

The Breweriana Collector



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OF THE
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OF
BREWERIANA ADVERTISING

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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.

Hägar the Horrible/By Dik Browne



President's Page

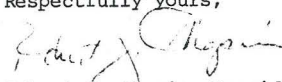
In addition to giving one the message to start moving grass and planting the garden, spring in the Midwest signals the first outdoor antique shows and flea markets. Sue and I drove seven hours two weekends ago in an attempt to scare up some rare piece of brewery memorabilia. Unfortunately, the hunt was unsuccessful. Hope springs eternal, however, and I know that some never-before-seen item lurks just around the corner.

Spring also generates great thoughts about our forthcoming national convention, August 5-7 in Utica, New York. I urge you to make the decision now to attend and to send in your registration as soon as you receive your convention package. The national convention offers you a great opportunity to secure some additions to your collection and to renew acquaintance with some of the nicest people in this country. The Convention Chairman, Herb Ashendorf, and his committee have planned a program that promises to appeal to everyone.

The most recent Breweriana Collector asked each of you to consider serving as a member of the Board of Directors of NABA. Bob Jaeger advised me as we went to press that no nominations had been received. I would like to ask you again to consider serving. NABA's success is reflected, to a degree, by the people who serve on the board. The only requirement of a Board Member is that he or she be able to attend two meetings annually at the Indianapolis Antique Advertising Show and the meeting held at the national convention.

Lastly, Sue and I look forward to seeing each of you in August in Utica.

Respectfully yours,


Robert J. Chapin, President
National Association Breweriana Advertising

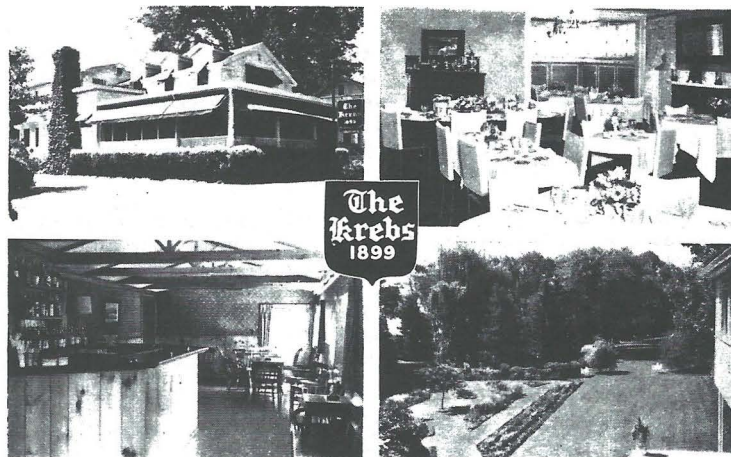
83-84 DUES ARE DUE

Just to prove anyone can make a mistake I did not list a members phone number in the 1983 Membership Directory. Please write in Herbert Haydock's phone number in your directory which is 715-423-8995.

By now if you have not paid your 83-84 dues they are now over due. Dues were due May 31st and again are \$15.00. If you have a RED mark on your address label of the copy of the Breweriana Collector your dues are not paid. N.A.B.A. is a great organization but we need you.

Once again a Welcome to the new members. The N.A.B.A. Convention is the super event for Breweriana collecting and I can only say to the new members go to Utica. Its always great to see friends of past conventions. Lets all go to Utica and make this the largest Convention yet.

Robert E. Jaeger
Executive Secretary



Those in search of authentic pre-Prohibition experiences should not miss The Krebs Restaurant in Skaneateles, NY, about 25 miles southwest of Syracuse. Since 1899 this restaurant has been serving the same meal (see menu below), a vast multi-course affair typical of what resorts in the Finger Lakes area served in the Edwardian era. Yes, you do get lobster Newburg, a half chicken AND prime rib. In fact, if you want refills of the chicken and beef, you can have them. The meal is brought to you by a line of waitresses in white uniforms, rather a mobile buffet. In a more innocent day (before Maxim's came to America, teppan steak houses proliferated and Mandarin restaurants replaced chop suey parlors), Krebs was widely considered the best restaurant in the country. For traditional American fare, you can still make a strong case for it. Whether this gorge is what you need to prepare for our buffets -- or to recover from them -- is doubtful, but Skaneateles is very convenient on US 90 approaching Utica from the west. The meal in 1982 was \$18.50. Reservations: (315) 685-5714.

TABLE D'HOTE MENU

1ST. Shrimp Cocktail	<i>Choice of One</i>	Fresh Fruit Cup
Crabmeat Cocktail		Tomato Juice
2ND. Clear Broth or Cream Soup		
3RD.	Lobster A La Newburg	
4TH. 1/2 Broiler of Chicken	English Sliced Prime Ribs	White Potato
Candied Sweet Potato	Creamed Mushrooms with Toast Squares	
Fresh Vegetable	Roast Beef Gravy	
5TH.	Choice from Salad Tray	

DESSERTS:

Assorted Homemade Pies and Pastries
 Choice of Ice Cream Melons When in Season
 Desserts are accompanied by Plate of Homemade Brownies and Cake

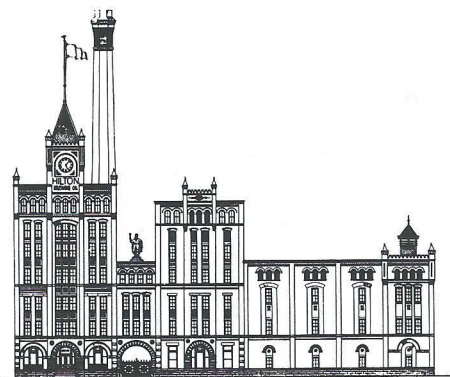
CHOICE OF BEVERAGE

All Dinners include choice from Relish Tray and Homemade Breads and Rolls.

SERVING HOURS:

Weekdays: Cocktails from 4:00 p.m. Sundays: Cocktails from 12 noon
 Dinner from 6:00 p.m. Dinner from 4:00 p.m.

THE KREBS ORIGINAL SUNDAY BRUNCH SERVED SUNDAYS 10:30 TO 2:00



FERMENTATION

I Love New York

Contrary to the impression you may have gotten from telecasts of sporting events, the lovely refrain, "I Love New York," was not composed as a fight song for the New York Yankees, but rather as the theme for commercials extolling the attractions of upstate New York for the American tourist. There is quite a bit to love up there, both in what nature gave the area and what man has put on it. As we prepare to convene in Utica, let us consider the attractions of the region.

Utica itself is not a major tourist attraction and does not purport to be. It is a typical example of a medium-sized industrial community in the Northeast, and we hardly need point out that such cities have declined badly in recent decades. Utica has tried -- as in building a nice art center -- but it simply hasn't the resources to deal with its share of the common problems of the Northeast as well as last year's host city, Cleveland, for example. Most members will find the attractions in Utica quite well limited to Matt's Brewery, but there are no apologies necessary there. Matt has a beautifully maintained plant with both traditional and modern elements in the architecture. An old bottling house has been redone as a hospitality center by an architectural firm that specializes in restaurant interiors. The building seems so authentically Victorian that one finds difficulty in believing it is not. The following is admittedly a small point, but it is worth noting: in the hospitality room the company has a music box with its works exposed that fascinates all the children present. The adults drink their Matt's or Utica Club while the kids sit around the floor in rapt fascination at the music box. The novelty lasts just about as long as the adults take to drink their beer. Matt's whole operation is quite fine, though in truth we regret that the company dropped its old name, the West End Brewing Company. That was a nice reminder of the old days when a city of 100,000 could have so many breweries -- nine in this instance -- that one would choose a name like "West End" without even identifying the city.

The closest major attraction to Utica is Cooperstown, and there are few of the standard American tourist stops that we could recommend as highly as this. Cooperstown is a unique community: a college town with no college, but rather a string of museums. The most famous, of course, is the Baseball Museum & Hall of Fame. Baseball was no more invented in Cooperstown than it was in Stevens Point, but the museum is a highly professional, comprehensive display of the game's history. Even if you don't much care for baseball, the museum is likely to impress you as a reverent treatment of a basic element in our national culture, totally appropriate to the game's historic importance in American life. The New York State Historical Association maintains its headquarters in Cooperstown, and operates a general historical museum on its premises. It also has a major research library for state history. Cooperstown also has a

Farmers' Museum -- notable for having the Cardiff Giant -- and a Woodland Museum. The town is geared for daily tourist incursions, mainly of families. Whether you want to do a little research on old New York breweries, or allow Junior to see Babe Ruth's locker, or just visit a nice old town in a lovely setting, Cooperstown has attractions for you.

If scenery is your thing, the Finger Lakes region southwest of Utica is delightful. The lakes mitigate the climate enough for the area to be good for grapes, and the vineyards rising from the shores are very pleasant. Several of the wineries have tours. Keuka Lake because of its unusual Y-shape, is particularly attractive. The scenery of the Adirondacks north of Utica is more rugged. The hand of progress hasn't lain heavily on upstate New York. The towns are still largely Victorian, with a lot of fine Greek revival buildings of the early 19th century. State route 12 approaching Utica from Binghamton and the south runs through pretty country and some nice Victorian towns. U. S. 20, a pioneer east-west highway across the state, has a large number of fine old towns and plenty of antique shops.

If your interests in life center on the knife and fork, we refer you to our description of The Krebs in Skaneateles, a restaurant the like of which we can absolutely assure you that you won't find elsewhere. (p. 4)

At Mumford, about 20 miles southwest of Rochester, is Genesee Country Village, an effort to reproduce an upstate town of the early 19th century, partly by moving actual structures to the site in the fashion of Greenfield Village near Detroit, and partly through building representative structures of the time afresh. Since the Wehle family of Rochester, proprietors of the Genesee Brewing Company, are the principal supporters of the development, it is not surprising that a brewery is part of the display. It is a representative brewery of the time built on the basis of a surviving literary description, rather than an actual brewery moved to the Village.

We needn't tell you that Niagara Falls is worth seeing, that the Hudson River is majestic, that the food is great at the Catskill resorts, or that New York City provides the urban amenities. The State of New York has been around long enough for word of such attractions to have gotten about.

* * *

Editors, above all men, get along with help from their friends. We were worrying about adequate coverage of Matt's when Jim Starkman's manuscript on the brewery arrived, to our intense relief. Mike Bartels responded with photographs of his extensive collection of Bartels of neighboring Syracuse. Uncle Ernie Oest provided labels from West End and other Utica brewers.

We are particularly eager to do a comprehensive job on the pre-convention issue a year hence, for a trip to San Antonio for most of our membership will constitute a very much bigger undertaking than going to the places in the East and Midwest where we have met previously. We have already begun efforts at articles on attractions in and about San Antonio, but plenty of members will pass through New Orleans, Knoxville, or Kansas City en route, and we can do with a lot of suggestions for what to do at way points.

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

May 27, 1983

MATT'S PUTS OUT THE WELCOME MATTS

by Jim Starkman

The F. X. Matt Brewing Co. of Utica, New York is indeed an ideal location as your host brewery for our convention in August. The traditional sustains the contemporary at F. X. Matt, a small, family owned regional brewery that competes successfully with the giants.

F. X. Matt, who was born in the Black Forest region of Germany, began his brewing education as a boy working for his father, Theodore Matt, and later as a teenager at the famed Duke of Baden brewery which is still in operation in Rothaus, Germany. In 1878 when F. X. was 19, Theodore Matt moved his family to America. While his father opened a meat market in Utica, F. X. signed on at Carl Bierbauer's brewery -- one of the nine then located in the city. The following year F. X. departed for Canajoharie, N.Y. to work in the brewery of Louis Bierbauer, Carl's brother. In 1886 F. X. returned to Utica as manager of Carl Bierbauer's brewery. In 1888 he reorganized it to form the West End Brewing Co. At the time, the brewery had 12 employees, served an entirely local clientele and had an annual production of 4,000 barrels. In 1891 F. X. became treasurer of the company. In 1905 he became president, a post he held until 1950, when his son, Walter succeeded him and F. X., at the age of 91, became chairman of the board. He remained vigorous and alert, working full time until his death in 1958, at the age of 99.

The brewery flourished under the dynamic leadership of F. X., a colorful and energetic man with foresight. His foresightedness is reflected partially in one of his favorite sayings, "A business is like a person. It must be fed if it is to grow." However, the brewery's growth came to a halt during Prohibition. The company survived by selling near beer, soft drinks, tonic, distilled water, fruit beverages, extracts and syrups. While the brewery has never been a giant in the industry, it has continually been foresighted and made consistent plant improvements. Indicative of these improvements are a 600 per minute bottling line installed in 1957 (then the fastest in the country) and the addition of four 2,000-barrel aging tanks in 1972 -- then the largest known available in the brewing industry.

F. X. Matt II, the personable grandson of F. X. Matt I, succeeded his father, Walter, in the presidency in 1980. F. X. Matt II began his full-time brewery career in 1958 and was named vice-president of production in 1968. Under his guidance the brewery's sales and family philosophies have continued. What are the reasons for the company's ability to prosper when so many other small breweries have failed? Reinvestment in the plant, prudent management, clever advertising, good labor relations and quality products are the reasons.

The lovable Schultz and Dooley advertising was dropped in the mid 1960's and replaced by other shrewd advertising. Today's advertising slogans depict pride in the products as the common theme. An example of this is seen in the slogan, "When your name's on the outside, you're very fussy about what's inside." Other sayings for the consumer include, "You may not like my mug, but you'll love my beer"; "Blood, Sweat and Beers"; "If there's one thing I like better than telling people what goes into my beer, it's meeting the people my beer goes into"; and "My family name is on the label. And to me, beer is thicker than water." This innovative advertising program features F. X. Matt II as a company spokesman, who, via T.V., radio, and print, presents variations on the common theme.

The F. X. Matt Brewing Co. changed its name from the West End Brewing Co. in 1980. Brewery officials considered the old name as too provincial. The current name is in honor of the founder. Matt's Premium replaced Utica Club Pilsener Lager as the brewery's best selling brand in 1980 and has shown continued sales growth. The 12 ounce non-returnable bottle is the

best seller. Product array from the brewery also includes Utica Club Light, a 96 calories per 12 oz. brew introduced in 1978; Utica Club Cream Ale; Fort Schuyler; Maximus Super; and Matt's Premium Light. All are quality brews worthy of your purchase. If you enjoy dark brews, Matt's Dark, Porter, and Sparkling Ale are dark products available only on draft.

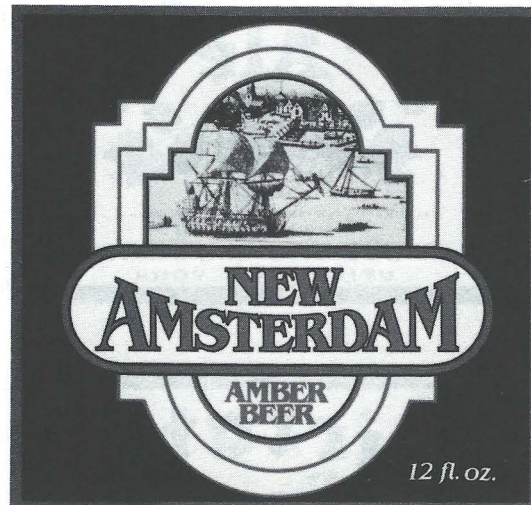
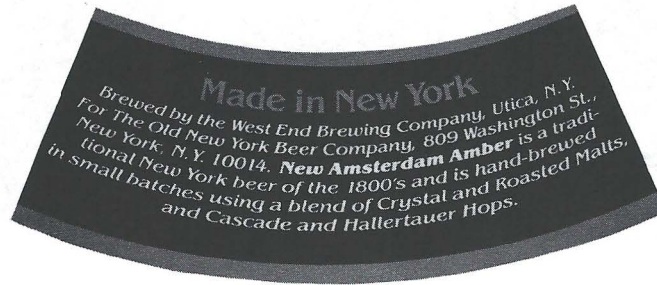
A new dimension was added at the brewery in 1977 when the Beer Ball was introduced to consumers. The round container holds 5 1/2 gallons of Matt's Premium and has been welcomed warmly by customers. It has been a particularly hot seller in the warmer months when picnics, softball games, and other outdoor events are popular. The Beer Ball has also encouraged trial of the product and again put the name of the brewery before the public as an innovator. Although other breweries have since introduced Beer Balls, Matt's led the industry once more by manufacturing the empty containers at the brewery in May, 1982. The Beer Ball can be easily disposed of by crushing, and if it is incinerated, it does not release toxic fumes. In addition, imaginative beer drinkers have discovered a multitude of second uses for the spheres which include popcorn bowls, space helmets, planters, piggybanks, plant terrariums, goldfish bowls, Halloween lanterns and even as toys for the monkeys at the Smithsonian Institution.

Among the highlights of our convention will be the tour of Matt's. Matt's program of a reception center, tour, tavern and gift shop has a personality all its own. The theme of nostalgia starts in the pleasantly restored Tour Center and Reception Area. This large, tastefully decorated room contains a display of trays, bottles (including some pre-prohibition era beer bottles as well as Prohibition era soft drink bottles), coasters and cans. Also on display are some items that are sold in the brewery's gift shop, the Brewery Shop. The tour is both interesting and informative. Photographs, drawings, explanations and some statistics are placed strategically along the tour route. Following the tour we will ride the famous Utica Club Trolley and again step into the past as we enter the 1888 Tavern. A former bottle shop was converted into the Tour Center, which houses the Reception Area and 1888 Tavern. It opened February 15, 1965. The West End Brewing Co. was formed in 1888 and steps have been painstakingly taken to preserve the Victorian era of that day and reflect it in the Tour Center and 1888 Tavern. Hand crafted woodwork and antique furniture abound. Matt's Premium and root beer are on tap.

Breweriana Buffs will especially want to visit the Brewery (gift) Shop. The Brewery Shop, opened in June, 1981, is also designed to show the Victorian era. The shop is open Monday through Saturday from 10 to 5:30 and accepts Master Card, Visa and personal checks. In addition, a 10% discount will be offered to our conventioners. A seemingly endless assortment of items is offered for sale, approximately 1,200 in all. Over one-half of the items are beer-related while the others reflect objects of the period. Non-beer-related articles include: stuffed animals, candles, toys, greeting cards, Victorian clothing patterns, jewelry, cologne, reproductions of tin cans, shaving equipment, games, cheese, crystal and figurines. Beer-related articles include both traditional and non-traditional items. Among the items for sale are: cans from Matt's and other breweries (96¢), draft beer dispenser kit, hop pillows (\$32.50), tap knobs (\$7.75 to \$13.75), clothing (Price ranges in adult sizes from \$5.75 for T-shirts to \$29.95 for woolen sweaters), Matt's neon (\$99), patches (\$1.00 to \$2.50), pens, key chains, glasses, steins and trays.

The variety of items is enormous as is the price range. Certainly, there is something for everyone. Glass etching at \$1 per letter is also available to personalize your glassware. Schultz and Dooley articles, understandably, are very popular at the Brewery Shop. The German-made steins of Schultz, Dooley, Officer Sudds, Countess and Farmer Mugee are available, as are Brazilian-made steins of Officer Sudds and the Countess. A separate room in the back of the shop has been set aside for mail order processing and a catalog has been published.

Good times will be plentiful in Utica this summer and NABA members should capitalize on our advantages: hosting by F. X. Matt Brewing Co., tour, 1888 Tavern and Brewery Shop. Other attractions such as the Baseball Hall of Fame, Munson Williams Proctor Art Institute, Adirondack Mountains, Charlestown factory outlet stores and the Erie Canal Village are nearby. For lovers of nostalgia, there is a Musical Museum in Deansboro, about 10 miles away. All in all, a good time will be had by all those who attend our convention.

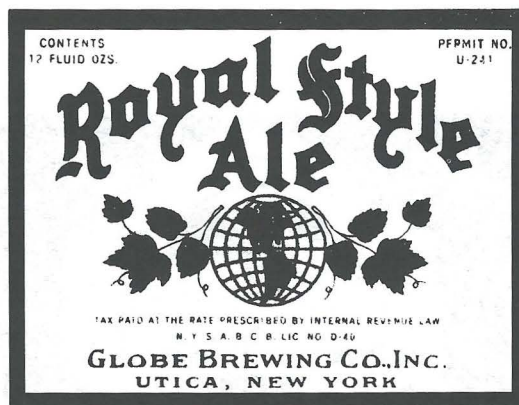


Matt's newest product is New Amsterdam Amber, brewed for The Old New York Beer Company, a new firm that aspires to be a microbrewer. The beer is intended to be a counterpart of steam beer for the East Coast. It is specifically a beer for New York City, not currently planned for sale elsewhere.

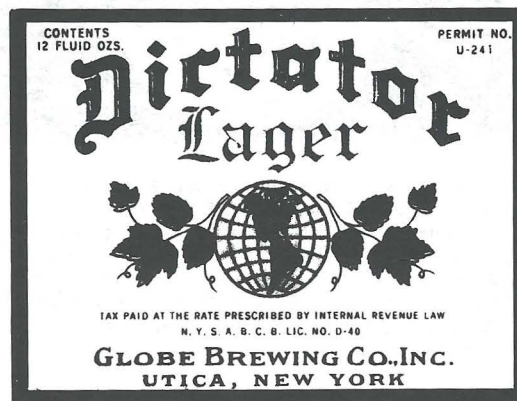
"I sometimes wonder
if it pays to make beer this way"



SUMMER CLAMBAKE OF WEST END BREWING COMPANY, AROUND 1895. (F. X. MATT IS THIRD FROM RIGHT.)



Utica items
from the col-
lection of
Uncle Ernie
Oest.





BARTELS BREWERIES

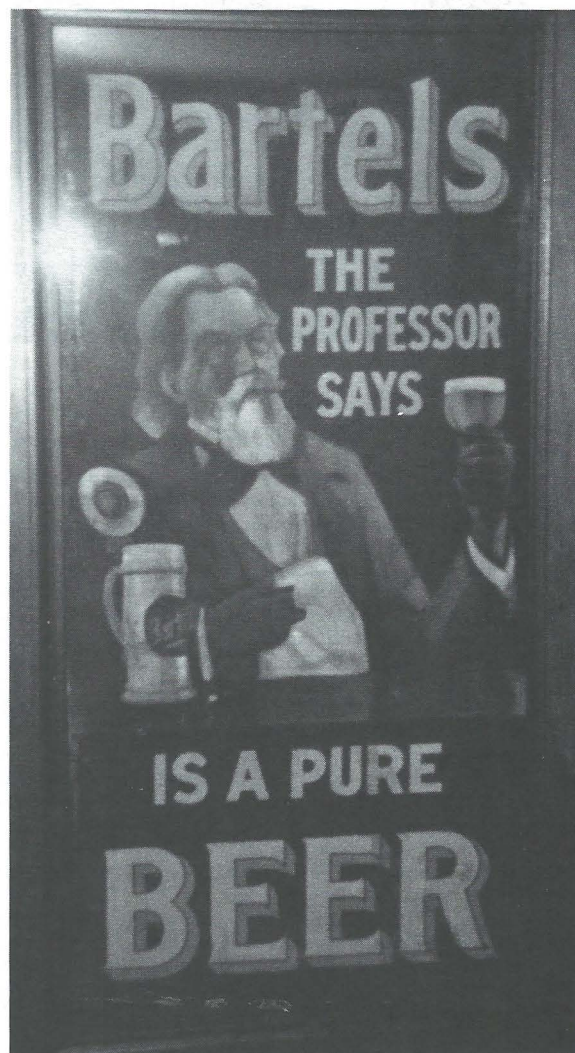
by Mike Bartels

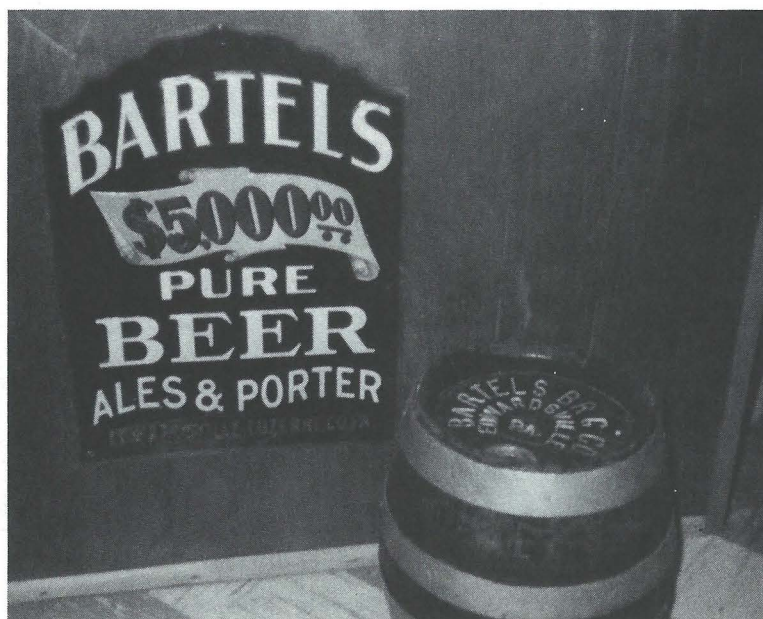
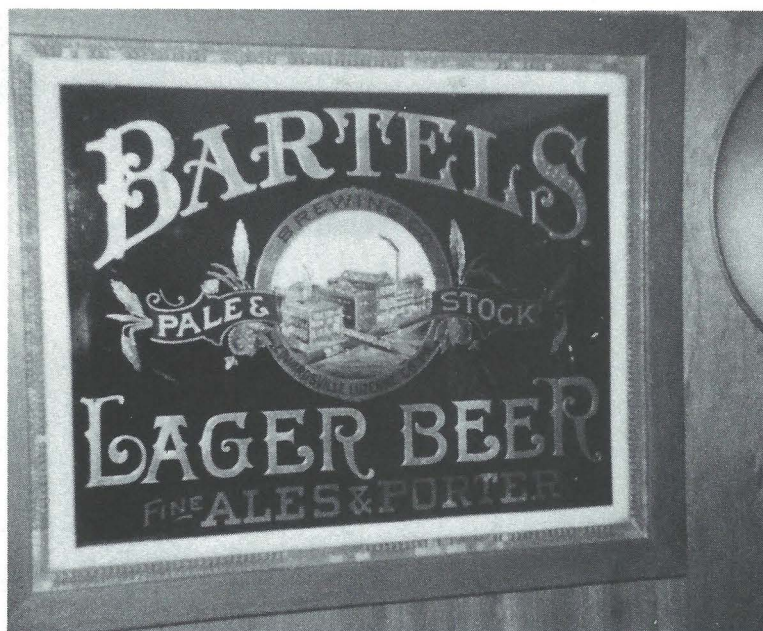
The Bartels Breweries in Syracuse, NY, and Edwardsdale (later Edwardsville), PA, bore the name of a notable brewer of the late 19th century, Herman Bartels. He was born at Richtenberg, Prussia, in 1853. He learned brewing in the plant of August Biederstadt. Upon coming to America in 1872, Bartels worked in various breweries in New York City until 1878. He then bought an interest in the Crescent Brewing Company of Aurora, IN, where he worked until 1884, when he bought into the J. Walker Brewery of Cincinnati. In 1887 he moved to Syracuse to work for the Haberle Brewing Company, but in 1893 he bought a controlling interest in the Germania Brewing Company, which had been organized by John Greenway in 1886. Bartels added ale and porter to the brewery's line, which had previously been restricted to lager. In 1894 Bartels renamed the enterprise for himself as the Bartels Brewing Company. He formed a partnership under Pennsylvania law to build a second brewery at Edwardsdale, on the outskirts of Wilkes-Barre, PA. The new plant, which also operated under the name of the Bartels Brewing Company, opened in 1898. The original brewery was one of the largest in upstate New York, and the firm was a major supplier to the Middle Atlantic States. The main brands were Bartels, Crown, Old Devonshire Ale and India Pale Ale. The principal trademarks were the Nightwalker, who was a Viking holding a stein and an axe, and the Professor, an elderly bearded figure. The Professor, who was Bartels' most conspicuous advertising figure, was reportedly based on a relative of the brewer, a mathematician at a German university. Another major advertising theme was the "\$5000" logo.

Bartels' brewery at Syracuse operated until 1941. The Pennsylvania plant, with which the Professor was mainly identified, continued until 1968, when it went bankrupt. The Bartels brand survived and is still produced by The Lion, Inc., of Wilkes-Barre.

It was not until 1970 that I knew the Bartels Breweries existed. My parents then found the red and black "\$5000 Pure Beer" sign at a flea market en route to New England. At the time \$35 seemed too much to spend for an old metal sign, but luckily it was still there six months later and my parents bought it. After college I actively pursued Bartels memorabilia and joined NABA. It has been a most enjoyable hobby, especially because of organizations such as NABA and ECBA.

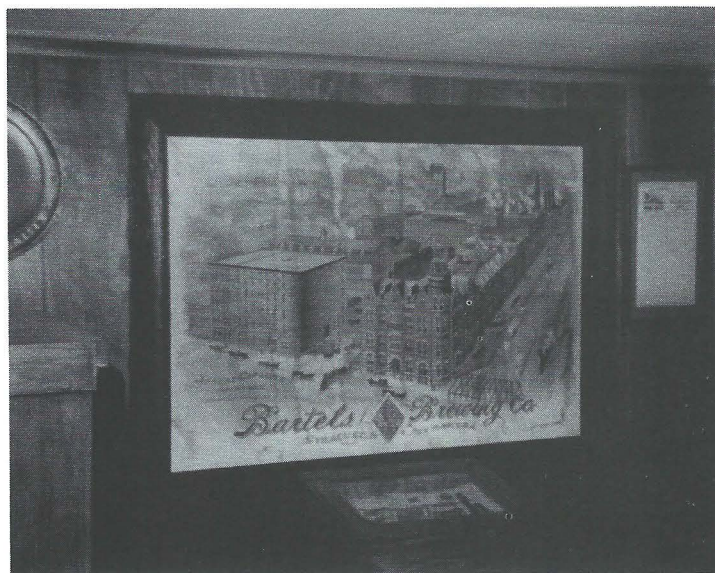
On the following pages are major artifacts from my collection. In most cases the photographs are self-explanatory, and will be presented without captions.



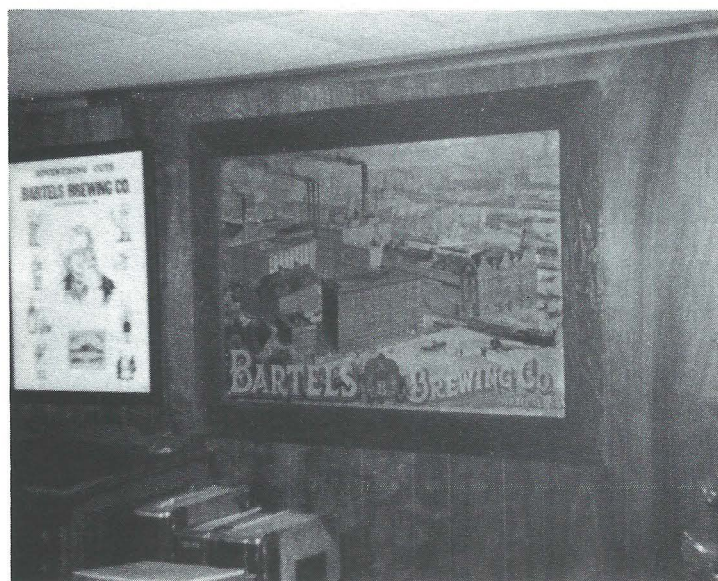


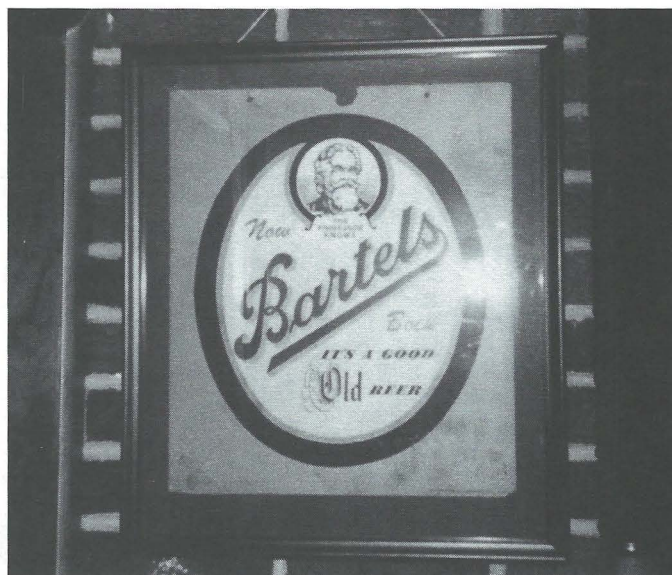


The trays at right illustrate Bartels' Nightwalker figure, advertising the Crown brand.



Both prints show Bartels' Syracuse brewery.

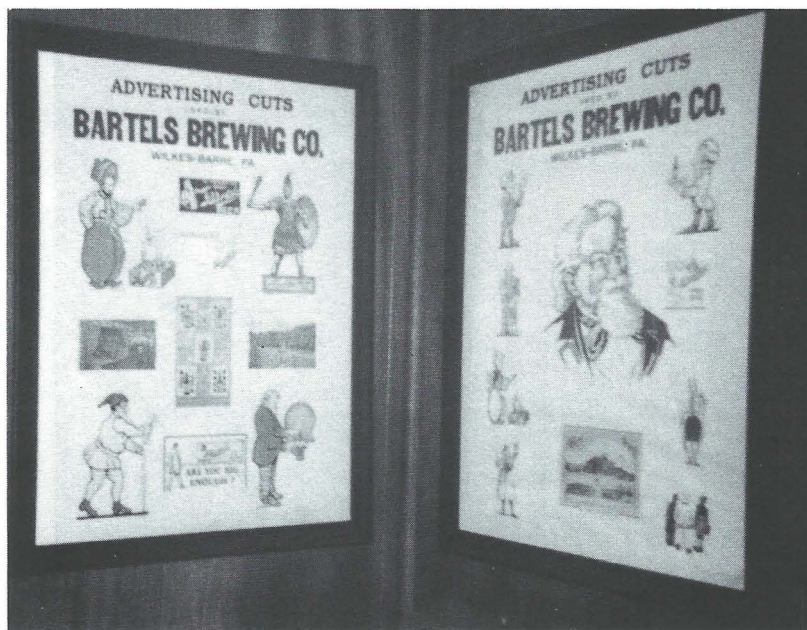


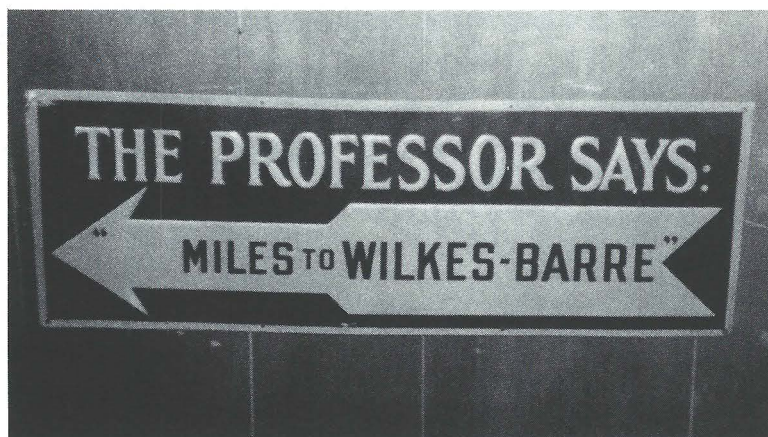




A selection of Bartels trays. Note the Professor at lower left, below.







The plastic tap marker at lower right is used currently by The Lion, Inc.

The PROFESSOR Says: Drink Bartels PURE BEER

BARTELS PURITY MARCH

Bar-tels Bar-tels for me Sir... You hear mens husky voices call,
 Bar-tels Bar-tels for me Sir... The ladies soft ly ask (God bless them all)
 Bar-tels Bar-tels a bump er... it fills you with good cheer
 There's noth ing half so sweet in life as Bar-tels Beer

Bartels' advertising extended even to music. Members handy with the piano should report on the quality of the march. The two figures are stock vaudeville German comics.

As you leaf through this sample of the Bartels' collection of Bartels beer, remember that you can view the whole thing at Mike and Helena Bartels' pre-conven-gathering in Jamestown, NY, on August 3, two days before NABA meets in Utica. See page 23 for details. This is not an opportunity to be missed, for this is one of the great American collections on a single beer.

Postscript:

Nude Beer— Sales Take Off in L.A.

Archimedes formulated the principle of displacement when he settled into a bathtub. Newton is said to have conceptualized gravity when an apple bounced off his pate. And William Boam of Tustin dreamed up Nude Beer when he bought a six-pack and a Playboy magazine.

"Beer and pretty girls—I mean, pretty women—just go together," the 33-year-old former marketing consultant said. "Why not a bare-breasted woman on a beer bottle?"

However, one body stood in his way: the state Alcoholic Beverage Control Department, which ruled last year that such a label would be contrary to public morals.

But, in February, Boam served up an acceptable compromise: a scratch-off bikini. Production began.

Three weeks ago, Nude Beer—the stuff inside comes from the Eastern Brewing Corp. in New Jersey, if anyone cares—hit Los Angeles.

"We delivered 3,000 cases to about 700 stores," said Rex Hoobler of Modugno Brothers Distributors in San Fernando. "We ran out almost immediately. We can't get it fast enough."

Boam sees those sales as just the tip of the ice-chest. Next week, the clothing-optional beer debuts in Orange County. It has also taken off in four other states as well as Japan, Australia and Germany want a peek, too, he said.

Boam, who is divorced, would like "to achieve 1% of the success of (Playboy publisher) Hugh Hefner." In that spirit, he'll feature a "Nude Beer Label Girl of the Month." A Laguna Beach model named Leigh adorns the first shipment—Boam couldn't find her last name, he said, because applicants have been so numerous. The June Label Girl will be Donna Hofler of Fullerton.

He claims he has stirred up few angry responses—except from women demanding equal



STEVE FONTANINI / Los Angeles Times

William Boam of Tustin with a bottle of his (near) Nude Beer.

ogling time. So he'll apply for permission to offer a Nude Beer with a male in a scratch-off bikini.

Informed of Boam's idea, ABC attorney Ken Byers laughed and said facetiously, "Oh, great." He declined further comment until seeing the label in the flesh.

Meanwhile, Boam is also selling Nude Beer Nuts, which feature a topless woman. (The ABC has no authority over peanuts.) And Nude Wine is being considered, a beverage that would give new meaning to the connoisseur's phrase, "It has body. . . ."

In addition, Boam said he bought the rights to the type of beer (Canadian Ace) that Al Capone sold during Prohibition. "I'm going to put up posters for it showing a mobster with some gals and a machine gun," he said cheerfully.

His mood changes when he speaks of the red tape he has encountered.

Once, he said, he stapled the scratch-off label to a document he sent to the U.S. Department of Alcohol, Tobacco and Firearms (some states use that agency as the sole authority on such regulation matters.) "Later, they called me back," Boam added, "and asked for another label. Apparently, one of their agents had scratched the bikini off the first one."

—STEVE HARVEY

WHAT'S BREWING?

Doubtless the industry's best news is that Pabst reported a profit of \$2.7 million in 1982, a pleasant change from a loss of \$23.5 million in 1981. The firm will begin advertising its Pabst, Olympia and Hamm's brands on national television for the first time in some years. It plans to push Jacob Best Premium Light energetically. Heileman also expressed satisfaction with its consumation of the division of Pabst's assets in March. By acquisition of three former Pabst breweries, Heileman added about 8.5 million to its reported capacity, now about 25 million barrels per year. The acquisition also brought Heileman over 500 additional distributors. Its total of about 2400 distributors is now the largest in the industry. The firm's new brewery in Georgia hasn't been moved bodily, but its address is now said to be in Perry, rather than Pabst, GA. Perry is a town of some 8000 about 28 miles south of Macon along I-75.

The Pittsburgh Brewing Company also reports itself in the black. In the first quarter of 1983 its earnings per share were about double those of the same period in 1982. Both Iron City and I. C. Light are reportedly doing well in the home market. This continues a really remarkable turnaround, for about five years ago this firm looked among the least likely in the industry to survive.

Confirming rumors of the past year, Miller has restored Meister Bräu to the current line, not as a Chicago local beer, but rather as a popular priced brand. It was introduced in the South in February in cans, both in six-packs and in 12-pack cartons. The graphic work is handsome, nicely lettered and making use of a well-designed logo of a pair of steins. It is good to see the old brand back.

Miller also had some bad news. Although its new brewery at Trenton, OH, about halfway between Cincinnati and Dayton, is nearing completion, Miller does not plan to begin operating it until the firm's volume improves. As previously reported, in 1982 Miller had its first decline in output in recent memory. The High Life brand did poorly, the firm hopes because of the recession. The company hopes to revive sales enough to open the brewery in 1984. Since the plant represents an investment of \$410 million, leaving it idle is not exactly costless.

The former Schlitz brewery in Milwaukee has been sold to Harold and B. J. Sampson of Milwaukee. Stroh leases back office space. It is not yet known what will be done with the massive structure, but it appears finished as a brewery. The closing lines and other fittings are being offered for sale by a firm in Tampa that specializes in used brewery equipment. The brewery is so massive that either razing it or converting it to some new use is a big undertaking.

The industry, needless to say, celebrated the 50th anniversary of Repeal of Prohibition with honest enthusiasm. Few officials currently active date back to 1933, but there are some, notably Felix Shibilski, 78, president of Stevens Point. He went with the firm, which was surviving on soft drinks, in 1930, and is now the oldest active president of a brewing company. He reports the good citizens of Stevens Point could hardly restrain themselves until midnight to take home their beer when it became legal at 12:01 AM, April 7, 1933.

Leinenkugel is at least doing well enough to bring out a bock this spring. We'd be happier to report record earnings and new output attainments in Chippewa Falls.

GWH

EVENTS OF INTEREST

- 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.
- July 30-31 Simon Pure Chapter BCCA Buy-Sell-Trade event, including general breweriana, Niagara Falls, NY, Convention Center.
- August 3 NABA pre-convention gathering at Merritt Estate Winery, noon-3:30 PM and open house at Mike and Helena Bartels' home, 7:00-10:00 PM, Jamestown, NY. \$14. Reserve by July 10 to Mike Bartels, 114 Valley View, Ave., Jamestown, NY 14701. (716) 487-9656.
- August 5-7 National Association of Breweriana Advertising, national convention, F. X. Matt Brewing Company, Utica, NY.
- August 12-14 Canadian Brewerianist, annual convention, Labatt's Brewery, London, Ontario. Though a Canadian promotion, this is in fact an 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 Convention, 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.
- October 22-23 NABA-ECBA joint trade session, Pittsburgh, PA. Details to be announced.

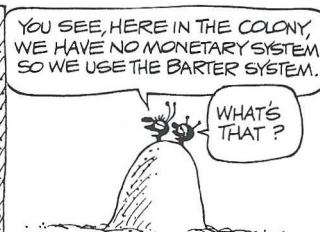
BEER LABELS

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

B.C.

By Johnny Hart



As our convention approaches, we present cartoonist Johnny Hart's comment on barter. Possibly NABA's greatest single positive contribution to members' collecting activity is that we don't restrict transactions to barter. The cartoon, like the quotation from W. Stanley Jevons and the advertisement from the Paris Herald-Tribune in our Fermentation piece on barter in issue 30, is from colleague Robert Clower, to whom we are indebted. The quality of Hart's economic analysis is remarkable. He is the author of the cartoon reproduced in issue 27, page 2, defining "dumbfounded" as the Bureau of Alcohol, Tobacco & Firearms.

BOOK REVIEWS

Suds Kroge [David Wardrop] and Dregs Donnigan [Robert Weirich], A Beer Drinker's Guide to the Bars of Reading (David Wardrop, Box 405, RD 1, Temple PA 19560, 1975). Paperbound, 39 pages. \$2 + .54 postage.

The authors, both high school teachers in the Reading school system, developed the laudable ambition of drinking their way through the city's bars that served beer, of which there proved to be 132. (Lest you conclude Reading, which has a population of some 65,000, has captured Eau Claire's laurels as the city with the heaviest concentration of bars per capita, it should be reported that the listing includes a large number of restaurants.) They undertook publication of their findings pseudonymously, lest the local school board frown on their research. The effort at self-effacement was doomed by the fame the pamphlet achieved, first locally, then nationally as a result of a laudatory review in The New Yorker of February 15, 1982.

The pamphlet is, in fact, a remarkable work. For brevity of exposition, it has few equals. The bars are classified from One Beer (1B), "A total loser. Possibly these few will be closed by the time the print is dry on the book. Better even maybe to stay home with the wife than go here." to Five Beers (5B), "Far above average and completely unique. Go and enjoy." Here is a representative entry:

Muhlenberg Cafe - Muhlenberg & Wunder Sts.
Decor: Ukranian living room
Clientele: Close-knit neighborhood types
Prices: Average
Food: Galumpkies Fridays only
Rating: 3B
Comments: Very quiet. It's like entering someone's living room - someone you don't know.

For a 1B bar, they observe: "Decor: Rather basic with a side order of grease; Clientele: None in sight; Prices: Who cares? Food: We don't recommend it; Comments: This place seems to be an open-closed again place. Hopefully it will be closed again by the time this book hits the streets."

The authors' prejudices are thoroughly congenial. They give extra credit for stamped metal ceilings, oak, old back bars and residual artifacts of Reading and Sunshine. One gets the impression that the authors would prove most agreeable drinking companions. All one has to do is go to Reading to find out, since one's copy of the pamphlet arrives with a handwritten note from Wardrop to get in touch if one comes to town.

This is clearly a work to leave society intellectually richer. We can even forgive the authors for the male chauvanism in their comment, above, on staying home with the wife, and for modifying "unique."

GWH

Jeffrey C. Cameron, The Class Book of U. S. Beer Cans (Class Publishing Co., Box 43, Colmar, PA 18915, 1982). Paperbound, 128 pages. \$11.95 postpaid.

No doubt the "Class" in the title of this new book on can collecting refers only to the corporate name of the publisher, but it does prove to be a rather classy volume. The intention of the author and publisher is to provide a reference work to update existing guides to can collecting, such as the two Bible volumes and Beer Cans Unlimited. This makes the book an unusual mixture of the extremely rare and awfully common. Following an introductory history of canning of beer and of the hobby of collecting

cans, pages 17 through 48 are devoted to reproductions in excellent color of various rare cone tops and flat tops. Many of these were not known to exist when the earlier guides were published. One may look at Brockert Porter, Leidig's Dutch Mill and King's Taste with envy or hope, depending on one's views of such things. The book is a good indication of the progress made in finding rare cans in response to the high prices that many have commanded in recent years. Hope is not yet lost that a 12-ounce cone top of Gold Crown of the U. S. Brewing Company will be in some future guide. Similarly, the present level of prices of tap knobs will undoubtedly bring forth examples of those of which we are currently unaware.

Pages 49-127 are devoted to black-and-white photographs, mainly of more common cans, though some rare ones appear here too -- the Illinois Brewing Company's Pilsener, for example. Many are the cans issued for the collectors' market by Schell and other brewers, and quite a few are the recent generics.

The color photography is excellent and the black and white perfectly adequate. Somewhat over 2300 cans are illustrated. The cover photographs of a Pilsen Brau Lager can are particularly notable. It is to dream to conceive of a similar book on tap knobs some day. At the rate interest in general breweriana is growing, it is not a vain hope, however.

GWH

Christopher Hutt responded nicely to our review of his The Death of the English Pub in issue 40. Among other things, he mentioned that in the late 1960s the Labour government maintained a maximum price control on traditional draught beers in the public bars of pubs. Obviously, this gave the brewing companies an incentive to get rid of public bars and to attempt to shift drinkers to some alternative form of beer. Accordingly, the behavior of the major brewers was more in accord with the incentives upon them than it appeared superficially.

4S

Sat., Feb. 19, 1983

Minneapolis Star and Tribune

Inn, shops, restaurants planned for old Fitger Brewery in Duluth

Duluth, Minn.

Plans to convert Duluth's old Fitger Brewery into an inn, restaurants and shops were announced Friday.

The 10 buildings on the Fitger property, built from 1890 to 1908 on the shore of Lake Superior, were bought by the Brewery Limited Partnership in 1981. The brewery was closed in 1972.

Jack Helms, a Twin Cities businessman, attorney and an officer of the Brewery Corp., corporate partner of the Brewery Limited Partnership, said renovation of the property is scheduled to begin about July 1 and to be completed about June 1, 1984. Helms said the firm is asking Duluth

to provide tax-increment financing, industrial revenue bonds and help in obtaining an Urban Development Action Grant for the project.

The cost of the project, including land and construction, is to be about \$9.5 million. The architect is David Shea of Shea Architects, Inc., Minneapolis, designer of the Nicollet Island Inn in Minneapolis.

When completed, the 112,000-square-foot Fitger Brewery development is to include a 47-room inn, three restaurants, a 200-seat theater, about 30 retail shops, a small brewery to produce beer exclusively for the restaurants, a museum of Duluth breweries and office space.

From Reino Ojala.

In issue 30 we posed a query as to the origin of a foam skimmer lettered "Bismarck by Neumeister." Several members immediately responded that the beer was Baltimore's Bismarck, for which J. Fred Neumeister was brewmaster. Bob Gabler leafed through his extensive file to bring forth the following interview with Neumeister from the Baltimore Sun of April 13, 1973, shortly after closure of the American Brewery.

American brewery stands empty, a monument to a less hurried age

By ANTERO PIETILA

Remember when they brewed Tam O' Shanter ale in Baltimore? Or, Bismarck beer, Superlative, Old Baron, Old Brown Label or Nut Brown ale?

J. Fred Neumeister, 77, remembers.

For 60 years until his retirement in 1970, he was one of Maryland's leading brewmasters, a man whose expertise was tapped by breweries from Newfoundland to New York, for it was exper-

tise that only four generations of Bavarian brewing tradition could teach.

Now he declares, "By the year 2000, there will be 8 or 10 breweries in the United States."

Only 3 in Baltimore

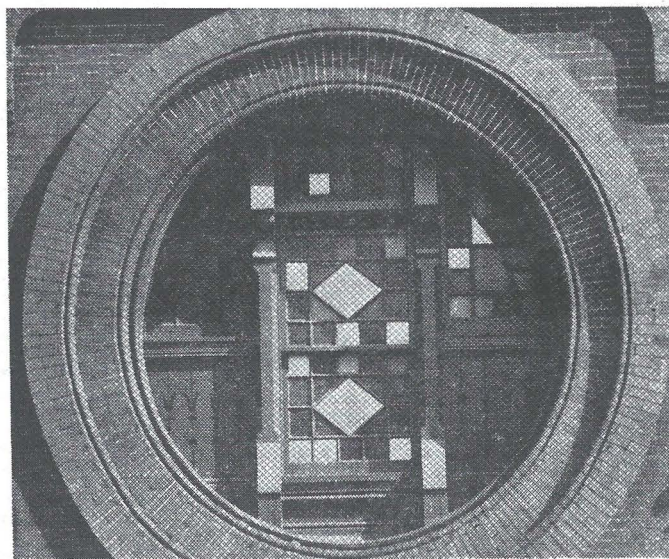
"I can remember a time when there were 15 or 18 breweries in Baltimore. And when my father was still alive, there were 33."

Nowadays there are only

three breweries in Baltimore. A fourth one, American, closed down at 11.35 A.M. March 29.

Of the three remaining, only one, National, is Baltimore-based.

For decades, it was the beer in the land of pleasant living. But in the past two years, according to official brewery reports filed with Maryland tax authorities, National's popularity has slipped and it now trails both



Sundapers photos—William L. LaForce, Jr.

Round aperture is one of many striking architectural features of American Brewery.

Pabst and Budweiser in the Baltimore market.

There is a touch of sadness in Mr. Neumeister's voice when he recalls all the regional breweries he has worked for. Most of them, including the Bismarck Brewing Company of Baltimore, of which he was president for three years, have disappeared, victims of high production costs, lost advertising battles and changing drinking preferences.

"Everybody wants to be a big shot these days," he says. "They don't want to buy local beer."

The American brewery, in the 1700 block North Gay street, had been on the chopping block for over two years before it was closed last month, according to John Lampe, its last general manager.

Mr. Lampe, who now is a vice president of Allegheny Beverage Corporation, also was one of the leaders of the last effort to save the brewery—he and the brewery's workers tried to buy the facility for themselves and continue brewing American beer.

They reportedly made an offer for the buildings and equipment, but it was rejected. Instead, Allegheny Beverage, the parent firm, decided to close the brewery and sell its trademark to Queen City Brewing Company, of Cumberland.

Only one bite

During the more than two years that the American and its buildings were for sale, it was approached by only one potential buyer, according to Mr. Lampe and John A. Purdie, its comptroller.

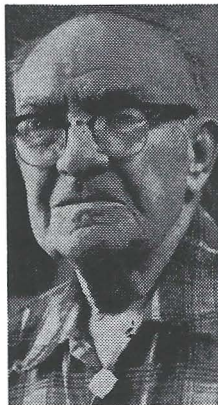
That potential buyer was not another brewery but the Model Cities Agency. Interested in the historic plant building, which in its red-brick glory rises over the slums of East Baltimore like a latter-day castle, the agency was thinking of converting the old brewhouse and the adjoining modern buildings into an art center, classrooms and theater.

"I'm not sure they were seriously interested," Mr. Purdie mutters. It's a moot question now, however, since Model Cities is being phased out as part of the Nixon administration's belt-tightening program.

It is a truly magnificent piece of not-so-easily defined architecture, that Gay street building.

According to Mr. Neumeister, only wooden pegs were used in its elaborate woodwork when the structure was erected in 1863 by John Frederick Wiessner.

The Wiessners operated a



J. FRED NEUMEISTER
... fourth generation brewer

brewery there and also invited one of their cousins from Bavaria to join in the venture. That cousin was Mr. Neumeister's father.

In those days, the neighborhood was almost exclusively German—even now there is a fading sign for the long-defunct Germania Turnverein (athletic club) on a wall of a nearby building—and when Fred Neumeister began working for the Wiessners in the summer of 1910, "If you didn't speak German, you couldn't get a job."

Irishmen, of course, dominated the brewing of ales but, explains Mr. Neumeister, because of the difference in yeasts, beer and ale never were brewed in the same plant. That rule is often broken these days.

When Prohibition came, the Wiessner company brewed "near-beer" for a year, then stood empty until 1931, when it was sold to the FitzSimons family. They operated a malt business there until repeal.

The brewery's halcyon days clearly were during the original Wiessner ownership, when the company acquired what is thought to be the first

ice-making machine installed in a brewery in North America. Along with the beautiful, carved wood control panel from the machine room, it has been donated to the Smithsonian Institution.

The old brewhouse's tower was a functional necessity. "In those days everything was done with gravity," Mr. Neumeister said, and that's why grain was stored in the tower. This practice continued to the very end at considerable inconvenience and cost.

The symbol of the pre-Prohibition days was the 16-foot statue of Gambrinus, the mythical patron of brewers. The cast pewter statue, all 800 pounds of it, survived Prohibition but now is for sale. Asking price, reportedly, is \$10,000.

When beer brewing commenced again after Prohibition, the brews gradually changed. Mr. Neumeister said that the alcohol percentage decreased from about 4.5 per cent to what it is now—between 3.5 to 4 per cent by volume. Likewise, the proportion of hops went down—from three quarters of a pound for a barrel to one quarter of a pound.

A milder-tasting brew resulted.

Fermentation methods also changed as an increasing number of producers discarded the expensive, time-consuming double-fermentation which nowadays is only used for a handful of premium labels.

The result was thinner foam, a characteristic that Mr. Neumeister clearly does not like.

"That was a damn nice glass of beer. I'm not kidding," the master brewer said of the old Bismarck which has not been brewed for 30 years. "It had foam so thick it could hold a pencil."

The American brewery moved to the Gay street building in the 1950's, when the Wiessner company, then non-family ownership, went bankrupt. In addition to the American label, it also brewed Arrow and Heibrau beers.

Now that the American has folded, the old brewery's survival is in doubt.

"It is our corporate desire not to see the brewhouse torn down," said Mr. Lampe.

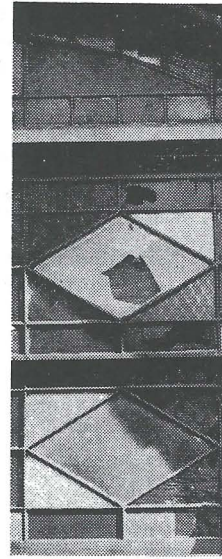
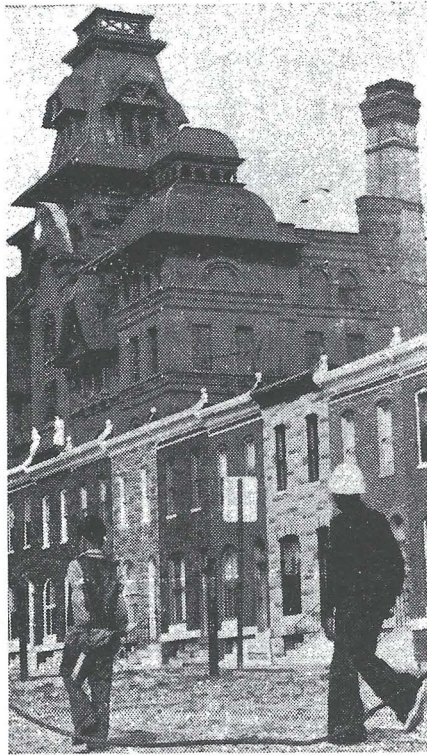
"Personally, I'd like to see a park and a museum here," seconded Mr. Purdie.

There are those, however, who do not give much more time to the historic brew-house, its woodwork and elegant cast-iron gates. The financially troubled Allegheny Beverage's stockholders hardly are willing to channel money to an empty building, whatever its history.

It is a beautiful but eerie place now, deserted, useless, but filled with unsold brewery equipment, lots of it.

Closed also is the brewery workers tavern where, in accordance with their union contract, they were provided with free beer during lunch hour, breaks and for 30 minutes after the end of the shift.

It was an enviable contract —while it lasted.



Stained glass brewery window has been broken and boarded.

BUY - SELL - TRADE

Wanted: Coors porcelain mini-mugs, 1½" tall, cream to yellow color, with red Coors logo. Mfr. by Coors Porcelain Co. Jack Lowenstein, P. O. Box 463, Kingston, NJ 08528.

Wanted to buy: Wacker & Birk and Keeley trays. Send pictures and prices to Bob Brockman, 5906 Ridge, Berkeley, IL 60163.

Wanted: Pre-1970 breweriana from Detroit area: bottles, cans, trays, mirrors, posters, etc. Jim Skorupski, 12049 Coventry, Carleton, MI 48117.

For sale: Bartholomay Sparkling Ale pre-pro blotters, 3½" x6". Near mint. \$22 each. John Wysocarski, 366 Mill Road, Rochester, NY 14626.

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HAESSLER Ward P. (Melisa)
3572 Brookdale Dr.
Brooklyn Park Mn. 55443
612-560-6205
Breweriana from Storz Brwg.
of Omaha

JACOBS Mark (Lois)
American Collectibles
2465 N. Lincoln Ave.
Chicago Il. 60614
312-935-4204
Dealer

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1025 Squire Court
Oconomowoc Wi. 53066
414-965 3281
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Schlitz Brwg. Co. only

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Huntington N.Y. 11743
516-673-3760
Cans-clocks-lamps-mini beers
trays

MATYASOVICS Joseph R.
404 Hirsch Ave.
Calumet City Il. 60409
312-891-1455
All breweriana

MORRILL Ruth H.
1-S 307 Holyoke Ln.
Villa Park Il. 60181
312-620-5406
Signs-tap knobs-lighted
beer signs

PASKIEWICZ Thomas M. (Nancy)
20 Talbot Ave.
North Billerica Ma. 01862
617-663-6748
All breweriana-bottles
Harvard Brew Lowell Ma.

PIETRZAK Dean
396 Mark Ave.
Glendale Heights Il 60137
312-858-3086
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paper items-animated signs

SPAID Scott P.
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213-547-5945

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716-244-2229
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TOM'S BOARD HOUSE

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1. BOLTONS, NY, 1905, 15x18" oval, four monks drinking, excellent.....\$350.00
2. HUMBOLT, Eureka, Cal, 1910, 12", monks & dog, worn.....\$ 22.00
3. TACOMA BRW, Wash., 1912, 12", picture of Mt. Tacoma, mint.....\$ 60.00
4. UTICA, NY, 1930s, 12", pictures brewery, excellent.....\$ 35.00
5. FALSTAFF, 1950s, 12", colorful Cavalier with beer, near mint.....\$ 25.00
6. MILLERS, 1907, 13", lady in moon, mint.....\$160.00
7. FRANK JONES BRW, Portsmouth, 1905, 10", drinking monk, excellent.....\$165.00
8. CHRIST. DIEHL, Ohio, 1930s, 12", lady, see-thru gown, near mint.....\$250.00
9. TANNHAUSER, Seattle, 1910s, 13", three gents reading & drinking, excellent..\$210.00
10. COORS, Colorado, 1910s, 13", Coors mountain in color, excellent.....\$230.00
11. MENKS, Louisville, 1905, 13x16" oval, drunk in tophat, excellent.....\$450.00
12. BARTHOLOMAY, Rochester, 1905, 4 1/2" tip, lady in gown on wheel, excellent..\$150.00
13. WEINHARD, Portland, c1905, 4 1/2" tip, Kaiser Wilhelm in uniform, excellent..\$185.00
14. RUHSTALLER, Sacramento, c1905, 5" tip, lady in gown with bird, mint.....\$120.00
15. STAR BRWY, Portland, c1905, 13", three wild horses, near mint.....\$275.00
16. INLAND PRIDE, Wash., 1905, 12", 3 monks, dog smoking cigar, excellent.....\$275.00
17. RANIER, Wash., c1905, 11x13", wicked lady on a pedestal, excellent.....\$195.00
18. LOS ANGELES BRW, c1910, 13", factory picture, lots of wear but good color..\$100.00
19. NATIONAL BRW, c1905, 13x16" oval, 2 cowboys roping, lots of wear, good color..\$225.00
20. ANH. BUSCH, 1940s, crockery mug embossed with fancy eagle brand.....\$ 15.00
21. VAL. BLATZ BRW, 1904, calendar, 17x27", beautiful Victorian lady.....\$225.00
22. BEER TRAY BOOK, by Muzio, Western Brew. hist, full color, date your trays..\$ 5.00
23. BEER LABEL COLLECTION, 100 assorted, includes I.R.T.P.'s, pre '62; 100/\$ 10.00
24. MINI-BEER BOTTLES: "Bills Export", Milwaukee, "Trophy", Chicago, "Fleck." Wisc: ea, \$15
25. BUDWEISER, 1930s, 10x22", heavy porcelain sign, 4 colors.....\$ 90.00
26. PABST, 1901 tin sign, Admiral Dewey & his officers, 21x27", excellent....\$1,200.00
27. PERU BRW, Illinois, c1905, 22x31", self-framed tin, pictures brewery.....\$900.00
28. COLUMBIAN BRW, Memphis, c1910, embossed tin, bottle, etc, excellent.....\$125.00
29. AMERICAN BRW, Rochester, c1905, 10x14", celluloid, statue of liberty, exc..\$250.00
30. UNION BRW, New Orleans, 1930s, 12x17", cardbd, pic people at jobs, exc....\$ 30.00
31. COOKS BEER, 1930s, 15x17", oval self-framed, hand & bottles, excellent....\$130.00
32. JOHN BUSCH BRW, Wash, Mo, 1917 calendar, 6x15", colorful lady, unused.....\$ 55.00
33. ANH. BUSCH CHRISTMAS ORNAMENTS, pic eagle, 2 different available; pair..\$ 18.00
34. PABST BRW CO, LOS ANGELES, 1930s pinback employee badge.....\$ 6.00
35. GOLDEN AGE QT. CONE TOP CAN, Spokane, "Select Export".....\$ 75.00
36. ACME BRW, San Francisco, 1940s, 13 x 26", celluloid reclining Petty girl..\$180.00
37. MATERS BOTTLED BEER, c1915, 7x18" tin sign, from Los Angeles.....\$ 35.00
38. DU BOIS BRW, PA, pinback badge, 1901, 2" diam, old time uniformed fireman...\$ 45.00
39. KRUGER BRW, 1930s cardboard sign, walking "K" man.....\$ 18.00

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**1983
NABA CONVENTION**

August 5, 6 & 7

Utica, New York

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