose from it than perhaps any other big city.

Second, the closure deprives Milwaukee of its laurels as the city of largest beer production in the country, and in fact, in the world. The honor, at least for the United States, passes to Los Angeles. (Tokyo may now have world honors.) When Anheuser-Busch completes the current expansion of its plant in the San Fernando Valley, together with the Schlitz brewery in Van Nuys and Miller's new plant in Irwindale, the Los Angeles metropolitan area should produce between 14 and 17 million barrels of beer per year, as compared with about 20 million in Milwaukee's best years. No one is rushing to establish Bavarian restaurants in Los Angeles, dirndls will not blossom on Hollywood Boulevard, and smog rather than the smell of malt will continue to fill the air. The city's only reason for being the new brewing capital is having an awful lot of people who get thirsty in a warm climate. Nobody has ever considered the products of the local breweries particularly distinguished compared with what the same companies do elsewhere, either.

Wherever produced, Schlitz will, we expect, continue to be "The beer that made Milwaukee famous." That slogan has more historical honesty about it than almost any industrial catchline ever written. How could it be replaced? Perhaps, "Schlitz, the beer that made Los Angeles apathetic."

* * *

Nothing in connection with the convention in La Crosse requires revision of the judgment in the previous issue that Wisconsin is the most agreeable state in the union. The following observations are presented in the expectation that the membership is probably better adjusted to life in Wisconsin than anywhere else, and therefore will probably spend a lot of time there, even without the incentive of a convention. All of these observations would admittedly have been more useful before the convention than after it, but with the exception of the one concerning highway 57 (which is no help in getting to La Crosse), all are based on experiences on the trip to La Crosse.

- Wisconsin's characteristic vistas of prosperous dairy farms spreading over rolling country are possibly most impressive from one of the most readily accessible roads, state route 57, the central of the three routes from Milwaukee to Green Bay. The road commands views over an exceptionally wide area, the farms are particularly fine ones, and the intermediate towns, Kiel, New Holstein and Chilton, are nice old ones. Antique shops abound.

- Leinenkugel's hospitality house is very impressive for so small a brewery. The variety of items would do credit to a national brewer. The tour is interesting in showing a small and very traditional operation. The closing line was operating at a non-staggering 275 bottles per minute on my visit. The hospitality area has a map showing all the remaining independent breweries in the country with a tap knob of each along the border -- plus a label of Milwaukee brand from Eastern, which doesn't produce draft beer. Bill Leinenkugel is among the leaders of the independent brewers' trade association. Upon studying the map, I told the guide that one was missing, Geyer Brothers. He responded, "Oh, yes, Bill wrote them, but they didn't respond." Members who have been to Frankenmuth will probably not be surprised.

- The Denniston House hotel and bar in Cassville, praised by Toby Thompson in his Saloon (see issue 26, p. 25), proves to be standing but closed. It is a simple brick building of the 1830s, in operation as a hotel from 1854. We may hope somebody sees fit to revive it. Terzan's bar at First and Florida in Milwaukee, which Thompson considered "probably the most original pre-Prohibition saloon . . . in America," has been reopened as The End of the Line with a restrained railroad decor. Yards of the Milwaukee Road are nearby. The intrinsic pre-Prohibition character is preserved, however. I mentioned Thompson's judgment to the new proprietor, saying that I continued to give the honor to Jack's Tap at First and National, nearby. To my surprise, he suggested Rigelnik's at 516th and Greenfield, about a mile away. This bar proves to be in a rather ordinary late 19th century commercial building, but the interior is a classic plain barroom almost devoid of any sign of modernity. The icebox has been converted to electricity, but otherwise Rigelnik's is about as pure an experience of entering a bar in 1903 as the mind can devise. It is so unpretentious that the proprietress questioned whether I had the right place when I mentioned her rival's praise for the bar. Any of the three mentioned is a fine choice for the honor. Note that all three are on the South Side. I remain of the view that in Milwaukee the heart beats on the South Side, and that more fashionable areas, such as the East Side, are peripheral.

- Members wishing to see the driftless area of southwestern Wisconsin might consider driving highway 131 from Tomah to a junction with route 60 near Boscobel. Except for the Boscobel brewery nearby, the route has nothing of breweriana interest, but it will show you a remote and atypical portion of Wisconsin, more like central Pennsylvania and upstate New York. It can be used for a roundabout trip from Heileman's in La Crosse to Pickett in Dubuque. Neither Pickett's recent fame in motion pictures nor its purchase by AGRI Industries has much changed it. The tap room on the ground floor is closed and no breweriana is sold. The house wolf has been replaced a smaller brown dog with yellow eyes and comprehensive malevolence. By analogy to Leinenkugel, reopening the tap room, putting in a souvenir shop and retiring the dog might reasonably be thought to be a source of revenue and a saving on dog food, but then economics isn't business administration and I could be wrong.

* * *

News from the Kalmanovitz breweries is mixed. Falstaff has reopened the Omaha plant, reported permanently closed in issue 34. The Nebraska legislature, happily, enacted a statute undoing the insane ruling of the state Liquor Control Commission that Falstaff in producing house brands for supermarket chains had been providing a thing of value to the buyers in violation of Nebraska law. On the other hand, Narragansett in Cranston, RI, has been closed, though it is not clear whether temporarily or permanently. Narragansett, once the dominant beer in Rhode Island and southern Massachusetts, has lost a great deal of its market share, but the brand will be produced by Falstaff elsewhere. At least that much is good news. A cold 'Gansett while waiting for the Nantucket ferry at Wood's Hole is part of one of the nation's most civilized experiences.

Paul Kalmanovitz has proposed that a colossal statue of justice be erected at the Golden Gate as a counterpart to the Statue of Liberty. The idea has engendered some enthusiasm in San Francisco. Kalmanovitz has offered assistance in financing. Member Jim Freeman wonders whether it will be identified by sculptor or a generic statue. We can assure him of the former.

* * *

NABA has decided, at least tentatively, on sites for its conventions through 1985. In 1982 we will meet in Cleveland, in 1983 in Utica, in 1984 in San Antonio, and in 1985 in Cincinnati for Hudepohl's centennial. All are fine choices. Cleveland gives us possibly the most convenient location for eastern and midwestern members, and allows us to visit an extremely interesting brewery, Schmidt's, that has no regular tourist facilities. San Antonio is probably the single most desirable place we could meet. It has Lone Star, a modern brewery with some of the most attractive tourist facilities, and Pearl, a marvelous old brewery, also with good tourist facilities. Spoetzl in Shiner, TX, about 100 miles away, is probably the independent brewery most worth visiting in the country. Finally, San Antonio is a great city for general tourist interest. It is rather at the opposite extreme from Cleveland in accessibility, for we have few members in the area, but the prospect of a convention there is so attractive that it would be well to begin making plans for it this far in advance.

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

October 16, 1981

CONVENTION AT LA CROSSE -- 1981

Our return to Wisconsin brought forth a huge convention, by far the biggest NABA has ever had. Everybody quickly fell in with the relaxed, gregarious nature of Wisconsin life. It was a real ball! The big turnout produced an exceptionally large volume of artifacts. It is difficult to think of anybody who could have gone home unsatisfied with the items available. There were so many put up for auction that we ran out of time about two-thirds of the way through. That was really the only negative aspect of the convention, but perhaps, as in Oriental art, there should always be a little flaw. Photographs are by Lee G. Damkoehler.



Huber's architecture may not be much, but its hospitality room is great. Below, Alpenhorns take up a considerable percentage of New Glarus' meager land mass.





We are nothing if not social. Above, we sit around the lobby, and below, considerably later, we gather outside the hospitality room.





Above, NABA prepares to go to sea. The cruise proved to have good music and good companionship, below.





At our buffets the groaning board really groans. Below, we hear well grounded optimism concerning Heileman's prospects.



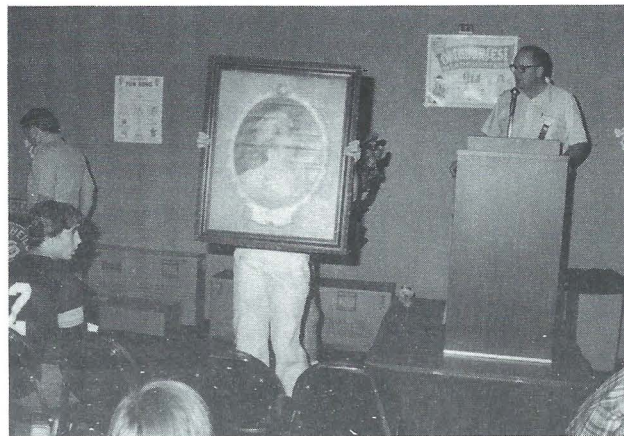


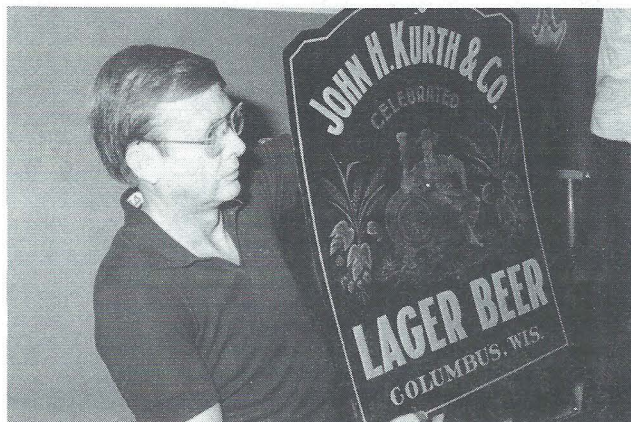
Browsing in rooms is a continual pleasure. Below, neon makes for a restful interior.





The auction brought out a big audience and the biggest volume of items in our history. Below, the president auctions off a fine pre-Prohibition print.





An excellent pre-Prohibition sign is auctioned. Below, a goodly group helps the president auction off a big electric sign from Los Angeles.





Plenty of good items were still available at the session Sunday morning, above. Below, the treasures head for their new homes. Memories were excellent, mixed with a few regrets on good items that got away.



Pabst Appoints New Chief After 3-Month Search

By CARL CANNON,
Times Staff Writer

After a three-month search, directors of financially troubled Pabst Brewing Co., Milwaukee, Wednesday named William F. Smith Jr., president and chief executive officer. He replaces Thomas N. McGowan, a Chicago attorney who has been serving in those positions on an interim basis since July.

McGowan moved up Wednesday to become chairman, replacing Frank C. DeGuire, who had headed the brewing firm for the past decade. DeGuire was removed as president and chief executive in July but asked to retain his chairmanship.

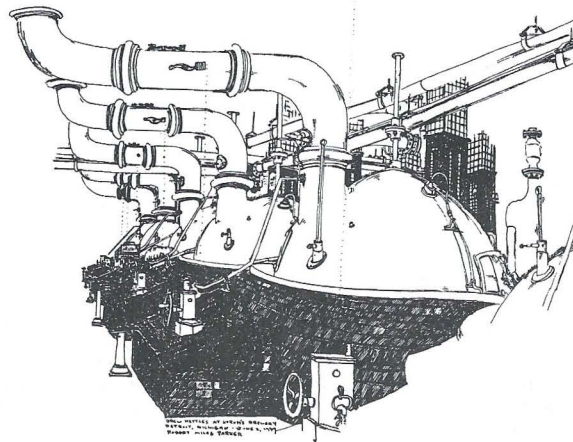
His resignation from that post was announced without elaboration Wednesday. However, an industry

analyst said that Pabst "hasn't done a thing for the last 10 years under DeGuire, and his holding on to the chairmanship last July was just a cosmetic thing. It was evident then that he was not going to exert any leverage from there.

Smith, president of Pittsburgh Brewing Co., a small brewery which produces such brands as Iron City, Robin Hood Cream Ale and Old Dutch, is a 21-year veteran of the brewing business. Part of that time was spent as an executive with Miller Brewing Co. in Milwaukee.

Pabst was unsuccessful in a recent bid to acquire Schlitz Brewing Co. It will be a weak No. 4 in the brewing industry in October, when the successful bidder, G. Heileman Brewing Co., is expected to take over Schlitz.

Pabst's problems were thrust into the spotlight last summer when its principal shareholder, Irwin Jacobs, known as a liquidator, threatened a proxy fight for control of the company unless he was named chairman. Jacobs, however, professed to be satisfied when he was made a director of the firm. He was not available Wednesday for comment on the naming of Smith.



STROH BREWKETTLES
Pen and Ink by Robert Miles Parker

These copper kettles are heated by direct flame in the old continental tradition of brewing fine beers. Stroh's is the only American beer still brewed by the costly fire-brewing process, to achieve its extra smoothness and appealing flavor. The kettle aprons and brewing hall are lined with hand-made tile from Detroit's historic Pewabic pottery.

San Diego artist Robert Miles Parker is known for drawings of interesting buildings from all over the United States.

BREWERIES - ACTIVE

River City Brewing Co., 3508 LaGrande Boulevard, Sacramento, CA 95823.

Like most of the newly-established mini-breweries, this one is in a bay of an industrial park. It is operated by Jim and Chris Schlueter and some associates. Output is reported as 850 barrels per year. The brewery is unique among the little breweries in not producing an English style ale, but rather a heavily hopped, krausened lager. The product, which is quite impressive, is available in the Corti Bros. and Bel-Aire market chains in Sacramento. The Schlueters are seeking outlets in San Francisco and Los Angeles. A dark beer in the nature of eastern porters is projected for late 1981. The brewery has no breweriana for distribution, but does give away its labels.

The California Steam Beer Brewing Company in Marin County (issue 33, p. 9) has perished, reportedly because steam beer was ruled not a generic term but part of Anchor's trade name.

Miller Brewing Company, 7001 South Freeway, Fort Worth, TX 76134.

Miller's Texas brewery is one of the company's most attractive, a tan brick and metal structure on the east side of Interstate 35-W, the freeway south to San Antonio. It is lettered for the company -- a touch Miller does not always provide. It has no tours or tourist facilities.

Falstaff Brewing Corporation, 3301 Church Street, Galveston, TX 77550.

Falstaff's Texas plant is a high-rising brewery of traditional outline, done in a Century-of-Progress modernistic style, apparently dating from shortly after Prohibition. It has no external identification, but is conspicuous in the coastal resort city. There are no tourist facilities.

Anheuser-Busch, Inc., 775 Gellhorn Drive, Houston, TX 77029.

The big brewer's Texas brewery is on the east side of Houston, near the junction of I-10 and the circumferential freeway, I-610. It is a rather typical A-B brewery, chunky, well maintained and conspicuous. The tour is self-conducted, with taped commentary as one views the process from behind glass. There is a hospitality room and shop. Remarkably, the tour is offered even Saturdays and Sunday afternoons during hours when bars are legally open in Houston. A-B's Williamsburg brewery has also gone to a self-guided tour.

Joseph Schlitz Brewing Company, 1400 W. Cotton St., Longview, TX 75601.

Schlitz covers Texas from a plant on the west side of Longview, just off I-20 between Shevport and Dallas. It is a very modern brewery, dating from 1966, with little architectural pretension. Mainly it is a mass of piping and storage tanks. Remarkably, it is set in nicely landscaped, park-like grounds. Tours are operated on working days from 10 to 3, hourly except at noon, and there is a souvenir shop.

* * *

Mention elsewhere in this issue (p. 22, below) of high-mounted paunches came to the attention of a Canadian young lady here in Los Angeles. She said that back in her homeland such a paunch was known as a "Molson muscle." Surely that is a term we might well import. Canada clearly has more to offer than Rich Little and Anne Murray.

CLARIFICATION



- A. Uncle Ernie Oest submits the label above by way of reponse to the query in issue 24 whether the line drawing of a brewery from 100 Years of Brewing is an actual brewery. He says that the Central brewery of East St. Louis, IL, shown, is the closest known to him to the drawing. It is clearly a brewery of about the right size and period, but it does not square entirely with the plan. We are probably justified in concluding that the drawing is an unexecuted design of architect Louis Lehle, rather than an actual brewery.
- Q. Lowell Edmunds in the course of reviewing Thomas C. Cochran's history of Pabst (see p. 23) encountered the following: "... a beer cooler, similar to the famous Baudelot." (Cochran, p. 356) Can anyone identify the Baudelot, and tell us when it was famous?

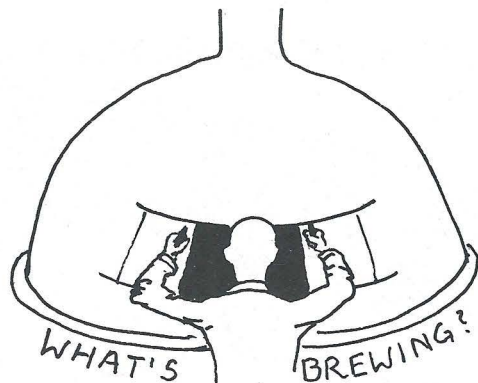
* * *

Tom Byrne, P. O. Box 172, East Hanover, NJ 07936, has announced formation of The National Association of Beer Coaster Collectors. Dues are \$8.00 per year. Members will receive a monthly news letter, mainly intended to facilitate trading with fellow collectors. The numbering of coasters from Tom's The U. S. Beer Coaster Guide will be continued serially in the newsletter. (See issue 32, p. 26.)

chris hoover schlueter, plant manager



3508 la grande blvd.
sacramento, california 95823
(916) 392-1908



It seems to have been a summer of discontent for many brewers, but Anheuser - Busch continued on its expansion. Like the Empire's spaceship from Star Wars, they sent out probes into shallow and deep space - Canada, France, Sweden - and whoever is pacing the deck has reason to feel encouraged. Canadian Bud is brewed by Labatt and does not incur the legal stigma of a U.S. import, but this does not explain its wide acceptance. It seems that Canadian beers are received better as imports here than as domestic beers within Canada.

Girl watchers will note that A - B is changing its Clydesdale image for Bud Light; they trotted the lissome Christie Brinkley from an agency's stable. The roving eye is easily led astray by her vertically striped beachwear. Will she pull her weight and sell beer? I'll bet my hoof on it.

Miller has been very busy behind the scenes and unveiled two new products. Their malt liquor Magnum passed test marketing and is now available in a 20-state area. More interesting is the new Special Reserve, a super-premium undergoing market tests in four areas. I would like to maintain the policy of not commenting on competitive products, but having once bragged about the flavor of Stroh Light, Miller surely deserves a tip of the hat for a job well done.

Implied in the new Miller beer is the failure of Lowenbrau to mount a serious challenge to Michelob. A good estimate is that Lowenbrau holds perhaps ten percent of the super-premium market segment. The consumer, fickle when least expected, just refused to swallow the dual citizenship - at least not often enough.

Heileman of course generated news and comments all summer long. They were in third place even before acquiring Schlitz, which showed the first quarterly year - to year barrelage improvement in five years. The first six months ended with a modest 3 percent decline in sales volume. Compared with prior years this was a moral victory - unfortunately too little and much too late.

Frank Sellinger, against great odds, turned the product around, became the Iococca of the brewing industry, slowed the decline in sales, and got Schlitz into the black. At one time, discussing the Schlitz prognosis, I said that the good news would be a bottoming out at 12 million barrels. It was a very good estimate, but the news was not good enough.

Pabst did not have a good summer. Volume declined by some 700,000 barrels during the first six months, causing president De Guire to resign. A search for a new chief executive is under way. Instead of a knight in shining armor, who showed up but Irvin Jacobs, head of an investor group and demanding the chairmanship - with four seats on the board. It looks like Pabst may have to defend itself against an unfriendly take over bid for the second time in three years.

Coors did not have a good summer either, but there is no doubt who runs the shop in Golden. Sales were down some 5½ percent and their super-premium, one hears, was in the garage for repairs - a leaking hop valve probably. The boys in the pit are getting experience and there will be other races.

There are no sales figures published for privately held Stroh / Schaefer; the summer was probably just fair. In the meantime some of the \$30 million slated to upgrade Schaefer are being committed, half of it for a fire-brewhouse complete with copper kettles scheduled to go on stream next summer.

Olympia is holding steady, being helped by the Artesians, and none too soon - Olympia's advertising needed a theme badly. The Artesians, while difficult to spot, seem well liked.

Falstaff, Genessee, and Pittsburgh are moving, if on different roads. And breweriana buffs will be very pleased to hear that Hudepohl has brought back one of the great Cincinnati names for its super-premium - Christian Moerlein. I'll drink to that!

Peter H. Blum

REVIEW

"Take This Job and Shove It," Avco-Embassy Pictures, 1981

The Pickett Brewery in Dubuque, IA, is so photogenic that its use as a movie location was probably inevitable. Scenes in a bar, ostensibly in Cleveland in the 1930s, in Sylvester Stallone's "F. I. S. T." were actually shot in the tap room on the corner below Pickett's office.

Comes now a movie in which Pickett's stars in its own right, "Take This Job and Shove It." That title would hardly lead you to expect something in the class of "Hamlet" or "The Glass Menagerie," and indeed it is not. Rather, it is a standard example of current Hollywood comedy, replete with the cliches of modern movie-making: automobile destruction, a fight that breaks up a bar, a bed scene (of rather tepid character, frankly), and some language to outrage your maiden aunt -- if she was born before 1910. We trust you saw the film in 1981, for like many a flower, it seems doomed to live and die in a single summer.

The hero, well played by Robert Kaye, is a bright young man rising in a conglomerate in Minneapolis. The president, Eddie Albert, sends him to Dubuque, the young man's home town, to supervise modernization of the actual Pickett brewery, which the conglomerate has bought. Kaye encounters some high school friends who work in production at Pickett's, finds a divorced old flame, and otherwise returns to his roots. His efforts to update the brewery, delineated as a model of ancient inefficiency, involve him in conflicts with old friends and with the management back in the Twin Cities. He manages to ruin the beer in the process. Dubuque Star is used for the good old beer and Pickett's for the odious new stuff. (I was surprised that Pickett allowed its top brand, which is a fine beer, to be used in this fashion.) Kaye considers chucking it all and reopening the closed Potosi brewery, said to be in another part of Dubuque. When Albert sells Pickett's for a big capital gain to an odious Texan, Martin Mull, Kaye goes over to the Luddites, grabs a hose along with Art Carney, playing a fictional Charlie Pickett, and douses the Texan with a torrent of beer. Kaye then takes the phone and tells Albert to "Take This Job and Shove It."

The picture is likely to be of interest to the membership for the delineation of the brewing process, and this for the most part is very well done. Photography of the interior of the old brewery is superb, especially of the lovely old hospitality room which -- believe me -- you are unlikely to see for yourself. The technicalities of brewing are done quite accurately with a glaring exception. Much of the conflict in the plot centers on Kaye's effort to get the bottling line up to 1600. At length he identifies this as 1600 per hour. If so, things were worse in the brewery than the plot indicates, and if he meant 1600 per minute, he was enough in advance of modern technology to have more trouble than the writers assigned him. The bar scenes show a lot of Pickett breweriana, and unaccountably, a great neon sign of Fox Head 400.

Pickett's house wolf, for which I looked avidly, does not appear, but for animal lovers, one of Kaye's girlfriends has a good bulldog, and one of the blue-collar types has a very cute butterscotch-sundae cat. The actors who play the production men at the brewery have probably the finest set of high-mounted paunches ever assembled for a motion picture. Since these are beer-related artifacts which many of us have collected, they ought to be mentioned here.

GWH

BOOK REVIEWS

Thomas C. Cochran, The Pabst Brewing Company: The History of an American Business. (New York: New York University Press; Oxford: Oxford University Press, 1948.) Out of print. (Westport, CT: Greenwood Press, 1976.) 451 pages. \$25.

Pabst beer was originally vinegar. In 1842, Jacob Best, Jr. and his brother Charles established a vinegar factory in Milwaukee. Two years later, they turned their attention to brewing, and the rest is history -- the history of what would come to be called the Pabst Brewing Company. The man who eventually gave his name to the company was a former steamboat captain, Frederick Pabst, who married Maria Best in 1862. She was the daughter of Phillip Best, one of four brothers who had a hand in the business at one time or another. Two years after the marriage, Pabst's father-in-law took him into the company as an equal partner. Pabst soon became the driving force, and the history of the Pabst Brewing Company in Pabst's lifetime (he died in 1904) and Pabst's biography are almost identical. This is one reason that Thomas C. Cochran was able to write such a readable piece of business history.

As a businessman, Frederick Pabst, called Captain because of the steamboat, was in the same class with his contemporaries Carnegie, Wanamaker and Rockefeller. He had the same prodigious capacity for hard work, the same total devotion to his goals, the same entrepreneurial genius. But he seems to have excelled the other tycoons in human qualities. He was able to inspire the personal loyalty of all his employees. He was generous by the standards of the day. Although he declined to run for any public office, he held numerous minor appointive offices in Milwaukee. He was the leader of the German community in Milwaukee, and contributed as much as anyone to the city's growth.

The Captain's personality comes across very distinctly in Cochran's pages. Cochran, through contacts with Pabst's descendants, had access to private papers, and was thus able to quote directly from the Captain's letters. These quotations are one of the delightful things in the book. But Cochran's own narrative, in the two opening chapters on the Best's and in the chapters on the Captain's role in the company, gives a vivid sense not only of Pabst Brewing but of larger aspects of the United States in the late nineteenth century.

Chapters 1-3 cover the years up to 1873, the date of incorporation, when Pabst became president. Chapter 4 is entitled "The Captain Runs the Company" and that says it all. This title could really cover Chapters 4-7, on the period 1873-1893, which saw the rise of Pabst to national eminence. Chapters 8-9 take us up to Prohibition, where Cochran ends what he calls his "detailed history". He means unified history. The book goes on for about 200 more pages, with chapters on various topics in the period 1920-1946. If you feel curiosity about this book, do not be put off by its bulk. By Cochran's own admission, just alluded to, you can read only the first chapters, and you will enjoy them. You can read Chapters 1-3 or 4-7, for example. Homebrewers or others interested in the technology of brewing will like Chapter 5 ("Brewing Becomes More Scientific").

This book, which is a history of Pabst written in 1948, is itself a historical document. At the time of writing, Pabst was at the top of the heap, and the heap included over 400 American brewing companies. Cochran had a success story to tell, and he believed, as he states in the final sentence of the book, that the best was yet to come. We would now reflect how the

mighty are fallen. Cochran was close to the company and he obviously admired it as a work of business art. Pabst could do no wrong. If manufacturing costs were higher than those of other brewing companies, it was simply "due to the traditional insistence on excellence" (p. 346). I do not mean that the book was written in a tone of adulation -- far from it -- but only that Cochran sometimes sounds a little naive. It isn't always his fault. He says in the preface that the "net effects of several innovations, such as the fast motor truck and the beer can, are not yet clear" (p. viii). Well, since 1948 some things seem to have become clearer.

All in all, however, this is an impressive piece of work. Furthermore, it's readable, despite potentially intractable subject matter.

Lowell Edmunds
Boston College

Ronald Jan Plavchan, "A History of Anheuser-Busch, 1852-1933." (St. Louis University, Ph.D., 1969. Xerox University Microfilms, P.O. Box 1764, Ann Arbor, Michigan 48106.) Prices vary for microfilm, microfiche, softcover and hardcover Xerography

In 1865, when Adolphus Busch became a partner with Eberhard Anheuser their brewery was the 29th largest among the 40 in St. Louis. Sales were under 4,000 barrels of beer annually. By 1906, Anheuser-Busch beer sales topped the million and a half barrel mark and the brewery was the largest in all the world.

Ronald Plavchan has written a well-documented account of the growth and development of the world's largest brewing company. The business practices, finance practices and technological developments involved in the story are all covered. The growth and development of The City of St. Louis is an inseparable part of the story. Above all, though, it's the genius of Adolphus Busch, a German immigrant and the youngest of 21 children, that comes through in the re-telling of the business's growth. Busch knew when to adopt a gravity flow brewing system, when to buy the newly developed artificial refrigeration, and he knew enough to re-invest profits rather than borrow for the company's never ending expansion. Busch had even learned of Louis Pasteur's new heat-treatment and adopted it before Pasteur published his work.

The difficult period of World War I with its outlawing of brewing and its anti-German hysteria failed to destroy the brewery. The period of national Prohibition which followed caused the brewery massive headaches but the ingenuity of its leadership brought the company through without indebtedness.

The involvement of breweries in the ownership of saloons is treated but the author could have used more detail. The issues of labor unions and the conditions of the workers in general could also have been dealt with more.

For collectors, there is some mention of the various beer and near-beer brands brewed through the years and the location of subsidiaries. Such details were never the intention of the dissertation and are more readily available in Making Friends is Our Business, the company's own history of itself.

Plavchan's work is quite readable as dissertations go and is not overloaded with statistics or footnotes. There is a noticeable number of

typographical errors which are mostly a nuisance rather than a source of problems.

The history of Anheuser-Busch complements Cochran's history of Pabst Brewing, probably the only other history of a single brewery written by a professional historian. Ending the story with the return of real beer in 1933 leaves the reader with the desire to know the rest of the story. Let us hope that someone will someday carry the tale on to the 1980s and that the whole thing will be presented in an attractive book form as it deserves.

Herman W. Ronnenberg



We have all probably encountered wives who are hostile to their husbands' activities, either professional or avocational. The editor has met several -- not, happily, in breweriana collecting -- enough that he particularly esteems wives who are supportive of their husbands' endeavors. The officers and directors at Indianapolis in September passed a vote of thanks to Herb and Helen Haydock for their work on the convention, but we'd like to add a special tip of the editorial hat to Helen Haydock for energy, efficiency, diligence, and good nature far beyond anybody's definition of the call of duty. (Photo by Chris Galloway)

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In issue 25 we advised the membership on vicarious brewery ownership in HO model railroad gauge. In issue 32 we presented a guide to stock purchase in current American brewing companies. For the benefit of members to whom even that isn't enough, we present an opportunity to buy the premises of the Oconto Brewing Company, last active in 1968. This is subject to prior sale, and problems of zoning for whatever the buyer has in mind are his own responsibility. Let it never be said that this organization derelicts its responsibility to present members with opportunities to expand their collections -- especially to buy that one big item.

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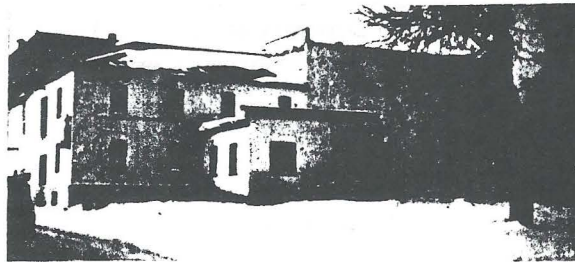
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Apologies to anyone whose advertisement did not reach the editor. From March through September the editor was continually on the road in New Zealand, Australia, America and Britain. On the basis of bills, not all mail reached me. Please write for inclusion in issue 36.

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