

The Breweriana Collector



JOURNAL
OF THE
NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING

Founded January 1972

VOL. 39

FALL 1982



Walter's of Pueblo

National Association Breweriana Advertising

Officers:

Robert J. Chapin	President
Herb Ashendorf	Vice-President
Loren Karacki	Recording Secretary
Robert E. Jaeger	Executive Secretary
Stanley D. Loula	Treasurer

Directors:

Peter Blum	Vic Hug	Harold E. Mann, Jr.
Robert E. Kay		Herb Haydock

Appointive Officers:

Robert E. Jaeger	Directory Editor
George W. Hilton	Editor, <u>The Breweriana</u> <u>Collector</u>
Peter Blum	1983 Convention Chair- man

Dues are \$15 per year domestically, \$20 foreign. Please send applications for membership, dues, change of address and advertising intended for the membership directory to Robert E. Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. 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 on space availability.

* * *

Cover: Member Chris Galloway models John Cernac's work jacket, emblazoned with Walter's red and white logo. (See Stan Galloway's article on Walter's, below, page 9) She holds what is usually thought the rarest of Walter's glassware, an enamelled glass lettered "5¢".

President's Page

I've just returned from Neil Wood's Indianapolis Antique Advertising Show where I was able to sample the membership concerning our recent National Convention in Cleveland. Everyone I spoke to reported that they had a great time and most advised that they were able to purchase or trade for some gem.

The Indianapolis show provided an opportunity for the new Board of Directors to meet. I want to take this opportunity to welcome Messrs. Hug and Mann to the Board. Their input will be a most valuable addition to the administration of the N.A.B.A.

Mike Wenthe and his wife were kind enough to operate the N.A.B.A. Hospitality Room at the recent Indianapolis show. Each of you who attend the September and March shows are cordially invited to attend these get togethers. By the way, you may be interested in knowing that we had a large number of requests for N.A.B.A. memberships during the show. Our current supply of membership forms will be exhausted shortly and the Board is wrestling with a new format. Membership forms can be obtained through our Executive Secretary, Bob Jaeger.

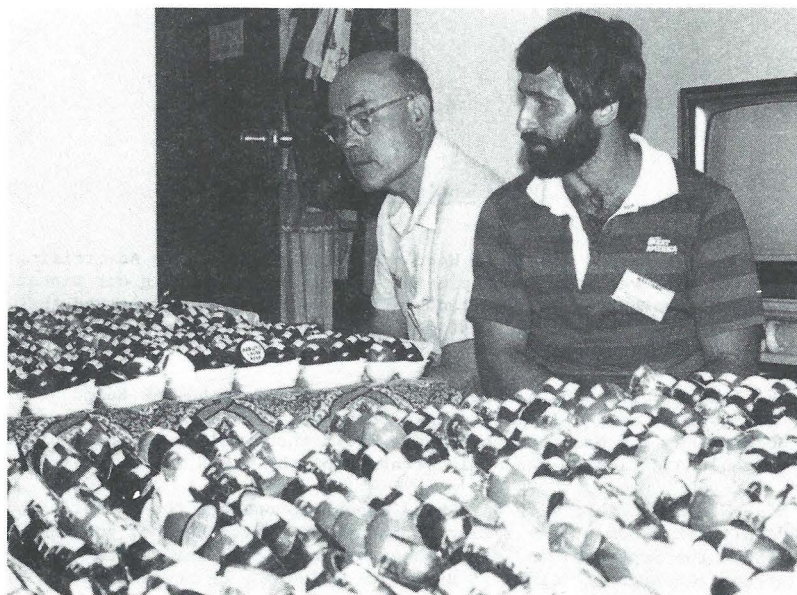
Lastly, it is my painful duty to advise you of the recent death of our Treasurer, Joe Fury. Joe provided many years of service to the N.A.B.A. and will be particularly remembered for his efforts in the Treasurer's position and in his administration of the accounting function at the annual auction. I know each of you will join me in extending your sympathies to his wife, Jean.

Best wishes to each of you.

Respectfully yours,

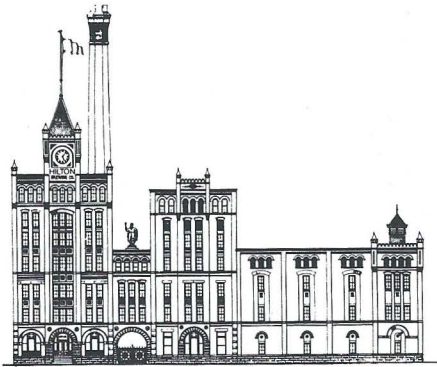


Robert J. Chapin, President
National Association Breweriana Advertising



The editor and John Fritsch contemplate the wealth of tap knobs in Garf Steen's collection. Below, Garf and his wife Peggy, at extreme right, enjoy the hospitality hour at Schmidt's at our convention. (Chris and Stan Galloway photographs)





FERMENTATION

How Garf Sold His Tap Knobs

Member Garfield Steen's collection of tap markers is legendary. Numbering several thousand examples, it is probably the best in the world. A member wrote me some months ago, describing a British collector who had amassed some 1100 pump-handle clips, as "a Garf Steen of clips." From Ambrosia to Zeman's, Garf's collection has knobs I have never seen elsewhere, many of which are probably the only surviving examples.

For reasons of his own, Garf decided to sell off his collection. How he did so is of considerable interest, for many of the membership may eventually be in the same position of wanting to get rid of a collection of considerable value.

Such a collection is worth more in pieces than it is as a whole. People differ in their subjective evaluations of individual items so greatly that anybody buying the whole collection would necessarily be taking a large number of markers in which he had little interest in order to secure those he wanted. Alternatively stated, the seller of such a collection by selling it as a whole would get the average evaluation of a buyer, but by selling items individually he could get the marginal evaluation of a large number of buyers, which in aggregate would be quite a bit greater. The obvious way of accomplishing this is an auction. At NABA's present rate of accepting two items per member per year for auction at the convention, it would take Garf about a millenium to do it that way. The mail auction firms are an alternative. Will Anderson's impressive collection of general breweriana is about to be sold in this fashion. This method entails a cost in the auctioneer's fee, however. A further alternative is sale to a dealer, who will break up the collection for individual sale. This essentially means the dealer realizes the difference between the average and marginal valuations.

Garf chose instead to put prices ranging mainly from \$45 to \$65 on the knobs in his collection, depending on rarity and condition. Such prices may have seemed arbitrary to many who viewed his collection at our convention. Actually, what Garf did was set the prices at about the level at which the rarest tap markers of the plastic and metal ball types have sold for the past few years. The rarest knobs I had bought from other sources, Prairie State Lager and Hoerber's Cream of Malt, had been priced in exactly the range Garf chose. No doubt we would all like to think of selling off such a collection as a bargain hunt, like something out of Filene's basement, but that would not serve the seller well in trying to maximize on what he is selling, and in another sense it would not serve buyers or society as a whole. We should want the markers to go to their highest valued use, like anything else, and a bargain-basement approach to rare items won't do that. In selling off a collection, the seller is seeking only the one buyer who values the item most highly. From a social point of view, this is also desirable. The item is less

likely to be lost, more likely to be in a consistent collection with other valuable items, and more likely to be left to a museum or historical society.

Inevitably, many individual markers in Garf's collection had price tags far above what one sees for the same knob elsewhere. He had a price of about \$45 on a Carlton marker identical to one I bought at the convention from another seller for about \$10. Consequently, Garf will be left with a large number of knobs unsalable at the price originally set. Again, this is analogous to an auction in giving the seller information about buyers' evaluation of what he is selling. Garf can either hold onto an item speculatively, or sell it at a lower price. The less valuable items are mainly those which have abundant alternatives for collectors to buy elsewhere.

In sum, Garf did the job very well. He is likely to take several years to sell off the collection, but he will probably have maximized his revenue from it, and placed the items where they are most highly valued. Members might bear the experience in mind if the time comes to sell off their own treasures.

* * *

The editor's overseas tour this year was to the Orient. This was not exactly beer-touring; the motivations were a streetcar line in Hong Kong and a trainferry line in Japan menaced by various forms of technological improvement. However, certain observations concerning brewing are inevitable.

Hong Kong is dominated by San Miguel, which operates a brewery in the New Territories, some 13 miles from the tourist area of Kowloon. The company maintains a souvenir shop at its office on Hong Kong island. It uses a rather attractive ceramic tap marker, but does not sell it. Given the colony's practice of admitting everything duty-free except tobacco and alcoholic beverages, and being rather moderate about those, other beers are widely available. The People's Republic of China's Tsingtao Beer is readily available in cans. If the People's Republic is canning beer, its progress toward reassimilation into the international community is clearly far advanced, and there is hope for a peaceful and prosperous future.

The Republic of China is a country with only one beer. The government runs a state monopoly of tobacco and alcoholic beverages, which produces Taiwan Beer. A guidebook I had characterized this as vile, tasting as if it were compounded out of old tobacco juice. I found it reasonably agreeable. It tasted as if it were brewed with a caramel-treated malt -- an odd thing to do for the only beer in the nation.

Japan has four national brewers: Kirin, Sapporo, Asahi, and Suntory, all of which except the last sell widely in the United States. None uses tap markers, unfortunately. Japanese food has basically only one added flavor, soy sauce, which is salty enough to make beer an ideal accompaniment to almost anything served. The licensure arrangements are apparently quite lax so that virtually all restaurants serve beer. Tokyo, it might be added, is a city with well over 100,000 restaurants. There are few pure bars, however. The major breweries run beer halls of the German sort in major cities, selling beer in a variety of steins, plus very light meals: a sausage with cole slaw, or a slice of broiled fish. The beer halls appear to do quite well. Sapporo's in the Ginza is an impressive building in the style of Frank Lloyd Wright, to my taste the best building of any sort I saw in Japan. Japan is the only country I have visited where beer is widely sold in cans from coin vending machines. American brewers are well aware they have a growth area in machine vending, but are estopped by state liquor control regulations, imposed out of a fear that the beer will come into the hands of juveniles. No debauched Japanese children were observed, we are pleased to report.

If one is considering a single trip across the Pacific, should one choose the Orient or Australia? The beer is better in the Orient and the exotic factor is greater, but basically the Orient is a nice place to visit, whereas Australia is a country one couldn't die happy without having seen.

* * *

As members are aware, Pabst merged with Olympia during the summer, even though itself the object of a variety of takeover bids. Details of the stock transfer are still be worked out at the present writing. The merger presents us with the prospect of losing one or two more breweries. Pabst will have breweries in Peoria (which it has already attempted to close), Milwaukee and St. Paul. This is apparently more capacity in the area than current demand could support. The former Hamm plant in St. Paul is a more modern facility than Pabst's lovely old plant in Milwaukee, but worries have been voiced in the Twin Cities that it may be closed. Pabst does quite well in the Milwaukee area, and can hold down its transportation costs by brewing there. Representative Bruce Vento of Minnesota is attempting to induce the Department of Justice to write into any additional merger agreement of Pabst that the St. Paul plant be kept open. Of Pabst's various suitors, Heileman seems the least likely to want the Hamm brewery, since it operates the former Schmidt plant in the same city, and has its own main facility in the upper Midwest, also.

Similarly, Pabst now has the Blitz-Weinhard brewery in Portland and Olympia's main plant in Tumwater, WA, some 115 miles away. The Olympia brewery is much newer and has what is by modern standards a better location. Blitz-Weinhard is about as urban a brewery could be, right in downtown Portland. As oft noted here, cities are expensive places to brew on almost every ground. Shifting Blitz-Weinhard's output to bucolic Tumwater will surely be considered. The Wessinger family, which formerly owned Blitz-Weinhard, is reportedly interested in reacquiring the brewery. It seems unlikely that Pabst would divest itself of Henry Weinhard's Private Reserve, which apparently does better than anything else Pabst does currently. No doubt an early Blitz could be found who had a Private Reserve.

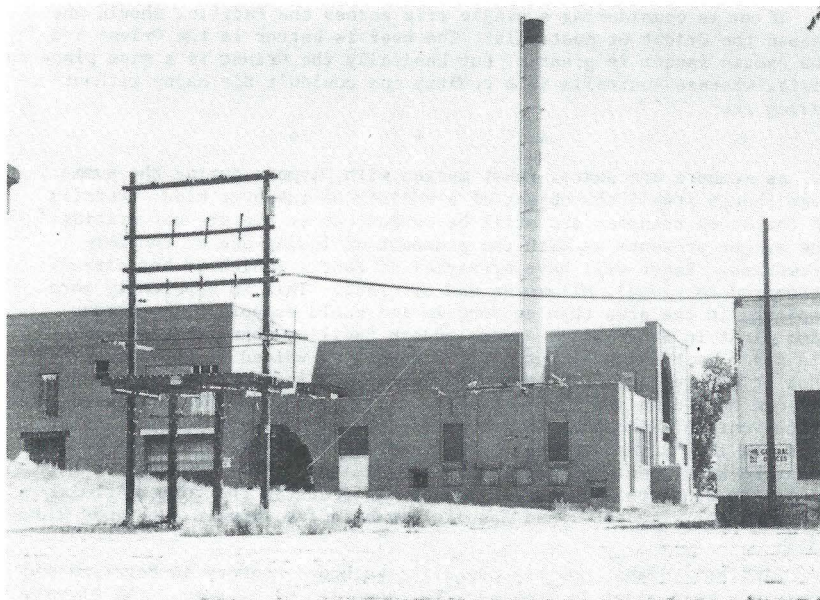
If Heileman were to acquire Pabst, it would have three breweries in the area, including its Rainier plant in Seattle -- four, if the closed Heidelberg plant in Tacoma is included. Except for General in Vancouver, WA, it would have all the breweries in the Northwest. This and similar considerations in the Midwest are presumably responsible for the Anti-trust Division's hostility to Heileman's efforts.

* * *

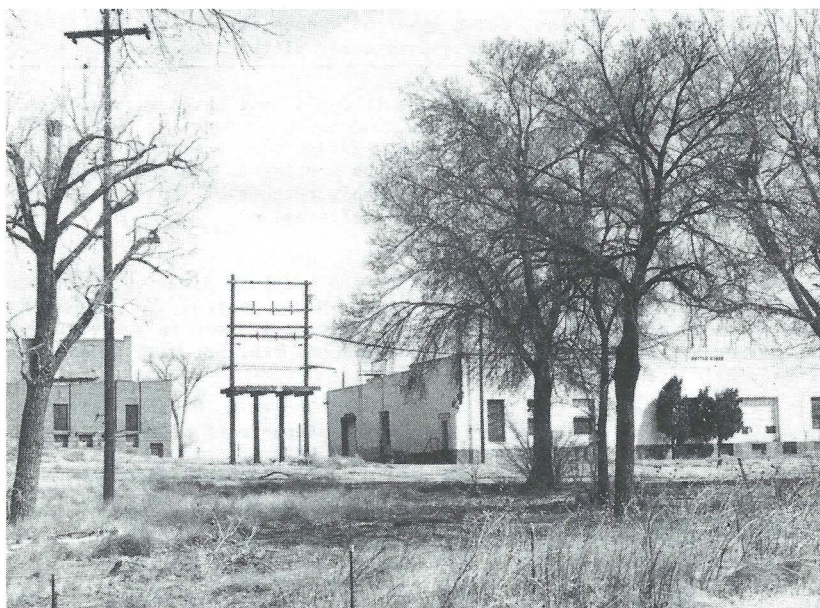
As between the Milwaukee Brewers and the baseball division of Anheuser-Busch, we could not have lost in the recent World Series. We propose a show of hands at the Sunday breakfast in Utica next year to ascertain how the membership divided. We trust the emotional conflict wasn't too much for anyone's stability.

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

October 26, 1982



Most but not all of the Walter Brewery in Pueblo survives. The bottling house is at right in the two photographs, and the brew house at left. The office building and an archway entrance to a court have been razed. (Stan Galloway photograph)





John Cernac

WALTER'S OF PUEBLO

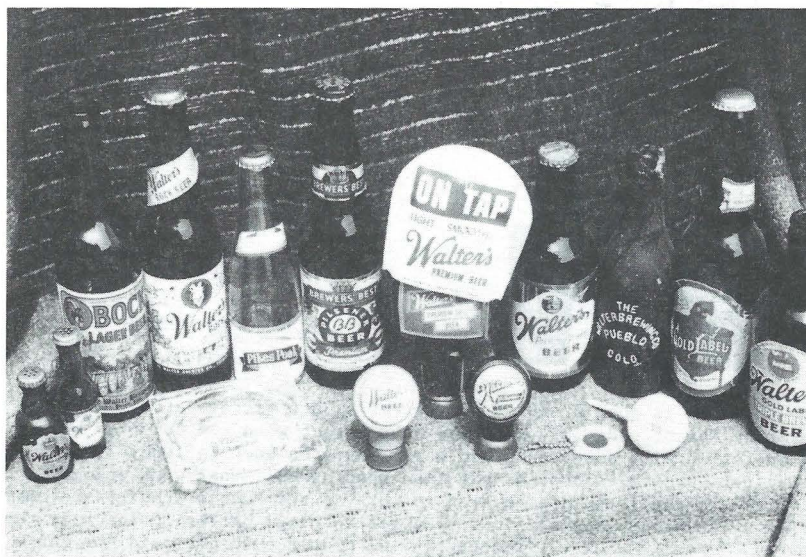
by Stan Galloway

"Rainbow is good bread -- but Walter's Beer tastes better," boasted long-time Walter's Brewery employee John Cernac when the Colorado brewery was increasing its production and marketing area back in 1960. Today, Cernac gets a puzzled look on his face when asked, "What went wrong?" He recalls vividly the day he went to work at the Pueblo plant in December 1974 and was handed a pink slip. "We got nothing! After 35 years in the brewery, I received no retirement pay; we didn't even get paid for our last few days of work or our vacation and holiday benefits." Cernac's voice trails off when he talks about the final days of a brewery that was his love and his life. Now suffering from cancer, the 73-year-old Cernac illustrates the little-publicized human side of brewery closings as his mind races with recollections of his years at Walters. His stories are a mixture of fondness and bewilderment.

What did go wrong with a brewery that at one time had a larger marketing area than Coors and whose production and sales were up 54 percent in the brief five-year period ending with its seventieth anniversary in 1959? At that time the firm's executive vice-president, Edmund Koller, asserted, "Our business was built on quality, service, customer relations and public relations. Our brewery will survive because of quality products and progressive management."¹ Koller's belief had some validity. In the 70 years since the company's founding in 1898, the industry had seen some 1600 breweries disappear from the American scene. From his viewpoint and that of men like Cernac, the future of Walter's seemed certain.

The plant itself had started as the The Pueblo Brewery some 30 years earlier and had 16 owners before being purchased by the Walter family. Four Walter brothers had emigrated from Germany in the mid-19th century, bringing with them little more than their brewing expertise and a strong desire to succeed. George Walter started a brewery at Appleton, WI, in 1880. Ten years later brother John opened the extant Walter's Brewery in Eau Claire. Christen and Martin jointly opened their own brewery in Menasha, only to discover that it did not bring in enough money to support their families.² Descendents of the original Walters still own and operate the Eau Claire brewery, and have recently changed the firm's advertising logo to match the one formerly used by the Pueblo plant.

It was probably a fluke that the Walters ever bought the Pueblo brewery in the first place! Martin heeded Greeley's advice to go west. He visited several places looking for a site but Pueblo struck him as a growing city with a great future. He probably did not overlook the strong Italian working-class base of the community, with the local fondness for a



Above are bottles of Walter's traditional brands, together with some miscellaneous Walter's breweriana. The 24 cans below actually represent only about half of Walter's remarkable output of canned beer. Note the two cans for Berghoff. Colorado has always seemed a strange place for Berghoff to migrate from its traditional home in Fort Wayne, IN. (Stan Galloway photograph)



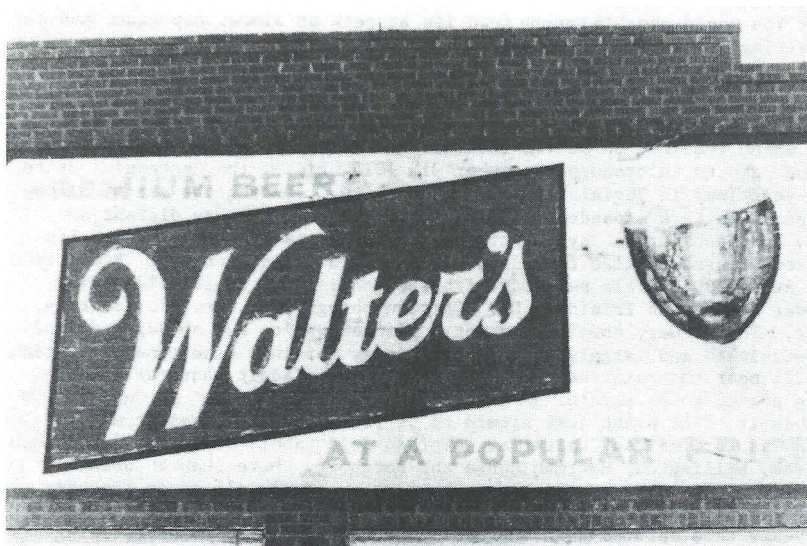
good brew. That impression caused San Diego to lose out! Martin wrote home that, " You could shoot a cannon down its streets at almost any time, and not hit anything!"

The Pueblo brewery was purchased for \$7000, with Martin owning 51 percent and his brother Christen, back in Menasha, holding the remainder. Their first product was Mountain Dew. In 1915 the lead brand was changed to Gold Label, which remained an active label at the brewery until the end. Prohibition came to Colorado on December 31, 1915, giving the Centennial State a five-year lead in legislating public morality.³ During the years following repeal, Walters expanded its market area to 20 states as distant as Florida and Washington. By the time World War II came, Walters owned its own fleet of semi-trailer trucks for delivery to distant points. Production peaked at 160,00 barrels per year with the acquisition of the old Philip Schneider Brewery in Trinidad, CO. Certain things were chronically wrong, however. The brewery complex was not a planned whole, but a hodgepodge of poorly-designed and largely vintage buildings, set in a traditional location on a hill near the railroad yards. Former workers admit that the brewery "always seemed to be straining" just to keep up production. As Cernac describes it, "The plant just seemed to be tired." By 1960, eight major brand names were in use" Walter's, Colorado Gold Label, Gold Label, Sheridan, Pikes Peak, Wellington, Hoffman House and Berghoff. More than 40 brand names eventually came out of the brew kettles -- nearly all of it the same product. This forced management to diversify advertising budgets so that in later years this watered-down approach amounted almost to no advertising at all.

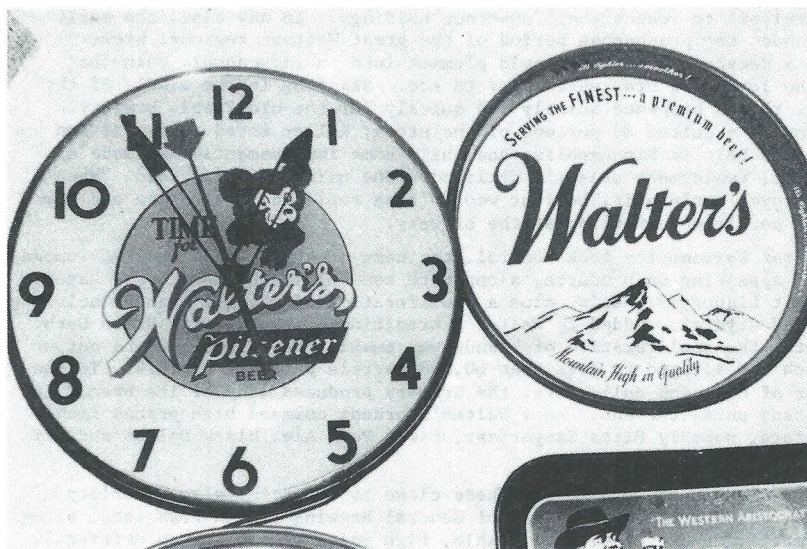
The prediction of Martin J. Walter, Jr., president and general manager, at the end of World War II never came to pass. In a promotional booklet distributed by the company in 1946, he stated that "Additions to our Pueblo and Trinidad plants will increase our capacity to 250,000 barrels annually." In fact, the Trinidad facility was sold shortly afterward. Walter's sales declined after the war, and in the early 1960s majority ownership in the company passed to John and Andy Sackman, with a large block of stock going into the hands of Paul Kalmanovitz of Falstaff fame. No one is sure why the Walter family allowed control of the plant to slip from its hands. One rumor, unconfirmed, is that deaths of older members of the family caused the survivors to reduce their numerous holdings. In any case, the early 1960s ended the prosperous period of the great Western regional brewery; within a decade the remains would plummet into an inescapable ruin that none who loved the brew were happy to see. Starting in the middle of the decade, things happened quietly and quickly for the old Pueblo brewery. Kalmanovitz acquired 80 percent of the stock; Koller moved to a position with Grain Belt in Minneapolis, and while some improvements were made at the plant, employment steadily declined. One union official said, "When an employee would quit, he just wouldn't be replaced." When the end came, only 26 people were working at the brewery.

After Kalmanovitz took control, the name of the General Brewing Company started appearing on products, along with some of its brands: Lucky Lager, Mule Malt Liquor, Fisher's, plus a proliferation of private brands including Hynne and Crystal. Added to Walter's traditional brands, plus Brown Derby and Metz, the proliferation of brands was amazing for a brewery the output of which had slipped to less than 60,000 barrels per year by 1974. To the delight of beer can collectors, the brewery produced many of its brands in steel cans until the end. Many Walter's brands command high prices among collectors, notably Hitts Sangerfest, Pikes Peak Ale, Black Dallas and Ski Country.

Why did the brewery fail? Those close to the scene give a variety of reasons. Jack Miller, president of General Brewing in San Francisco, blames tax overcharges by the City of Pueblo, high union wages, and an unfriendly community attitude.⁴ Joe Marino, the union counselor at the time of closure,



Walter's Brewery is nearly a decade in the past, but a sign for the lead brand is still in good condition on the wall of a furniture shop in Pueblo. Below are a clock and tray, representative of Walter's breweriana. The slogan "Mountain High in Quality" differentiated the Colorado beer from the Walter family's products in Wisconsin. The logo on the clock containing a bear was Walter's insignia until approximately the end of World War II. (Stan Galloway photograph)



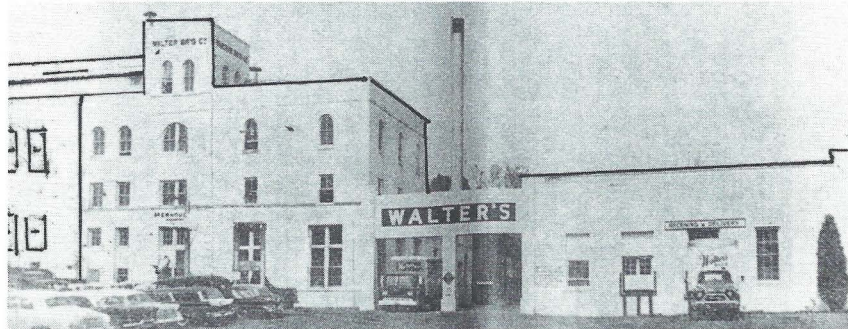
blamed lack of advertising and a lack of on-site management. "We never had any president of the company," he told the Denver Post in February 1975. "The general superintendent was replaced a year before closing by a brewmaster who didn't know anything but brewing." John Cernac, whose love for the old brewery has never died, has no specific explanation. "We came to work on the last day of December and they just told us we're closed goodbye."

Cernac, along with thousands of locals who loved the brew, at first thought the closing was only temporary. At one point the workers proposed to take over operation of the brewery themselves, but litigation over lost wages, lack of retirement benefits, and the value of what remained kept them occupied until there was nothing -- for them or for those who just wanted another bottle of Walter's Beer. A visit to the brewery today tells the true story of the future of the brewery. The complex of buildings has been ravaged by vandals, fire, nature, and by the orderly removal of equipment by a salvage firm that had acquired rights to all usable equipment and anything that could be sold for scrap, including motors, wiring, and structural steel supports.

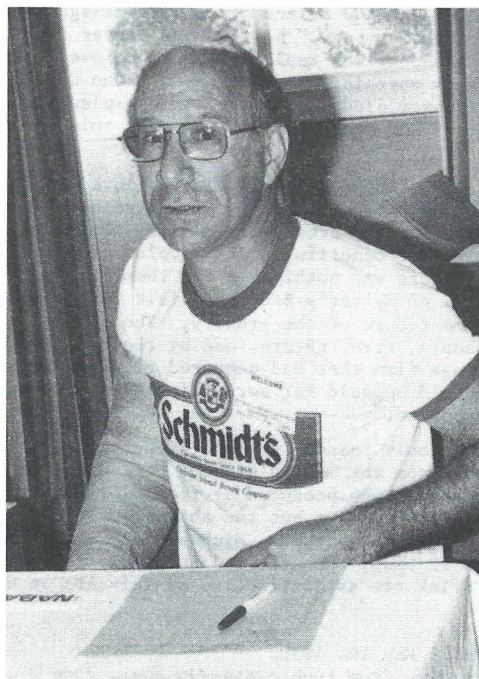
Walter's has not only passed from the brewery scene, but its once fine beer has passed from the memory of most beer drinkers. The mass marketing of the image brands produced by the major breweries has reduced not only the number of breweries but the ability of most Americans to differentiate one beer from another. Michael Jackson, author of The World Guide to Beer, said it best: "We all lead a substantially diminished life when the beers we drink are as distinctive as Velveeta on Wonder Bread."⁶

Notes

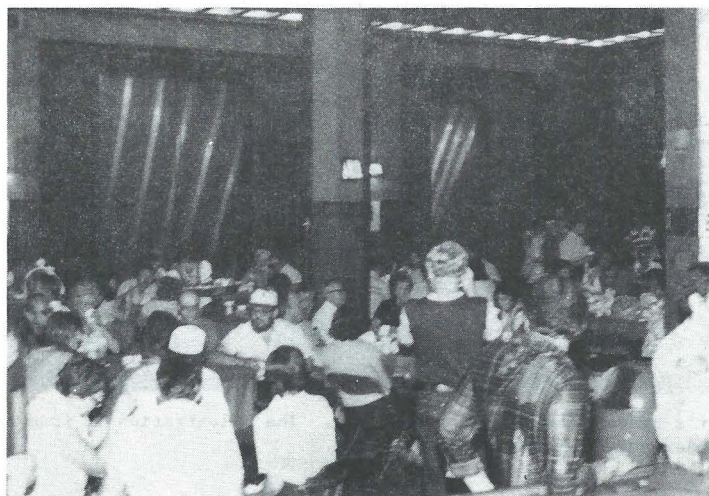
- 1 Pueblo Star-Journal, May 10, 1959.
- 2 Historical information from Pueblo Star-Journal, June 27, 1954, and interviews with members of the Walter family at Eau Claire, WI, July 1981.
- 3 While the 18th Amendment passed Congress in December 1917, it did not become operative until January 15, 1920, when the necessary three-fourths of the states had ratified it.
- 4 Quoted in the Denver Post, February 23, 1975.
- 5 The Pueblo Star-Chief on February 21, 1978, reported sale of "everything" by the Lemel Corporation of Salt Lake City, UT.
- 6 Zymurgy Magazine, American Homebrewers Association, Boulder, CO, Special Issue, 1981, p. 3.



Walter's Brewery during its good years. The illustration is from a newspaper cut of 1959.



Convention chairman Ray Zetts, above, was one of the walking wounded (Note surgical stocking on his right arm), but he served nobly throughout. Below, we dine in the splendor of Schmidt's hospitality room. Note the remarkable modernity of the design for something built in 1910. (Stan Galloway; Herb Haydock)



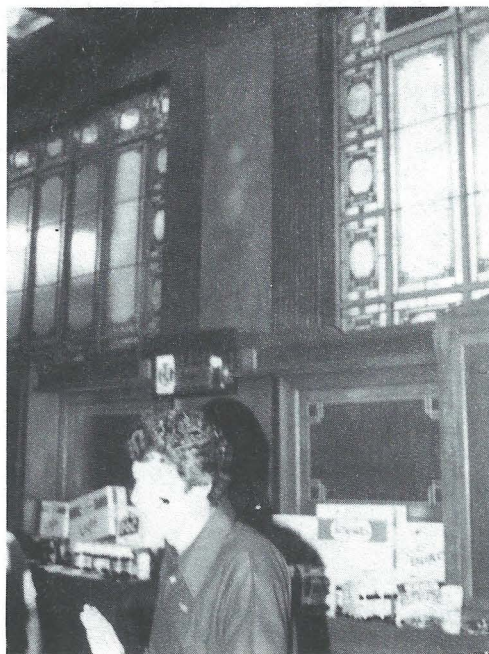
CONVENTION IN CLEVELAND - 1982

A good central location and a great brewery brought out NABA's biggest convention of its history. We may go on to bigger conventions, but we will never see a better brewery. Architecturally, we have presumably shot our bolt for all time. Christian Schmidt's Cleveland plant is an art nouveau treasure. The exterior is good, but the architecture is at its best in the hospitality room, the former showroom for Peerless automobiles in the building's original incarnation as a motor car factory. In muted tiles of green and brown, with matching art glass, that is a room to do credit even to the greatest of architects.

Schmidt provided hospitality up to the level of the surroundings. The dinner they provided us was a beer-drinker's delight, nicely spiced sausages to work up a good thirst -- which the company dealt with promptly.

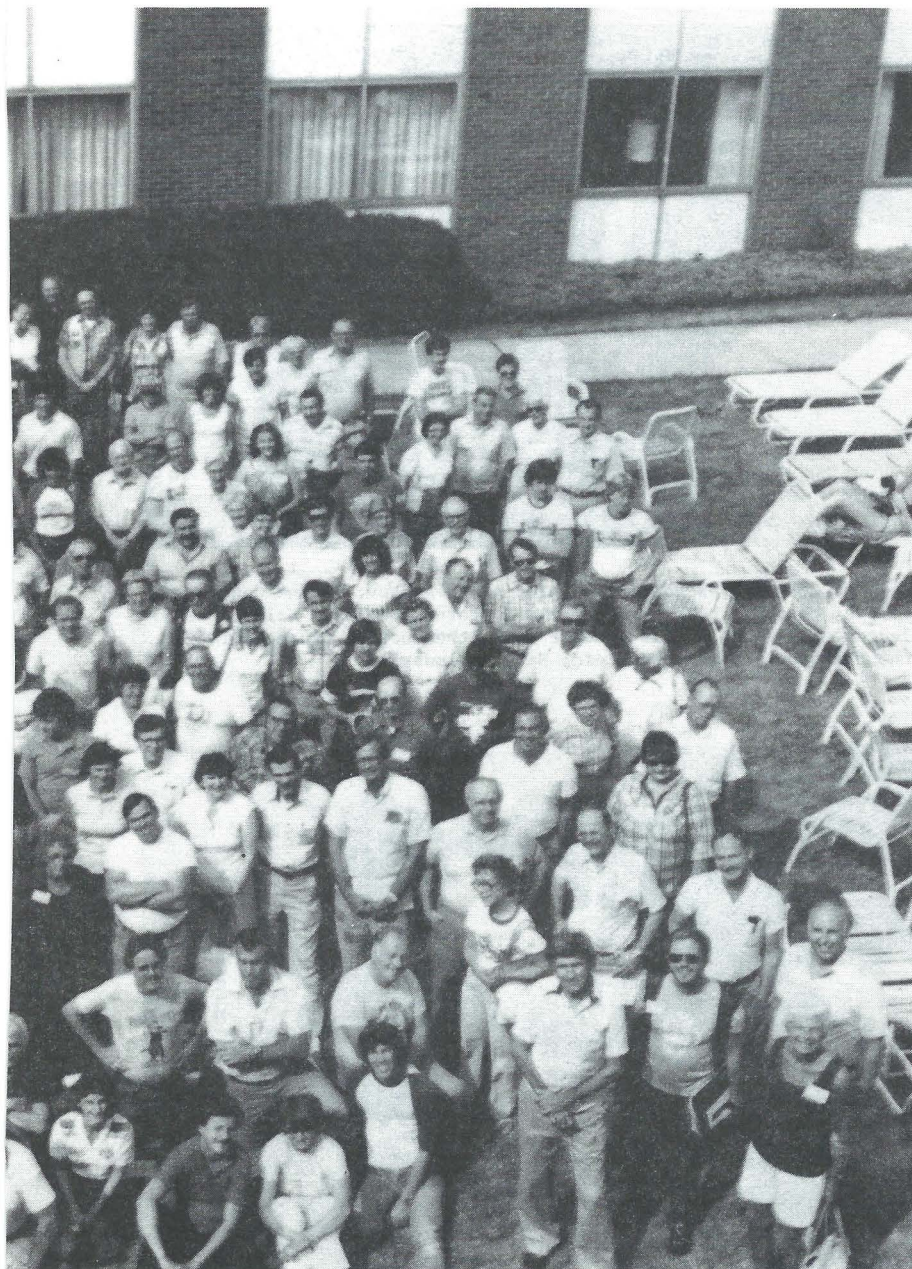
The artifacts were abundant. Because of Garf Steen's sale of his collection, the quality of items available for purchase was probably the best of any of our conventions. It seemed a less convivial convention than its predecessor in LaCrosse. Cleveland is a great place to listen to a symphony; it is too much to expect it to produce *gemütlichkeit* like Wisconsin, too.

For once, we can do something to reciprocate to our hosts. Schmidt does not know the identity of the architect of its noble brewery. Let some of our historical sharks seek out accounts of its building as the Peerless plant in 1910, and we will publish their findings. The architect of that brewery deserves anonymity about like Wren!

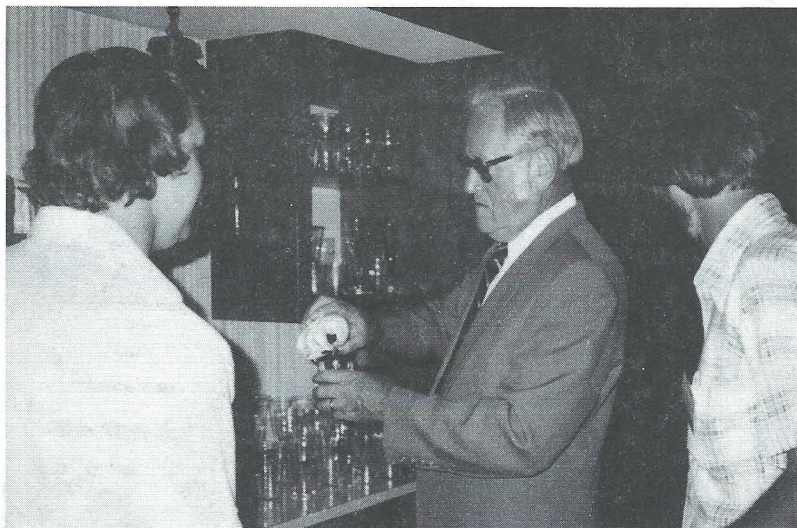


Tile and stained glass in the architectural tradition of the Chicago School rise above the back bar in Schmidt's hospitality room. (Herb Haydock)





Herb Haydock's valedictory photograph on Sunday morning is a well-established tradition of our conventions. The elements cooperated to give us a nice sunny day to drive home.



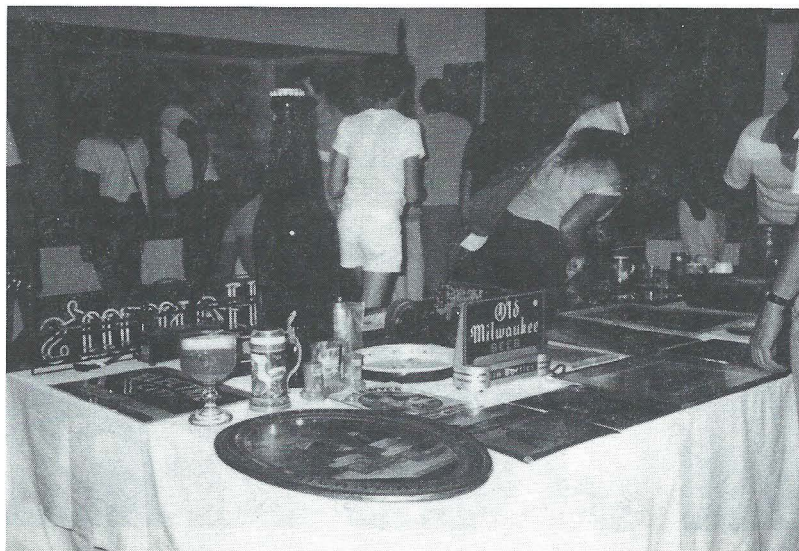
We were most impressed with Schmidt's brewmaster, Thaine Johnson (above, center), both personally and professionally. Below, the ladies enjoy some of his product while the auction proceeds inside the Sheraton. (Jack Lowenstein; Stan Galloway)



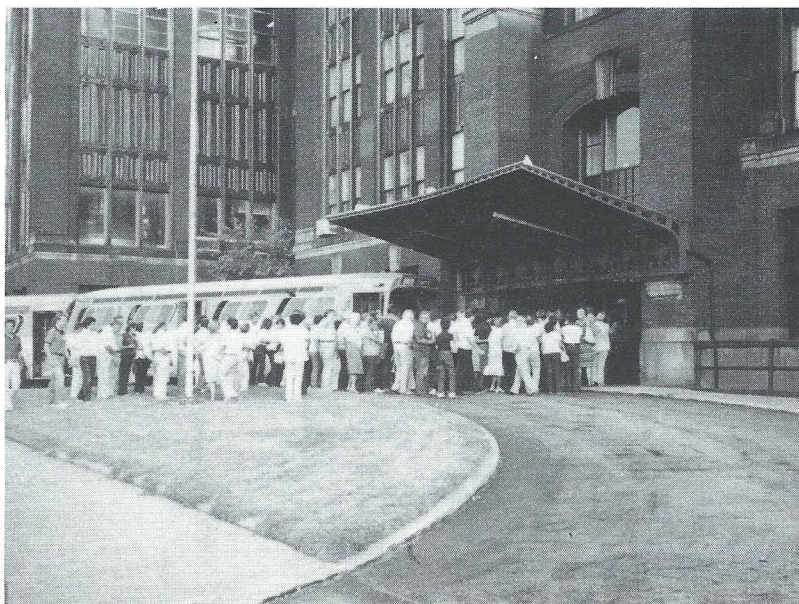


One of the best artifacts auctioned was this metal sign from the Butte Brewery. Let none say that our artifacts come only from the major brewing centers! Below, the auction commands the rapt attention of the membership. Note the cap lettered for Jack Daniels. Perhaps the wearer is suggesting that, like Suntory, the distiller take up brewing. (Herb Haydock; Stan Galloway)





A nice electric sign lettered for Old Milwaukee centers a table full of treasures, above. Let us not close without a final look at Schmidt's architecture. Below, two busloads of members and spouses line up before that great art nouveau doorway of the brewery. (Jack Lowenstein)



MEETINGS OF OTHER ORGANIZATIONS

Toronto Hosts Largest Canadian Brewerianists' Session

Larry Sherk and newsletter editor Loren Newman had much to be proud of as our Canadian counterpart held its third and most successful convention in Toronto August 13-15. Both Carling O'Keefe and Molson provided traditional Canadian hospitality. The banquet Friday in the John Molson room was particularly memorable. It all came together -- the fellowship of men and women devoted to our hobby, Larry's superb Molson tray display and a standing ovation to Loren for having created the group by energy and devotion. It was indeed a night to remember.

NABA was well represented by the Ashendorfs, Bartels, Bendulas, Terry Warwick and quite a few U.S. collector-traders. There was the usual room-hopping and visiting far into the night. Saturday all returned to Carling O'Keefe for lunch and a sale session. Cans and bottles were much in evidence, with the latter carrying much higher price tags than one sees in the States. There seemed to be much interest in ash trays, openers, crowns and other small items. Quite a few trays were displayed, many having the golden background color typical of Canadian trays. Surprisingly, there were even some Stroh items, and I would have brought more had I my wits about me. All too soon it was time to return home with the convention only half over, carrying purchases and souvenirs in a bag and memories in my heart.

Peter Blum

Eastern Coast Breweriana Association Meets in Baltimore

What we have previously described as our esteemed sibling, the Eastern Coast Breweriana Association, met in Baltimore. Many of our members are also members of ECBA, but may not have attended its conventions. Other members may have considered joining ECBA, and may be interested in how it organizes its conventions. ECBA regularly meets in mid-July, two weeks before we do. The Baltimore convention began Friday, July 16, with two tours of the Heileman-Carling-National brewery on the Baltimore beltway. As with our visit to Schmidt's, this was opportunity to see an interesting brewery that does not regularly have tourist facilities. Friday the members were free to trade in rooms or to enjoy the pleasures of Baltimore, which are numerous. Friday evening ECBA held its banquet, with a speaker who is quality control officer of the Tuborg brand. His speech was excellent, more illuminating, I thought, than the talks of the marketing men usually assigned such duties. Saturday morning ECBA holds its annual business meeting at breakfast. Whereas NABA tries to take care of as much as possible at directors' meetings, ECBA really does devote itself to club business at its breakfasts. This is followed by a trade-and-sale session in the hotel ballroom of the character of our sessions on Sunday mornings. There is no auction, and the whole convention winds up in mid-day Saturday. The shorter duration makes ECBA's conventions cheaper than ours, but also, I thought, less social. The registration fee plus the two meals was \$42.

Although ECBA is explicitly a national organization, it does conform to its name quite well, and the great majority of artifacts for sale were eastern. The club has the nice custom of recognizing the member who has come the longest distance. I was most embarrassed to be declared co-winner with Jim Freeman of the San Francisco Bay Area. I had to decline the honor on the grounds that the Bay Area is farther away than Los Angeles, and I had come from Washington, DC, 40 miles away, and wasn't even staying in the hotel!

In sum, if you like our conventions, you will like theirs, and the rational collector would presumably like to have two such outings per summer -- or three if one follows Peter Blum to Canada.

GWH

BREWERIES - ACTIVE

Anheuser-Busch, 700 East Schrock Road, Columbus, OH 43229

Columbus, which along with Indianapolis is one of the two big north-eastern cities doing reasonably well, fittingly has a large and flourishing brewery of Anheuser-Busch. It is a typical A-B plant, massive, nicely proportioned, immaculately maintained, but devoid of traditional brewery character. It is located near the north portion of Columbus' circumferential freeway. You will be told with more than ordinary accuracy that "You can't miss it." The brewery offers tours half-hourly during the tourist season, but one may make his own way self-guided if he is not inclined to wait. There is shop selling clothing and a variety of other artifacts.

Win a few, lose a few in Texas:

Anheuser-Busch's big plant in Houston is having the same treatment as the Los Angeles brewery. The theme park has been closed and the area is being used for expansion of facilities. The shop is closed; there will be no tours for several years. We have seen nothing on the prospective size of the brewery on completion, but it will be large, indeed.

Houston has breweriana where you did not expect to find it. Gilley's Nightclub in Pasadena, TX, the country-and-western bar made famous as the world's biggest honkytonk in the movie "Urban Cowboy," sells a wide variety of souvenirs, some of which are lettered for Gilley's Beer. This is a house brand, sold in cans on the premises. Air-filled cans are among the items for sale. A very nice tray lettered for Gilley's Beer sells for \$7. The bar has three styles of neon signs lettered for the beer at various points about its cavernous interior, and offers them for sale for \$150 each. The neon signs and other artifacts are for sale by mail. For a catalogue with current prices, write to Gilley's Nightclub, 4500 Spencer Highway, Pasadena, TX 77504. Yes, you can buy one of Gilley's mechanical bulls, either standard or deluxe model.

Pearl in San Antonio has had a big expansion of canning-bottling-storage facilities. This has blocked off the impressive view of the lovely old brewhouse from the east. Apparently closure of the Galveston plant has resulted in a big increase in output here. It is good to see the old brewery expanding, even if photography of it may not be what it was. The souvenir shop is again in business, and the Jersey Lilly hospitality area operates in the summer for parties. There are no tours.

Lone Star now sells a neon sign in its gift shop at the San Antonio brewery. It is a handsome three-colored job with the outline of Texas and a single star. Because of fragility, the shop does not ship the sign. Members who collect current neon signs might bear it in mind for our convention in San Antonio in 1984. Stops at San Antonio and Shiner on the way east this June confirmed the editorial view that San Antonio is the one best place NABA can meet.

Excellent news from Dubuque:

AGRI industries has wrought changes in Pickett's. The house version of the Hound of the Baskervilles has apparently been retired. You will now be greeted by a charming receptionist who will sell you tap markers, shirts, caps (in profusion), and a few other items. This is excellent news on all grounds. It is difficult to conceive of an antique like that brewery surviving without establishing the sort of cult following that Point and some others have. Iowa should be an ideal place to do that. Pickett's main-floor bar area has been restored as a hospitality room, but only for parties. Again, there are no tours. Members planning to visit Dubuque should be warned that U. S. 20 between Freeport, IL, and East Dubuque is

a strong contender for the title of the worst major highway in the United States. The low quality of Illinois roads is an issue in the current gubernatorial election, in fact. One is better advised to drive via Monroe, WI, and Wisconsin state route 11, even apart from the attraction of Huber in Monroe.

The Stevens Point Brewery has acquired Ortlieb's canning line and gone to an aluminum can, still in its traditional red-and-blue colors. The first version features a laurel wreath in honor of 125 years of brewing excellence. The design would make a nice tray -- a view we would not conceal from the Point management.

CLARIFICATION

- A. On the matter whether Anheuser-Busch (and other) beers are kraßsened, Herman W. Ronnenberg suggests that many brewers inject some newly fermenting beer into beers nearing the end of the fermentation cycle as conditioning. This produces some carbon dioxide, but the brewers complete the process by injecting additional CO₂, either effluent from the fermenting tanks or bought from a chemical firm. They may refer to this conditioning process loosely as kraßsening. This may be consistent with A-B, Matt, Genesee and others claiming to kraßsen, and with Heileman claiming to produce the only fully kraßsened American beers. Further information on this point is solicited.

Kraßsening appears to be the only method of carbonation that any brewer advertises explicitly, but the other two methods have their attractions, which some brewmasters prefer. Buying CO₂ in tanks, a method nobody advertises and few will admit publicly, has a great attraction in giving a brewer absolute certainty that he is putting no gas but CO₂ into his beer. Extraneous gases can adversely affect taste. This method also makes it easy to control the amount. In fact, one of our members with considerable technical knowledge of the industry questions whether any brewer could attain modern standards of precision merely by kraßsening without topping off the CO₂ in either of the other fashions. Again, further information is solicited.

- Q. Thomas M. Burns, General Manager of the Boulder Brewing Company is engaged in some research on Boston brewing companies since 1900. He seeks references to books, articles, and possible interviews. His address is 15555 N. 83rd Street, Longmont, CO 80501.
- Q. Similarly, the AAA World (Wisconsin) reports that Jerold Apps and Allen Strang, authors of books on the barns and mills of Wisconsin, are working on a book on Wisconsin breweries. They also seek reference material, plus photographs and other illustrative material. They may be reached c/o State Historical Society, 816 Street, Madison, WI 53706.

PAINTED LABEL BEER BOTTLES

I will pay your price for those I need!
Will also swap other bottles or coasters
if you prefer. Please let me know what
you have available.

Paul F. Burden
P. O. Box 218
Medfield, MA 02052

New Orleans beer expands to survive

By The Associated Press

New Orleans.

The days are gone when people here would reach automatically for Dixie Beer to wash down their crawfish and jambalaya, so its brewers have decided to pitch the hometown brand throughout its namesake.

For 75 years the dominant beer in New Orleans, Dixie now is appearing for the first time on shelves in Alabama, Georgia, Mississippi, Virginia and Tennessee.

Dixie Brewing Company has taken the offensive after watching its local market share undermined by competition from national brands—and by a disastrous brewing foul-up seven years ago. The company also is tightening its belt, cutting employees and reducing the pay of those remaining.

Robert Oertling, president and brewmaster at Dixie, says the company is expanding its market area because it was the best option for reviving the firm.

"We need the business, that's the number one reason," he says. "Number two is that people have been asking for it. The name has gotten around."

Dixie once commanded 25 percent of the New Orleans market, but its share now is 8 percent. The privately held company says it has lost money most of the past decade, although its position was eased by a four-year, \$1.2 million tax exemption approved by the Louisiana legislature in 1979.

This month the brewery laid off 30 of its 160 employees, and the rest took a 10 percent pay cut.

"We were faced with a need to reduce our costs to stay in business," Mr. Oertling says. "We felt we had more labor than we could justify."

He says that about 20 percent of the company's annual 146,000-barrel production now is heading out of state. "We're getting a lot of repeat orders, and that's very gratifying," he says.

Mr. Oertling says he thinks Dixie should suit the taste of enough Southern drinkers to more than offset the loss of business at home.

Its name should help, too.

"Ain't nothing more Southern than Dixie Beer," proclaims the company's new advertising jingle, an easy remake of its traditional "Ain't nothing more New Orleans . . ." pitch.

As brewmaster, Mr. Oertling samples his product twice a day. On a recent tour of the plant he addressed by name every worker he passed and was careful to turn off unneeded fans and lights.

His personal attention is one defense against the nightmare event that brought on Dixie's fall from grace among New Orleans drinkers: "The Bad Batch."

It happened July 4, 1975. A tank of brewing water absorbed phenol fumes from a newly laid cellar floor, creating a batch so foul that thousands of drinkers switched brands for good.

The sense of betrayal felt by many loyal customers loomed in direct proportion to the size of the extra supply they had laid in for the holiday weekend.

The effect was devastating. Mr. Oertling says annual production fell almost overnight from an all-time high of 225,000 barrels a year to 116,000, and sales have never recovered significantly.

Despite that, as the only survivor of 13 breweries that once dotted New Orleans, Dixie still inspires great loyalty among devotees.

A local country-western favorite is "Drink One More Dixie With Me Darling." Some of the city's most fashionable walls are adorned with a popular limited-edition poster of a Dixie long-neck bottle.

At the brewery's hospitality tap room and gift shop, sales of Dixie T-shirts, caps, foam can coolers and other knickknacks brought in more than \$72,000 during the first six months of the year.

Still, the bad batch haunts Mr. Oertling, although he says he draws a certain comfort from it as an indication of his customers' loyalty.

"They say, 'I was out fishing and we had to throw the whole case overboard.'"

"To me, that's evidence that our customers are very, very loyal. We have been so close to the heart and soul of New Orleans that I still get calls from people who say they have never tasted another beer, they've been drinking ours all their lives."



Robert Oertling, president of New Orleans brewery, draws a cup of Dixie.

WHAT'S BREWING?

Coors' directors announced on August 13 with unconcealed distaste a decision to cut employment at Golden by 500. Output had failed to grow as anticipated, making the labor force of 7000 too large. The firm also announced an intention to expand its marketing area to the east, but it has not made its long-expected decision to build the projected Virginia brewery. Anheuser-Busch had reportedly decided on Fort Collins for its projected Colorado plant. A-B has absorbed Campbell Taggart, Inc. the second largest commercial baking firm, in an effort to diversify. Analysts widely interpreted the move as showing pessimism on the growth potential of brewing as the American population ages. The J. Walter Thompson advertising agency resigned the Schlitz, Schlitz Light and Erlanger accounts, presumably out of pessimism on Stroh's future plans for those brands. Stroh switched from Doyle Dane Bernbach to Marschalk Co. for the Stroh brand, effective November 15. Data on beer output by state in the early months of 1982 demonstrate the demographic changes in the nation. Wisconsin still leads, but is likely to be passed by both California and Texas within two years. We have a new microbrewery in Seattle, the Independent Ale Brewery, Inc., which produce Redhook Ale.

GWH

Chicago Tribune

Tuesday, January 15, 1980

September 6, 1980

Q—Can Action Line supply information on when and where the Sieben Brewery started in business and when it stopped operating? Has the brewery building been wrecked?

Jerry Poduska, Berwyn

A—The original brewery was started by Michael Sieben in 1857 in Germany. Sometime after that, he came to Chicago and started a brewery on the South Side in 1865. In July, 1876, he opened a new brewery at 1470 N. Larrabee St. in the heart of what was then Chicago's German community. The part of the brewery that many Chicagoans may remember was the Bier Stube [beer garden] that opened in 1903. During Prohibition, the brewery was the scene of one of the biggest raids by police. The Sieben family had subleased the brewery to the Mid-City Brewing Co., a front for bootleggers. Familiar names among those arrested in

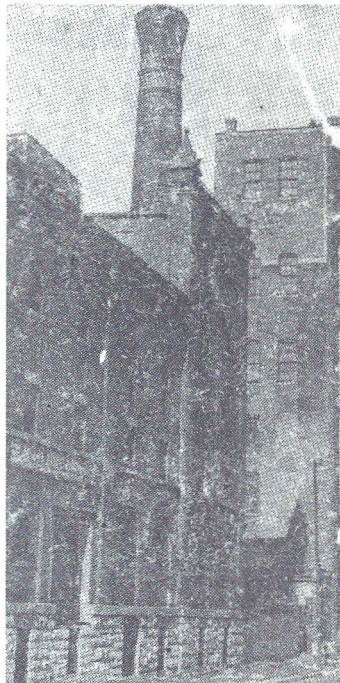


The Bier Stube at Sieben Brewery Company was a popular spot.

the raid were Johnny Torrio and Dion O'Bannion. The brewery remained padlocked thereafter until Prohibition was repealed. The Sieben family reopened in 1933 and continued in the business until 1967, when competition from the major brewers forced them to close. The building was badly damaged by fire in late 1968 and fell to the wrecking ball in early 1969.

On Sieben's, see The Breweriana Collector, number 32, winter, 1981.

Q—At one time, Chicago had quite a few breweries in operation. Today, there is not a single one in production. Could you tell me how many there were in the past? I have a bottle cap from the Standard Brewing Co. of Chicago. When did this company operate, and where was it located? Finally, is there an organization in the area that keeps rec-



Standard Beverage Co. at Campbell Avenue and Roosevelt Road in 1930.

ords of Chicago's brewing history?

Edward Rysz, West 23d Street

A—Chicagoans got their first taste of hometown brew in 1833 when William Haas and William Lill opened the city's first brewery. As fast as Chicago grew, so did the breweries. By 1860, there were 22 in operation. In 1919, the number peaked at 52. Then came Prohibition and a steady decline. One of those disappearing during Prohibition was the Standard Beverage Co. at Campbell Avenue and Roosevelt Road, which was owned by bootleg racketeers Terry Druggan and Frankie Lake. The brewery was closed in 1924 for violations of the Volstead Act and later sold by the Internal Revenue Service for back taxes. The number of breweries stood at 32 in 1937, 18 in 1950, 10 in 1960, 2 in 1969, and now there are none. The last to go was the Peter Hand Brewing Co., 1000 W. North Av., which closed down Sep. 1, 1978. The Chicago Public Library should be able to help you with Chicago's brewing history.

BOOK REVIEWS

Herman W. Ronnenberg, The Politics of Assimilation: The Effect of Prohibition on the German-Americans (New York: Carlton Press, Inc., 1975), 160 pages. Out of print. For information on acquisition of copies, write the author at Box 33, Elk River, ID 83827.

It is well known that Prohibition was visited upon us in part because of hostility to German-Americans during World War I. Member Herman W. Ronnenberg has written a specific treatment of this doleful subject at the length of a short book.

Ronnenberg organizes his enquiry under five topics: the organization of German-American life before World War I; the early history of the Prohibition movement; World War I; Prohibition; and the cultural assimilation of the German-Americans after 1920. Before World War I, the German-Americans were an identifiable cultural minority, roughly as the Hispanics are at present. The war was a disaster for them, making them a suspect group, and rendering hostility toward them socially acceptable. Especially because of the identification of the German-Americans with brewing, the situation gave the Prohibitionists the opportunity they had sought to visit their odious prescription on the nation. Second thoughts on the war, revulsion to Prohibition, and the ordinary forces for cultural assimilation all facilitated integration of the Germans into American life. By World War II they had nearly ceased to be an identifiable minority. In fact, German ancestry is currently the most common among Americans.

The book's merit is not particularly in the novelty of the argument but in careful documentation and exceptionally articulate exposition. It is the best treatment of the subject known to me. Most books on Prohibition give little space to beer, but this one lavishes attention on the German brewers. It is indisputably a book about beer. Ronnenberg writes with scholarly restraint, but he does not conceal his revulsion to what went on in World War I and during Prohibition. Hostility toward Germans has been probably the most socially-acceptable form of bigotry in American history, but it is bigotry nonetheless, and not any less odious than the other forms for that.

GWH

Robert Kay and Paul Zagielski, Chicago Brewery Coasters (Chicago: Monarch Coaster Chapter, 1982). Lithoprinted, not paginated, looseleaf binding. Copies available for \$4 from Paul Zagielski, 6523 S. Kolin Avenue, Chicago, IL 60629.

Chicago's chapter of Tom Byrne's national organization of beer coaster collectors has issued a short directory of known post-Prohibition Chicago coasters. For each of 25 breweries, the authors present a short historical sketch -- the longest about 130 words for Sieben's -- a statement on whether the brewery is extant, and then a listing of known coasters. The code is simple: ABB-1 for the one known of Old Abbey, for example. The rest of the volume is devoted to illustrations of the coasters. These have about the quality of ordinary Xerox, and there is no effort at artistry in the presentation. The book is simply an effort to show collectors what is available to collect. As such, it is a fine job. It is very thorough, with plenty of coasters I had never seen. The open-ended code is particularly desirable. The authors recognize that the book is probably incomplete, and solicit information on further examples. The short histories and especially the information on survival of the breweries should render the work of interest to collectors more generally.

With the exception of hoping things work out for Schlitz, our most frequent editorial opinion is that we need cataloguing of what we are collecting. Accordingly, this slim volume gets high marks.

GWH

NEW MEMBERS

ANDERSON George T.
180 Glascoe Ave.
Staten Island N.Y. 10314
212-448-3247
Mugs-steins
Bachmann-Rubsam-Horrmann
Breweries

BAUCKMAN Vern
12612 Harbor Dr.
Woodbridge Dr. 22191
703-491-5568
Mugs-steins-lithos-reverse
paint on glass-signs-trays

CLEARY Arthur S.
16504 Grande Vista Dr.
Rockville Md. 20855
301-926-8748
Openers-signs-trays-coasters
cans

DITTMER David A.
7619 Webbwood Court
Springfield Va. 22151
703-569-1936
All breweriana

DRECKMANN James
1055 E. Milwaukee Ave.
Oak Creek Wi. 53154
414-764-5928
Labels-signs-cans

DROEGE William
RFD #1 Box 85 Williams Rd.
Red Hook N.Y. 12571
914-758-5783
Signs-trays-Albany-Hudson
Poughkeepsie N.Y. breweries

GETMAN Thomas
3103 Tocaste Lane
Albany Ga. 31701
912-888-3796
Mugs-steins-signs-trays-cans

JONES Ron
1555 43rd Ave.
Stone Park Il. 60165
312-344-0955
Glasses-lighted signs-cans
Chicago breweriana

KERN Jack
7970 Bricker N.W.
Massillon Oh. 44646
216-854-5282
All breweriana

LICHTENBERGER Mary
745 Newmans Cardington Rd. W.
Prospect Oh. 43342
614-726-2552
Glasses-lithos-signs-trays-mini
bottles

LYNCH Patrick J.
P.O. Box 2056
Reston Va. 22090
703-255-2608
Lithos-mugs-steins-trays
vitrolite signs

MILEY Ray Jr.
1816 West Point Pk.
West Point Pa. 19486
215-699-3536
Pitchers-auto bottles

OLSON Peter
842 Mission Hills Lane
Worthington Oh. 43085
614-436-7579
Cans-labels-signs-trays
tap knobs

O'NEILL Barry
3311 114 Street
Edmonton Alberta Canada T6J-4B1
403-435-1168
Crowns-glasses-trays-mugs-steins
All Canadian breweries

Page Elaine H.
1718 Westminster Circle
Davenport Iowa. 52807
319-355-7964
Glasses-lithos-mugs-steins-signs
trays

RICE Lance J.
4958 Southview Ct.
Vermillion Oh. 44089
216-967-6332
Cans

RIPLEY Vern L. III
9526 East River Rd.
Elyria Oh. 44035
216-322-2840
Signs-tap knobs from Cleveland
& Akron Oh.

SCHUMER Douglas J.
6878 Erie Rd.
Derby N.Y. 14075
716-947-4652
Glasses-mugs-steins-trays
Foreign European glasses

NEW MEMBERS

SCHWARTZ Joanne
Miller Brewery Co.
Research Library
3939 W. Highland Blvd.
Milwaukee Wi. 53201
414-931-3640
Lithos-books on brewing

SKPRUPSKI James
12049 Coventry P.O. Box 382
Carleton Mi. 48117
313-654-8486
Labels-pictures-cans

SWANSON Kenneth G.
1866 Bedell Road
Grand Island N.Y. 14072
716-773-4995
12oz U.S. Canadian cans
Canadian breweriana

TATONE Nick
6630 S. Brainard # 108
Countryside IL 60525
312-352-6213
Glasses-mugs-steins-signs

TAYLOR Robert P.
312 Hamillton Blvd.
Piscataway N.J. 08854
201-752-1594
Flat top cans P Ballantine Nwk.

VERNON James V.
P.O. Box 1207
Sweetwater Tx. 79556
915-235-1331
Lithos-mugs-steins-post cards
signs-trays Texas breweries

WILLIAMS David W.
6929 Birchcreek Road
San Diego Ca. 92119
714-698-7331
San Diego Brg. &
Burgermeister advertising

YEAGER Mary A.
541 East Overlook
Eastlake Oh. 44094
216-951-8143
Glasses-openers-signs-trays
lithos-mugs-steins

The deadline for information that will appear in the 1983 Membership Directory has now passed. Sorry to report it is also that time to remove members who have not paid their 82-83 dues. The present membership is 560. If you have not reserved space for your ad in the Membership Directory please send the copy along with your check as it now being assembled.

The following N.A.B.A. items are available to members.

OFFICIAL STATIONERY 50 sheets 50 envelopes -----\$5.50

THE BREWERIANA COLLECTOR past issues are available at ---\$2.00 each
N.A.B.A. LOGO SHIELDS (Patch) Wear it on your blazer. Its very well done in 4 colors Gold, Green, Black on a White shield. The 3 inch size is \$3.50 and the 4 inch is \$4.50.

(All are postage paid by N.A.B.A.)

Once again a Welcome to the new members listed in this issue. The list of new members numbers 26. Hope the new members will find the N.A.B.A. helpful in their collection of Breweriana.

Robert E. Jaeger
Executive Secretary

BEER LABELS

Millions for sale: Lager, Bock, Porter, Ales, Stouts, including IRTPs. Send 35¢ in stamps for color photographs of labels for your convenience in selection.

Herbert A. Haydock
1660 2nd Avenue South
Wisconsin Rapids, WI 54494

BUY - SELL - TRADE

Wanted: Old New Jersey labels, especially IRTP and pre-Pro. Send descriptions and prices to Peter Kowalik, Jr., 73 W. Johnston, Washington, NJ 07882.

For sale: Near mint 2-faced porcelain sign of Supreme Beer. \$350 plus shipping Polaroid available. Dick Leon, 220 S. Atlantic Ave., Haddonfield, NJ 08033 (609) 429-0339.

Wanted: Muehlebach breweriana of Kansas City, MO. Paul Gerling, 10508 W. 52nd Terrace, Shawnee, KA 66203. (913) 631-9550.

For sale: Mt. St. Helens volcanic beer can, and other items. Send SASE to Fred Palahniuk, P. O. Box 305, Greenacres, WA 99016.

Western Beer Advertising: Show of 79 slides for clubs, etc. Rental fee is \$20.50 plus postage. Dave Streit, Box 555, Anderson, CA 96007, or (916) 365-4190 after 6 PM.

Wanted to buy: Rarer Chicago tap knobs: Best, Birk's Trophy and Superb, Chevalier, Koller, Old Brew, Patrick Henry, Frederick's. George W. Hilton, Dept. of Economics, UCLA, Los Angeles, CA 90024.

FOR SALE: COLLECTION OF 1252 BEER
BOTTLE CAPS

487 obsolete, 240 foreign, 525 current
Duplicates included free.

Asking price: \$600.

AE2 Kevin Cichocki
141 Midway Avenue
NASL LeMoore, CA 93245



Brewing industry relies on

'dry' Minneapolis

By Lee Egerstrom
Agribusiness Writer

St. Paul, St. Louis and Wisconsin brewers will tell you it's been a spell since a beer was brewed in Minneapolis. Some say it's been even longer since a good one was brewed there.

Despite this flaw in Minneapolis' otherwise complete coterie of agribusinesses, the nation's brewing industry actually gets its start at the Minneapolis Grain Exchange.

Minneapolis is the principal cash grain market for malting barley. There is no futures trading in barley. Given the complexities of barley as a commodity, there is no public pressure for starting a futures contract.

Buyers and sellers arrange cash sales in Milwaukee, too, said Pat Henderson, a spokesman for the exchange. But "the bulk" of trading is done in Minneapolis.

All of the major brewers have their own offices and traders at the Minneapolis exchange. And all others are represented by barley experts from commission houses. Last year they traded 85.7 million bushels of premium barley at Fourth Street and Fourth Avenue.

That Minneapolis virtually dominates the malting barley market is no accident. North Dakota is the leading barley producing state and its production, when combined with Minnesota's, accounts for better than one-third of all U.S. barley grown most years.

This year, for instance, U.S. Agriculture Department statisticians have forecast a 476.3 million bushel crop nationwide. With North Dakota's 103.4 million bushel harvest, and Minnesota's 55.4 million bushels, the two states will provide 34.4 percent of the nation's barley supply.

But that alone isn't the reason why the Minneapolis Grain Exchange dominates the malting barley market, explains Randy Jeppson, a University of Minnesota extension plant pathologist.

The northern tier states from Minnesota to Washington are the best growing areas for malting barley type varieties, he said.

Meanwhile, most barley grown in Southern states is intended for use as a feed grain.

That means Minneapolis has access to the best malting barley grown most years, considering that Montana is often the No. 2 producer after North Dakota. Minnesota is usually third or fourth in size of harvests.

"Barley should not exceed 13.5 percent protein if it is to be used for malt. And if it gets wet and lays in the field, it gets a stain problem and can't be used for malting without discoloring the beer," Jeppson said.

Thus, the brewers are the only small grain users who are looking for low protein content. But barley trading gets more confusing. It is the only small grain traded on commodity markets by seed variety.

Prices vary almost daily for Larker, Beacon, Morex and Glen malting barley varieties.

Larker, developed by North Dakota State University in 1961, has been the standard malting barley in recent years. However, it is passing that honor to Morex, a variety developed by the University of Minnesota. Barley farmers planted twice as many acres of Morex as Larker this year, Jeppson said, even though Morex has only been on the market since 1978.

Anheuser-Busch Inc., the nation's largest brewer, is using Morex now and that adds to its farm popularity. But some smaller brewers are reluctant to change to new varieties, Jeppson said.

"Each variety has characteristics of its own," he explained. "A brewer has to learn that barley's personality before he can use it."

That helps explain why the Minneapolis Grain Exchange is content to dominate a cash grain market and not start a futures program. How could the investing public understand barley varieties when it takes brewers some time to learn a commodity's characteristics and uses?

PLAN TO ATTEND!

**1983
NABA CONVENTION**

August 5, 6 & 7

Utica, New York

**NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING**

Willson Memorial Drive
Chassell, MI 49916

Return Postage Guaranteed

**FIRST
CLASS MAIL**