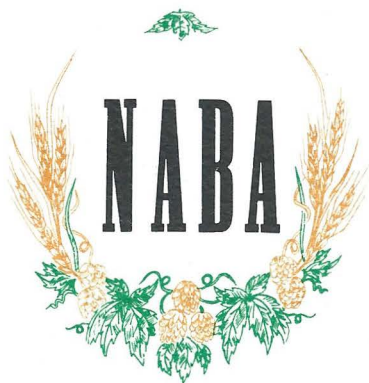


The Breweriana Collector

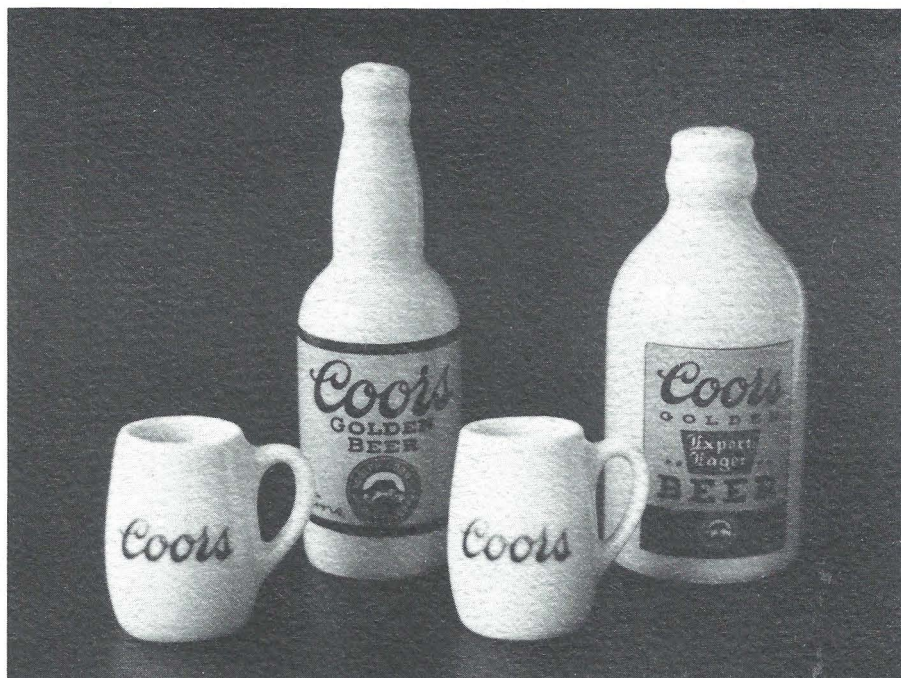


JOURNAL
OF THE
NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING

Founded January 1972

VOL. 43

FALL 1983



COORS CERAMICS

National Association Breweriana Advertising

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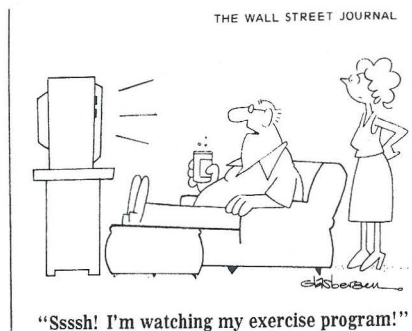
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Dues are \$15 per year domestically, \$20 foreign. Please send applications for membership, dues, change of address and advertising intended for the membership directory to Robert E. Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Please send manuscripts,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



President's Page

Impressions of Utica

Herb and Elaine doing a spectacular job and making it look so easy.

The Sheraton—a great hotel with good food and helpful staff.

F. X. Matt, an outstanding Brewery, tour, hospitality room, and Brewery Store.

Remembering Howard Kalts onion joke . . .

Linda Forbes jogging to the zoo . . . Hamp Miller getting a sign he's wanted for 20 years . . . Harry and Jan Richards introducing us to chicken wings . . . The unique sign on the door of Canadian members . . . Carrie, Kelly, Corri, Sean, Bryn, Darlene and Dawn playing video games and swimming every minute . . . Harold Mann with his hands full of etched glasses . . . Haydocks returning from Greece pooped out and raring to go again . . . Donna's smile for everyone . . . Charlie Merrill's enthusiastic flag waving, Texas talk . . . Marilou Kay's laughter . . . Doc Black talking about Cincinnati . . . Leon Beebe looking for glasses and talking to himself . . . Ray Zetts wearing a great tee shirt . . . Tom Flanary's likeness on a beer sign . . . Ron and Anita looking for pretty girls (on beer signs) . . . The Brandt twins growing bigger at every convention . . . Finding bargains at the outlet stores . . . David Matthews working harder than ever at the auction . . . Bob Jaeger writing checks till Midnight . . . Genevieve Kalt in the hall in her jammies . . . George Hansen making the bus stop for ice . . . Jean and Helen splitting their race track winnings . . . Tom Atkinson and his unscientific way of picking a lot of winners . . . Betty Imboden and Chris Galloway who now have my son searching for Colorado signs . . . Colonel and his lovely Mom . . . Ray without Bryan . . . The Fair Constance, the new Mrs. George Hilton, a beautiful lady . . . The Hugs-true gentlemen of the Club . . . The lady in the yellow tank top at the Brewery hospitality room . . . Schultz and Dooley and Bob Kelly a great speaker.

Sue and I had a terrific time in Utica and hope you all did too.

Merry Christmas and Happy New Year.

Respectfully yours,



Robert J. Chapin, President
National Association Breweriana Advertising



CITY OF SAN ANTONIO

SAN ANTONIO, TEXAS 78205

HENRY G. CISNEROS
MAYOR

September 10, 1983

Membership
National Association of Breweriana
Advertising

Dear Members:

As Mayor of the City of San Antonio, it gives me great pleasure to invite you individually to convene at your annual meeting in San Antonio in August of 1984. We are very proud that you have selected San Antonio as your conference site and look forward to showing the southwestern hospitality and friendliness of San Antonio.

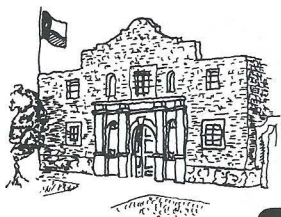
While you are in the city of San Antonio you will find many attractions to enhance your conference. San Antonio has been the hub of South Texas culture for many years, as well as a major site for the brewing of beer with the location of our Lone Star and Pearl Breweries. Along with the many attractions of the city of San Antonio, you will even find an old beer brewery converted into our new San Antonio Museum of Arts.

From our San Antonio Convention & Visitors Bureau you will receive many brochures depicting the attractions and quality of life that have made San Antonio one of the All America Cities of 1983. We look forward to your visit here this next year and wish each one of your a most enjoyable conference.

Cordially,

Henry G. Cisneros, Mayor
City of San Antonio

HGC:mtc



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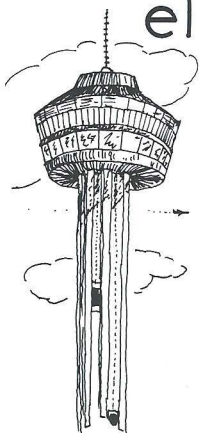


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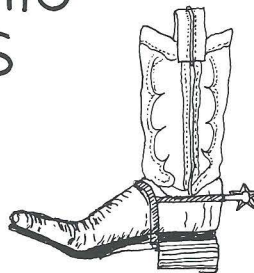
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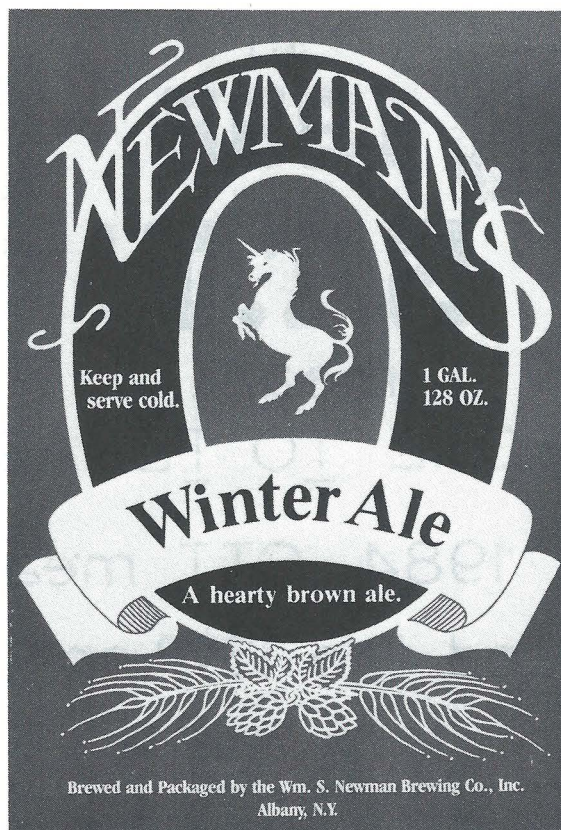
NABA

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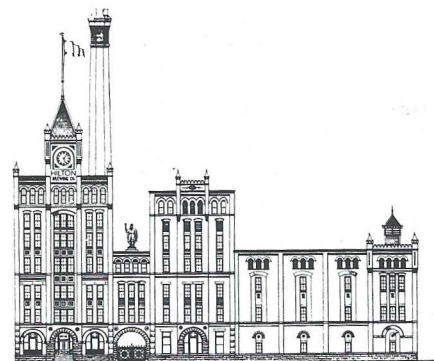
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In issue 40 on page 19 we noted that the William S. Newman Brewing Company of Albany, NY, was the first American brewer in recent times to produce a Winter Warmer. This is a standard, though not common, type of British beer, high-calorie, high-alcohol, and rather sweet. Newman will produce it again for 1983-84, but under the name Winter Ale. The Bureau of Alcohol, Tobacco & Firearms proved to object to "Winter Warmer" on the ground that the name might be taken to imply a medicinal quality. BATF also objected to its description as "A strong brown ale" on the label. "Strong" has been replaced with "hearty."

This episode is only too characteristic of the BATF. This is the organization that ordered the American flags off beer cans effective December 31, 1976, for example. The Reagan administration reportedly proposed abolishing BATF's controls over brewing, but dropped the idea when the industry's spokesmen responded that they were satisfied with present arrangements. There is something characteristic about that, too.



FERMENTATION

Do We Have Too Many Organizations?

When NABA was founded in 1972, we suspect that some members of the Eastern Coast Breweriana Association, then two years old, thought, "Why do we need another organization? ECBA is perfectly decent, and the name to the contrary, it is a national body." When the American Breweriana Association was started, we know that some collectors thought it redundant upon both ECBA and NABA. In all honesty, we doubt that anybody thought the Canadian Brewerianist unnecessary, however. At least in beer, it is a different world up there.

There is, admittedly, a question whether we need all the organizations we have, or would be better off with a single one, like theatre organ enthusiasts, admirers of James K. Polk, collectors of Railway Post Office cancellations, and various others. Advocates of such a view usually argue that a single organization: has more resources, can put out a better journal, and stage a bigger convention.

The editorial view here is that competition is as desirable in our avocation as in other economic activity. The three U. S. organizations differ in various respects, most conspicuously in their journals. ECBA's Newsletter runs more toward current events, NABA's The Breweriana Collector, if we evaluate ourselves accurately, more toward breweries and books. ABA's Journal, frankly, hasn't been around long enough that it can be said to have marked out a specialty, but it is already of high quality. As noted below (page 19), it won Brewery Collectibles magazine's first annual award for newsletters for an article by Stan Galloway on female collectors. It has an occasional feature, a review of the mail auctions, that is very valuable, both in commenting on what is available and in giving bidders an idea of the current range of prices. ABA was founded in part in an effort to establish a museum of breweriana, which neither of the older organizations currently attempts.

The organizations have quite different geographical scopes. We have attempted a geographical breakdown of the three American clubs on the basis of the 1983 directories of ECBA and NABA, plus current membership data on ABA from Chris Galloway. We have defined geographical areas as follows: East: Maine through the District of Columbia; South: states south of the Ohio and Potomac, plus Arkansas and Louisiana; Midwest: Ohio through Kansas and North Dakota; West: the intermountain states plus Texas and Oklahoma; Far West: Washington through California.

	ECBA	NABA	ABA
East	244	115	76
South	16	42	34
Midwest	53	322	83
West	7	40	119
Far West	11	49	56

The geographical data are rather interesting. NABA's membership is rather evenly distributed, except for a big concentration in two states: 186 people in Wisconsin and Illinois. This probably represents the historical accident of our founding by collectors in Wisconsin; the list of new members in this issue indicates a trend toward geographical spread. ECBA has its major concentration in New York, New Jersey and Pennsylvania. ABA's big concentration is in Colorado, where it was founded, but it has been more successful in lining up members on the West Coast than either of the older clubs. In fact, it is considering establishing a chapter in California. None of the three has signed up any large number of members in the South. In part, this must reflect the undisputed fact that beer is less important down there than anywhere else in the country. Brewing executives have long looked upon the South as a problem, for the area is largely populated by whiskey drinkers and total abstainers. In addition, Southerners simply do not join enthusiast organizations of any sort as readily as other Americans. There is not a single enthusiast organization in any avocational activity known to me that has a membership in the South proportional to population. That may change with the current rather notable growth in income and education attainments in the area.

Most important, there is clearly demand for several conventions per year. ECBA to date has met in the East and at Cleveland, but does not consider itself bound to the area, and has considered Stevens Point and other outside locations. It has maintained a hospitality room at a can collectors' meeting at Las Vegas. NABA has met in the East, South, Midwest and West, and hopes eventually to go to California. ABA has met in Colorado to date, but plans to range more widely. The clearest indication that there is demand for more than a single convention is Brewery Collectibles' convention in Chicago this year. This was a commercial venture which reportedly made money. If the market provides us with one additional convention, it is an unambiguous indication that we are not oversupplied by our clubs.

Indeed, one could make a case for a specialized club of West Coast collectors. Member Jim Freeman has long projected a West Coast Breweriana Association. If ABA's efforts out there are not successful, such an organization may well take shape. If so, we will trust it not to duplicate the convention dates of the existing clubs and give us yet one more weekend for our avocation.

* * *

We broke the trip west in September with a night at Chris and Stan Galloway's house in Colorado Springs. This proved an education in what an impressive thing a good collection well displayed can be. The bar, which occupies most of the basement, houses a general collection of Colorado breweriana, and the adjacent guest bedroom is almost entirely covered with Coors artifacts. Use of outdoor plastic signs from Coors and Walters as ceiling pieces was particularly clever. Attached to light fixtures in the overhead, the signs were shown illuminated, as they were intended to be. The arrangement made use of the ceilings for the collection, conserved wall space for smaller items, and cast a nice subdued reddish light in the bar. Members who can't think of anything to do with a big plastic sign from outside a bar might consider this treatment of the artifact.

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

October 24, 1983



COORS' PORCELAIN

or

There is More to Coors than Just Beer!

by Jack G. Lowenstein

Before World War I, just about all so-called "chemical porcelain" was manufactured in Germany. "Chemical porcelain is the laboratory apparatus, such as crucibles, pestles and mortars, evaporating dishes, funnels and like, made out of chemical-resistant and inert porcelain. In addition, porcelain has the property of being able to withstand very high temperatures, and thus lends itself to crucibles to melt chemicals and metals. Breweries needed porcelain for their bale-type stoppers, those little ceramic knobs secured to the bottle by a strong metal strap and sealed with a rubber gasket.

When World War I effectively stopped German supplies from reaching the United States, new sources of porcelain for industrial use had to be found. The Adolph Coors Brewery of Golden, CO, solved this problem very neatly: it went into the porcelain business for itself. Coors started manufacturing chemical porcelain ware in 1916; by 1918 the Coors Porcelain Company was able to supply industrial porcelain articles to the entire United States. Not only small-scale laboratory apparatus, but large plant-sized porcelain pumps, valves and filter crocks were also produced. Porcelain is an ideal material: strong, chemically inert, capable of being subjected to high temperatures, and easy to clean because of the smooth, vitrified finish.

While porcelain plant equipment has been largely replaced by glass-lined metal, or sometimes plastic, industrial and academic laboratories still make much use of porcelain apparatus, and Coors Porcelain Company still supplies a full line of it. The latest catalog of "Coors Chemical Porcelain and High Alumina Labware" lists well over 45 different items in myriad sizes, from "tiny" 15 mm. crucibles to "giant" 340 mm. Buchner funnels -- and that's a 13½-inch diameter. The accompanying photographs give an idea of the variety of laboratory equipment manufactured by Coors.

In addition, Coors produces ceramics for satellites, the space shuttle, atomic submarines, military and commercial aircraft, and missiles. The company does not publicize details of such orders, partly because much of this involves defense information, and partly simply to conform to the buyers' desire for confidentiality. It is rather well known that the heat-resistant properties of the porcelain make it useful for vehicles that have to re-enter the atmosphere from space. Porcelain also has a variety of uses in the automotive industries, telecommunications and data processing. The majority of the company's business is in such applications.

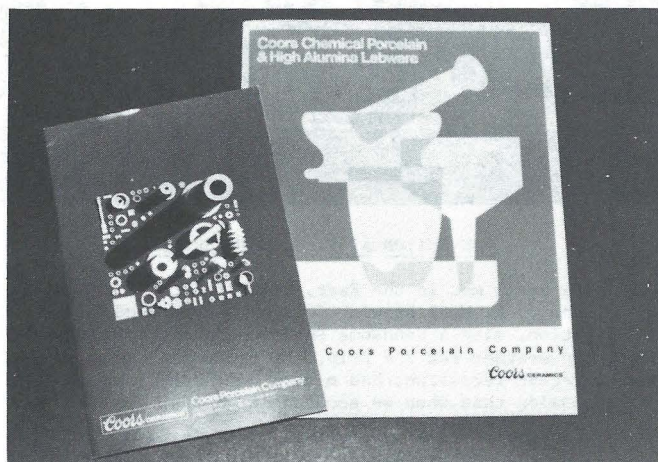
In the 1930s the Coors Brewery commissioned its sister company to produce a line of small porcelain advertising items: salt and pepper shakers in the shape of beer bottles and barrels, and mini-mugs only 1½ inches high. The bottles are yellow with a variety of printing-under-glaze labels, and all sport the familiar red script "Coors" logo. The miniature mugs also have the red logo imprinted under the glaze, but in addition some -- but not all -- are stamped "Coors U. S. A." or "A. Coors Co., Bolden, Colo." on the base. For a treatment of this, see Robert E. Kay's Miniature Beer Bottles and Go-Withs (1980), page 85. Bob also illustrates a Coors porcelain pipe (for smoking?), but Bob reports that this item was made in the 1960s. In general, Coors stopped manufacturing advertising go-withs at the start of World War II, presumably



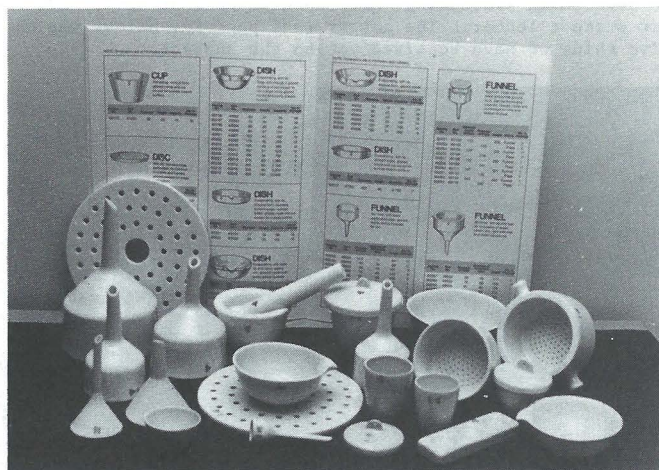
The ceramic miniature bottle is 4¼ inches high, the mug 1½ inches.

because its plants were fully occupied with war orders. The only porcelain advertising item produced currently is the familiar yellowish-white ashtray with the red Coors logo.

Eight domestic and three foreign plants produce Coors porcelain today, making the firms by far the largest manufacturer of this laboratory ware and associated high-quality products today. Coors' labware is identifiable by the print-under-glaze "Coors U. S. A." in green, plus the item's catalog number. Thus, the famous name of "Coors" doesn't just stand for finebeer: it stands for the very finest in industrial porcelain, as well.



Above is Coors' ceramics catalog and poster advertising its porcelain. Below is the open catalog with some examples of the ceramic labware.

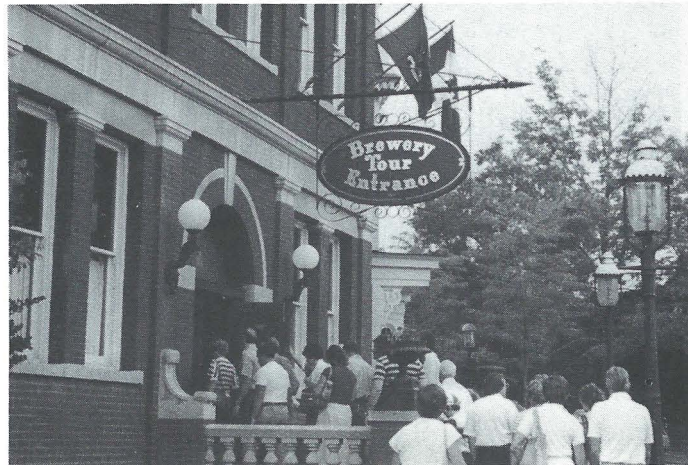


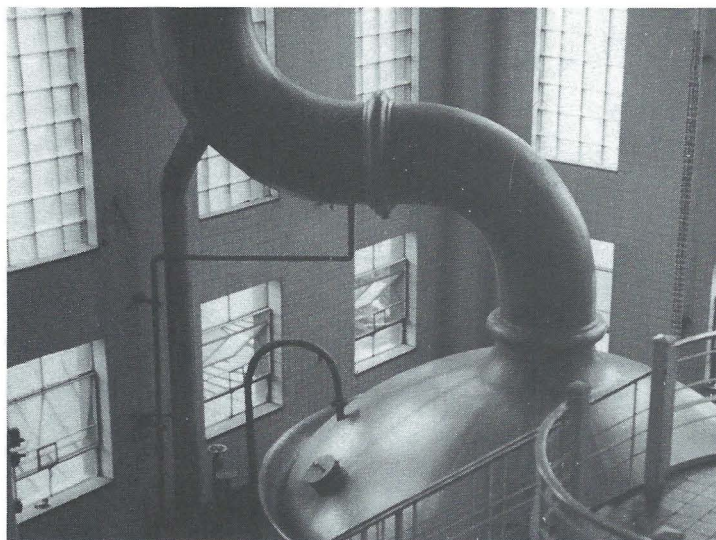


CONVENTION AT F. X. MATT BREWERY

In 1983 NABA again met in the East, lured to Utica, NY, by the attractions of the F. X. Matt Brewing Company. It proved to be an excellent convention, with a handsome Sheraton Hotel, a fine brewery, and good hot, dry weather for the trip. Utica, which had suffered badly from the recent recession, had made a nice comeback, and made a far better impression than when we scouted it in 1982.

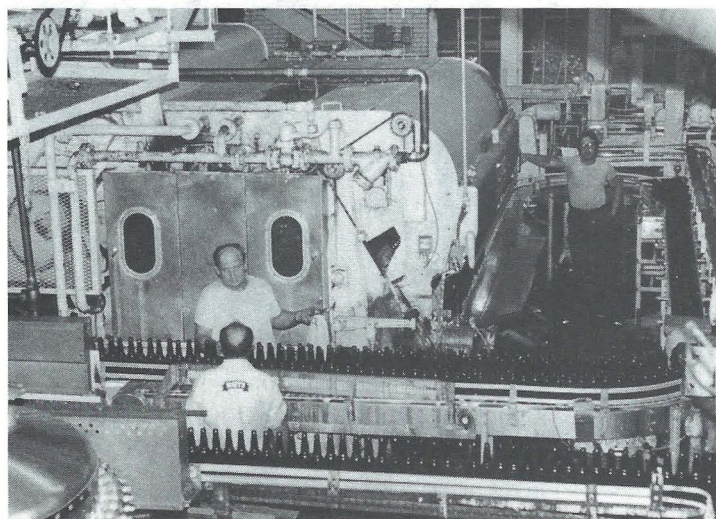
The banquet address was a particularly edifying one. Sales Manager Robert D. Kelly gave us an excellent insight into the operation of a family-run enterprise. The officers still do homage to the founder, F. X. Matt, by observing some of his eccentricities, such as using letters not worth filing as memorandum paper, and not sending out angry responses until a committee of top management acts on the question. When we put a question to him in conversation concerning the brewery's practices concerning krausening, he responded that he would have the brewmaster write a letter. The answer (see page 16, below) was the most informative thing we have received yet on the subject.





Matt's is an interesting brewery, with a good mix of modern and traditional elements. Above is the brew kettle and below the bottling line. All of the facilities are in an excellent state of maintenance. The place is kept up consistently with the management's stated view that, if the industry goes down to four brewing companies, the question is which will be the other three!

The facilities shown here are in the portion of the plant that appears to have been built in a post-World War II expansion.





Matt's offers regular tours for visitors. The guides are bright kids of college age. Above, a knowledgeable young lady takes us through the brewhouse.

Below, we are greeted by the President, F. X. Matt II. He is a highly-regarded figure among the independent brewers, a Princeton alumnus and a physical fitness enthusiast. He renamed the firm, previously the West End Brewing Company, for the founder, his grandfather.





Past-president Dave Mathews does his thing at the auction on Saturday afternoon.

Howard Kalt, below at right, was the social hero of the convention with his onion joke. It will, unfortunately, remain an oral tradition of the club, since we doubt that it meets the Postal Service's rules of admissibility to the mails.





President Bob Chapin knows a good artifact when he sees one. He looks at a mounted poster at the trade session Sunday morning. (Photographs by Jack Lowenstein and Herb Haydock, to whom we give our gratitude.)

CLARIFICATION

- A. Members who followed Matt's tour probably noticed that the diagram of the company's process is said to include kraßsening. This seemed an ideal opportunity to pursue our enquiries into the question of kraßsening in modern brewing practice. Our banquet speaker, Bob Kelly, put the question to the production chief, who wrote that Matt does kraßsen beer (that is, inject newly fermenting beer into beer nearing the end of the fermentation cycle), but that this is not precise enough for current requirements, and the carbonation must be brought up to the desired level in some other way. This is consistent with our understanding from conversation with members in the industry. Full kraßsening of canned beer, in particular, is a contradiction in terms, since the closing process entails insertion of a layer of carbon dioxide known as the "cover gas." We will be happy to have further information on this, especially on what Heileman's practice is in this respect.
- Q. The Action Time query service of the Chicago Sun-Times sent us a letter from Mrs. Carol Hechler, 2133 S. Lumber St., Allentown, PA 18103, requesting information on a tray issued by the Beer Drivers Union, Local 132, Philadelphia, in honor of a visit of the submarine Deutschland commanded by Captain Paul Konig to Philadelphia in 1906. She has the tray, but seeks information on the circumstances of its issuance.



CONVENTIONS OF OTHER ORGANIZATIONS

The Great American Beer Festival

What's so great about a long, coed line waiting for the portable john, or 2,300 people packed into a rain-soaked tent without room to move -- or mugs "filled" with two ounces of beer and three ounces of foam -- or no parking within six blocks if you came late? The "great" is in the title of the Second Great American Beer Festival held in Boulder, Colorado, on June 4.

It was the concluding event of the Fifth National Homebrew and Microbrewery Conference sponsored by the American Homebrewers Association, and, the unusual aside, it was a remarkable feat of planning and pouring of some 44 different choice beer representing half that number of breweries.

More than 2,300 beer lovers paid \$10 for the experience of drinking all they could hold in a commemorative mug that, along with the possible hangover, was a souvenir of the occasion.

The beer available ranged from light ales to heavy stouts. Several distinctive beers from major companies, such as Coors' Killian's Irish Red, shared honors with products of several very small, new companies including River City, Sierra Nevada, Redhook, New Amsterdam, and Boulder. The midwest beers were represented by brews from August Schell, Stevens Point, and Geyer Brothers.

The day didn't start too badly! The sun was warm over the Rockies at high noon; it didn't last long with increasing clouds bringing weather advisories of tornadoes, heavy rains and high winds. The weather kept some of the predicted 7,000 participants home, but enough early birds arrived to try the patience of the scores of beer marshals who volunteered to serve the drinks for free samples of the beers.

Under the big top, the old west came to life. The hundred "beer marshals" were in a state of confusion, and the place smelled like a stable. It was difficult to distinguish the mud on the Nikes and Adidas from the real stuff usually found around the old corral. The downpour did add a certain beauty to the t-shirts worn by the younger set!

The Festival does attract a large number of breweriana collectors, so along with the drums of the Boulder Symphony, thunder and lightning outside, the din of the crowd, you also had people screaming for the cap, bottle or some other souvenir of the occasion. Remembering that the beer marshals were unpaid volunteers, it is also easy to remember that you expect to find a certain percentage of nice guys, smart alecks, and some of the "don't give a damn" types. The latter were particularly trying as they visited with friends or a pretty girl while dozens of mugs were raised like the French peasantry crying for bread. A break in the rain came in late afternoon giving participants time to get in the fresh air and air out!

It wasn't all bad, however, with the music by the symphony proving that guzzlers like the classics. The orchestra played to whistles, cheers, and an increasing number of amateur conductors as the afternoon progressed.

If one could survive that close contact with damp bodies, the long lines at the john -- another humorous adventure worthy of a separate story -- the noise, and the mixture of diverse beers, without benefit of snacks, in the stomach, the day will be remembered as a great experience.

The Second Great American Beer Festival is a testimonial to the "think big" approach that has always marked the American Homebrewers Association. Unseen to the off-the-street drinker's eye is the tremendous task in planning and logistics required to hold any successful bash, and the sponsors of the Festival excelled in this area.

They reported that each of the 2,300 ticket holders consumed an average of 7.2 12 oz. bottles of beer, and in this state of relaxation were also able to vote on the best five brews of the festival. Sierra Nevada Pale Ale was first, followed by Sierra Nevada Porter, Anchor Steam Porter, New Amsterdam, and Red Hook Ale.

Stan Galloway

American Breweriana Association

The newly-organized American Breweriana Association may be in its infancy, but apparently suffers no problems with growing pains, according to those who attended the group's Second Annual Meeting in Denver, June 17-19. The meeting was friendly, well-organized, always on schedule, and educational. Educational seminars established the idea that the ABA intends to appeal to more than just collectors. Two historical programs and presentations by Coors and Miller's occupied the Saturday afternoon hours. No refreshments were served during this time.

At the Association's business meeting, the results of voting for a dues increase in 1984 and election of new directors were announced. One-third of the ABA membership voted by mail to increase dues to \$12 in the 1984 year. Elected to two-year terms on the Board of Directors were Sam May, Lancaster, Pa., Jim Hunter, Mt. Home, Ark., and Lynn Geyer of Phoenix, Arizona. Jim Hunter also received the ABA's annual membership development award for bringing over 50 new members into the association. Special prizes were given to the member who came the most distance and also the youngest member present. Chris Hammond IV, of Savannah, Ga., received both prizes. Two-hundred paid admissions were received at the Sunday afternoon buy-sell-trade session which featured raffle drawings every 15 minutes throughout the day for brewery collectibles donated by Coors and Anheuser-Busch.

The Adolph Coors Company, through its Englewood, Colorado distributor, D&D Sales Company, issued a special commemorative glass for the meeting. The glass also commemorates the 50th Anniversary of the repeal of the 18th amendment. A limited issue of 144 glasses were produced, and each registrant

at the meeting was limited to a purchase of only one glass. The remaining four dozen glasses are being offered for \$3 plus postage, a total of \$6, from the ABA. Interested glass collectors may order from ABA, Box 6082, Colo. Springs, CO 80934. ABA Secretary Christine Galloway also promised to have a supply of the glasses available at Utica for \$3 with the same one-per-buyer limit.

Actually, calling it the Second Annual Meeting is a misnomer, according to the ABA president, Don Natale, of Denver. This was the first meeting of the group since officers were elected last September, with 35 paid members on the rolls, and the group launched a nationwide drive for members. Natale was able to report to the 53 participants at the June meeting that the membership had passed the 350 mark and the association was growing at the rate of 1.3 members every day since its first election.

A tour of the Coors brewery in Golden was also on the meeting agenda.

National Brewery Collectibles Convention

Jeff Cameron, publisher and editor of Brewery Collectibles magazine, conceived of a convention along the lines of those run by the enthusiasts' organizations, but to be staged as a profit-making venture. He held his first one at the O'Hare Inn at Rosemont, IL, just outside O'Hare Airport, Chicago. This was a fine central location, and the convention was accounted a success. The convention began Thursday, July 21, with an auction in the evening conducted by Dave Mathews. Registrants had checked in earlier for room trading; some had arrived as early as the previous Monday. The auction was mainly notable for some rare cans; the highest price for any artifact was \$2,300 for a Krueger's Bock can. For general breweriana, a set of round prints from Anheuser-Busch at \$265 was champion.

Friday evening Jeff held the convention banquet with a nice prime rib dinner. Feature of the evening was a set of prizes for contributions to the avocation. The award for outstanding newsletter went to the American Breweriana Association of its March-April 1983 edition which featured Stan Galloway's story on female collectors. Member Larry O'Neal won the Golden Pen Award for articles in BreweryCollectibles itself for "A Few Ideas on Displaying Your Collection" in the issue of October-November 1982. Member Don Bull won the Outstanding Contributions and Achievements Award for his lifetime contributions on classification of openers and on general brewing history. The Brewery of the Year Award was given to Stroh, and accepted by yet another of our members, Peter Blum.

Saturday tables were set up in a double ballroom in the hotel for two days of sales. The artifacts were mainly cans, but there was quite a bit of general, mostly current. Several people who had looked forward to a wide variety of Chicago items were disappointed, but in general the registrants thought the convention well worth attending. Jeff is already planning the 1984 edition.

GWH

Eastern Coast Breweriana Association

The Eastern Coast Breweriana Association held their 11th Annual Convention on July 15 and 16 at Wilkes-Barre, PA. Tours of the brewery and a plentiful supply of the brewers' art strengthened my belief that Stegmaier's is still one of the finest draft beers served. Over two hundred people enjoyed renewing old friendships and enhancing their collections.

We had excellent facilities at the Woodlands Inn and all phases were well planned and executed except the Hospitality Room which was on a par

with Calcutta. Bill Smulowitz, President of the Lion Brewery, gave us a very enlightening talk at our banquet.

Several of us went into the Swoyersville area in search of "bar" bars and found many old and quaint taverns, mostly with no air conditioning but plenty of cold draft Stegs. One such place had a Lucky Strike decal in the window with the green package.

Although no super-colossal items seemed to be in evidence, the buy-sell-trade session was very brisk and lively and that to me is what the convention is all about . . . good conversing, good people and loads of breweriana.

Three cheers certainly are extended to the convention committee of Russ van Nostrand, Al Kogoy and Bob Taylor who, despite being miles apart, managed to give us a memorable convention.

We eagerly await next year's convention in Smithton, PA.

Augie Helms

Stein Collectors International

It calls itself "the All-American City." And that it is: San Antonio is hospitable and friendly, exciting, interesting -- with lots to offer for every taste. From the 1836 shrine at the Alamo to the 1968 Worlds Fair "Hemisfair Plaza," complete with 750-foot restaurant-topped tower, and from the Mexican market to the beautiful river and river-walk which snake through the city, San Antonio exudes a charm all of its own. All of these factors, plus the presence of the Lone Star Brewery, contributed to Stein Collectors International's decision to hold their 17th Annual Convention in San Antonio. (Yes, we know that the Pearl Brewery is there also -- but you've got to have some brand loyalty . . .) Consequently we descended on the city, some 250-strong, at the very end of June 1983 for four days of beer, stein-ogling, beer, stein buying and selling, beer and fun (followed, of course, by more beer). Headquarters was the La Mansion del Rio Hotel, right on the river -- expensive, but worth every dollar! Two of our events were held at the hotel: The opening "early bird" evening and the closing Saturday night gala Fiesta. While the former was in the American tradition, the latter was definitely Mexican with all the trappings: Mexican food, decorations, music and entertainment. All of our beerstein-toting members were totally entranced by the atmosphere!

On day two we went to New Braunfels, a nearby city with a strong German heritage. Here we were treated to a real German "Wurst Fest," featuring cold cuts, bratwurst, bockwurst, sauerkraut, "kartoffel salat," and . . . the everpresent Lone Star beer. The entertainment was also Germanic -- and the oompah music was a fitting background for the crowning of "Miss Beer Stein 1983" and for our "authentic German costume" contests (which, by the way, were judged by our authentic German members). One of SCI's principles is P.R.O.S.I.T., or "Please Remember, Old Steins Improve Taste" -- which is the reason why most of us do indeed drink out of our antique steins (clinking steins together in gay abandon is obviously frowned upon).

On day number three we were the guests of the Lone Star Brewery, and while we did not get the normally obligatory brewery tour, we did get to see the beautiful grounds and the several Lone Star museums, as well as the well-stocked souvenir store. We started with the ever-popular buffalo-chip throwing contest -- and while their origin wasn't necessarily buffalo, they were honest-to-goodness dried chips: about eight inches in diameter, feather-light, fragile and difficult to control. This contest was followed by a lot of hand washing! Next came the armadillo races -- and armadillos are even smellier than buffalo chips. The races were divided into a number of heats

of three armadillos each and precise time was kept for each heat. While some of these little armored animals did cross the finish line in good time, others -- obviously with a mind of their own -- took off cross-country, and one even dove into the swimming pool. (Don't worry about that green stuff on your hands, Charlie: That's only armadillo oil!)

The three museums are most worthwhile: The Hall of Horns, featuring trophy antlers and horns, as well as mounted animals, from all over the world; the Hall of Fish, with all types of species from the watery parts of the globe; and the breweriana exhibit -- mainly showing off Lone Star goodies from the past. Lots of bottles, labels, give-aways (then, not now), advertising posters and more. The hospitality room is dominated by the bar and back-works of the erstwhile "Buckhorn Saloon." The souvenir shop is filled with dozens of different Lone Star items: Glasses, steins, trays, tap knobs, posters, key chains, playing cards, wearing apparel, etc., etc. A typical western bar-b-cue, served in the courtyard, was followed by SCI's annual team chug-a-lug contest. It was chapter against chapter, Germans against Americans, and men against women. Our California team won again, handily beating every challenger by comfortable margins. Typical observations: Germans may drink more beer, but they drink it too slow; women don't make good chug-a-luggers because they don't like cold beer running down the front of their dirndls; guys who talk a good game hardly ever make it to the finals; and if you lose in the first round, at least you don't have to keep chug-a-lugging! The evening was finished with chapter-furnished talent contests, lessons in how y'all can speak Texan, and group singing -- which lasted through the bus ride back into town and spilled into the lobby of the hotel.

The remainder of our stay in San Antonio was filled with stein exhibits, stein sales and a stein auction. We probably had several thousand beer steins available for trade or sale, and many of these stoneware beauties went home with new owners. The host Lone Star Chapter had an exhibit of over 100 member-owned steins, eliciting many expressions of admiration (and jealousy). Finally, the tear-punctuated "good-byes" over empty steins and trays of stale taco crumbs, as old and new friends pledged eternal friendship and promised to meet again at next year's SCI extravaganza in West Germany: It was "Prosit und auf wiedersehen" -- and "let's have another beer until the airport bus comes."

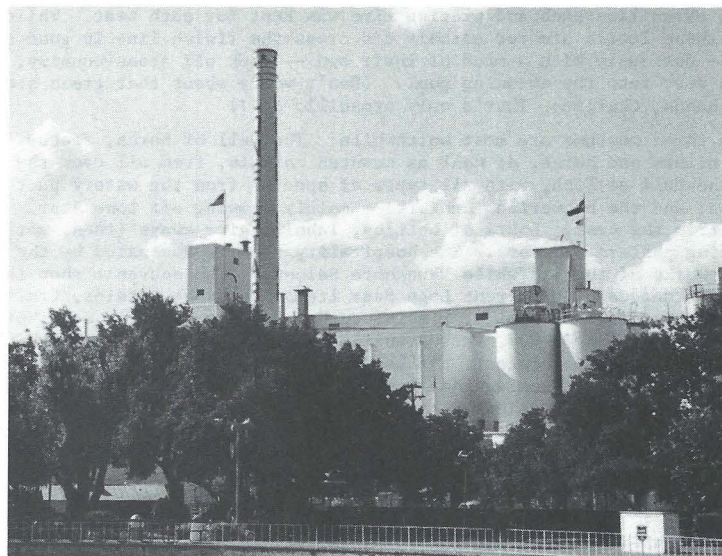
Our thanks to all members of our Lone Star Chapter of SCI for planning and carrying out the perfect convention: Steins, good company, good fun -- and a bottomless beer barrel! Prosit!

Jack G. Lowenstein

Canadian Brewerianist

Over 175 CBers attended our fourth annual convention in London this year, with a lot of good Canadian breweriana on hand: cans, trays, signs, ash trays, letterheads and more. Friday afternoon Labatt hosted the group in their hospitality suite. Highlight was a chance to sample Labatt's new Blue Light several days before it went on the market. Saturday morning three busloads travelled the 200 km to Stroh in Detroit, where Peter Blum hosted the group for a tour of the brewery and a very nice lunch. On the return the three buses stopped at a beer store in Windsor so that everyone could load up on new cans and the like. The buy-sell-trade session was held Sunday morning with a good selection of breweriana still available.

Lawrence C. Sherk



No, we have not found a time machine that can get us our post-convention pictures a year early. Rather, Jack Lowenstein sent us a good set of pictures of Stein Collectors International's 1983 convention in San Antonio. Above is Lone Star's modern plant on the south side of the city. Below is Pearl's old treasure just north of San Antonio's central business district. Recent expansion has cut the view of the fine old brewhouse from the freeway.





Lone Star has excellent hospitality arrangements, with a nice bar, above, a museum of its advertising artifacts, a big collection of stuffed animal heads and other hunting trophies from the old Buckhorn Saloon in San Antonio, and a very extensive shop. Lone Star sells its tap markers and neon signs -- the mark of an enlightened management by our standards. The case below is in the museum portion, a display of Lone Star packaging over the years. The device that looks rather like a cash register is a vending machine for personalized lead pencils.



REVIEW

STRANGE BREW

Directed by Dave Thomas and Rick Moranis;
screenplay by Rick Moranis, Dave Thomas and Steven
De Jarnatt; director of photography, Steven Poster;
production manager, Marc Dassas; edited by Patrick
McMahon; music by Charles Fox; produced by Louis
M. Silverstein. Presented by MGM/UA Entertainment
Co. Rated PG.

THE CAST

Doug McKenzie	Dave Thomas
Bob McKenzie	Rick Moranis
Brewmeister Smith	Max Von Sydow
Claude Elsinore	Lynne Griffin
Jean LaRose	Angus MacInnes

A misguided requirement for domestic content on the telecasts of the Canadian Broadcasting Corporation caused two actors in Toronto, Rick Moranis and Dave Thomas, to develop the characters of Bob and Doug McKenzie, All-Canadian louts who think of little but the Toronto Maple Leafs, the beers of the Big Three Canadian brewers and -- unaccountably -- doughnuts. These characters have developed a nationwide and to some extent international reputation, indeed to the degree that the actual identities of Moranis and Thomas have been forgotten.

"Strange Brew" is the first venture of Moranis and Thomas into the medium of the motion picture. They have written (with Steven de Jarnatt) and directed a movie that is rather the visual equivalent of home brew. Of their budget of \$5 million, they estimated that \$600,000 went for the movie and the rest for beer. The low-budget quality of the picture is evident throughout, but this is to some extent an advantage, for it caused them to make good use of Toronto, which visually and otherwise is among the most agreeable cities anywhere. The movie is clearly pitched at an adolescent market; it probably represents a wish fulfillment for teen-agers who would like to get away with behavior as moronic as the McKenzies. The film would probably have been better if Moranis and Thomas had hired a director. Comedians who direct their work tend to lack balance and restraint; the early sound films of Harold Lloyd are usually thought to have suffered from his own direction.

Recounting the plot is probably a waste of the editor's and the membership's time, but here goes. The McKenzies manage to squander their father's beer money and resort to a standard ploy of Moranis and Thomas on the CBC: growing a mouse from a newborn in a beer bottle, and then trying to get a free case from the brewery by bringing it in. This leads them to the Elsinore Brewery, which is in the hands of a mad brewmaster, Max von Sydow, the veteran of Ingmar Bergman movies. The exterior of the brewery is a fairly crude mock-up, but the interior scenes are shot at the actual Old Fort Brewery in Prince George, British Columbia. (The Big Three consider the mouse-in-bottle joke thoroughly offensive and refused use of their Toronto breweries for the film.) With his henchmen, von Sydow has murdered the elder Elsinore and is trying to prevent the brewery from coming into possession of the heiress, Lynne Griffin. He frames the McKenzies with a kidnapping of the heiress, and when that misfires, he endeavors to drown Moranis and the young lady in a storage tank. Moranis foils this by drinking the beer as it comes in -- all 6000 gallons of it. Meanwhile, von Sydow has laced the beer with a mind-altering drug, which he plans to try out at an Oktoberfest in Kitchener. The McKenzies paint their dog, Hosehead, like a skunk, and send him down the 401 to Kitchener, with instructions off an Ontario road map. Hosehead, who also appears to live on beer and doughnuts, follows directions flawlessly and breaks up the Oktoberfest, just in time to save the populace. The heiress is paired off with a washed-up hockey player and the McKenzies drive off with a

semi-trailer of the mind-altering beer. Presumably, having no minds, they are immune to its ill-effects.

The motion picture industry apparently feels that beer-based movies, like beer itself, have a strong summer peak demand. (See our review of "Take This Job and Shove It" in issue 35, page 22.) This one seems particularly unlikely to have survived the opening of schools in the fall, but it may generate enough residual enthusiasm for some showings at the first performance Saturdays. If so, you could do worse than check it out.

GWH

(Thanks to Larry Sherk for corroborative detail on the making of the film.)

BREWERIES - ACTIVE

William S. Newman Brewing Company, 32 Learned Street, Albany, NY

Newman, apparently among the most successful of the microbrewers, is housed in a building that is anything but impressive on first sight. It is a venerable former mattress factory on a block-long street in an industrial section of a very old city. Inside, the plant is well designed and spacious. Newman does the reverse of what most of the microbrewers do, producing only draft beer and not bottling. One can buy the product at the brewery in plastic containers, however. Newman ales are on draft at various restaurants and bars in central Albany. We had lunch at the Hudson River Trading Company, a mile or so from the brewery, with mugs of Newman's Albany Amber. The brewery is big enough for a bottling line, and brewer Newman recognizes that the firm needs one to realize its sales potential.

Visitors are welcomed. Caps and tee-shirts are sold. Newman makes up tap markers by gluing labels on wooden blanks, but does not sell them. The pale ale on tap at the brewery was just excellent.

The Real Ale Company, 320 N. Main Street, Chelsea, MI

The first midwestern microbrewer operates in a portion of an old mill building in Chelsea, MI, a town of some 3800 about 13 miles west of Ann Arbor. The clock tower of the building, which appears on two of the firm's three labels, makes the brewery easy to spot. It is just north of the old Michigan Central main line (now Conrail) at the north end of Chelsea's business district. The town's name is ideal for a brewer of British-style ales, being associated with Wren's old soldiers' home in London and an English soccer team of mixed history. The firm's lead brand, Chelsea Ale, is bottled, but it is the closest thing to British draft bitter from a bottle that I have ever encountered on either side of the Atlantic. This, by the editor's standards, is no compliment, and unsurprisingly the brewmaster, Ted Badgerow, is planning a bottled pale ale, which is likely to be closer to the American taste. He also produces stout and porter.

Again, visitors are welcomed. One is served a bottle of ale, and a contribution is expected. The production facilities are in a dark room, where the product is protected from light. The process uses primary and secondary fermenters, more like home brew than traditional British production. Caps and shirts are for sale. At present the firm sells its ales mainly in restaurants and bars in the Ann Arbor area, but it hopes to market more widely. It also plans to expand its line into draft beer.

BOOK REVIEW

Jochen Bernay et al., Das Grosse Lexikon vom Bier (The Big Encyclopedia of Beer), (Scripta Verlags-Gesellschaft mbH, Stuttgart, West Germany, 1983), 420 pages. Available for \$20 from RASTAL, P.O. Box 885, Santa Paul, CA 93060. Make check payable to Werner Sahm/RASTAL.

This book is an enormous compendium of beer facts; in its 45 chapters it covers everything you've always wanted to know about beer -- and more! While it is in German, this should not deter the American aficionado because a) it is beautifully illustrated in color and b) a little bit of language ability and a good dictionary should help the reader over the rough spots. Das Grosse Lexikon delves into the history of beer, discusses the many varieties (and which are brewed where in Germany and why), describes the evolution of breweries from the simple one-vat operation to the most modern "Brauerei," explains how the golden brew is best served and consumed (out of beer steins, of course!) and how to have a fantastic beer party.

Other individual chapters deal with such matters as how to ensure proper ingredients, why there is foam on beer, women brewmasters, the proper drinking vessels (steins again!), beer coasters and beer-oriented postcards. Every chapter is illustrated with outstanding photographs, paintings, sketches and plans, and detailed charts describe the brewing process. The chapter on beer steins concentrates on the definitive drinking vessel collection of Mr. Werner Sahm of Hoehr-Grenzhausen in the Westerwald. The Sahm collection is without a doubt the most impressive collection in the world -- and should be visited by every beer-minded visitor to Germany.

In addition to the usual key-word index, there is an index of German breweries and contrary to what we've heard about the shrinking supply, there are still lots of breweries of all sizes left in Germany! An interesting feature (and useful in keeping the book's production costs down) is the interspersment of brewery advertisements among the pages of the brewery index.

Since just about every aspect of the beer industry is covered in this book, it not only makes fun reading but is also an excellent reference work and argument settler. Das Grosse Lexikon vom Bier is a celebration of the Germans' love of beer, written with gusto and punctuated with "Prosit!" As Mr. Josef Ertl, Minister for Nutrition, Agriculture and Forestry, states in the foreword: "I hope that this German beer encyclopedia contributes to bringing the many facets, as well as the unique features, of German beer to the many friends of beer."

For the connoisseur, for the technical reader, for the casual peruser, for the historian, for the breweriana hobbyist interested in the German "beer culture," or just for someone who wants a beautiful book on the table -- this book is for you!

Orders for this book from RASTAL, its American dealer, involve a delay of six to eight weeks for transatlantic delivery, but the book will prove well worth the wait!

Jack G. Lowenstein

The review above is our first foray into foreign-language books on beer. If readers know of others and want to hone their language skills, we will be pleased to have reviews. The Belgians -- who else? -- have published some popular books on beer in French, we understand.

The summer plentifully supplied us with reviews of non-current books, which we will run in winter and spring numbers, when demands on space are less severe.

WHATS THE NEWS ?

This is always the dull time of the year. Thats with the end of summer and almost a year to wait for another N.A.B.A. Convention. If you missed the 83 Convention in Utica it was really great. Thanks to Elaine and Herb Ashendorf for a job well done.

The hotel was excellent, the food was super and the friendship was the best. If you were looking for Breweriana you had to find it in Utica.

But as Conventions go there always must be meetings. The N.A.B.A. board of Directors and Officers meet for three hours and I will list the points of interest to the members.

1984 Convention Chairman Charles Merrill gave a progress report on the 84 San Antonio Convention. All I can say is do not miss 84 make plans now August 3-4-5 of 1984.

The election of directors to the N.A.B.A. board showed that George Hilton and Bob Kay will serve a two year term. The officers of N.A.B.A. still have one year to serve for their two year term.

There will again be a late charge for Convention registration in 84. So you have a year to get ready and make your plans. This is done so the Convention Chairman can make the proper reservations with the hotel.

1986 the board voted to have the Convention in Stevens Point Wisconsin. Herb Haydock will be the Chairman.

The need for rules or guide lines for joint trade sessions is under study. Thats for N.A.B.A. and collector clubs such as bottle clubs, coaster club and others.

The 1984-85 dues will stay the same at \$15 and the dues year will end May 31st.

There were items left at the 82 Convention in Cleveland. Contact me if you were the owner.

The Hospitality roon at Indianapolis will be held in Spring and fall. The N.A.B.A. board meets both spring and fall at Indy also. There was some mention of expenses for Directors and Officers such as food and travel expenses. Lets get this right this is not true.

Many items and ideas were reviewed by the board with some research and study needed. Where will the 87 Convention be ?

Again a Welcome to the new members listed in this issue. To the new members you may list what you would like to Buy Sell Trade in the "Breweriana Collector" free of charge. Then it is the duty of the members of N.A.B.A. to help all fellow members that wish to Buy Sell or trade.

Received a letter from a N.A.B.A. member Irv Kennedy and he is now working in Saudia Arabia. He said he misses those cold beers because alcohol is forbidden. He said he hopes the interest of the hobby keeps up while he is away. Irv says he won't be attending the Convention but hopes everything goes well as it has in the past. Irv I think N.A.B.A. is as well as it always has been.

WELCOME NEW MEMBERS

ANDERSON RICHARD D.
149 Jean Terrace
Union N.J. 07083
201-687-0531
Lithos-signs-trays-cans

BAILEY THECLA
574 Sheridan Drive
Lexington Ky. 40503
606-278-5268
All breweriana-neon signs
openers-signs-trays
Fall City, Oertels

Robert E. Jaeger
Executive Secretary

BODEN ROBERT
10038 Holly Lane Apt.G.S.
Des Plaines Il. 60016
Glasses-mugs steins-trays
Old Style Beer

BRIEN ERNEST
1108 Chapman
North Fond du Lac Wi. 54935
414-921-7759
Labels-lithos-signs-bottles

CARR ROBERT J.
7325 Cornell Ave.
St Louis Mo. 63130
314-721-8232
Lithos-morrors-signs-trays
tip trays-statues

DE VOLDER JOHN C.
166 Haley Road
Ontario N.Y. 14519
716-872-4952
Glasses-mugs-coasters-cans
lithos-signs-reverse paint
on glass

DUDLEY ROBERT W.
2nd and Church St.
Waterford Va. 22190
703-281-7548
Lithos-signs-reverse paint
on glass-neon signs

ESSER MIKE
P.O. Box 61
New Ulm Mn. 56073
507-354-5994
Glasses-mugs steins
tap knobs-trays

FELDMANN GARY
5039 Briarledge Rd.
North Syracuse N.Y. 13212
315-458-5044
Labels-mugs-steins-openers
signs-trays-coasters-crowns
Hamm's Brwg.

GILBERT JAMES A.
334 Sycamore Road
West Reading Pa. 19611

HENNECH MIKE
3119 Blossom Lane
Odessa Tx. 79762
915-337-3146
All breweriana-bottles-cans
glasses-mini beers-openers

JAEHNERT FLOYD
1679 Atlantic Street
St Paul Mn. 55106
612-776-9859
All breweriana
Only Minnesota, South &
North Dakota

JONES PAUL T.
4902 Fern Street
Bellaire Tx. 77401
713-665-4197
Dealer-glasses-mugs-pitchers
ash trays-openers

KOMLENIC SAM
RD 1 Box 335
Port Matilda Pa. 16870
814-692-5314

LINDE ROBERT E.
21 Book Lane
Jacksonville Il. 62650
217-245-6477
All breweriana-cans-coasters
mug steins

MARTIN WRAY
221 Upper Paradise
Hamilton Ontario
Canada L9C 5C1
416-383-0454
All breweriana from
Canada only

NELSON SKIPPER
2610 Short Branch
San Antonio Tx. 78247
512-494-6776
All breweriana-cans-glasses
openers-signs-trays
Lone Star, Pearl

NESSER JOHN
6111 Wanda
St Louis Mo. 63116
314-351-5739
Calendars-glasses-mugs steins
paper items-trays
Wm J. Lemp Brewery Co.

NEWTON MICHAEL
3493 Funston Place
Columbus Oh. 43227
614-837-1566
All breweriana-signs-statues
tap knobs-trays
Pabst Brwg.

OSTROW KENNETH
56 Cedar Street
New Ctr. Ma. 02159
617-527-4705
Labels-labeled bottles-dealer
All New England advertising

PARKS RONALD L.
29711 39th Place So.
Auburn Wa. 98002
All breweriana-mini beers-
tap knobs-tokens-statues

RASMUSSEN WALTER A.
9453 Pellet Street
Downey Ca. 90241
213-923-1451
All breweriana-clocks-mugs
steins-tap knobs-trays
clysdales

ROTH GERALD H.
16 Constantine Dr.
Tyngsboro Ma. 01879
617-649-7375
Glasses-post cards-trays-
coasters

ROY H. ALAN
3514 East Archer
Tulsa Ok. 74115
918-838-8545
Clocks-openers
signs-thermometers

RUCKSTUHL JON
2102 Blue Ridge Dr.
Duncanville Tx. 75137
214-296-1323
Neon signs-mirrors-beer
cases-calendars

SIEGEL BRUCE
P.O. Box 550
Point Pleasant N.J. 08742
201-223-4885
Coasters-paper items

STAUBACH OTTO
12 Boca Raton Street
Toms River N.J. 08757
201-244-4210
All breweriana-glasses-mugs
steins-trays

STRANG JAMES A.
28 E. Longfellow Dr.
Munhall Pa. 15120
412-462-6331
All breweriana-labels-neon
signs-post cards-signs-tap knobs

WRIGHT LEWIS M.
R.D. 1 Box 205
Cato N.Y. 13033
315-626-2456
All breweriana-coasters-labels
paper items-playing-cards-signs

EVENTS OF INTEREST

December 31, 1983-January 1, 1984: New Year's Antique Advertising Show, Indiana State Fairgrounds, Indianapolis. (Note that this is an addition to Neil Wood's traditional set of three shows at Indianapolis. It is intended to be an annual presentation, however. No hospitality arrangements are planned, but if you don't care for associating with all those hard-liquor and wine types on New Years Eve, and can't stomach a holiday full of football, this is a nice alternative way to spend a week-end.)

March 24-25, 1984: Spring Antique Advertising Show, Indianapolis.

July 7-8: Summer Antique Advertising Show, Indianapolis.

August 3-5: National Association of Breweriana Advertising, Lone Star and Pearl Breweries, San Antonio, TX

July 31 to August 5, with connecting tour August 5-14: Stein Collectors International, Trier-Mettlach, Germany. For information write Mrs. Vera Christy, P. O. Box 651, Mendota, MN 55150.

September 29-30 Fall Antique Advertising Show, Indianapolis.

NABA plans to hold hospitality hours the evenings before the spring and fall Indianapolis shows, as usual. Time and place will be announced in the next issue.

The Eastern Coast Breweriana Association will meet at the Jones Brewery in Smithton, PA, in July. We hope to have the dates in our next issue. We will report the American Breweriana Association's convention plans when announced.

We will be pleased to have reports of other events scheduled for 1984 of interest to the membership.

* * *

Herb Haydock, with great efficiency and dispatch, has made arrangements for NABA's convention to be held at the Stevens Point Brewery, Stevens Point, WI, in 1986. The editor, to date with much less efficiency and dispatch, has begun enquiries toward holding the 1987 convention at Anheuser-Busch, Williamsburg, VA. Because Williamsburg is a top tourist area with a big summer peak, we are not assured that as many hotel rooms as we require could be arranged locally, but we will report our progress.

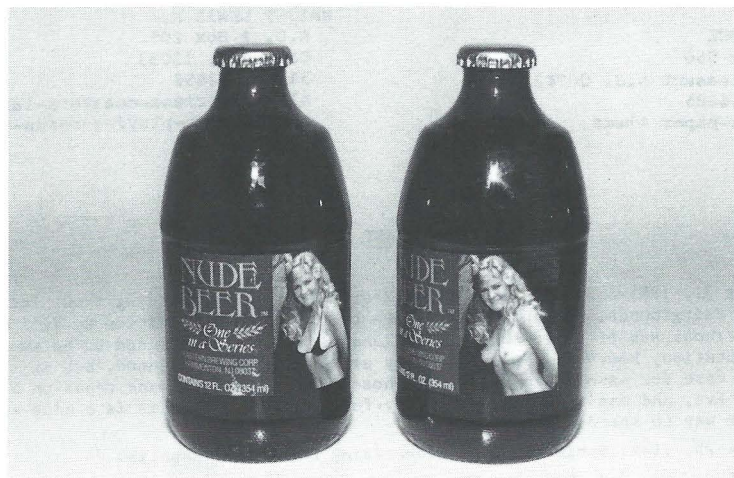
BUY - SELL - TRADE

Coasters: Wanted to trade. I have Australian, NZ, UK examples to swap for others. Write first. Mike Ogden, 12 Inverarity Street, Glenelg North, South Australia 5045, Australia.

Wanted: Glasses from Iowa breweries. Al Rodemeyer, Latimer, IA 50452.

Wanted: Old New Jersey labels. Send descriptions and prices. Peter Kowalick, Jr., 73 W. Johnston St., Washington, NJ. 07882.

Wanted to buy: Tap markers and signs from Fredericks-Illinois Brewing Co.-McAvoy, Thornton, IL. George W. Hilton, Dept. of Economics, UCLA, Los Angeles, CA 90024.



Nude Beer before and after. See issue 42, page 21. If it satisfies the Bureau of Alcohol, Tobacco & Firearms, it must meet the standards of the Postal Service.

BEER LABELS

Millions for sale: Lager, Bock, Porter, Ales, Stouts, including IRTP's. Send 35c in stamps for color photographs of labels for your convenience in selection.

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

WHAT'S BREWING?

Not for the first time, the Dubuque Star Brewery has barely escaped closure. When the Pickett management took over the handsome old structure on the banks of the Mississippi, it was reportedly within 40 minutes of shutting down. Pickett sold out to AGRI Industries of Des Moines, the big cooperative in grain marketing, which was reportedly mainly interested in putting a loading facility for barges on the 7.5 acre site. Instead, AGRI Industries decided to make a try at brewing. It brought in a British general manager, J. J. Scott Cowper, who developed an excellent reputation in the industry. The plant was spruced up considerably, and looked as if its situation were improving. It never made money, however, and AGRI Industries closed it down on June 3, 1983. One might have expected this to be the end, but Richard W. Armitage, president of the Service Heat Treating Company of Milwaukee and five other Milwaukee businessmen became interested in reviving the old facility. Armitage, a metallurgist, had considered establishing a brewery from scratch, planning to produce a heavily-flavored lager or full-flavored medium-dark beer, but had thought the investment unjustified. On learning that Dubuque Star was available he began negotiations with AGRI, and acquired rights to the building with 2.5 acres of the site in July. The land on which it stands is still owned by the Rhomberg family, which had traditionally run the brewery. Armitage plans to put about \$70,000 into upgrading the facility. He plans to continue the firm's four price brands, Dubuque Star, E&B, Edelweiss and Weber, but he announced nothing concerning Pickett's, in recent years the brewery's lead brand. We wish him success, naturally. The building is thought to be the last remaining active brewery designed by Louis Lehle, one of the most important architects of the gravity-flow breweries. (The drawing we run at the top of our Fermentation section is a design of Lehle.) Production was scheduled to resume in November. Armitage hopes to produce about 45,000 barrels per year, about the output of Stevens Point. As we have previously opined, the brewery's only apparent hope is development of a cult following among Iowans, and among others who have learned of it through "Take This Job and Shove It," or the stories of local author Richard Bissell. The brewery's urban setting by the Mississippi and its large built-in tap room should facilitate such development.

Stroh and Pabst have completed an even-up exchange of the former Schlitz plant in Tampa for the ex-Hamm's brewery in St. Paul, which Pabst had acquired with Olympia. No money changed hands. The former Hamm plant is about double the size of the Tampa facility, but it has made no money of late and has been thought a candidate for closure. The acquisition gives Stroh a brewery in the upper Midwest, and it is left with two larger ex-Schlitz plants in the South. The Antitrust Division had required that Stroh divest itself of either the Winston-Salem or Memphis plants of Schlitz as a condition of the take-over, but the Division announced the requirement was satisfied by divestiture of the Tampa brewery. Pabst gains a replacement for its plant at Perry, GA, lost to Heileman in the reshuffle of assets between the two firms. This apparently gives new life to Pabst's home brewery in Milwaukee, which now becomes Pabst's only active midwestern facility. Earlier this year, one could hardly avoid the discomfiting observation that Milwaukee was in some danger of ceasing to be a brewing center at all. Pabst's brewery was redundant on a more modern plant in St. Paul, and Miller was tied up in a strike with a state-of-the-art brewery in Trenton, OH, not yet put in service. The immediate threat is past, though in the long run the trends affecting New York and Chicago can hardly fail to apply to Milwaukee.

Hudepohl has renamed its lead brand Hudepohl Gold and introduced a new brand, Pace, of under 2% alcohol to serve a market created by a tough new drunk driving law in Ohio. It is not marketed as a low calorie beer.

GWH

PLAN TO ATTEND!

**1984
NABA CONVENTION**

August 3, 4 & 5
San Antonio, Texas

**NATIONAL ASSOCIATION
OF
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