

# The Breweriana Collector



**JOURNAL  
OF THE  
NATIONAL ASSOCIATION  
OF  
BREWERIANA ADVERTISING**

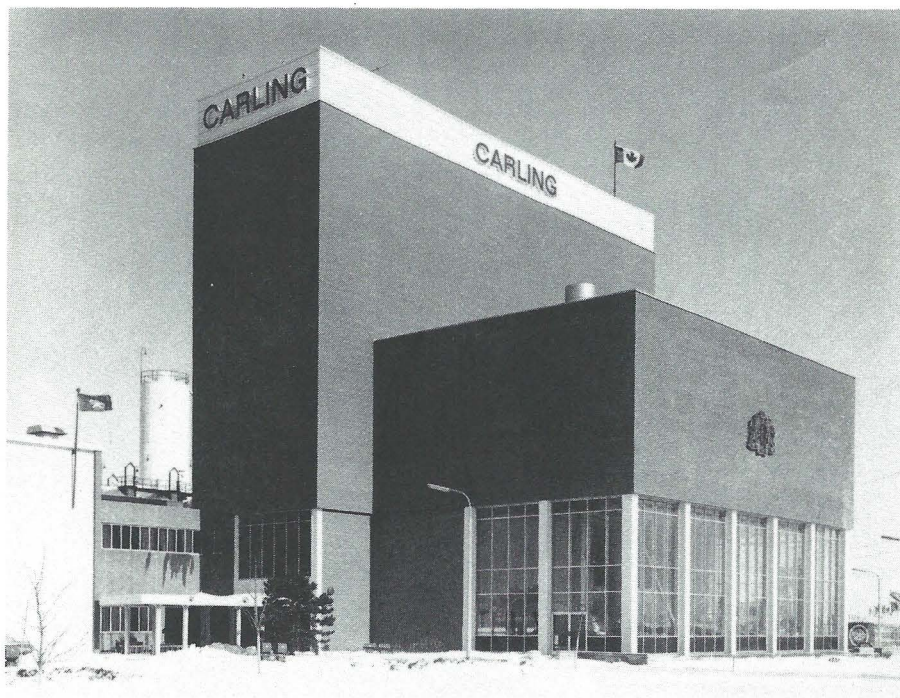
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## Ontario Breweries

# 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.

\* \* \*

Cover: Carling-O'Keefe's Toronto brewery is this impressive but representative example of Canadian modern architecture. Completed in 1960, it stands in the northwestern suburb of Rexdale, conspicuous from either the 401 or 427 freeway. On the breweries of Ontario, see Larry Sherk's article beginning on page 8.

**1982 NABA CONVENTION MUGS:** Have a few left - send \$20.00 to Herbert A. Haydock  
1660 2nd Ave. South, Wisconsin Rapids, WI 54494

President's Page

A large number of members attended the recent Indianapolis Antique Advertising Show. We enjoyed an unusually large group at Friday night's NABA Hospitality Room held at the Holiday Inn North. The hospitality room has become something of a tradition at Neil Wood's semi-annual Antique Advertising Show and I would once again like to invite each of you to attend these get togethers. We are looking for a NABA member to host the hospitality room at the September Show to be held Friday evening September 23, 1983. If you would like to assist the club in this endeavor, please call or drop me a note and I will supply the particulars. All expenses associated with the room are picked up by NABA.

The Board of Directors met at the Indy Show and finalized the program for this year's NABA Convention in Utica, New York. The format will be similar to earlier conventions beginning Friday afternoon August 5, with a tour of Utica Club.

Friday evening we plan to attend a horse racing event at Vernon Downs, Vernon, New York. Vernon Downs offers us an exciting night of harness racing, scrumptious food, Clubhouse admission, and parimutuel betting. It promises to add a new dimension to our convention and we are all looking forward to this event. Because parimutuel betting is involved, New York state law prohibits minors.

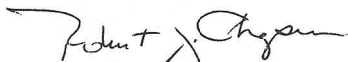
On Saturday, August 6, we will conduct the annual auction of Breweriana Memorabilia followed by our banquet.

On Sunday we will hold our annual Business Meeting and breakfast, followed by the Buy - Sell - Swap Session. You are also invited to display items for sale in your rooms. We look forward to seeing all of you at this year's convention at Utica. If you have not already marked your calendar, please do so now and send in your registration as soon as you receive your convention package.

The Board has been approached several times in recent months to settle disputes between persons unable to resolve differences in the sale of brewery memorabilia, unfortunately, the Board is not in a position to assist in such matters. I would urge each of you to deal with all NABA members as you would a friend or associate.

Sue and I look forward to seeing each of you in August at Utica, New York; in the meantime, best of luck in your quest for more Brewery Memorabilia.

Respectfully yours,



Robert J. Chapin, President  
National Association Brewiana Advertising

**INTERESTED IN BEING ON THE BOARD OF DIRECTORS?**

SUBMIT YOUR NAME to Robert E. Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226 by the 20th of May 1983.



#### SCHMIDT'S ARCHITECT IDENTIFIED

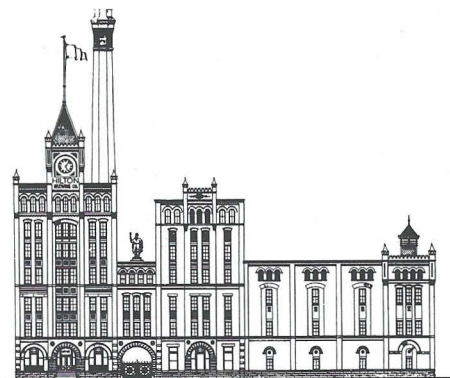
We went into editorial raptures on the architecture of Christian Schmidt's Cleveland brewery in anticipation of our visit during our convention of 1982. Happily, the experience was, if anything, better than the expectation, for the hospitality room proved even more impressive than the facade. Schmidt did not know the identity of the architect, but Kathy Louie and James B. Casey of the Western Reserve Historical Society have identified him. He was John Milton Dyer, who was active in Cleveland for a relatively short period, 1900-1911, but who designed some of the city's most impressive buildings. He was an eclectic architect, whose work ranged from gothic churches to modern industrial or commercial buildings such as the brewery. Below is the passage on the building from Eric Johannesen's book, Cleveland Architecture 1876-1976, page 81. The passage, which is of course taken out of context, refers to "Beaux-Arts trained architects." The Beaux Arts was a school of architecture in Paris, graduates of which were trained in classical forms and ornamentation. John Russell Pope's National Gallery of Art in Washington, DC, is a good example of Beaux-Arts architecture. The style of Schmidt's was a rebellion against such classicism.

Between 1906 and 1909, Dyer designed two business buildings which are generally believed to show his acquaintance with Frank Lloyd Wright's Larkin Company office building in Buffalo (1904). The Peerless Motor Car Company plant was begun in 1906. Cleveland was eventually to rank with any other automobile manufacturing center, and the Peerless was one of the finest luxury class automobiles of the day. It was made until 1931, after which the plant was converted to a brewery and occupied by the Carling Brewing Company and more recently by C. Schmidt & Sons. The facade of the plant administration building on Quincy Avenue at East 93rd Street is marked by two large brick piers topped with stone spheres, a direct reference to the Larkin building (demolished in 1950). The rectangular ornament of the attic facade is also Wrightian. A large curved entrance canopy attached to the piers shows the influence of Art Nouveau ornament. The basic character of the building is that of a well-planned industrial structure with brick piers and recessed spandrels providing the design. On the interior, the main lobby staircase is wrought iron with curvilinear Art Nouveau railings, and the rectangular stained glass patterns in some of the meeting rooms is of Wrightian or Arts and Crafts inspiration. It was not uncommon for Beaux-Arts trained architects to experiment with the Art Nouveau (as Whitney Warren did), and Dyer's decision to combine this experimentation with references to the recent work of Wright indicates a special power of assimilation.



Peerless Motor Car Company (C. Schmidt & Sons), Quincy Avenue at East 93rd Street, 1906, J. Milton Dyer, architect.





## FERMENTATION

### The Pabst Solution

Pabst's troubles lent themselves to editorial comment much less than Schlitz' difficulties did. The problems were, of course, similar. Both had experienced devastating declines of their lead brands, and both had old breweries in Milwaukee, but relatively new ones elsewhere. The resolution of Pabst's troubles was vastly more complicated, however. Schlitz, after trying to arrange takeovers by R. J. Reynolds, the tobacco firm, and Heileman, the brewer, was finally absorbed by Stroh. Pabst was the subject of a fierce proxy battle between the management and Irv Jacobs of Minneapolis, and late in the contest Paul Kalmanovitz of San Francisco showed interest in taking over. Heileman, after being rebuffed by the Antitrust Division in its effort to merge with Schlitz, turned its attention to Pabst. On its own, Pabst attempted to take over the Pittsburgh Brewing Company, and did, in fact, take over Olympia. The situation was so fluid that anything we might write about it would be obsolete by the time The Breweriana Collector had made its way through the press.

Late in 1982 the matter was resolved with a split of the firm's assets between Heileman and a "New Pabst." The arrangement was ratified by the shareholders and was implemented in March, 1983. This is an appropriate time to consider what the arrangement can be expected to accomplish, and what it demonstrates concerning public policy toward the industry.

Essentially the solution stemmed from Pabst's takeover of Olympia. If that had not happened, Pabst would probably have been turned over to another brewer whole, as Schlitz was save only for the requirement that one of Schlitz' two southern breweries be offered for sale. Since Heileman was the preferred suitor of the shareholders, Heileman would probably have absorbed all of Pabst. After the merger such a solution would have given Heileman all of the breweries in the Northwest except for General in Vancouver, WA. The Antitrust Division may be wavering in its enthusiasm for defining monopoly as market concentration, but it would be unlikely to approve such an arrangement. Accordingly, some split was probably inevitable.

The arrangement is rather complicated. Before the shareholders' meetings of Pabst and Olympia scheduled for December 23, 1982 to ratify the agreement, Heileman had acquired 6,733,000 shares of Pabst. For the remainder, Heileman is to pay \$32 a share for two-thirds of the stock, and the New Pabst is to issue 15 percent debentures worth \$24 for the rest. Heileman is then to merge with the old Pabst and Olympia, but to spin off several breweries and brands to New Pabst. Heileman is to keep three breweries, Pabst at Pabst, GA, Blitz-Weinhard at Portland, OR, and Lone Star at San Antonio, TX, along with Henry Weinhard's Private Reserve, Blitz, various price brands of Blitz-Weinhard, Lone Star, Buckhorn, Burgermeister, and Red, White and Blue, Pabst's venerable economy brand. New Pabst will take the breweries in Milwaukee and Newark, plus the

Olympia plant in Tumwater, WA, and the former Hamm's brewery in St. Paul, MN. New Pabst will have rights to Pabst Blue Ribbon, Andeker, Jacob Best Premium Light, Olde English 800, Olympia and Hamm's. Of the various brands shifted, Heileman gets about 3 million additional barrels of output, as of 1982, and New Pabst 2.5 million additional. Heileman gets a modern brewery in the South, one in Texas that has historically done well, and an antique of marvelous reputation in Portland. In Henry Weinhard's Private Reserve, it gets a super-premium that has been phenomenally successful in the West. Blitz and Lone Star give it yet two more regional brands with heavy residual loyalty.

New Pabst winds up with a fine modern plant in Tumwater, an old brewery in Milwaukee, and middle-aged ones in St. Paul and Newark. The firm will succeed, if it does, probably on the basis of the Olympia brands, especially Hamm's, which has held up relatively well. Pabst Blue Ribbon has done so poorly that at the time of the closure of the Los Angeles brewery, Pabst was reported to be considering withdrawing the brand from the West and confining it to areas such as the Midwest where it has a strong residual following. New Pabst does get a full line ranging from a super-premium to a malt liquor. The geographical distribution of breweries is no better than fair, for it gives the firm plants in the East and West, but none in Texas or the South, and two in the Midwest. The midwestern problem is the first major one New Pabst has to face. Hamm's in St. Paul is more modern than Pabst in Milwaukee, but Pabst still sells plenty of beer in Milwaukee and wants to maintain its image as a Milwaukee brewer. If the firm can finance it, acquisition of a Schlitz plant in Memphis or Winston-Salem, either of which Stroh must offer for sale, would give New Pabst better geographical distribution than it has. Paul Kalmanovitz may show further interest on the ground that his network and New Pabst would complement each other geographically. R. J. Reynolds, observing Phillip Morris' success with Miller, can hardly fail to consider Pabst, especially since the tobacco firm has already diversified into hard liquor.

The attractions of the solution to Heileman are obvious. Its geographical coverage is greatly improved, and in Henry Weinhard's Private Reserve it gets a really superb beer with great potential as the national brand the company has sought. The brewery at Pabst, GA, will allow Heileman to phase out one or more old plants in its system. As we go to press, Heileman has just announced that it will close the beautiful old Wiedeman brewery at Newport, KY. This is probably inevitable, but as enthusiasts, we can hardly be happy to see this regal old facility go. Sterling in Evansville, less distinguished in architecture and in quality of output, must be another candidate for withdrawal.

New Pabst looks the less assured of success of the two companies. We can only wish it well, however. We surely do not want the Milwaukee brewers reduced to Miller and a baseball team. On a tour of Pabst's Milwaukee brewery some years ago, the guide was an old employee of the firm. Although the company was at the time also producing Blatz, the guide was obviously motivated mainly by the Pabst brand. He pointed to a piece of stained glass emblazoned with the traditional Pabst logo, inherited from predecessor Jacob Best, of a letter B on a hop leaf, and he exhorted us never to forget that the B stood for "Best." He obviously felt that way, and let us hope New Pabst can be successful enough for that pride to survive into the 21st century. After all, it goes back far enough into the 19th.

\* \* \*

We are particularly pleased at having both of this issue's articles, for we solicited both at various times. We suggested that Larry Sherk write a short listing of breweries in Ontario in the expectation that members might want to photograph them on trips to our convention in Cleveland in 1982. Larry succeeded only too well. It would have been a waste to run what he produced as a short list incidental to a pre-convention issue. We decided to hold it over to run as a lead article. We hope it may be useful for members going to the convention in Utica in 1983 from the west.

We prevailed upon our demon bibliophile, Bob Gabler, to do a bibliography of beer-related cookbooks. This he is uniquely qualified to do, being a gourmet chef as well as a book collector of awesome magnitude.

Over the Christmas holidays Bob made an observation that should be passed along to the membership. He said that The Breweriana Collector, however unpretentious, will probably become quite valuable in time. We do not yet circulate widely, and beer-related literature is not abundant. Our eccentric practice of reviewing anything of popular interest on beer whether current or antique (See Herman W. Ronnenberg's review of Curiosities of Ale and Beer of 1889 on page 21, below) will result in a full run of The BC comprising a critical bibliography on beer such as nothing else really provides. He concluded that a run of The BC, for all its shortcomings, will eventually prove a valuable part of a collection.

\* \* \*

As anticipated, NABA's gathering in Indianapolis on the eve of Neil Wood's spring Antique Advertising Show was very pleasant. It was very obvious that the membership was glad to get together again. We have on two occasions run a list of three motels in the immediate area of our hospitality room. The number proves to have grown to five as the Dillon Inn and the Dollar Inn have been opened. We do not have phone numbers for them, but all five can be reached by mail for reservations at the general address of I-465 and U. S. 421 North, Indianapolis, IN 46268. The locality is quite interesting, incidentally. It is a development of office buildings and restaurants, plus the motels, called College Park, with streets named for Indiana's numerous distinguished universities. The office buildings are a set of three very imaginative pyramidal structures. One of the restaurants, Max & Erma's at 8930 Wesleyan Road, has a decor of antique advertising, through breweriana is limited to some familiar reproductions of British pub mirrors. For people who identify Indianapolis with the drabness of its older strip developments, College Park is a nice antidote.

If you have never attended one of our Indianapolis gatherings, plan on the next one on September 23, 1983, or the spring edition in 1984. Socially, they'll tide you over between conventions, and you can hardly fail to improve your collection at the Antique Advertising Show.

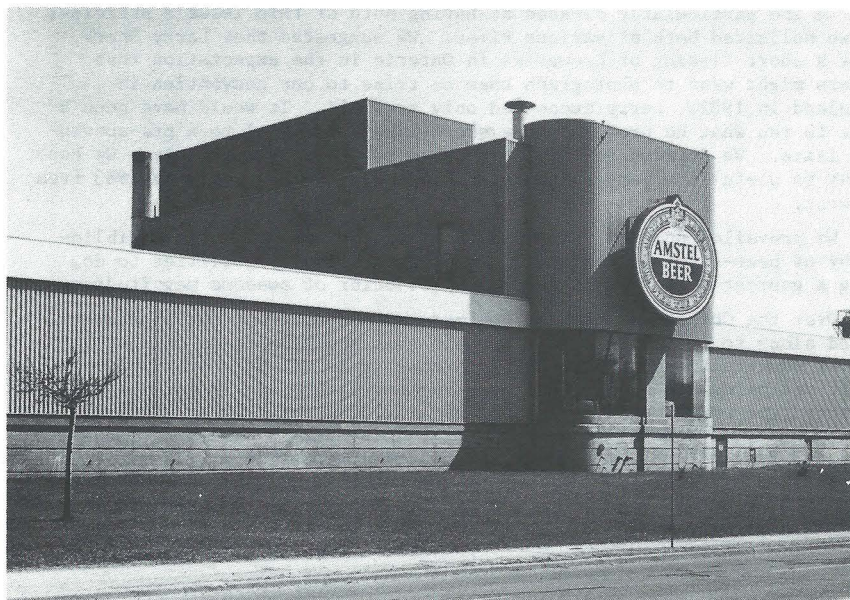
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As usual, the summer issue will be preliminary to our convention. If you have any favorite attractions in upstate New York that you think the membership should know of, let us know quickly. We will make up the issue in May and early June. We'd particularly like a list of extant former breweries in the upstate area.

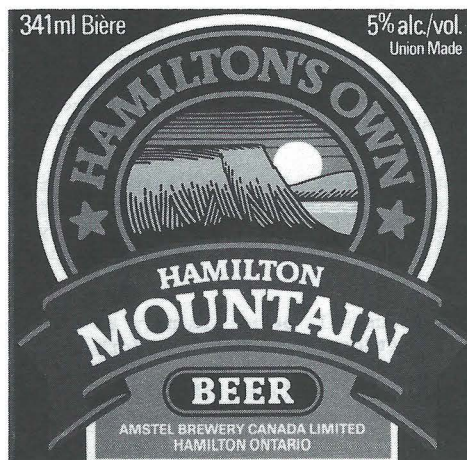
George W. Hilton, Editor  
Department of Economics  
UCLA  
Los Angeles, CA 90024

April 10, 1983





Amstel's brewery at Hamilton is severely modern in the style of the 1940s. Owner Heineken produces not only its Amstel brand at the plant but Hamilton Mountain Beer, the only Canadian beer to be targeted at sale in a single metropolitan area by name. Southern Ontario is singularly unmountainous, but Hamilton Mountain is a bluff conspicuous in the city's site at the western end of Lake Ontario. (Photograph by Tom Bochsler.)



## CURRENT BREWERIES OF SOUTHERN ONTARIO

by Lawrence C. Sherk

There are seven operating breweries in Southern Ontario today. Six are operated by Canada's three national brewing companies, with one independent, the Amstel Brewery in Hamilton, owned by the international Heineken group. Labatt's have three breweries, in Toronto, London and Waterloo; Molsons, two in Toronto and Barrie; and Carling-Okeefe, one in Toronto. Five of these breweries are newer postwar plants; only the Labatt's breweries in London and Waterloo have connections with prewar operations. Northern Breweries Ltd., Canada's only employee-owned brewing company, have four smaller plants in Sault Ste. Marie, Sudbury, Timmins and Thunder Bay. All of these can be traced back to at least the early 1930's.

Most Southern Ontario breweries have very attractive hospitality suites but unfortunately today they are only accessible to groups, sporting, social and otherwise, and not to individuals. Brewery tours are a thing of the past in Ontario thanks to insurance problems and government regulations. Some of the hospitality rooms do overlook the bottling lines.

All breweries in Southern Ontario with the exception of Labatt's Toronto brewery do have a beer store adjacent to the brewery for the sale of that company's brands in bottles and cans. Most are open Monday to Saturday, 10 AM to 6 PM (Carling-Okeefe, Toronto is closed Saturdays). Occasionally you might be able to obtain a current branded opener when buying beer. Tap knobs are now being used, but are not sold by the breweries.

Beer, and ale are sold only through Brewer's Retail stores in Ontario and are not available at grocery stores. These beer stores are open Monday to Saturday from 10 AM to 6 or 8 PM and in some areas until 10 PM. All beer bottles are returnable and require a ten cent deposit. Beer cans are also returnable and have a five cent deposit.

Barrie -- Molsons, 1 Bay Point Road.

This modern brewery on the east side of Hwy 400 just south of Barrie and about 90 km. north of Toronto is Ontario's newest brewing plant. This brewery was opened in 1971 by Formosa Springs Brewing Co. and became Molson's second Ontario plant when Molson's bought the company in 1974. Molson's still brews such Formosa brands as Oktoberfest, Diamond, Keg and Club. The latter two brands are now sold at the beer stores attached to Molson's two breweries in Ontario.

Hamilton -- Amstel Brewery, 201 Burlington St. E.

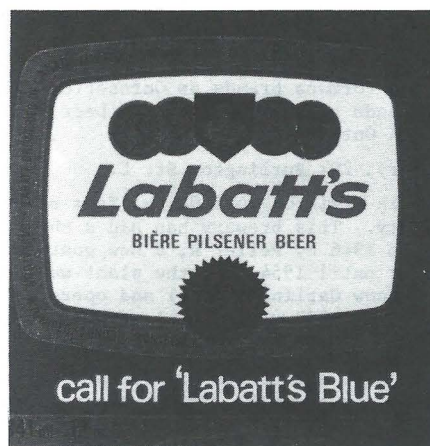
The Amstel Brewery in Hamilton just 90 km. from Buffalo is Southern Ontario's smallest brewery. This brewery has had a checkered history. The brewery was opened in 1946 by Peller's, a new postwar company which only remained independent until 1954 when the plant was purchased by Canadian Breweries Ltd. (now Carling-Okeefe) and operated as a Brading's, then Carling's brewery until 1959 when the plant was closed.

The brewery was reactivated in 1973 when Henninger Brewery (Ontario) Ltd., a locally-owned company started to brew Henninger and Meister Pils under license from the German company. These were premium priced beers and never that successful against the three giants. Heineken of Holland purchased the brewery in 1981 and as Amstel Brewery Canada Ltd. introduced a Canadian-brewed Amstel beer in 1982, alone with Hamilton Mountain Beer, which is sold only in beer stores in Hamilton, a marketing strategy unique in Canada.





Labatt's Toronto plant is this austere modern brewery about three miles east of the Carling brewery shown on the cover. Both are along the 401, the MacDonald-Cartier Freeway, the principal thoroughfare from Windsor to Montreal. (Labatt's photograph)





London -- Labatts, 150 Simese St.

London is the original home of the Labatt Brewing Company, one of Canada's three National brewers. The present brewery with a capacity of 1,445,700 hectoliters stands near the site of the original Labatt facility which began operations in the 1820's. The plant is situated on 18 acres in the center of London, Ontario which is located just off Highway 401 about 200 km. east of Detroit. Most of the 'Blue' and '50' shipped to U.S.A. markets is bottled here along with the local brands. The brewery has four bottling lines and Labatt's only canning line in Ontario.

Of particular interest to brewery historians is the "exact" replica of Labatt's first frame brewery at the brewery in London. This replica on Simcoe Street was built in 1967 in honor of Canada's centennial and is open to the public most afternoons.

Toronto.

Toronto, Canada's largest city with a population of 2,200,000, has always been and still is today the brewing capital of Ontario. All three national brewing companies have major modern breweries here, all built since 1955. As late as the 1930's Toronto supported seven local independent breweries, all since absorbed by Carling's-Okeefe or Labatt's. Only three buildings still remain today, those for Daires, Dominion and Reinhardts, all now used for other purposes.

Carling-Okeefe, 1 Carlingview Dr., Rexdale.

This modern brewery, opened in 1960, is situated at the junction of Highways 401 and 427 near the Toronto International Airport just on the edge of Toronto. Present capacity is the equivalent of 1,600,000 barrels.

Labatt's, 50 Resources Rd., Weston.

Labatt's Toronto brewery opened in 1970 and is situated at 50 Resources Road, Weston (Toronto), on the south side of Highway 401 about 5 km. east of Highway 427. Present capacity is 1.8 million hectoliters.

Molson's 640 Fleet St.

Molson's, Canada's oldest brewing company started operations in Montreal in 1786 and is still partially owned and run by members of the Molson family. The Toronto brewery opened in 1955 and represented the start of Molson's expansion outside of Montreal. Molson's now has breweries in seven of Canada's ten provinces.

Waterloo -- Labatts, 155 King St. S.

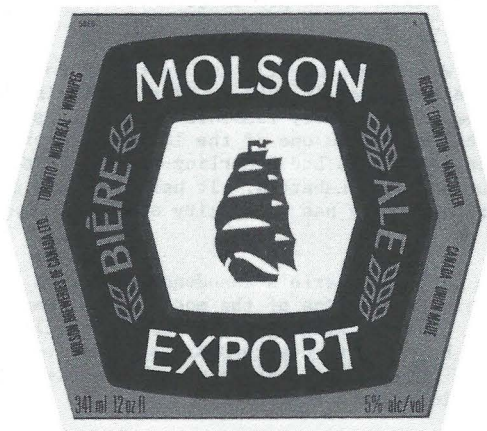
This brewery in Waterloo, about 120 km. west of Toronto and just north of Highway 401, was established in 1844 by Daird Kuntz in the center of Ontario's German area. The brewery remained in the hands of the Kuntz family until 1929 when it became one of the initial breweries of E. P. Taylor's new Canadian Breweries Ltd. Carling-Okeefe operated it until 1977 when it was purchased by Labatt's. It has undergone extensive renovations over the years and today has a capacity of 700,000 hectoliters.

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Buildings from most of Ontario's abandoned breweries have been torn down. Very few remain today. One of the most famous remaining buildings is that of the Bajus Brewery, Kingston, Ontario, which closed about 1920. This beautiful stone building in downtown Kingston was constructed in 1856 on the site of one of Ontario's first commercial breweries (1795). Efforts are underway to rebuild it as a restaurant.



Molson brews in Toronto in this massive modern brewery of 1955, located near the Canadian National Exhibition Grounds on the lake-front. The editor spent July 4, 1976, touring the plant. At that time the facility produced 11 brands, all brewed without adjuncts -- a neat trick. In common with the other Ontario breweries, this one no longer provides tours. The protuberance in the photograph is not, of course, part of the brewery, but rather the Canadian National Railways microwave communications tower, reportedly the world's tallest free-standing structure. (Molson photograph)

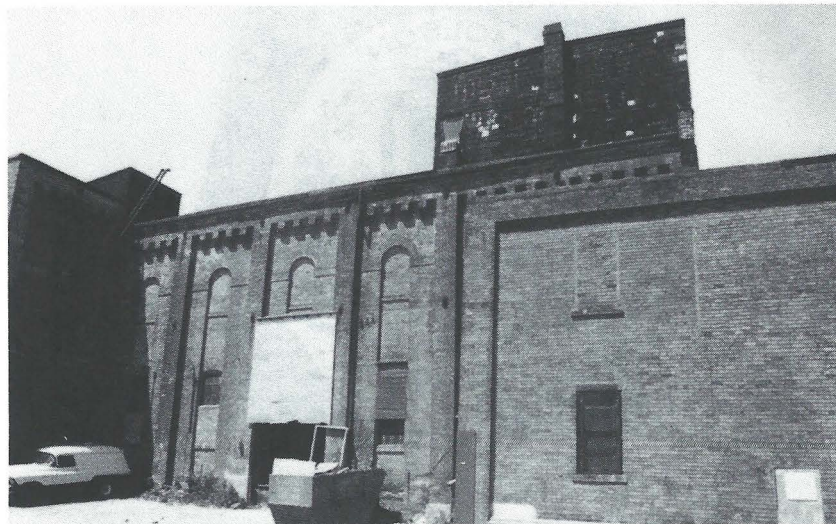




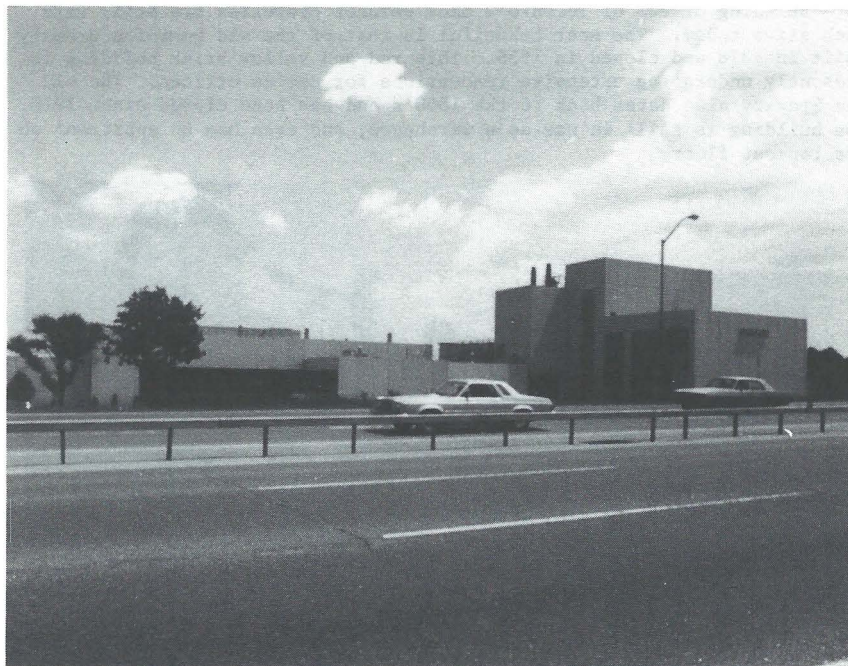
Building of two of Toronto's many defunct breweries are still very much alive today. The most beautiful is that of the old Dominion Brewery built in 1878 and closed in 1936. This red and yellow brick building is presently undergoing extensive renovations for use as offices. The old Don Brewery also dates back to the 1800's and has been closed since 1910. The building is still in use as a warehouse, and even has an apartment on the topmost floor.



The Dominion Brewery, above, and Don Brewery, below, still stand in Toronto. (Larry Sherk photographs)





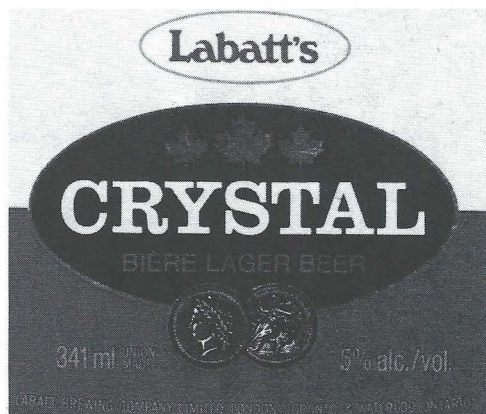


Molson's plant at Barrie was built by an independent, the Formosa Springs Brewing Company in 1971, but Molson has run it since 1974. Oktoberfest was one of Formosa Springs' brands. (Larry Sherk photograph)





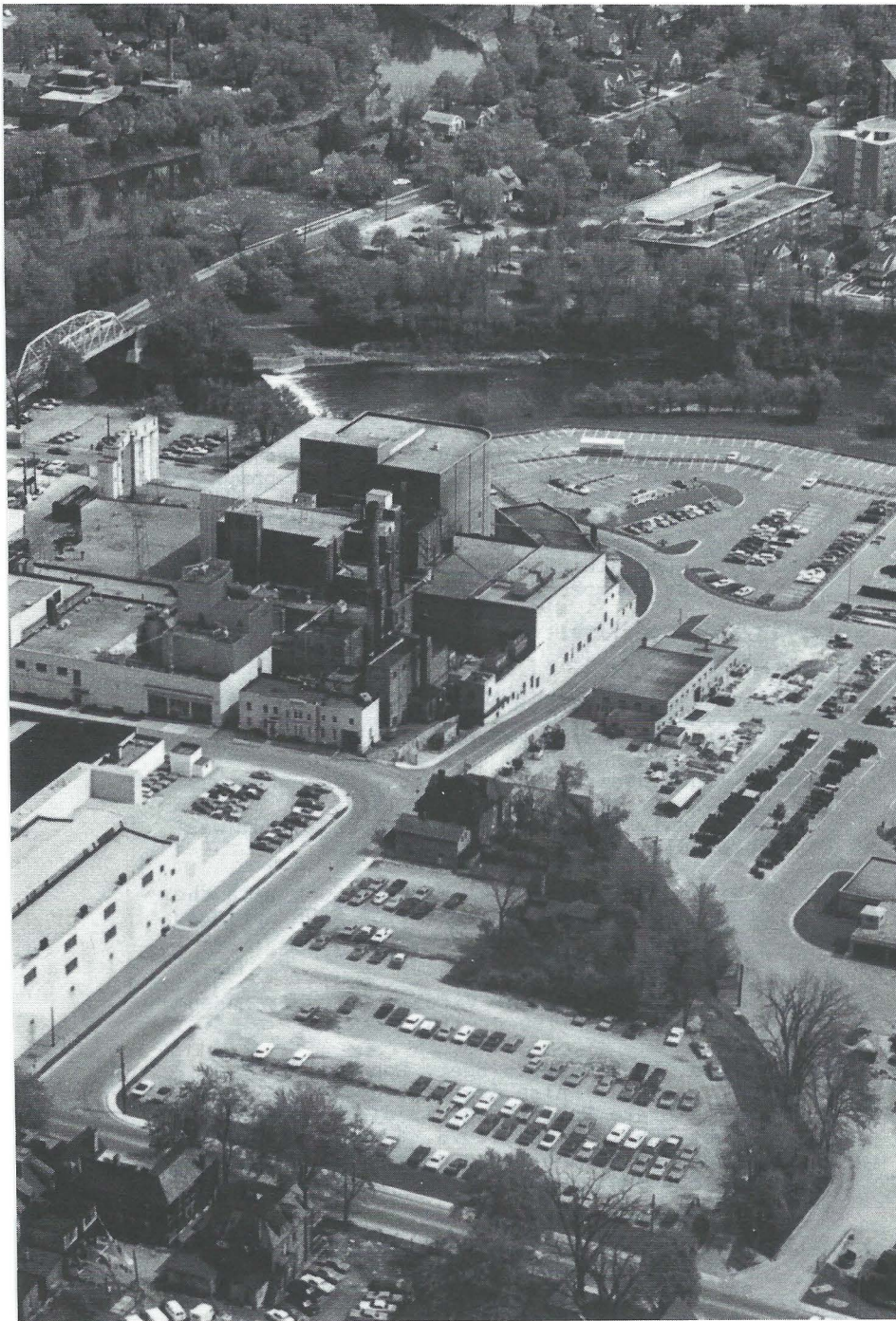
Labatt's in Waterloo is unusual amid the modernity of the Ontario breweries in retaining some degree of traditional brewery architecture. The Kitchener-Waterloo area is Ontario's traditional Germanic enclave -- an obvious place for an early brewery. (Labatt's photograph) The center spread -- we probably should say "centre" -- is Labatt's home brewery in London. The small dark building in the parking lot at the left of the main complex is a replica of Labatt's original brewery in London. (Ron Nelson aerial photograph - Labatt's)











## BOOKS ON COOKING WITH BEER

There are more books about cooking with beer than is generally realized. However, unlike many books about wine cookery, they were usually "one-shot" publications. (I know of only one book that was reprinted.) For that reason, many of the titles are unknown even to those who are collectors of brewing literature. The books and pamphlets listed are those that pertain solely to beer cookery, though I know of many books that contain chapters on beer recipes. This review includes all of the titles known to me in the English language. The earliest date of publication is 1937.

Beer and Food Belong. Perth, Australia: Swan Brewery, n.d. (discontinued in 1969). ? p. pamphlet.

Beer Party U.S.A. Washington, D.C.: United States Brewers Assoc., n.d. 12 p. A Folding pamphlet containing ideas for beer parties, including recipes.

Brew in Your Stew. Baltimore: National Brewing Co., 1948. 32 p.

Cooking with Beer. Perth, Australia: Swan Brewery Co., n.d. (1975).  
A tabularly arranged pamphlet.

Cooking with Budweiser Beer (exact title unknown).  
St. Louis: Anheuser Busch, 1952.  
Have only seen a reference to this, but was probably a small folding pamphlet.

Cooking with Pearl Beer - 101 Ways to Cook with the Famed Beer from the Country of 1100 Springs.  
San Antonio, Tex. and St. Joseph, Mo.: Pearl Brewing Co., n.d. ? p.

Craig, Elizabeth. Beer and Vittels. London: Museum Press, 1955. 196 p with index.

Fahy, Carole. Cooking with Beer. London: Elm Tree Books, 1972. Also American editions; New York: Drake Publishing, 1973; and New York: Dover Publications, 1978, a reprint of the London edition with an added "Prefatory Note for the American Reader". All 144 p. with index.

Gambrill, Tony, ed. Cooking with Red Stripe (Beer). Kingston, Jamaica: Blue Mountain Press, n.d. 96 p.



Hale, D. Everett. It's Smart to Cook with Beer:  
Belleville, N.J.: By the Author, 1949. 122 p.

Cook with Beer; Real Old-Country Cooking.  
New York: Vintage press, 1957. 56 p.

Harrison Michael. Beer Cookery - 101 Traditional  
Recipes. London: Neville Spearman and John  
Colder, 1953. 142 p.

Kirshman, Irena. Beer Book. Greensboro, N.C.:  
Potpourri Press, 1971. 48 p. with index.

The Michelob Chef. St. Louis: Anheuser-Busch, n.d.  
10 p. folding pamphlet.  
Recipes taken from Tolson and McCaigs, "The  
Beer Cookbook".

Our Best To You. Washington, D.C.: United States  
Brewers Assoc., n.d. 20 p.  
Recipes compiled by U.S.B.A.

Russell, Maria and Stromberg, Maxine. The Beer Makes  
It Better Cook Book. New York: Essandess  
Special Edition (Div. of Simon and Schuster),  
1971. 160 p. with index.

The Secret Ingredient in Cooking. Washington, D.C.:  
United States Brewers Assoc., n.d. 50 p.

Tested Recipes with Blue Ribbon Malt Extract.  
Peoria Heights, Ill.: Premier Malt Products,  
1951. 20 p.

Tolson, Berneita and McCaig, Edith. The Beer Cookbook.  
New York: Hawthorn Books, 1968. 208 p. with  
index. Also a paper back ed., New York:  
Tower Publications, 1968.

Vickery, H.C. The Use of Beer in Foods, A Cookery  
Book. Guilford, Eng: By the Author, 1938.  
75 p.

The author, an editor of various brewing publi-  
cations, cites Watts, "It's Smart to Serve  
Beer" in the introduction. Apparently most or  
all of the recipes in that pamphlet are included  
here.

Waldo, Myra. Beer and Good Food, Garden City, N.Y.:  
Doubleday & Co., 1958. 204 p. with index.  
(There is also a paperback edition which I  
haven't seen).

To me, the very best of the major books.

Warren, Mildred Evans. Cooking with Beer. Macon, Ga.:  
Southern Press, 1972. 32 p.

Watts, Helen S. It's Smart to Serve Beer-Menus and  
recipes to Assist the Gracious Hostess. New



York: United States Brewers Industrial Foundation, 1937. 23 p.

This is the earliest item I have been able to locate for any books or pamphlet pertaining solely to beer cookery. Certainly there must be something earlier.

What's Cooking with National. Baltimore: National Brewing Co., n.d. (1969).

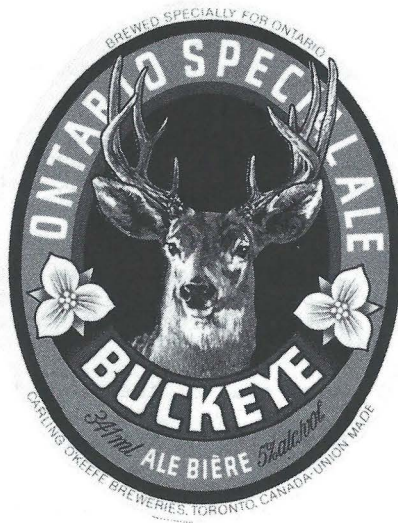
Properly speaking this is neither a book, nor a pamphlet. It is a portfolio of 14 vari-colored recipes (on 4" x 12" cards) which were the winners in National's "Cooking with Beer Contest" in August, 1968. The "Book" won two prizes for concept and design in the annual Addy Award contest of the American Advertising Federation.

Editor's Note:

The reviewer does not claim completeness for this bibliography, especially with regard to pamphlets. He would appreciate knowing the title, date and publisher of any beer cookery book or pamphlet not listed above. He would especially like to know of any item published before 1937.

Please write to:

Robert W. Gabler  
3349 No. Chatham Rd.  
Ellicott City, MD 21043



## BOOK REVIEWS

James D. Robertson, The Connoisseur's Guide to Beer (Aurora, Illinois: Caroline House Publishers, Inc., 1982), 288 pages, \$11.95.

Robertson's latest effort is not really a new book, but an extension of his previous one, The Great American Beer Book. He has expanded his ratings of beers now to include over 1150 labels. He has kept chapters about the history of beer, the art of making beer, and the types of beer. His explanation of rating the beers and the panels used in the tasting also merits a chapter.

Robertson has managed to track down a few more domestic brands, such as Point Special, which were not rated in The Great American Beer Book. By the way, Point Special was not rated particularly high. The list of brands produced by each domestic brewery has been expanded, but curiously, Horlacher, Peter Hand, and Prinz Brau are still included even though they have been closed for a few years. I also find it amazing that Huber, which produces over a dozen labels but only four basic beers, could have all of its beers rated so differently.

The foreign beer listings have also increased. Robertson states that the beers are sampled "off the shelf," the same condition as any consumer would find them. Sometimes this means mishandled or stale, so not all of the imported beers rate highly. The author did a good job in tracking down some of these brands.

Overall, this book is a disappointment. I was expecting an entirely new book but got just a continuation of an old one. If you already have The Great American Beer Book, you will not particularly need this one. Otherwise, this book would prove enjoyable.

Robert Swiatkowski

John Bickerdyke [Charles Henry], The Curiosities of Ale & Beer, An Entertaining History (Illustrated with over Fifty Quaint Cuts) by John Bickerdyke. In Part Collected by the Late J. G. Fennel, Now Largely Augmented with Manifold Matters of Singular Note and Worthy Memory by the Author and His Friend J.M.D., 1889. Reprinted by Spring Books, London, 1965, 449 pages. There is also a reprint edition by B. Blom, 1971, still in print from Arno Press, New York, \$22.00.

With the predominance of American breweries with German names, it is easy to forget that the older, though weaker, tap root of the American brewing tradition is English. That English tradition is a complex and fascinating subject. The three men responsible for this book have traced English brewing and beer drinking from tap roots to rootlets with a breadth that can come only when high intellects pursue life-long research for the sheer love of the subject. As one of the many quoted verses (p. 1) says it:

But thirst for novelty can't fail in liking  
The theme of ale, the aptitude's so striking.

Charles Henry, the chief author, lamented in the preface that, among all the books published "no comprehensive work on the antiquity of ale and beer has found place." When this volume made its appearance that situation was rectified. Besides a pure history, the book is very much a primary document of its own era of original publication. Current (1880s) as well as historical poetry, and references to modern prohibitionists and teetotalers abound; in fact, much of the first few chapters is almost an

annotated collection of beer-related poetry. The book cites examples of then current medical opinion favorable to beer (p. 433), mentions the new practice of using sugar in some brews (p. 177), and laments the trend away from brewing in the home.

Curiosities of Ale and Beer credits the Druids with being the first British brewers (p. 2), an opinion well founded at the time but since shown to be in error. British brewing is now suspected of being 5,000 or so years old. Hop culture of the 1880s is described in detail (pp. 90-93) and a number of classical references to beer are presented. Even the introduction of Porter is explained in detail. While such historical material is interesting, it is the literary references that are truly fascinating.

A tale is retold of a magical broom bringing buckets of ale to the magician's helper who cannot remember how to stop what he has ordered to begin (pp. 97-98). Without reading this book, one might never understand the origin of the Sorcerer's Apprentice portion of the Disney Movie "Fantasia." Likewise, the American poem which begins: Here/ with my beer/ I sit,/ while golden moments flit:/ is often quoted but the origin is usually said to be unknown and the authorship assigned to Anonymous. On page 13, we have the entire poem and see that George Arnold of Boston is the author. It is gems like this that make the book so worthy of attention by any enthusiast for barley brews.

There is a great similarity between this book and W. T. Marchant's In Praise of Ale which first appeared in 1888, approximately simultaneously with the volume under consideration. While there are similarities of style and of course in selection of material to present, the two books seem to complement rather than overlap each other. There is such a wealth of British brewing lore not even a large volume can hope to encompass it.

Despite its value, reading the book is not something to be taken lightly; its quaint, wordy British English may pose an obstacle to the less than diligent reader. Yet, the beer-buff who perseveres to the end will be amply rewarded.

Herman W. Ronnenberg

John O'Grady, It's Your Shout, Mate! Aussie Pubs and Aussie Beer (Sydney: Lansdowne Press, 1981). 103 pages. Price not stated. Member Andrew Smith, 111 Bradshaw Street, Latrobe, Tasmania 7307, will furnish copies for U.S. \$7.40 surface mail or U.S. \$11.50 air mail.

Mike Ogden, Catalogue of Australian Brewery Coasters (Oaklands Park, S. A.: South Australian Coaster Club, 1981). Lithoprinted, not paginated, loose-leaf binding. Available from Mike Ogden, F12 Inverarity Street, Glenelg North, S. A. 5045, Australia for U.S. \$6.00.

That redoubtable institution, the Australian pub, attracted the attention of the late John O'Grady, a widely sold Australian author, over a decade ago. His book of 1972 has now been reissued by a new publisher. The text is told in the first person by a Scottish visitor, James McIntosh, sent with his wife to Australia by an unnamed British brewer to look into the prospect of entering the local market. McIntosh concludes that the existing firms have the Australian market quite thoroughly sewed up by a tied house system similar to the British. He and his wife succumb to the lures of warm air and cold beer, and at the end resolve to immigrate to Australia. This thin plot makes the book a novel, but it is actually a vehicle for O'Grady's rendition of conversations in pubs, mainly about Australian beer. Earlier in life O'Grady did a book entitled Aussie English (and another called Aussie Etiket [sic]) on the basis of which he



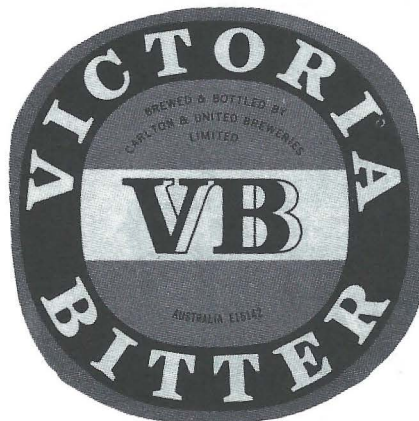
developed an excellent ear for local dialects and syntax. The conversations between McIntosh and the Australians cover the standard subjects: regional preferences in beer, the differences in size of glasses between the states, Chloe, and the other matters treated by Larkins & Howard and Baglin & Austin in nonfiction works reviewed earlier (issue 37, p. 26). The people McIntosh encounters show great enthusiasm for Australian beer and, remarkably, especial veneration for Cascade. If, as we argued in issue 40, American brewers give us what we want, there is a strong presumption the Australian brewers give their drinkers what they want, too.

The book is enjoyable, but it would be difficult to evaluate as highly as Baglin & Austin's Australian Pub Crawl or Cyril Pearl's Beer, Glorious Beer! (issue 31, page 26). This may represent the editor's taste for non-fiction over fiction, admittedly.

Member Mike Ogden is principally responsible for an effort of the South Australian Coaster Club to catalog the nation's beer coasters. The classification is by brewery, and to the club's great credit, the listings are open-ended. The author recognizes it as unlikely that such a listing could be complete or wholly accurate. The club plans to issue updatings and corrections.

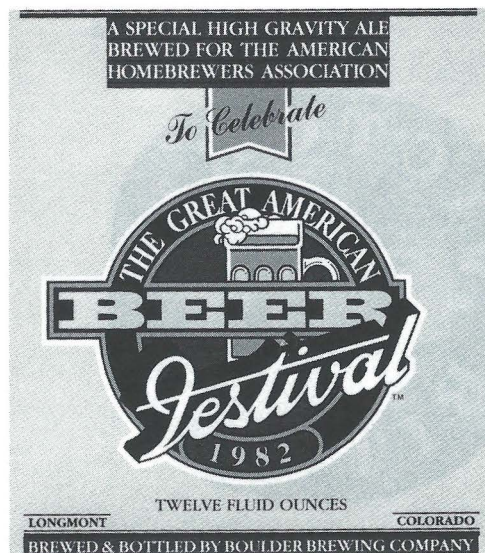
The effort is very commendable, for, as we have opined repeatedly, we have to know what we are attempting to collect. One gets the impression that the work is pitched at collectors who already have a considerable familiarity with the items. For an American beginning to collect Australian coasters, it may be difficult to know exactly which he has found. For example, Carlton United 1 is identified mainly by the line "How to tell a good beer," but number 37 is differentiated by, "As No. 1. Smaller writing at bottom & less bubbles in glass." Since coasters lend themselves to Xeroxing like little else, it would have been preferable to accompany the listings with pages of Xerox reproduction, as Bob Kay and Paul Zagielski did for Chicago coasters in a very similar volume reviewed here last year (issue 39, page 27). This is to say that the volume will be most useful to the most advanced collectors. We see no objection at all to planning a big Australian pub crawl to advance oneself in this form of collecting, however.

GWH



# EVENTS OF INTEREST

- May 31-June 3 National Homebrew and Microbrewery Conference, National Homebrew Competition and Great American Beer Festival. (June 4), Hilton Harvest House Hotel, Boulder, CO. Write to Box 287, Boulder, CO 80306.
- June 17-19 American Breweriana Association, Denver. Write to Box 6082, Colorado Springs, CO 80934.
- June 29-July 3 Stein Collectors International, San Antonio, TX.
- July 14-16 Eastern Coast Breweriana Association, national convention, Lion Brewery, Wilkes-Barre, PA.
- July 16-17 Summer Antique Advertising Show, Indiana State Fairgrounds, Indianapolis.
- July 21-23 Brewery Collectibles magazine, National Brewery Collectibles Convention, Ramada O'Hare Inn, Chicago. Write Class Publishing Co., Box 43, Colmar, PA 18915.
- August 5-7 National Association of Breweriana Advertising, national convention, Utica, NY. (Convention registration packet will be mailed shortly.)
- August 12-14 Canadian Brewerianist, annual convention, Labatt's Brewery, London, Ontario (see pp. 16-17, above). This is planned as the first international breweriana convention, with a trip to the Stroh Brewery, Detroit, on August 13. Write Larry Sherk, P. O. Box 191, Station G, Toronto, Ontario M4M 3G7, Canada.
- September 7-11 Great British Beer Festival, Bingley Hall, Birmingham, England.
- September 15-18 Beer Can Collectors of America National Canvention, Houston, TX.
- September 24-25 Fall Antique Advertising Show, Indiana State Fairgrounds, Indianapolis. NABA will hold a hospitality hour at the Holiday Inn North, I-465 and U. S. 421 North, 8 PM-midnight Friday, September 23.



Late additions  
to the above are  
at the foot of  
page 30.



## WHAT'S BREWING?

Brewers Digest's annual report on industry output, as always, made interesting reading. In 1982, the industry clearly showed the effect of the recession, posting a total output insignificantly different from 1981. Only Anheuser-Busch posted a big gain among the major firms. It produced 59.1 barrels of beer, 31.9 percent of the industry's output. Even at 50 million, which the firm reached in 1980, its output figures were reminiscent of the Bell System's volume of messages. The big brewer's present level of dominance is one that, by analogy to other industries, is very difficult to maintain -- as A-B's top management is well aware. Miller for the first time in recent years had an absolute drop in volume of about a million barrels, to 39.3 million. Stroh achieved third place in the industry with 22.9 million barrels because of its acquisition of the Schlitz breweries, but output of the company's full set of breweries was down about 2 percent from 1981. Rumors from Stroh Drive indicate that the management is highly pleased with the Schlitz acquisition, feeling that the two Old Milwaukee labels alone justified the transaction. Old Milwaukee and Old Milwaukee Light sold 7 million barrels, now comprising Stroh's biggest brand. Little in the industry except Budweiser Light, which went from non-existence to 3.5 million barrels, could be said to have done better. Heileman placed fourth, gaining more than 500,000 barrels and grossing \$1 billion for the first time. No other top-10 brewer posted a gain. Pabst declined for its fifth straight year and Coor's was the biggest loser of them all, down 1.34 million, 10.1 percent of 1981 output.

Most of the independents, remarkably, reported fairly good years. The biggest, Pittsburgh, gained 78,000 barrels and is planning a \$7 million improvement program. Dixie and Koch posted 12 percent gains. Yuengling, Jones, Stevens Point, Huber and Hudepohl were all up between 1 and 4 percent. Spoetzl in Shiner, TX, was up 7.6 percent and is planning on a new soaker. Point is reportedly considering bringing out a super-premium. This is particularly good news, since most brewers hedge themselves by having beers with and without an aftertaste. Point has historically produced only the latter, and on the basis of its fine bicentennial brew in 1976, should benefit from diversity. The smaller independents can hardly have failed to note Hudepohl's success with its Christian Moerlein super-premium.

The two independents that reported unfavorably on 1982 were two that we'd particularly like to see survive, Geyer Brothers and Leinenkugel. Richard Brozovich, president of Geyer Brothers, said, "We held our own in '82 and that's a victory these days." The tiny brewery is Frankenmuth, MI, as we have noted previously, is the only survivor of the small local breweries of the sort rendered obsolete by the introduction of the gravity-flow breweries like Pickett and Leinenkugel around 1880. Its output of only some 3,500 barrels per year is consistent with its origins in the 1860s, too. Leinenkugel was down from about 76,000 barrels in 1981 to about 66,000 barrels in 1982. This brewery produces fine beer, has a lovely park-like setting, and is exemplary in its hospitality arrangements. Bill Leinenkugel reports the company suffers from exceptional unemployment in its tributary area in northwestern Wisconsin, and from aggressive entry of outstate brewers. Some sleepless nights about this one are in order.

The microbreweries report quite favorably. Sierra Nevada doubled its output, and Yakima, Red Hook, and the Real Ale Company all reported selling about as much as they are currently capable of producing. Anchor's output of steam beer and porter reached 28,700 barrels, and Fritz Maytag has raised his sights from 30,000 to 50,000 for ultimate capacity.

GWH

## An old Nevada beer has a Wisconsin flavor

Los Angeles Times Service

Carson City, Nev. — Arnold Millard, 82, and his wife of 60 years, Alma, 86, stood by the faded "Tahoe Beer Famous as the Lake" sign on the old, abandoned rock warehouse.

They each held an unopened bottle of Tahoe Beer that was brewed the year the brewery went out of business — 1948.

Behind the two old-timers stood Mark Lang, 33, holding a bottle of Tahoe Beer with an identical label — beer brewed last summer in Wisconsin.

Alma Millard's father bought the Carson Brewing Co., brewers of Tahoe Beer, in 1910. Her husband took over in 1926 and ran it until it shut down 22 years later.

The brewery was founded 120 years ago, two years before Nevada became a state — "Since 1862" as both the old and new labels proclaim.

Lang, a graduate of the University of California — Berkeley and a professional concert guitarist, is reviving the once-popular Nevada brew.

For now, the Jacob Leinenkugel Brewing Co. of Chippewa Falls, Wis., is brewing and bottling the beer for Lang's Carson Brewing Co., here in Nevada's capital.

Lang's dream of bringing back "Tahoe Beer Famous as the Lake" became a reality July 26 when the first truckloads rolled into Carson City from Chippewa Falls.

Leinenkugel, one of the nation's smallest breweries and also acclaimed for producing one of the best beers in America, is helping make the concert guitarist's dream come true.

"Sure, breweries have been dying like flies all over the country since

World War II. Everybody has been telling me this will never work," Lang said.

"But I think I'm onto something here. Reno, Carson City and Lake Tahoe sell more beer per capita than anywhere in the nation. I think this market is ripe for a good, strong regional beer."

It's a five-million-case or 120-million-cans-and-bottles annual marketplace. Lang hopes to capture 10% of that market within a year, 20% within two years.

"If all goes well, Tahoe Beer will have its own brewery in Carson City within 2½ years," Lang said.

Why name his company Carson Brewing and his beer Tahoe?

"Carson Brewing Co. was the oldest continuously operated business in Nevada when it went under 34 years ago," explained Lang. "And Tahoe Beer was the most famous of the 30 or more breweries in Nevada's history, none of which exist today."

"There's a mystique about the name: 'Tahoe Beer Famous as the Lake.' It brings back memories to old-timers."

Lang sought out Alma and Arnold Millard. He bought the rights to use the name of the old brewery and the name of the historic beer.

Then he contacted Bill Leinenkugel and Paul Mayer, fourth-generation owners of the 115-year-old Wisconsin brewery, to see if they would brew and bottle his beer until he builds his own brewery.

"I went to Leinenkugel because I wanted an old-time Midwest brewery to create a formula for a premium beer and produce that beer for me. It will be the same formula used if I'm successful and get the brewery in Carson City off the ground," Lang said.

Business is brisk. The beer is being sold in liquor stores, supermarkets, corner groceries, saloons and restaurants throughout the area at an average retail price of \$2.60 a six-pack.

"It's not a Billy Beer, here today and gone tomorrow," insisted Lang.

Arnold Millard remembers as a small boy when saloons in Nevada and at Lake Tahoe featured Tahoe Beer for 5 cents a glass, along with a free lunch of ham, salami, boiled eggs, cheese, pickles, olives, pretzels, crackers and rye bread.

"It's sure nice to see those Welcome Back Tahoe Beer signs," Millard said.

Arnold Millard, mentioned above, is the author of the history of the Carson Brewing Company enthusiastically reviewed in issue 34, p. 25. If he succeeds, it will be nice to see brewing return to Nevada. If not, we are delighted to see Leinenkugel get the business.



## Co-op housing proposed for Milwaukee brewery

Associated Press

Milwaukee, Wis.

In 1851, when Valentin Blatz bought out the City Brewery founded by John Braun five years before, most Milwaukeeans lived a horse-and-buggy ride from the center of town. But by the time Blatz went out of business in 1958, people who worked downtown were driving in from the suburbs.

Now, the abandoned brewery where "Milwaukee's Finest Beer" was once produced is to be converted into an \$8.8-million housing project. The Brewery District Housing Cooperative is considered by its developers as part of continued redevelopment aimed at bringing people back to the center of the city to work, shop or live.

The cooperative began taking down payments last month from people interested in living downtown in the old Valentin Blatz Brewery.

The cooperative, headed by former Congressman Henry Reuss, plans to convert the brick brewery on Broadway St. into 146 one- and two-story dwellings collectively called "The Brewery."

Reuss said the cooperative would soon decide whether to buy the Blatz property, which Pabst Brewing Co. purchased in 1958. The cooperative's option on the property expires March 31.

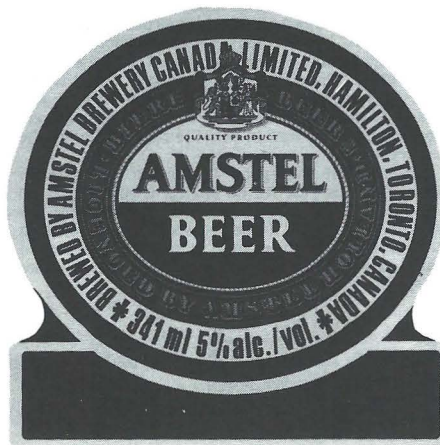
"We will determine that the project is feasible when we have a substantial number of memberships, a sufficient number for a reasonable guarantee of success," Reuss said.

But Reuss said he is confident enough that people will be interested in the "The Brewery" so that construction can begin soon. Herbert Zien, vice president of the cooperative, said groundbreaking is tentatively scheduled for April. The Brewery would be ready for occupancy by May or June 1984.

The Blatz brewery is actually seven interconnected buildings on one block. They contain 200,000 square feet, 175,000 of which would be used for housing. A parking structure for 134 cars is planned on an adjacent lot.

Cooperative residents would pay a monthly fee of \$480 to \$680 to cover maintenance, utilities, mortgage interest, etc., Reuss said.

Clipping from Ed Kaye.



## A Word From the Sponsor

Carl Cannon

# Forces Ready, Brewers Begin Battle

The first reconstruction designs are beginning to take shape after the civil war that swept the U.S. brewing industry. When the smoke cleared last year, Stroh had bought Schlitz, Pabst had acquired Olympia and G. Heileman had acquired Henry Weinhard Private Reserve and Lone Star Beer of Texas from Pabst.

Now it is time to see what the new owners intend to do with their properties, how they will position them for "relaunching." At first glance it appears there is a lot of the old in the new. After a few years, one brand, for instance, has returned to jingles and another will try another grab for "gusto."

For its part, Pabst Brewing Co. of Milwaukee, has put the Young & Rubicam advertising agency in Chicago to work, dreaming up a new campaign not only for its own Pabst Blue Ribbon but also for Olympia, the flagship brand of the Olympia Brewing Co., Tumwater, Wash.

For years Pabst distributors have been asking the company to return to its best-remembered jingle, "What'll you have? Pabst Blue Ribbon." While Pabst hasn't done that in its new campaign, which will break later this month, it has returned to a singing commercial. "We haven't had music in one of our ads for an awfully long time," said a Pabst spokesman, "and now

we feel we have one that has life again."

Theme of the new campaign as well as the jingle will be "Pabst is the place for the real taste of beer," and the new commercials will show "the camaraderie in a tavern." This all proves again that beer advertising is as predictable as network situation comedy. The Pabst spokesman hastens to add, however, "While in the Miller and Coors commercials you only see young people, in ours we'll have a mixture of young, middle aged-and old people having fun together."

Pabst has gone to a jingle, too, for its first Olympia beer campaign. The theme will be "Oly is second to none," and in three new commercials will say in various words that a taste test proved Olympia was second to no beer "on the bar." The beers shown on the bar are Budweiser, Coors, Miller High Life and Rainier. "Our marketing study showed some people were under the impression that Olympia was a thin, watery beer, but in taste tests they found this wasn't so at all. No beer ranked higher." The Olympia takeover didn't come without a wrench. The brewery's headquarters were moved to Milwaukee and consolidated with that of

Pabst. In the process, between 75 and 80 people on the Olympia corporate staff lost their jobs.

In Detroit, new headquarters for "the beer that made Milwaukee famous," the Stroh Brewing Co. said it is repositioning Schlitz and targeting it more to the blue collar market, particularly to the younger beer drinker.

Stroh told a meeting of its wholesalers last week that the Schlitz campaign will link the word gusto with the brand again. MCA Advertising, New York City, in its first assignment for the brewery has used the theme line "Go for it America, you've got the gusto now." The word brings memories of what was a dominant era for Schlitz, when "Go for the gusto," was an advertising slogan only slightly less known than that one about making Milwaukee famous. Featuring rugged outdoor workers, a key line in the commercials, will be "Here's to the guys who are making America great, from the guys who make a great American beer—Schlitz." Does that sound familiar? Schlitz is now merely the No. 11 brand in the country.

Stroh says it will spend \$60 million on television advertising this year for its brands. It spent only \$20 million a year before it acquired Schlitz. So far there has been no word from G. Heileman about new advertising strategies for Henry Weinhard or for Lone Star, both of which had effective advertising campaigns under Olympia.

**1982 NABA CONVENTION MUGS:** Have a few left - send \$20.00 to Herbert A. Haydock  
1660 2nd Ave. South, Wisconsin Rapids, WI 54494



# Newport Brewery To Close

*Loss Of Wiedemann  
To Cost 400 Jobs*

BY KEVIN CULLEN  
Enquirer Reporter

Wiedemann Brewing Co. officials told employees Wednesday that the company plans to phase out operations in Newport starting in six weeks.

Local and corporate company officials met with union representatives Wednesday afternoon. A company spokesman said a public announcement about the future of the brewery will be made next week.

The company, founded in 1870, employs about 400 regular workers, and more in summer months when the demand for beer is highest. It is Kentucky's last brewery and one of Newport's oldest and biggest employers.

"THIS IS a dark day in the history of Newport," said Ralph Mussman, Newport city manager and a former mayor.

Mussman said the brewery provides Newport \$200,000 a year in payroll taxes—about 1/8th of the city's total—and pays between \$90,000 and \$100,000 a year for water used in the brewing process.

The effect on the city budget, he said, will be staggering.

"We talk about saving \$10,000 and \$20,000, then we lose \$200,000 in one bunch," he said. "We took that \$200,000 for granted."

After hearing the news, Mussman notified state Rep. Terry Mann, D-Newport, and asked for help.

Mann said he would contact Gov. John Y. Brown Jr.'s office to try to save the plant. Mussman said he and city commissioners want to meet with company officials in the same effort.

THE COMPANY office, built in 1888, is at 601 Columbia St. The sprawling, largely 19th-century complex covers a solid city block and part of another.

The George Wiedemann Brewing Co., for decades a family operation, was bought by the mammoth Heileman Brewing Co., LaCrosse, Wis., in 1971.

Wiedemann beer and other brands now made in Newport still will be sold in Greater Cincinnati.

A brewery worker, who asked not to be named, said the surging costs of gas and electricity made the Newport plant too expensive to operate.

He said that Heileman's Evansville, Ind., plant uses cheaper coal, and that producing beer there and hauling it into Greater Cincinnati will save the company money.

In a current company publication, Heileman listed 10 breweries with a brewing capacity of 17 million barrels a year. Some 24 beer varieties bottled under the Heileman label include Wiedemann, Heileman's Old Style, Blatz, Falls City, Schmidt's, Drewrys and Stag.

Company officials in Newport and in corporate headquarters in LaCrosse failed to return reporters' calls.

CITY COMMISSIONER Fred Osburg said he's heard for several years that it was "just a matter of time" before the Wiedemann plant closed.

"They said they were losing money," Osburg said. "Last year was the best year, and they lost something like \$1 million. The year before, it was \$2 million, and the year before that, \$3 million."

## 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

BUY - SELL - TRADE

Wanted to buy: Canadian breweriana, esp. square, oval and rectangular pre-pro lithographed trays. Larry Sherk, P. O. Box 191, Station G, Toronto, Ontario M4M 3G7, Canada.

Wanted: Kroll, Badger Breweries. and NABA Newsletter/Breweriana Collector Nos. 1-7, 9, 11-16, 26, 32-34. Mervin C. Eisel, 3675 Arboretum Drive, Chanhassen, MN 55317.

Wanted: Glasses from Ohio, esp. Cincinnati, also labels and coasters. Have Moerlein and Lion embossed glasses to trade. Henry M. Smith, 5459 Woodhaven Drive, Cincinnati, OH 45211.

**1982 NABA CONVENTION MUGS:** Have a few left - send \$20.00 to Herbert A. Haydock  
1660 2nd Ave. South, Wisconsin Rapids, WI 54494

For sale: 19 groups of coasters and over 700 individual scarce older extras. Send SASE for price list. Jim Hosier, Box 794, Arlington, VA 22216.

Wanted to buy: Chevalier tap knobs, signs. George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024.

## DUES REQUEST

Welcome to the new members of the N.A.B.A. Hope the organization will live up to your hopes and be of service in some way to add to your breweriana collection.

Every member in good standing should have received the 1983 Membership Directory some time ago. In the future if you in any way change the items of breweriana that you collect the following will be the new policy. There will be no special mailing as in the past listing items of breweriana you collect. Should you change any item you collect just write a note stating which item you would like to add or drop from your listing in the Membership Directory. Most members do not change their collecting items and the questionnaire proved to be a big waste of postage. Please mail in any changes at any time and they will appear in the next Membership Directory.

The dues of the N.A.B.A. will again be \$15.00 and are due May 31, 1983. 1983-84 dues will now be accepted and must be paid to attend the 83 Convention at Utica. If you attended conventions before you know the delay at the convention registration caused by members who have not paid their dues. Please pay your dues on time and that's May 31, 1983. Thank You.

Robert E. Jaeger  
Executive Secretary

As we were ready for the press, the following events were announced:

June 4 ECBA-NABCC trade session, Knights of Columbus Lyceum, 386 Clove Rd. Staten Island, NY.

June 5 Monarch Coaster Chapter-Bullfrog Chapter BCCA trade meet, American Legion Post 911, Old Rand Rd., Lake Shore Drive, Wauconda, IL.



NEW N.A.B.A. MEMBERS

Alonso Richard N. (S)  
102 Cordova Street  
Syracuse N.Y. 13205  
315-492-1231  
All breweriana-trays  
Haberle-Congress-Greenway's

Klein Brian P.  
8410 N. Osceola  
Niles Il. 60648  
312-967-7823  
Signs

Banks Fred H. (Janet)  
405 Herr Street  
Englewood Oh. 45322  
513-836-1019  
All breweriana-coasters  
Wooden Shoe Beer

Peglow Terry M.  
809 S. Lincoln Street  
Bay City Mi. 48706  
517-894-2019  
All breweriana

Brathall Jeff A.  
Box 63  
Spring Valley Wi. 54767  
715-778-4353  
Glasses-labels-openers  
post cards-signs-tap knobs  
trays-cans-bottles

Retchless Craig S.  
10226 Goddard  
Overland Park Ks. 66214  
913-888-6214  
Bottles-lithos-signs  
reverse paint on glass

Coleman Bradley M.  
4436 S. 38th Street  
Greenfield Wi. 53221  
414-282-6865  
Glasses-mugs-steins-signs  
tap knobs-trays-mirrors

Ries Ed  
P.O. Box 38945  
Los Angeles Ca. 90038  
213-461-3561  
Labels

Desrats Richard G.  
Rd 4 Box 6  
Warwick N.Y. 10990  
914-986-2481  
Clocks-mugs-steins-openers  
thermometers-trays  
History of breweries  
Tommers-Deer Park-Barman's

Scheulin Howard T. (Sis)  
4725 Sterling Acres Ct.  
Tucker Ga. 30084  
404-491-0398  
All breweriana-cans-labels  
coasters-trays-dealer

Franzen Harry J.  
513 Coursey Road  
Oreland Pa. 19075  
Labels-openers-post cards  
coasters

Schmelter James  
2121 North 12th Street  
Sheboygan Wi. 53081  
414-458-9604  
Signs-statues

Hagan Jack W.  
210 Mayberry Circle  
Mira Loma Ca. 91752  
714-685-0633  
Signs-trays-mini beers  
Jax Beer

Warwick James W.  
198 E. Street Rt.-122  
Lebanon Ohio 45036  
513-932-6167

Jordan Michael L.  
140 Commerical St.  
Braintree Ma. 02184  
617-848-8819  
All breweriana-lithos  
signs-trays-cans

Wysocarski John  
366 Mill Road  
Rochester N.Y. 14626  
716-225-9645  
All breweriana-tap knobs  
Baratholomay Brwg. Co.  
Cataract Brwg. Co.

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