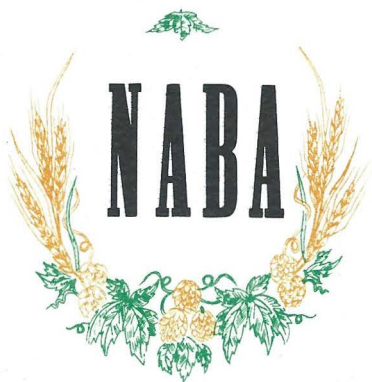


The Breweriana Collector



JOURNAL
OF THE
NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING

Founded January 1972

VOL. 40

WINTER 1983



The Microbreweries

National Association Breweriana Advertising

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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.

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President's Page

Despite a very mild winter in Wisconsin and a lot of travel, Sue and I have had a great deal of difficulty in collecting a lot of brewery memorabilia since last Fall. Our spirits were raised one recent weekend, however, upon discovering what we think is an Anheuser Busch tavern chair in a local antique shop. I guess you just never know what will turn up. We are now looking forward to the Harry Richards-Steve Markovic Beer Show to be held at month's end. These two enterprising club members have periodic shows at a local bowling establishment. The shows attract considerable crowds from a three state area and are a great way to see old friends and do some buying and trading. I will hope that other members might be encouraged by the efforts of Messrs. Richards and Markovic. It's also a good way to spread the word about NABA and to encourage new members.

With regard to new members, I am advised by Bob Jaeger that NABA is growing at a surprising rate. This is very encouraging in light of today's economy and I would hope that each of you will continue to promote NABA with your friends and associates.

I have just returned from a business trip to San Antonio, Texas, the site of our 1984 convention. I know that those of you attending the '84 convention will be delighted with San Antonio - its beautiful riverfront, many fine restaurants, and most especially the Pearl and Lone Star Breweries. The architecture of the Pearl plant is absolutely outstanding and easily reached from the freeway.

If you have not already decided to attend the 1983 convention in Utica, New York, do so now. The convention committee has some great ideas for making 1983 the best convention yet.

Best wishes to each of you.

Respectfully yours,

Robert J. Chapin

Robert J. Chapin, President
National Association Breweriana Advertising

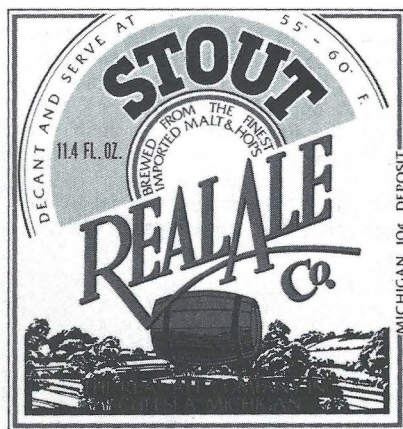
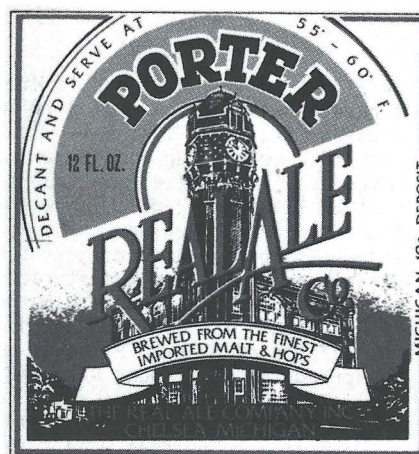
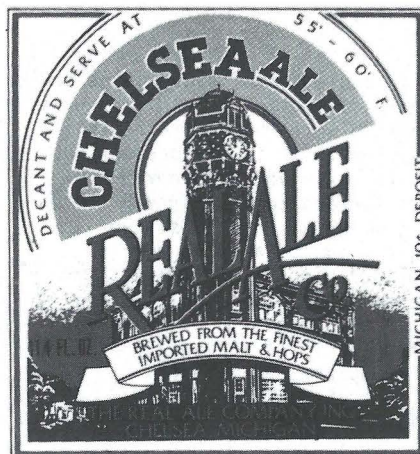
There are no new members listed in this issue because they will appear in the 1983 Membership Directory. The Directory will list 600 members as of January 1, 1983.

Hope the new year will bring that special item you are looking for your collection.

Some members do not remember the N.A.B.A. dues expire on May 31, 1983. If you wish you may send in your dues at any time for 1983-1984. Your dues must be paid to be able to attend the 83 Convention in Utica, New York and are due May 31, 1983.

The interest in the N.A.B.A. is now as faraway as West Germany, Sweden and Australia and Canada as well.

Robert E. Jaeger
Executive Secretary



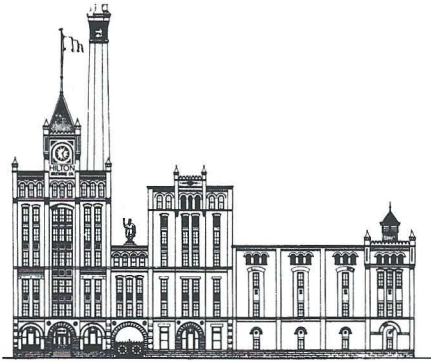
The Real Ale Company of Chelsea, MI, brews as most of the microbreweries do, producing a pale ale, a porter and a stout, all on the British model. The tower on the labels of the Chelsea Ale and Porter is of the former factory building in which the brewery is housed. The brewery occupies only about 10 percent of the premises. This company is the most aggressive of the microbrewers in selling breweriana. Visitors are welcomed and a souvenir shop is maintained. The company sells a T-shirt for \$8 and a cap for \$4. A small wooden case for six bottles is planned. See Lowell Edmunds' article on the microbreweries beginning on page 8.

THE REAL ALE COMPANY, INC.

320 North Main
Chelsea, MI 48118
phone (313) 475-8343

*Brewers of ale without
preservatives from 100%
imported Irish malt*

**TED
BADGEROW**
brewmaster



FERMENTATION

Do Our Brewers Give Us

What We Want?

Asked forthrightly, the question whether our brewers give us what we want sounds odd. Could Anheuser-Busch be giving us over 50 million barrels of what we don't want? The question is worth considering explicitly, however, because there are plenty of people who argue that brewers really are not demand-responsive. Most such argue that what we really want is some heavier, darker beer on the order of English ales, or more heavily flavored lagers. Columnist Charles McCabe of the San Francisco Chronicle, for example, argued for years that nothing but steam beer and Rainier Ale are worth drinking. The Campaign for Real Ale has based its entire movement on a conviction that the major British brewers have carried on a conversion from traditional cask beers to pasteurized beers contrary to the desires of the British beerdrinker. In America people who think this way usually look upon Miller as their bete noire, much as their British counterparts think of Watney: High Life was bad enough, but now they foist Lite on us. This seems the appropriate time to consider this question specifically, because this issue contains a review of one of the most eloquent statements of CAMRA's philosophy, Christopher Hutt's The Death of the English Pub (below, p. 27), and also an article of Lowell Edmunds on the American micro-breweries, all of which produce either English-style ales or strongly flavored lagers of the sort that used to be common.

People who argue that the brewing industry is not demand-responsive usually argue that the industry is not entirely competitive, or that advertising is used to manipulate tastes away from the actual desires of the populace. We have on various occasions treated both the questions of the degree of competition in the industry and the role of advertising. The argument that the industry is not competitive is based on the indisputable fact that it does not conform to the textbook model of atomistic competition, in which the product is homogeneous and each producer is too small to influence price. Such a model is currently looked upon as a useful teaching device and as a necessary means of abstraction for certain analytical purposes, but neither a description of reality nor a goal for public policy. An actual competitive industry is about like brewing, with aggressive efforts to expand market shares, an absence of collusion, and a considerable amount of advertising. Even if it were true that the industry is not competitive, the industry would simply produce less beer than under competition and at higher prices. There is no presumption that a monopolist would innovate a product different from what a competitive industry would produce. In fact, one of the older objections to monopoly was that a monopolist was thought to have less incentive to innovate. The railroads' alleged agreement to refrain from introducing air conditioning onto passenger cars in the 1920s is the sort of example usually given of the adverse effects of non-competitive organization on technological change.

Arguments that advertising perverts our taste from something we want to something we really don't usually rely heavily on J. K. Galbraith, who

The experience might be cautionary for the rest of us. Old-timers are a major source of historical information, but that sort of information is highly perishable. In cities that brewed until recently, such as Chicago and New York, old-timers doubtless abound, but in the cities that lost their breweries early, like Indianapolis, they must already be getting scarce. If you plan historical work on the breweries of your area, it would be well to seek out old employees without delay and to put their reminiscences on tape.

* * *

Stan and Chris Galloway are among the organizers of the American Breweriana Association, which operates out of their address, P. O. Box 6082, Colorado Springs, CO 80934. Dues are \$6 per year. At the moment the benefit is a mimeographed journal, with free buy-sell-trade ads for members. A novel feature is a biographical sketch of a member chosen randomly for each issue. Meetings, a convention, and a national museum of brewing are long-range objectives. Membership, currently just under 100, is presently concentrated in Colorado, but various well-known collectors elsewhere have already joined. We wish the organization well.

Fred Palahniuk, Box 305, Greenacres, WA 99016, proposes to establish a club of crown collectors. His tentative title is "World-Wide Cap Collectors Club." A news letter is planned.

Beer Cans Monthly has been reborn as Brewery Collectibles Magazine. The change clearly reflects the broadening of interests of collectors in our area of interest. It is professionally done on slick paper. Members Bob Kay, Don Bull and Herb Ashendorf were represented in the first issue. Subscription is \$15 per year. Write to Class Publishing Co., P. O. Box 43, Colmar, PA 18915.

* * *

With this issue we inaugurate a listing of coming events of interest to collectors. (Page 23) Please let us know well in advance of such events. We have listed the Beer Can Collectors of America's forthcoming Western Convention because general breweriana is to be featured. In general, we simply haven't space to list all can collectors' chapter gatherings. They are very numerous, and BCCA and rival organizations list such gatherings in detail.

Of immediate interest is member Neil Wood's Antique Advertising Show at the Farmer's Building of the Indiana State Fairgrounds, Indianapolis. As last year, NABA will maintain a hospitality room Friday night, March 25, at the Holiday Inn North, at exit 27 of I-465, the Indianapolis Beltway, and U. S. 421 north. As we reported last year, there are three motels at that location:

Holiday Inn North	(317) 872-9790
Red Roof Inn	(317) 872-3030
Signature Inn	(317) 872-5656.

Similar hospitality arrangements are tentatively planned for September 23.

Try to attend the March session. The Antique Advertising Show is one of the best ways to expand your collection, and the hospitality hours are invariably delightful. It has been a long -- though admittedly not hard -- winter, and you'll enjoy getting together with friends in NABA whom you haven't seen since last summer. Nobody has yet told us that NABA is worth its dues merely as a social organization, but we won't argue against anybody who does.

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

January 27, 1983



The Boulder Brewing Company's modest plywood structure, above, is thought to be the only microbrewery in a building specifically designed for brewing. It is also thought to be the only plant using the traditional gravity flow from the malt bin to the fermenting and storage tanks. In spite of the brewery's urban address, it is located on a farm between Boulder and Longmont, Colorado. Note the goat at lower right of the photograph. (GWH)



Ales - Porter - Stout

Boulder Brewing Co.

Thomas M. Burns
General Manager

15555 No. 83rd St. • Longmont, Co. 80501 • (303) 776-4387

THE MICROBREWERIES

© Lowell Edmunds
Boston College
Chestnut Hill, MA 02167

Two trends are now apparent in the U.S. brewing industry. One is daily fare in the press and receives constant attention in business and financial journals. This is consolidation. Through mergers and acquisitions, the big brewing companies are becoming even bigger. The other, less conspicuous trend is the emergence of small, local breweries, usually called microbreweries. The expression, "boutique brewery," is detested by the brewers in question.

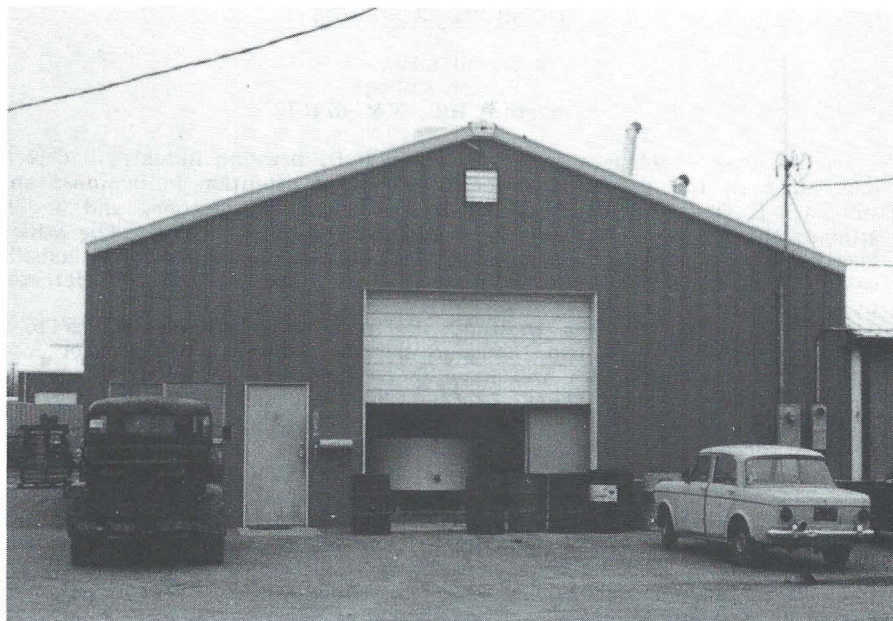
At the time of this writing, the term microbrewery refers to a brewery that produces two thousand barrels per year or less for local distribution. This figure will have to be revised as some of the micros (as they are called for short) become more successful. For the foreseeable future, however, they will be considerably smaller than the small regional breweries, for example, Anchor Brewing Co., in San Francisco (25,000 barrels per year), from which they should be distinguished.¹

The size of the micros limits the amount and the kinds of breweriana they can produce. With only one exception, they either bottle their beer or distribute it in kegs, and thus there are no cans to collect. The breweriana is limited to labels, posters, "table tents", coasters and the like. The graphic design is, however, usually in the best tradition of the U.S. brewing industry. A collector who put together a complete set, for example, of the labels now in use by the micros would have a minor treasure. Some of the labels are already of historic interest, since four of the micros, Mt. Tamalpais Brewery (Berkeley, CA), California Steam Beer Co. (San Rafael, CA), DeBakker Brewing Co. (Novato, CA) and Cartwright Brewing Co. (Portland, OR) have recently gone out of business. To return to the lone exception mentioned above, Ken Lines of Idaho Falls, ID is distributing Eagle Rock Beer in cans in his area. The beer is made and canned by Joseph Pickett and Sons, Inc. (Dubuque, IA). If the beer, which was formulated by Lines, catches on, he intends to open his own brewery in Idaho Falls.

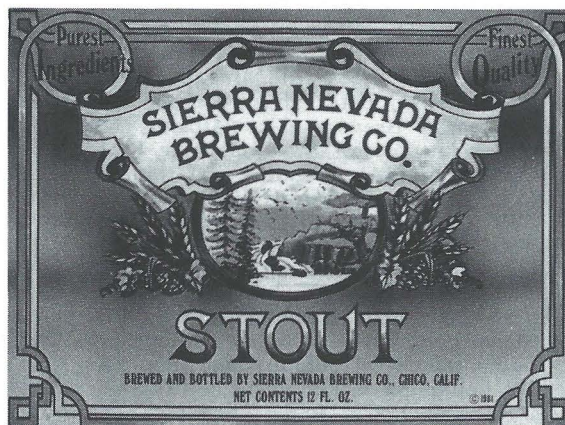
At present, there are eight micros in production: Boulder Brewing Co. (Longmont, CO), New Albion (Sonoma, CA), The Real Ale Co. (Chelsea, MI), The Red Hook Ale Brewery (Seattle, WA), River City Brewing Co. (Sacramento, CA), Sierra Nevada Brewing Co. (Chico, CA), The William S. Newman Brewing Co. (Albany, NY), and Thousand Oaks Brewing Co. (Berkeley, CA). At least nine others (not including Eagle Rock) are in the planning or start-up stage: Berkeley Brewing Co. (Berkeley, CA), Britannia Brewing Co. (Daytona Beach, FL), Chesapeake Brewing Co. (Virginia Beach, VA), Humboldt Bay Brewing Co. (Arcata, CA), Legendary Brewing Co. (Little Rock, AK), Mariner Brewing Co. (Boston, MA), Mendocino Brewing Co. (Ukiah, CA), Nashawannuck Brewing Co. (Northampton, MA), Stanislaus Brewing Co. (Modesto, CA).

From this list, a simple conclusion follows: something is happening. Furthermore, it is happening all of a sudden. Of those in production, the first to open was New Albion, and the year was 1976. In other words, it has all happened in six years.

And from this conclusion follows a not so simple question: what does it all mean? This question is almost impossible to answer in terms of the motivations of individual microbrewers. Most of them had previous occupations unrelated to brewing, and each seems to have come to brewing by a separate path. The largest common denominator may be a background in homebrewing, and it is worth noting that the American Homebrewers Association, based in Boulder, CO, performs some of the functions of a trade organization for the microbrewers. The easiest place



Most of the microbrewers rent space in industrial parks. Above is the Sierra Nevada Brewing Company's plant in Chico, CA. This is one of the most highly regarded of the microbreweries in quality of the plant. The brewers, Paul Camusi and Ken Grossman, are also among the best trained of the microbrewers, being graduates of the University of California, Davis, curriculum in winemaking. (GWH)
Below is the label for the firm's stout.



to find them outside their own breweries is at the American Homebrewers Association's Annual National Micro-brewery and Homebrew Conference. (The fourth annual conference was held in Boulder on June 3-5, 1982.)²

Although it might be possible to name a few character traits and opinions shared by all microbrewers, the significance of their movement becomes clear in historical perspective. American social life changed profoundly during the 1960s and, amongst many other things, the quality of life became a new concern. In the area of food and drink, this concern took two directions. One was health and the other was elegance. The health food movement was soon co-opted by the food and beverage industry, which produced low-calorie versions of everything from soup to cake and worked the adjective "natural" almost to death. The counterpart in beer of this trend was "light", i.e. low-calorie, beer, which became, through the success of Miller Lite (introduced in 1973) and its effect on the industry, the most important new product in the history of American brewing. On the side of elegance, the American brewing industry at first had little to offer, and the market fell to imported beer. In terms both of brewing-style and of price level, the micros occupy the same market position as imports. The micros are the native American response to the demand for more elegant or distinctive beer which sprang up in the 1970s.

In passing, it should be noted that the market position of the micros is rather complicated. The managers of the leading companies in the brewing industry were quick to recognize the polarization in taste represented by low-calorie beer, on the one hand, and imports, on the other, and they reacted by distributing their own imports and by developing new superpremiums with more distinctive flavors. (See Figure 1. To the superpremium column could be added Christian Schmidt's new Golden Classic.) The superpremiums that had already been around for a long time, Michelob and Andeker, were advertised with new emphasis. A new company, Coy, came into existence last year to compete for the superpremium and import market. The question remains, however, whether these new superpremiums are distinctive enough to appeal to the market that the micros are discovering for themselves. If not, the contest is between the micros and the importers.

In the broadest historical terms, then, low-calorie beer and the micro movement are related phenomena, both outgrowths of social changes that began in the 1960s. But all resemblance ends here. Considered in terms of beer itself, these two phenomena appear as opposites. Low-calorie beer could not have been as acceptable to the American public as it was and is if the standard brands of American beer had not long since become watery-hued, gossamer-bodied and bland in flavor. Low-calorie beer, no matter what its new benefits to health, is the culmination of a tendency already in progress for at least several decades before Lite was ever thought of. The micros' beer, on the other hand, is a counter-culture product.³ It goes directly against the prevailing American style of the German lager beer that came to predominate in the U.S. in the mid-nineteenth century. Most of the micros brew an English-style ale, and are thus reverting to a brewing tradition that was all but wiped out in this country by the success of lager.

The localism of the micros is also the contrary of the driving force behind the present consolidation of the industry, namely the desire to capture as large a share of the national market as possible. The micros brew for a strictly local market and can produce, for example, stouts and porters that are uneconomical even for most regional breweries.⁴ They can also brew different beers for different seasons of the year. In short, the micros' localism is geared to a sophisticated local market that recognizes variety in beers as wine-drinkers recognize variety in wines. The success of small wineries in California has often been spoken of as one of the main sources of inspiration for the micro movement, which is heavily concentrated in California at the moment.

Figure 1

	Popular	Premium	Light	Import	Superpremium	Comments
Anheuser-Busch	Busch	Budweiser	Natural Michelob Budweiser	Wurzbürger	Michelob	
Miller		Miller High Life	Lite	Oktoberfest (1) Lowenbrau (2)	Special Reserve	(1) Available in only a few areas in the U.S. (2) Brewed in the U.S. by arrangement with Lowenbrau Munich, A.G.
Stroh		Stroh	Stroh Light		Signature	
owner of Schlitz	Old Milwaukee	Schlitz	New Schlitz Light		Erlanger	
Heileman (1)				Beck Light and Dark		(1) Through ownership of several regional breweries, H. markets over 40 different brands, and could place several in each category.
Pabst	Red, White and Blue	Pabst Blue Ribbon	Pabst Extra Light Jacob Best (1)	Furstenberg	Henry Weinhard Private Reserve (2) Andeker (3)	(1) Test marketing in 15 cities began June, 1982 (2) Through acquisition of Blitz-Weinhard Co. in 1979 (3) Since 1939, but especially promoted since 1980
Olympia	Buckhorn	Olympia Hamm's Lone Star	Hamm's Special Light Olympia Gold Lone Star	Grenzquell	Medallion Special	
Coors		Coors	Coors Light	George Killian's Irish Red (1)	Hermann Joseph's 1868	(1) Coors acquired rights from Pelforth Brewery (Lille, France) and G.H. Lett and Co., (Scotland).
Coy International Corp. (1)				33 Export 33 Extra Dry Panache (2)	Coy International Private Reserve (3)	(1) Not a brewer, but a recently formed distributing company. (2) From Union de Brasserie, France. (3) Brewed for Coy at four different breweries in the U.S.

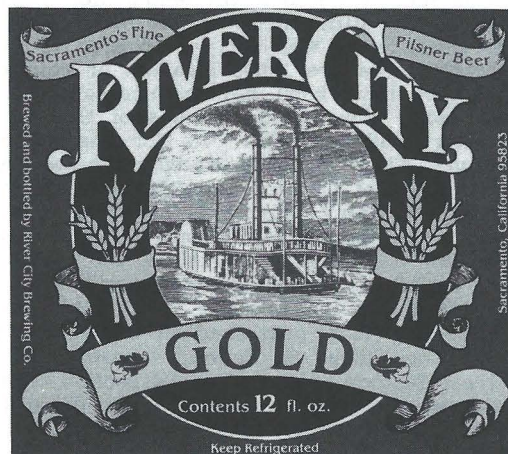
As local breweries, the micros practice brewing as a craft, and one often hears the expression "handcrafted" applied to beer produced by the micros. The microbrewer reverts to an earlier tradition of brewing, in which the brewer is more intimately involved in the actual work of brewing. For brewers, this involvement is symbolized by stirring the wort, and, in the history of American brewing, the most convenient implement for this purpose was found to be the canoe paddle. Boulder Brewing Co. keeps a canoe paddle, for both symbolic and practical reasons, next to its brew kettle. The concept of craft applies not only to the making of beer but also to the materials. The microbrewer refrains from using adjuncts (e.g. rice) and additives (e.g. head stabilizers). His beer is often "bottle-conditioned", i.e. a secondary fermentation and carbonation take place in the bottle. The result is a fine sediment of yeast cells at the bottom of the bottle, a source of suspicion to the ignorant but a sign of real beer to the wise.

"Real beer" has become something of a slogan for homebrewers and microbrewers, who speak of the "real beer movement" in the U.S., implicitly likening this movement to CAMRA (Campaign for Real Ale), a highly organized and successful consumer movement in England. The expression "real beer" perhaps sums up the counterculture tendency of the micro movement in the U.S. The general feeling in the movement is that the standard national brands have become characterless to the point of unreality and fail to satisfy the taste for the genuine thing. It should be added, however, that relations between the micros and the larger brewers are friendly. Fred Huber, president of the Huber Brewing Co. (Monroe, WI) attended this year's conference in Boulder and offered to help the micros by making it possible for them to purchase supplies through his company at his costs, which are of course far lower per unit than any individual micros', with its much smaller orders, would be. Coors took a paternal interest in Boulder during its infancy. Gil Ortega, the head of Coors' pilot brewery, told me that Jeff Coors' instructions were: "Help them in any way you can." Boulder now acquires its malts through Coors. From my own observations, I know that microbrewers do not disdain to drink the beer produced by the major brewers, and, although they probably prefer their own beer, they do not look down on Coors or Bud, because they know, better than others, how difficult it is to achieve this consistency of product. Jim Schlueter of River City told me: "They do what they do damn well."

Such, then, are the microbreweries in terms of a highly generalized historical interpretation. Despite what I believe to be the validity of this interpretation, it is far from telling the whole story. If one comes down to individual cases, vast differences appear within the movement. The fact that the movement as a whole can be traced to the 1960s does not mean that all microbrewers are 1960s idealists or counterculture personalities. Some of them have been highly successful in other fields and have gone into brewing for various reasons of their own--love of beer, the need for a new challenge, etc. As for the breweries themselves, compare, for example, Thousand Oaks Brewing Co, which brews from malt extracts in the basement of Charles and Diana Rixford's home, with Red Hook, which brews in a shiny, 25-barrel brew kettle purchased from the Wacker Brewery of Groningen, West Germany. These two represent what the journalist William J. Mares has called the two classes of microbreweries: the scaled-up home brewery and the scaled-down big brewery. Or compare Boulder Brewing Co., a plywood structure connected by a breeze-way to a goat-shed in the rolling dairyland outside Boulder, CO, with The William S. Newman Brewing Co., which is housed in a former mattress factory in an industrial section of Albany, NY. The unity of the movement, which can be set forth in general, historical terms as a counterculture phenomenon, begins to disappear as soon as the micros are considered individually.



River City Brewing Company's plant is in an industrial park on the south side of Sacramento. (GWH) The company is unusual in having been established to produce a full-flavored lager, River City Gold, rather than British-style ales. It has recently issued a dark beer.



Furthermore, some of the micros' traits that might seem positive in terms of the counterculture product, namely, a real beer, are negative in terms of the process of brewing. Take craftsmanship, for example. Hands-on, small-scale brewing is not per se the best way to make beer. This sort of brewing is not likely to be cost-efficient in a non-slave-owning society and will not necessarily produce a better beer than a more mechanical procedure. The great advantages of the large-scale automated operation are control and predictability of the outcome. The only way the microbrewer can match these advantages is through sheer hard work, and it is questionable if he can ever attain the large brewer's control over the all-important microbiological aspects of brewing, in particular of yeast-handling. There are just more things than can go wrong in a micro-brewery. Nobody knows what the ideal size of a brewery is, the size, that is, that would combine the economic and mechanical advantages of the large brewer with the microbrewer's capacity for specialization and attention to details. But, whatever the size, it is larger than the present micros and smaller than the present giants.

The best hope, then, for the micros would seem to be to grow somewhat larger (but not to become as big as Anheuser-Busch). In conclusion, it is worth asking what the prospects are for the micros' individual growth and what the prospects are for the movement as a whole. As for the latter question, the movement is probably only beginning. While the on-going consolidation of the industry is an ill wind for the regional brewers, who cannot compete with the giants' advertising power and may not be able to find distributors who have their best interests at heart, it may blow advantages to the new micros, who will fill local niches once occupied by regional brewers and still not penetrated by the giants. As for individual growth, it is already happening. For example, an attempt, directed by a Denver stock broker, is now being made to recapitalize Boulder Brewing in order to provide new facilities for a substantially greater production than the present thousand barrels per year.

But the very conditions of starting a microbrewery inhibit growth. Usually it is one or two men (no women yet as principals, though wives are practically partners in some cases) with the odd helper. They have to be scavengers, mechanics, brewers, chemists, and business men. The commitment of physical labor and time is enormous. From talking with several microbrewers in Boulder, I got the impression that their operations, once under way, become a trap. It is difficult enough for them to sell the beer they are already producing, and their equipment needs continual nudging. I think of Ken Grossman's bottling machine at Sierra Nevada Brewing Co. (Chico, CA). It was salvaged from a soft drink company and adapted, with great reluctance on the machine's part, to beer. From Ken's slides, it looks like a good candidate for the Smithsonian Institute. The more time he has to spend on this machine, the less time he has for marketing his beer, and marketing, as he and others feel, is the great problem for the microbrewer, once his operation is underway. When asked what was the single greatest problem that had led to his shutting down, Tom DeBakker answered: marketing.⁵

Footnotes

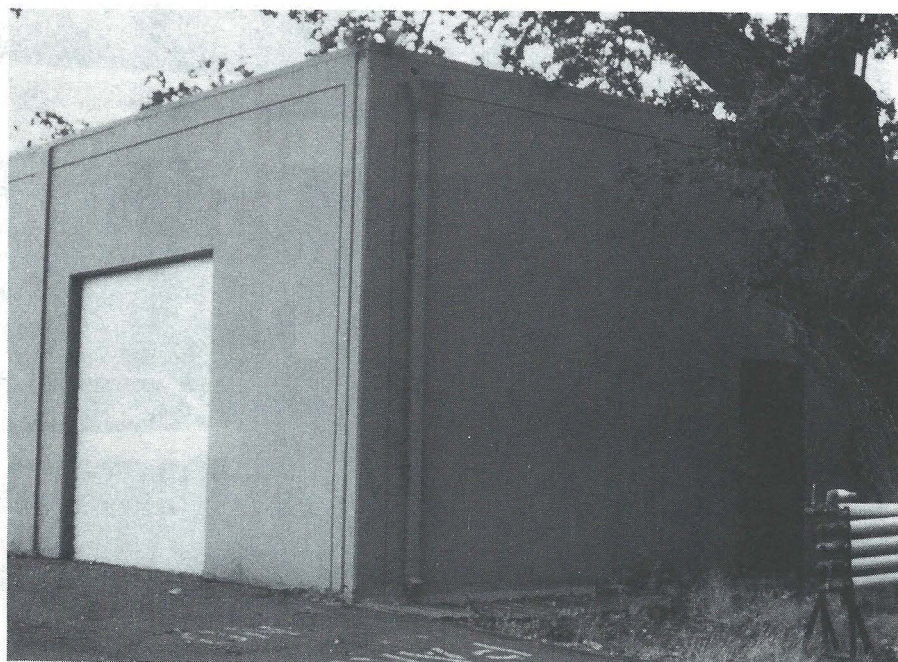
1. The distinction between regional breweries and microbreweries was unknown to the authors of "Big Beer's Titanic Brawl," Time, Aug. 16, 1982, pp. 48-50.
2. For a report of the conference, see Brewers Digest, August, 1982, pp. 36-41. Also, The Economist, August 7, 1982, p. 26.

3. The term "counterculture" here and in the rest of this article is not intended to be pejorative but neutral.
4. This catering to a narrowly defined market, if reduced to the smallest dimensions and the smallest market becomes the English "brew pub", i.e. a bar or tavern (in our terms) that brews and sells its own beer for consumption on its own premises. So far as I know, the brew pub is illegal in most states in this country, but there are some movements afoot to change state laws. Pat Baker is working to make the brew pub legal in CT and other states. I have heard that the existing laws of CA, WI and CO would permit the establishment of brew pubs, but I have not been able to verify this information. (High license fees and taxes in many states inhibit the micro movement; there are also movements afoot to change the pertinent state laws.)
5. I am grateful to Bill Mares and Pat Baker for frank and useful criticism of the first draft of this article.

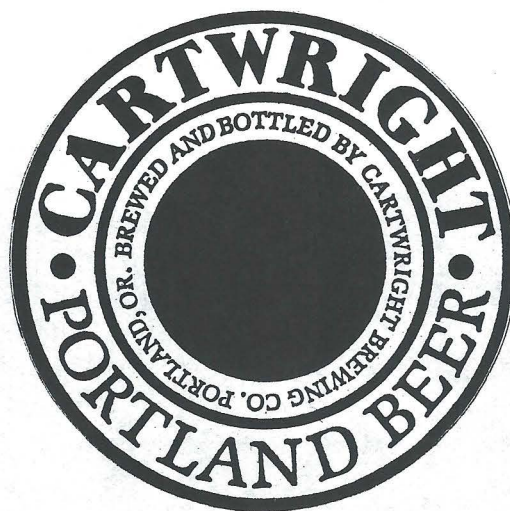


PHOTO BY DAVID BJORKMAN

Social hour at the Great American Beer Festival of 1982. (American Homebrewers Association, Boulder, CO)



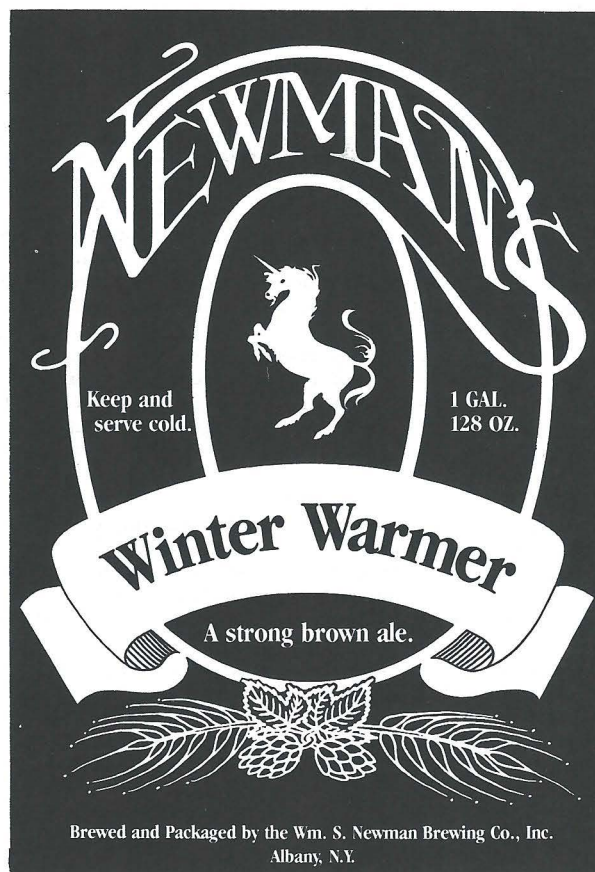
Tom DeBakker, an Anglophilic firefighter who drove a Triumph to work, brewed his English-style ales in this inconspicuous alcove in an industrial park in Novato, CA. (GWH) Below is a coaster from another of the microbreweries that did not survive, Cartwright of Portland, Oregon.





The microbrewery movement is not entirely Americans producing English-style ales for Americans. Here are two of several microbreweries that produce English ales for the English. Above is the Tower Brewery on the south approach to Tower Bridge, London. The brewer hopes to establish a pub on the premises. Below is the Chiltern Brewery on a farm near Aylesbury, Buckinghamshire. It produces a single ale, mainly for sale at free houses -- pubs not tied to a brewer. (GWH)





Newman produces a Winter Warmer, as far as is known the only American brewer to do so in modern times. Winter Warmer is typically a dark, sweet brew with a high alcohol content, intermediate between an old and a barley wine. It raises visions of elderly couples without central heating. Note the uniformly high quality of Newman's graphics.



WM. S. NEWMAN BREWING CO., INC.

TRADITIONAL ENGLISH DRAUGHT ALES
THE ALBANY BREWERY • 32 LEARNED STREET ALBANY, N.Y. 12207
(518) 465-8501

WHAT'S BREWING

Ads and Images

1982 saw a drastic realignment among second tier brewers as Stroh took over Schlitz and Heileman acquired a good chunk of Pabst. There were times when Pabst must have felt like the missionary in a pot with hungry natives arguing who would get the Blue Plate Special. The smoke cleared by Thanksgiving - Heileman reached agreement with rival bidder Jacobs, but rival Kalmanowitz, still hungry at 77, hung in tough until just before the holidays. The Pabst management much preferred the agreement with Heileman, which includes support for Pabst brands.

The past year also saw increasing division between have and have-not drinkers. Both expensive and lower-priced beers put pressure on premium labels. The consequences are more imports, promotion for existing super-premiums (e.g. Huber's Augsburger), demands on agencies responsible for premium brands, and new respect for the drinker with a cash flow problem.

A-B is reporting sales volume increases of about 10 percent, and those are impressive figures on a very large base. It is no secret that A-B wanted to go after Miller Lite. Money and effort were committed as never before; one hears \$40 million mentioned for the rollout of Bud Light. A-B watchers in the financial community are estimating 4 million barrels this year. That is a lot of beer but achieved at a cost few other brewers would want to allocate or could afford. A-B ads are everywhere, and they seem solid and well executed.

A-B has also branched out into a related industry - baking. They had been nibbling in that direction with a line of snack foods. Recently they bought Campbell Taggart, the nation's second-largest bread company. The only black fly in the mash is Jesse Jackson and his boycott. So far A-B has been holding its own, having declared itself strongly for increased black employment some years ago.

Miller seems to have a few cold spots here and there, but is expected to have a pretty good if not a great year. Lite is still in a class by itself. Miller ads also seem good, and while Lite commercials are often corny, they are so in a good-natured and relaxed manner. William Howell, Miller's president, impressed readers of a long interview as thoughtful and optimistic. The years of bluster and disparaging remarks about A-B are gone; one sees a very mature Miller surveying an increasing tough market.

Things are very busy at the Triple-S Ranch (Stroh-Schaefer-Schlitz) as the Schlitz staffers have settled in Detroit. The rest of the industry is watching Stroh with a mixture of envy, interest and hope that things will be botched. So far there is very little egg on Stroh faces, considering the size of the omelet. J. Walter Thompson, the Schlitz ad agency, walked off in a huff when asked to compete for the account. Perhaps it was partly discretion - it may take more than valor to come up with a winning theme for the brand. Half time taste tests will not do. We will see if the new agency can revive that gusto. Another surprising development was Stroh's dismissal of Doyle Dane Bernbach, their ad agency for many years and creator of memorable commercials.

Detroit, where Stroh got little respect in recent years, has fallen in love with the new super-premium Signature. No doubt wider distribution is planned. The Schlitz brands have held up well, and it looks like the merger passed its first hurdles.

G. Heileman has been showing off their computer-run brewhouse in La Crosse, a very impressive installation. Plans to upgrade other Heileman plants with such modern facilities may be delayed by the new acquisitions. Santa had a nice bag of goodies for Heileman - the Pabst Georgia, Lone Star and Blitz - Weinhard plants plus the Red White & Blue brands. Heileman has shown solid increases in sales in recent years and reached 14 million December 10, a new record. Add 3 million from Pabst and Heileman will be a very strong no. 4 brewer.

Pabst was pulled out of hot water with a few important pieces missing, which it hopes Olympia can replace. The Hamm brands are healthy but both the Olympia and Blue Ribbon brands are under pressure. The New Pabst will have many challenges, and there is no guarantee that takeover efforts will not recur. One wishes Bill Smith and his team the time to attend to business.

Sales expectations by Coors had to be scaled down as expansion plans formulated a couple of years ago could not be supported. Plans for an eastern brewery are on hold. Bill Coors criticized their ad campaign of recent years for lacking continuity and for negative comparisons ("It ain't flatland/city beer"), for alienating minorities, and basically for failing to provide a strong identity.

It is ironic that Coors, which has represented the new wave of light flavor, fun and mountain scenery without any marketing effort at all long before others thought to copy it, was having so much trouble getting somebody to do them justice. To add to the injury, Anheuser-Busch named Ft. Collins as the site of their next brewery.

On the positive side the Coors Light is said to be doing well, and Killian's Red Ale is getting wider distribution. Their new marketing team is getting ready for a big push to the Southeast. Herman Joseph is getting a new ad campaign ("Taste the difference time can make").

1982 brought continued success to A-B and prospects to Stroh and Heileman. 1983 promises a lot of hard work for everybody, just to stay even. The critical market area is the South and Southeast, where Coors, Heileman and Stroh will be competing head to head.

Peter Blum

Shoe





CLASS of '73

10 YEAR REUNION

"BREWED TO PERFECTION"

Gentlemen:

We are in the process of planning our 10-year high school reunion. Our senior class motto was "Brewed to Perfection." Could you please tell me which beer used that slogan in 1973?

Please reply as soon as possible. Thank you.

Sincerely,

George Smith
5381 Fox Hills Avenue
Buena Park, CA 90621

Friends Share Taste for Heady Research

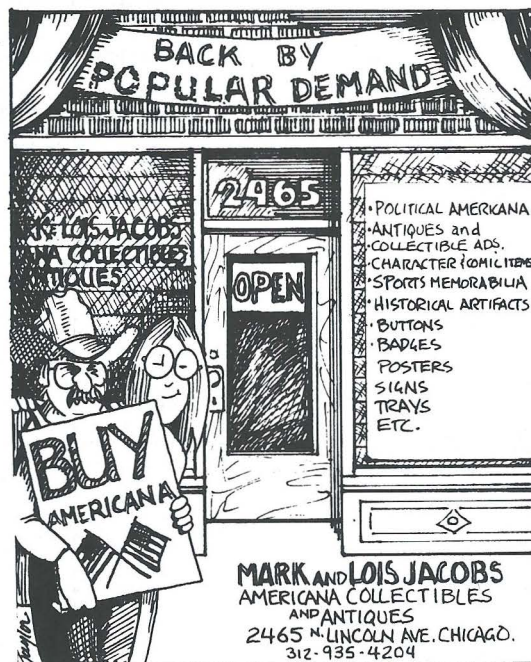
—At 7 p.m. every Tuesday, **Eddie Budelis, Casimir Razulis and Gordon Matulonis** gather in the latter's den in Eldersburg, Md., for a scholarly study of the brewing art. The walls of the den are lined from floor to ceiling with empty reminders of their research. They hope to have room enough to complete their project. So far, they have tasted 1,244 beers from 62 countries. Their goal: 2,000 beers from 100 nations. They have tasted Stork from Senegal, Beer Sheba from Israel, Marathon from Greece and Rosy Pelican from India. But Matulonis, Budelis and Razulis, who have nicknamed each other Sip, Gulp and Evaluate, are sippers and not gulpers. During a two-hour discussion, the 53-

year-old friends will taste six bottles of beers among them. "Moderation is the rule," Razulis said. Among their conclusions, they have decided that American beer drinkers are in trouble because big U.S. brewers are buying out smaller local breweries and are emphasizing marketability over quality. And an added advantage of their study is that the three have learned a lot about geography. "We found out where New Ulm, Minn., is," Matulonis said, mentioning the home of Gorilla, Catfish Jack's and Friendship.

Los Angeles Times, May 31, 1980.

DEALER DIRECTORY

Upon assuming the editorship, we instituted a directory of dealers who were promising sources of breweriana. Unfortunately, we have never received a single contribution to this column, and are tentatively concluding the effort was not of much interest. By way of ending the column -- unless somebody sends us some entries -- we note that Mark and Lois Jacobs, who closed their shop on North Wells Street, Chicago, more than a year ago, have opened another on Lincoln Avenue. Their announcement follows:



EVENTS OF INTEREST

- March 26-27, July 16-17, September 24-25, 1983. Indianapolis Antique Advertising shows, Indiana State Fairgrounds. For NABA's hospitality arrangements for the spring show, see page 3.
- March 26 ECBA trade meet, Macungie Memorial Hall, Macungie, PA.
- March 24-27 BCCA Western Convention, Showboat Hotel, Las Vegas, NV, To include general breweriana. \$30 inc. table, beer, prime rib dinner. Contact Jim Thomas, 4084 Pequeno, Las Vegas, NV 89120.
- June 29-July 3 Stein Collectors International convention, San Antonio, TX.
- July 14-16 ECBA national convention, Lion Brewery, Wilkes-Barre, PA.
- August 5-7 NABA national convention, Utica, NY.
- September 7-11 Great British Beer Festival, Bingley Hall, Birmingham, England.
- September 15-18 BCCA national Convention, Houston, TX.

Why Is the Leader Of Corkscrew Society Known as the 'Right'?

* * *

Answer Has Twist, of Course:
He Simply Would Rather
Be Right Than President

By DEBBIE C. TENNISON

Staff Reporter of THE WALL STREET JOURNAL

Brother Timothy, the cellar master for the Christian Brothers winery in California's Napa Valley, remembers when his obsession with corkscrews first hit him.

"We had customers saying that there must be something wrong with our corks," he says, "since they broke when the corkscrew started to come out."

The problem actually was caused by the corkscrews that Christian Brothers sold with its wine, so Brother Timothy began a search for a better corkscrew. This led him to join the army of avid corkscrew collectors that has sprung up over the past decade.

The elite of this army is undoubtedly represented by the 50 members (10 others are on the waiting list) of the International Correspondence of Corkscrew Addicts. They are doctors, educators, executives and lawyers and other well-heeled people who don't mind parting with sizable sums in their quest for corkscrews of all ages, shapes and ornamentation.

Nature of Addiction

They call themselves addicts, for though they already personally own hundreds of corkscrews, they still feel compelled to haunt flea markets, antique fairs and art auctions all over the world in search for more: anything from old-fashioned folding pocket corkscrews to large ones that mount on bar counters. Particularly, they search for such rare specimens as the Hull Royal Club variety that uses a single lever on a fulcrum to uncork the bottle; corkscrews with a brush on the handle to clean off bottle tops; walking sticks with corkscrews in the handles or models where the corkscrew folds into the back of a figure representing prohibitionist Andrew Volstead.

"You may not buy every one you find, but you're driven to seek them out and see them," says Brother Timothy, who has become a leading addict. "Maybe we've lost control of ourselves."

As befits a well-established eight-year-old organization, the ICCA has an official seal, holds week-long annual meetings and has stiff membership requirements. Would-be addicts must pass a rigid entrance exam about corkscrew types and lore and pledge to correspond annually with every other member, sending photos of currently prized possessions.

"We don't want complete amateurs joining," explains Bernard Watney, an in-house physician at the Arthur Guinness brewery in London and a co-founder of the organization.

Another Requirement

The other founder, Homer Babbidge, the president of Connecticut's Hartford Graduate Center, adds a further requirement for membership: a sense of humor. "If you didn't have a sense of humor," he explains, "you wouldn't collect corkscrews—it's so silly."

One sign of the sense of humor: The society's chief officer isn't called the president, but the Right, because any real corkscrew addict would rather be Right than president.

Brother Timothy was the first Right, and when he stepped down he was given the title of "Just Right." His successor, Dr. Watney, got the title of "Start Right" when he finished his term, obviously because he had helped start the organization. Mr. Babbidge's term as Right expired at the annual meeting this month at New Hope, Pa. His fellow addicts toyed with the idea of awarding him the title "Under Righter," in acknowledgment of Hartford's status as an insurance capital, but instead they named him "Alright."

Donald Morway of Pineville, Pa., formerly "Not Quite Right," began his term as Right at the annual meeting. The addicts were surprised to find not a single corkscrew in the many antique and gift shops of New Hope, but they held their customary members-only auction, featuring such exotica as a left-handed corkscrew.

Most specialists associate the comparatively recent surge of interest in corkscrews with the booming postwar interest in wine. As people began assembling extensive wine cellars, they also became fascinated by all the paraphernalia that went with wine: decanters, wine strainers, funnels and, of course, corkscrews.

"The selling really took off after 1972, when increasing numbers of wine buyers and antique dealers began to seek smart wine accessories," says Penelope Mansell-Jones of the wine department at Christie's International Auction House in London. Christie's began including corkscrews in its auctions in 1967, and it now sells several hundred a year, with feverish competition and high prices for rare ones.

In fact, it was an ICCA member who paid a record \$4,600 at Christie's this year for a 1680 English model with two silver fighting cocks perched on top of the handle.

There are thousands of variations on the simple twisted wire corkscrew first patented in England in 1795. The earliest ones were sturdy and plain, with ring handles or cross-bar-shaped handles made of metal or wood, much like the simplest ones on sale today. Almost certainly, says ICCA member Evan Perry, the curator of the Horsham Museum in southern England, the idea came from the "worm" or "screw" on a cleaning rod used to draw a gun's charge from the barrel.

But almost immediately, corkscrews began to appear in a variety of shapes and sizes and to incorporate additional features and materials, even precious metals. The handles generally reflected the culture of the day—the understated wood grips of the English, the ornate and elegant silver-gilt handles of the Continental Europeans, the practical American varieties with simple handles often advertising brands of beer or wine.

Multiple Functions

Many served multiple functions, like the 1855 English patent complete with nail scissors, rasp, ear pick and cigar piercer. A bizarre-looking American model of 1909, the E.H. Nylin's Compound Tool, sports a pipe wrench, tack lifter, hammer, scissors, knife sharpener, nutcracker, can opener, and screwdriver as well as corkscrew.

Others are commemorative or humorous, such as Mr. Perry's coffin corkscrew made during American Prohibition days. Taken out of the coffin, the dead man's hat contains a corkscrew, and his legs separate to serve as a bottle opener. One of the Andrew Volstead corkscrews not only has a corkscrew folding into his back, but the hooked nose on his ferocious face makes a bottle opener, and the removable top hat serves as a small container for a tot of spirits.

Though a number of women are collectors—three of the 50 ICCA members are women—corkscrew-collecting seems to hold a particular fascination for men. Mr. Perry, the author of a book on corkscrews, offers several explanations.

"Most men are tinkerers at heart, and they're interested in mechanical things," the Briton says. Then too, he declares, corkscrews appeal particularly to someone who "appreciates the functional beauty of an instrument designed for a specific purpose—namely, to remove a tightly fitting cork from a wine bottle." He suggests another idea: Because many early corkscrews appear in the shape of a very large, ornate key, they are "possibly connected with the 21st-birthday syndrome—here is the key of the door and here is the key of the bottle."

A Masculine Word

Some see a strong sexual implication in the fascination with corkscrews. "The downward spiral design has invited analogies in various writings and comic art," Dr. Watney and Mr. Babbidge say in their comprehensive book, "Corkscrews for Collectors." "And the nature of its working, reflected by the fact that the word is masculine in gender in every language in the world, has often inspired vulgarities."

Other collectors, like Brother Timothy, have pragmatic reasons for their interest. When Christian Brothers' customers complained about the crumbling-cork problem, he began looking for a better corkscrew.

Brother Timothy now owns over 1,500. Well, actually he doesn't own them; his religious order prohibits members from owning anything, and so the collection belongs to the winery. Brother Timothy uses expense-account money to do the collecting.

The collection, while large, doesn't include many rare or expensive items. The most Brother Timothy remembers spending in one shot is \$185 back in 1964 for an 1805 English silver corkscrew with the handle doubling as a nutmeg grater. You can make some mighty fine mulled wine after opening a bottle with this one, Brother Timothy explains.

'Cordial Affairs'

The annual meetings, held either in London or in the U.S., shall be, the society's

rules say, "cordial affairs, both instructive and entertaining." Members trade corkscrews, participate in show-and-tell sessions with fellow addicts, troop to local antique fairs, and "open one sound beverage" at each session, each time with a specially selected rare corkscrew that members haven't seen before. They also hold their own private corkscrew auctions, sometimes conducted by fellow addict Michael Broadbent, the head of Christie's wine department.

Addicts typically arrive for the meeting laden with corkscrews to show, swap and sell—the men often wearing special corkscrew cuff links or T-shirts and the women wearing corkscrew-shaped earrings or pendants.

When not searching for the ultimate corkscrew, ICCA members often spread their gospel by addressing wine connoisseurs, gourmets and others who will listen. For his part, Brother Timothy, the society's chaplain, has an additional role: "My job," he says, "is to pray for those who are silly enough to collect corkscrews."

Since, on the basis of the 1982 directory, 23 of our members collect corkscrews, this organization may be of interest. The account does not provide an address for the club, but if anyone knows it, let us know and we will print it in a future Clarification. The British physician mentioned can presumably be reached at:

Dr. Bernard Watney
Guinness Brewery
London NW 10
England

BEER LABELS

Millions for sale: Lager, Bock, Porter, Ales, Stouts, including IRTP's. 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

A Word From the Sponsor

Carl Cannon

Do Beer Ad Plots Seem Familiar?

Although hundreds of millions of dollars are being spent each year on advertising that stresses the differences in U.S. beers, foreigners often complain they all taste pretty much alike and there is little to choose among them. Even the more candid of U.S. beer producers will privately admit the differences are not huge.

Still, while it is geared to stressing whatever slight differences that do exist, the advertising itself has a sameness so prevalent that it appears to be by design. But it isn't.

With notably few exceptions—the Miller Lite campaign, the Olympia Artesians, the sparkling humor of the Henry Weinhard ads and the single Clydesdale running free in the surf and snow for Budweiser Light—the actors as well as the names of the beers in these commercials appear interchangeable.

The sameness is brought into sharper relief at this time of year because of the flood of sporting events on television and the proximity of the ads for the beer companies which sponsor them.

While privately acknowledging the sameness in much of the advertising, beer producers say the narrow demographics of the audience they are trying to reach (young adults) limits the situations they can use.

"There's not a beer in the country that hasn't used the beach party clambake or the picnic scenario," says an executive of one Milwaukee brewery. "I guess we're all operating from the same 30 or so stereotype situations, but it isn't because we want to, it's because there just isn't as much creativity out there as you'd expect."

For the present, the beach party clambake is getting a rest but the "country-western" saga is more than filling the void. This features excessively healthy young couples exuberantly dancing in a tavern despite the obvious constraints of pelvis-pinching jeans, and cowboy boots.

Schlitz recently used the scenario extensively; now it's been cloned by Miller Premium and Olympia Gold.

A Busch beer commercial shows cowboys finishing chores and heading to a tavern after work for a Busch. Miller's new "Welcome to Miller time" campaign shows a series of vignettes of workers knocking off—farmers, cowboys, dock workers—and heading to a tavern for a Miller's. Coors has one showing a dock worker heading to a tavern for a Coors.

Olympia Gold is running a commercial showing two guys going one-on-one in basketball. Michelob has two guys going one-on-one in basketball. Budweiser Light has two guys going one-on-one in football and two others in racquet ball.

In beer advertising, old ideas are never allowed to die. Lowenbrau used to have a bachelor-party commercial. Coors will soon run a bachelor-party commercial.

And a campaign is never exclusive. Natural Light for more than a year has been running a campaign associated with food. One commercial is a fishing scene with the seafood being eaten later. Old Milwaukee has a new commercial showing fishing in Louisiana, with the bass therefrom being eaten. A second shows young guys catching and later eating stone crabs in the Florida Keys. Coors has a mountain cabin commercial. Lowenbrau has two mountain cabin commercials. And so the game goes.

But any viewer thinking that a break is due had better take another drink. Despite the \$400,000 for 30 seconds that NBC is asking on the Super Bowl telecast, an Olympia spokesman says he expects to see "about a dozen brands advertised. Last year we counted nine."

Who Pays for Beer?

Donald M. Davis of Leucadia raises this point about beer commercials, a "Sponsor" topic last week: "Have you noticed that the beer served in these advertisements is free? There is never any money in sight and the barmaid or bartender just delivers the stuff, then leaves."

The possible answer to Mr. Davis' query is that nobody ever drinks the beer in television commercials. As we all know, regulations, either of the Bureau of Alcohol Tobacco & Firearms or of the Federal Communications Commission prohibit showing the beer being drunk. More important, no one drinks that beer. It is poured so as to show a good head, and to look cold, but then it is thrown away untasted. Given the industry's habit of making many takes for any given commercial, a great deal of beer goes down the drain for every irresistible mug you see. Sorry if this has ruined anyone's taste for beer commercials. Take heart: cat owners are more depressed by the thought of how long cats are starved to make them attack dishes with such avidity on catfood commercials -- not to mention the little question of what happens to the cats after the commercials are shot.

tion if they didn't. It does not follow that this taste is widespread among British consumers generally. Graham C. Hall of the University of Warwick in 1977 performed an econometric model of the British brewing industry in which he found no statistically significant evidence of a preference for traditional over keg beers. When I lived in Britain in the 1950s, a bottle of pale ale, carbonated and pasteurized, was priced about a penny above an equivalent draft bitter. Even though I was living on capital and pinching pence until Her Majesty squeaked, I thought it worth the extra penny to have the bite of carbonation and the greater uniformity that bottled ale offered. No doubt many people have a positive preference for pasteurized beer, but they don't have to join an organization to buy it; they just have to go to a pub. I have frequently asked publicans about this and received widely ranging responses, from "70 per cent prefer keg," through "No apparent preference," to "Practically everybody wants traditional." Most important, it is difficult to see why the brewing companies would undertake a massive change that required a great deal of capital if the public could more easily be persuaded to accept what it already had.

The alternative explanation is much more consistent with what we know of the functioning of the economy generally. Brewing, like other industries engaged in extensive liquid processing, has heavy economies of scale, and a national image is a help in marketing. Television and the development of canned beer have caused the home to become a more effective substitute for the pub. The automobile has given consumers greater freedom in choice of pubs, rendering access to a local pub on foot less important. Keg beers lend themselves better to lower rates of sale, and equipment is easier to keep clean. The division of pubs into saloons and public bars corresponded to a social stratification that is passing out of existence. Stratification of facilities of this sort persist only in industries that price collusively, like airlines and steamship companies. Bitter is not very bitter, but mild is really mild! When I encountered mild in 1953, I thought it so insipid that I was amazed it has survived so long. Lager provides an alternative that is wet and lightly flavored.

Actually, the changes in British brewing are probably part of a transition to lager such as the rest of the world made between 1840 and 1880, taking place just over 100 years late. The keg beers, I suspect, are only transitional. When Hutt wrote, the British lagers were a tasteless lot, but several brewers, such as Everard and Young, have brought out very respectable examples.

Don't misunderstand. Although the argument of Hutt and the other CAMRA authors seems to me a fallacious interpretation, in a limited respect I expect CAMRA to be successful and hope it will be so. It will inevitably fail in the large to prevent the conversion to lagers and other pressurized beers, but in the small it can probably prevent traditional British beers from passing out completely, as they did here just over a century ago. CAMRA had demonstrated a residual demand for such beers that brewers are unlikely to ignore. Output of traditional beers has stabilized at about 15 percent of the industry's total. Bitter has actually increased by about as much as mild has declined. CAMRA has established a subsidiary, CAMRA Investments, to operate traditional pubs with mild and bitter served in saloons and public bars. Hutt is a director of this enterprise, and on the basis of this book is a man to be trusted. May he succeed. As Safeways and Datsun agencies proliferate, what maintains the traditional British way of doing things is to be encouraged.

GWH

Note: Ben Davis in the book reviewed on the next page provides an additional reason for the decline of the public bar: before 1964 a pub with a single bar was restricted to a beer and wine license. When it became legal to sell spirits -- hard liquor -- in an undivided pub, the public bar began to disappear.

Ben Davis, The Traditional English Pub: A Way of Drinking (London: The Architectural Press, 1981), x + 157 pages. £10.95.

Christopher Hutt, in the book just reviewed, and various other authors have shown us what British enthusiasts think of the recent history of the pub. The present volume provides a rare opportunity to look at the situation from the vantage point of the architectural staff of one of the major brewing companies. Ben Davis is an architect, apparently of retirement age, who spent most of his professional career in pub design for Allied Breweries Ltd., the second largest British brewer, and its predecessors. Davis' view is that the architect, brewer and publican are jointly endeavoring to encourage the consumer not to drink heavily, but rather to do such drinking as he wants in the company's pub. To do this requires a multifaceted approach, beginning with physical surroundings that make him feel welcome, not conspicuous, and at ease. The book is extremely interesting, an articulate presentation of the calculations of the owner of several thousand pubs in trying to implement this end. It is beautifully illustrated with professional photographs, mainly in color, of Allied pubs of various eras.

Surprisingly, the text proves mainly consistent with the arguments of Hutt and the other writers in the tradition of the Campaign for Real Ale. Davis shares their dislike of plastic, and of gimmicky decor generally. He gives the Victorian architects his highest marks for use of screens, mirrors and partitions to divide space effectively. All concerned with the pub appear to agree that the customer feels most at home in smaller spaces than an undivided pub provides. Davis' main scorn is not for current design, but rather for the pubs done in Tudor, Georgian or other revival styles of the interwar period. These have large rooms in styles that do not lend themselves to subdivision. Davis even agrees with the CAMRA authors that the division into saloon and public bars is desirable, partly for preservation of tradition, partly for division of space, and partly to satisfy varying demands for quality of service. He does not enter into the controversy over cask versus keg beer, except to make a paean to the pump handle as a visual element in the pub, and to denounce the plastic housings that replaced it to dispense keg beer:

Beer pumps were banished and their places taken by a squalid row of deformed and strident boxes, competing with each other for our attention, and transforming a splendid piece of Victorian engineering into a visual slum. It seems that no excess of tasteless innovation was enough to satisfy the marketing men. The only departments not consulted about the production of these messy intruders were the architects'; consequently, the word 'design' applied to these things is a squalid joke.

The book ought to circulate widely among the British enthusiasts, for it gives the impression of far more conscientiousness within the Big Six than authors such as Hutt lead one to expect. Enthusiasts tend to view Allied neither with the reverence given -- even if grudgingly -- to Bass, nor with the distaste widely felt for Watney. To me Allied has always seemed to me the best of the Big Six, a firm that brews good beer, runs nice pubs, and sells an enthusiast what he wants of an abundant stock of breweriana. Fortunately, the British are habitually forgiving of the eccentric views of foreign visitors.

GWH

BUY - SELL - TRADE

Wanted: Sieben's bottle, Sieben's bock label, and any label from the South Chicago Brewing Co. Robert Swiatkowski, 2852 193rd St., Lansing, IL 60438.

Will the member who spoke to us about the Century sign at Cleveland please write to Stan and Chris Galloway, Box 6082, Colorado Springs, CO 80934.

Trade: My etched glasses for your rare trays, mugs, or factory scene glasses. Ken Settecase, 294 Downing Road, Riverside, IL 60546. (312) 442-7474.

Wanted: Colorado paper items: letterheads from CO breweries agents, branches, distributors, etc. Also labels, calendars, etc. Bill Frederick, 5118 S. Osceola, Littleton, CO 80123 (303) 794-1100.

Wanted: Photos (B&W preferred) of pre-pro Minnesota breweries, trays, signs, glasses, etc. as illustrations for projected book on MN breweriana. Ron Feldhaus, 6724 Xerxes Ave. S, Edina, MN 55243. (612) 866-6013.

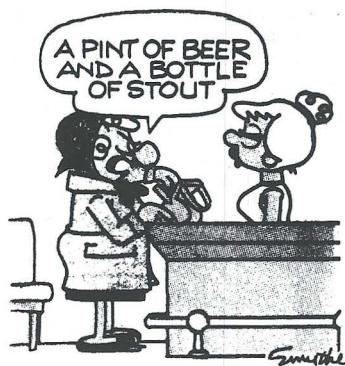
Trade: Hamm's trapper beer glass for Wisconsin glass or knob. Peter Kroll, 3739 Elna Road, Madison, WI 53709.

Wanted: Pre-pro signs and trays from West Bend B. C. and etched glasses from Wisconsin breweries. Rich Yahr, 1165 Hillside Dr., Kewaskum, WI 53040.

Wanted: Any breweriana from Kessler's and Horsky's breweries of Helena, MT. Send price and description to William Mares, 429 S. Willard, Burlington, VT 05401

Wanted to buy: Nectar shield tray in good condition. (Mine is poor.) George W. Hilton, Dept. of Economics, UCLA, Los Angeles, CA 90024.

Wanted: NABA Newsletters, Vols. 14 and 15, and any volume prior to No. 8. Peter Blum, Stroh Brewery, Detroit, MI 48226.



Major brewing news: Florrie Capp in January ordered a lager for the first time. Previously, as at left, she was traditionally loyal to stout. Whether this is a temporary aberration or part of the British national movement toward lager (see page 28, above) is yet to be determined. Cartoonist Reg Smythe delineates lager by a clear glass. Watch the strip carefully for future developments. (On the Capps' habits, see issue 37, page 5.)

ECBA

NABCC

NABA

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