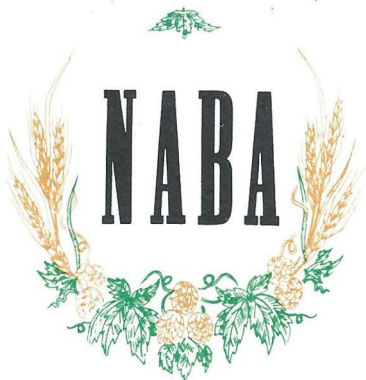


# The Breweriana Collector



JOURNAL  
OF THE  
NATIONAL ASSOCIATION  
OF  
BREWERIANA ADVERTISING

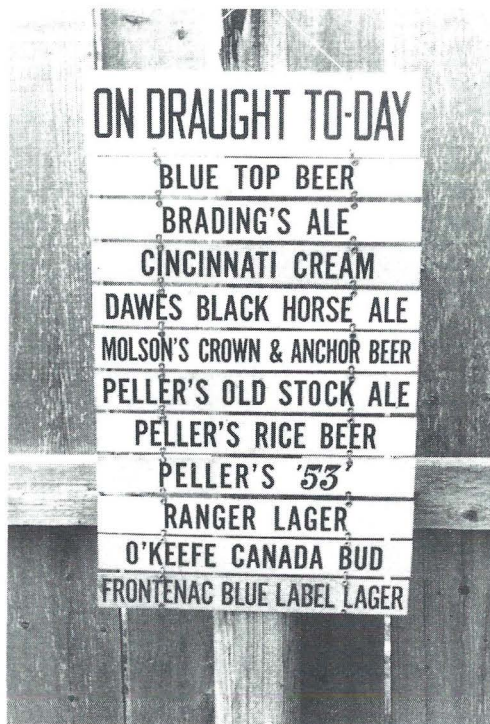
Founded January 1972

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VOL. 45

SPRING 1984

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## Canadian Draught Markers

# 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.

GOOSEMYER PARKER AND WILDER





# 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.

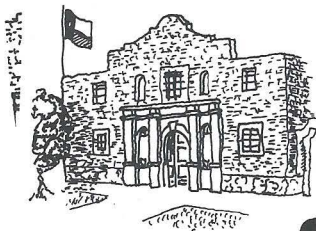
While you are in the city of San Antonio you will find many attractions to enhance your conference. San Antonio has been the hub of South Texas culture for many years, as well as a major site for the brewing of beer with the location of our Lone Star and Pearl Breweries. Along with the many attractions 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 you a most enjoyable conference.

Cordially,

Henry G. Cisneros, Mayor  
City of San Antonio

HGC:mtc



in  
**1836**

**G.T.T!**



meant  
GONE IO TEXAS

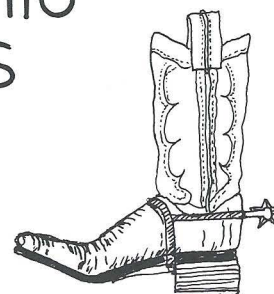
in 1984, GTT means  
attend the 13th annual

**NABA**

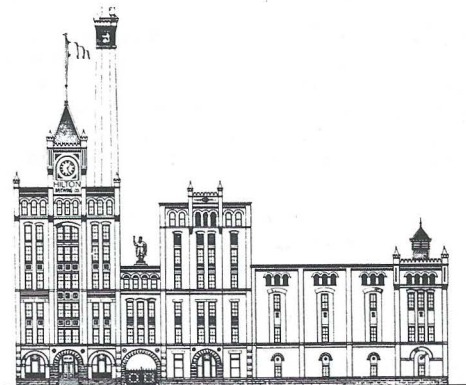
CONVENTION

el tropicano hotel  
san antonio  
T E X A S

august  
3, 4, & 5







## FERMENTATION

### Beer on the Tube

The advertising of the dominant premium beers on television has markedly changed in recent years, shifting from the properties of the beer to the social habits of the people who drink it. The change apparently began when Miller ascertained that the principal market for High Life was not women buying it in supermarkets, but rather men drinking it after work. "Put the finest label on your table" gave way to "It's Miller time!" as the firm's top slogan. Anheuser-Busch adopted "This Bud's for you!" with a similar theme of Budweiser being the reward at the end of the day. Stroh has used a theme of men on a hunting trip, and Coors has used a variety of scenes in the out-of-doors, at sporting events or at parties, though usually with the sexes mixed.

There is abundant evidence that this trend in advertising is having a serious backlash, to the extent that it may actually be counterproductive. On pages 28 and 29 we reproduce two columns from the press of last year that are representative. Bill Coors has since argued that the press reports of his speech overstated his views (see also page 30). but Richard Cohen and Colman McCarthy, authors of the columns, make an argument that the current television advertisements misrepresent beer consumption, place it in an overly favorable social setting, project an image of male domination, ignore the negative aspects of an alcoholic beverage -- solitary drinking, drunk driving, obesity, alcohol dependence -- and give the young an undesirable incentive to drink. Writers of various letters to the editor commenting on these and similar pieces have proposed that beer advertising be prohibited on radio and television, as cigarette advertising has been. It may seem premature to consider this prospect, but legal drinking ages in many states have been restored to 21 from 18 to deal with teen-aged drunk driving, and much of that stems from beer. Hostility to the beverage is afoot. Although beer is unlikely to be prohibited again, its broadcast advertising may well be.

Since the prototype of a prohibition on television advertising of beer is the prohibition for cigarettes, we need not speculate on the consequences; we have plenty of experience. At UCLA we have had two dissertations concerned with it. Lynne Schneider wrote on the effectiveness of the prohibition, along with other efforts of the federal government to restrain smoking. The government's campaign began with publicization of the Surgeon General's Report of 1964, which concluded that smoking was related to lung cancer. Health warnings on packages were instituted in 1965, and in 1968 the Federal Communications Commission required that anti-smoking messages be broadcast at approximately the rate of 1 minute for each 4 minutes of tobacco commercials. In 1971 the cigarette companies were required to publish their tar and nicotine figures and their advertisements were ruled off the air.

On the basis of the statistical process of regression -- correlation among several variables with a presumption of a causal relation between

them -- Ms. Schneider concluded that the most effective of the anti-smoking policies of the government was the FCC's requirement for anti-smoking messages to counter the cigarette commercials. Prohibition of the cigarette advertising was counterproductive, simply because it ended the anti-smoking messages along with the commercials. The anti-smoking messages had been so effective that getting rid of them and the commercials raised the volume of consumption by an estimated 4.9 percent.

Our other dissertation, by Thomas T. Nagle, treated the effect of the prohibition on the cigarette companies. Unsurprisingly, he concluded that the prohibition left them better off by getting rid of an expensive outlay on a basically rivalrous activity. If current theories of advertising are correct, advertisements do not affect the total level of consumption of a commodity so much as shift consumers among brands. Organizations that try to eliminate competition among their members, such as medical and bar associations, typically attempt to prohibit advertising. The prohibition on cigarette commercials forced the tobacco companies to do something that would have been to their interest if it were not illegal to attempt under the antitrust laws. In addition, Nagle concluded the prohibition protected them against entry; no major cigarette brand was introduced after 1971.

From all this we may conclude that ruling beer off the air would probably not much reduce consumption. An increase in the excise tax or a series of anti-commercials would probably be more effective, though less so than in the case of cigarettes. After all, pretty much everybody knows excessive beer consumption can lead to obesity and drunk-driving convictions. Neither may be very desirable, but lung cancer they are not. The case for general measures against drunk driving rather than specific action against beer seems strong. Prohibition on beer commercials would probably not harm the brewing companies, but would cause firms highly dependent on beer advertising, such as professional sports teams, to have a major loss in income. There are also civil liberties considerations, such as the rights of companies to advertise freely, and the right of adults -- people over 18 -- to determine their own consumption patterns.

How would a prohibition of beer on the air affect us as collectors? It is possible to collect beer commercials off television with a VCR, and we don't doubt some members do it. As the section immediately below demonstrates, one can buy old commercials. The fact remains that most of us do not collect advertising from television and radio. If the brewing companies are prohibited from that, they will undoubtedly turn to greater reliance on point-of-purchase advertising, posters and other types of advertising that we do collect. Thus, such a prohibition would probably leave us with a bigger supply, but that hardly justifies something that seems very unlikely to be successful, and which raises real problems of the civil liberties.

\* \* \*

If the foregoing has motivated you to start collecting television commercials, you can get a good start quite economically by writing Ross and Kent Andrusko, 6780 Tanglewood Drive, Boardman, OH 44512. They sell 16 mm. sound films of beer commercials from a Pittsburgh television station, mainly from 1969 to 1975. The reels are only \$1 each. The commercials are mostly of one-minute duration.

\* \* \*

The editor's passion for the annual Brewers Digest Buyers Guide and Brewery Directory has never been concealed. The 1984 number arrived recently and has been devoured with the usual avidity. The big change is addition of the British and Irish breweries. This should be a great help in planning transatlantic beer tours.

Domestically, several changes are shown. A microbrewery that had escaped our attention is listed: Hale's Ales, Ltd., of Colville, WA. It produces Hale's Pale American Ale -- what else? New Albion of Sonoma, CA, is shown as active; we had heard rumors of its demise. The Real Ale Company is shown at an address in Lansing, MI, rather than in Chelsea. This may be simply a legal address, but we will endeavor to ascertain the actual situation. Narragansett, which the Kalmanovitz empire had restored to service, is not listed. The brewery in Auburndale, FL, which Heileman had bought out, is now listed as the Florida Brewery, Inc., again in the hands of the Duncan family, which established it. Its brands are listed as Fischer's, Master's Choice and ABC. The shift of the former Schlitz plant in Tampa and the ex-Hamm brewery in St. Paul between Pabst and Stroh is noted, but the St. Paul facility is shown as "Operated by Stroh Brewery Co., Olympia, Wash., which see for officers."

In other words, the Directory, for all its comprehensiveness, is not infallible. We'll be pleased to hear from anyone who can give us further information on the points raised above.

\* \* \*

We are planning an article on the Berghoff Restaurant in Chicago, the best remaining example of a traditional brewery restaurant. We have exterior views, shots of trays, some postcards and other paper items, but no interior scenes. If anybody has shot any views of the dining or bar areas, we'd be pleased to use them as illustrations. We could also do with shots of glassware, china, and with some labels of the Berghoff brand. The restaurant has sold whiskey decanters. If any of our members who also dabble in whiskey artifacts can provide us with pictures of those, we shall be most grateful.

\* \* \*

Fortunately, we are well set for articles on the forthcoming convention in San Antonio, and also for the 1985 convention in Cincinnati. Otherwise, the editor's intellectual larder is rather bare. We could do with articles on specific breweries, such as we have run for Sieben's, Christian Heinrich and Walter's, and on individual collections, such as Mike Bartels' on his collection of Bartels artifacts. The manuscript need not be in polished form; we edit -- a cynic might say by taking out spelling errors and putting in typos. Anyway, there is no feeling of short-run exaltation like being current in a journal. Try it and see!

\* \* \*

Not for the first time, we have to explain why this issue arrives so shortly after the last one. In fact, it goes off as soon as the dummy of the previous issue came from the printer, allowing repeated material such as page 2, to be reused. The editor is in academic bliss, having sabbatical leave for the spring quarters of even-numbered years for the entire 1980s. One of these is at hand, requiring this dummy to go off before the end of winter quarter. The pre-convention issue will be done on the Fair Constance's typewriter in Maryland, and is scheduled to be in members' hands in early July, as usual. Mail may be sent to the usual address, below, from which it will be forwarded.

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

March 7, 1984





Twenty aluminium draught signs of the 1950s and 1960s. All illustrations are from the author's collection.





A variety of modern tap markers from Labatt, with a plastic ball knob from the 1930s at lower right.

### "On Draught Today" in Ontario

By Lawrence C. Sherk

Not only do Canadians spell "draft" differently, but they also developed a unique sign to designate what brands of ale and lager are available in Taverns, or as they were known in Ontario, "Beverage Rooms." Until recently these Beverage Rooms also had to be segregated into "Men's" and "Ladies and Escorts." Prohibition ended in Ontario in 1927 when the sale of beer and other alcoholic beverages resumed in government stores only. Beverage rooms for the on-sight consumption of beer and wine did not resume until 1934.

Point-of-purchase advertising was tolerated in the taverns; trays, tip trays, ashtrays, clocks, coasters and signs of various types proliferated. Tap knobs, however, do not seem to have been allowed, or at least used to any great extent in the 1930s. Very few of the black ball knobs have surfaced; examples for only eight brands are known. Although manufactured by the Stanley Manufacturing Company, Ltd., of Toronto, they may only have been used for Canadian draught beer sold in the United States. Very few wall pieces advertising draught beer in the 1930s have surfaced. The paper-under-glass from Reinhardt's and the Labatt's reverse-on-glass shown in an accompanying illustration are the only two known to the author.

What did come into use in the mid-1930s, however, was a narrow strip sign made of lucite and hung in series under a heading that read "On Draught Today." The strips had a pair of small hooks at the top and a pair of metal eyes at the bottom, so that as many as required could be hung. Examples of the plastic signs are very rare in collections today. They have become brittle with age, and have not survived well. Remaining examples must be handled with care.



Examples of the plastic draught strips introduced in the 1930s.



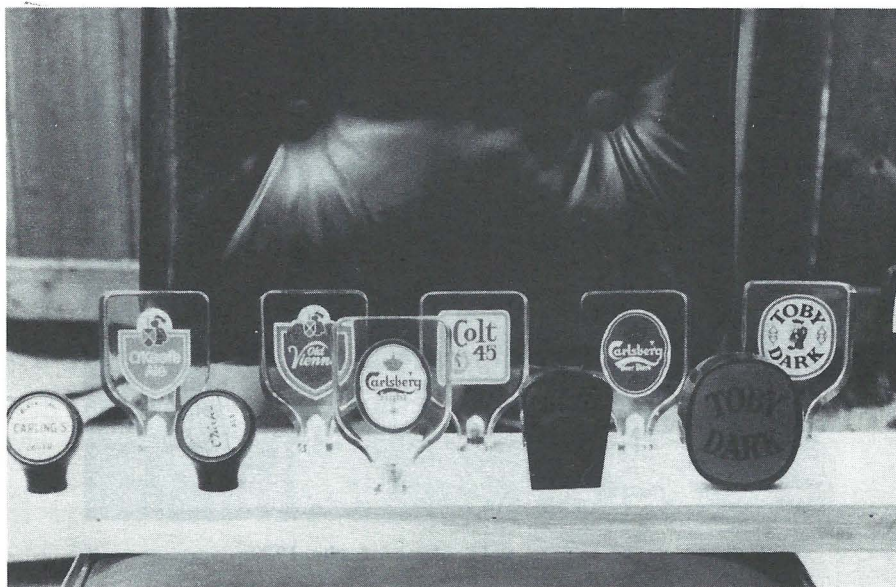


Rare examples of tavern wall signs of the 1930s.

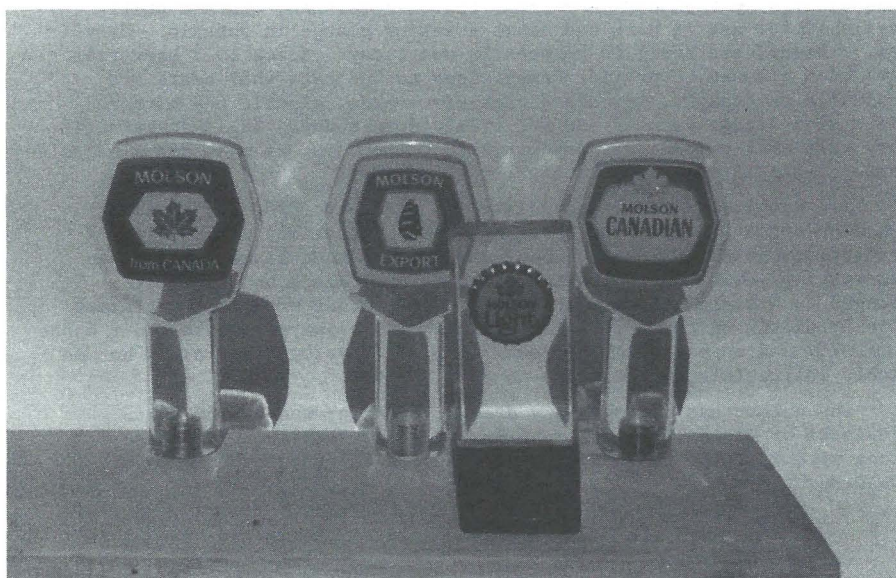
All advertising in beverage rooms was banned in Ontario in January, 1946, "in order to clean up the premises." For the next 17 years the only exposure a brewery could have in beverage rooms or bars -- which returned in April, 1947 -- was a narrow aluminium sign with the name of the brand of beer on it. These have now become collectible, particularly those of defunct breweries, such as Blue Top, Peller's, Ranger, etc. No one has completed a catalogue of all brands names used, but there must be at least a hundred different ones. The aluminium signs are manufactured by Etched Name Plates, Ltd., in Toronto, and are still available for use in bars and other drinking places in Ontario. Very few, however, are still to be seen in use today. Since 1973 breweries have been allowed to provide fancy signs to indicate what beers are available on draught. Hogshead particle boards, plastic and mirrored signs soon became popular and are widely seen today. It is doubtful if they will ever become very popular with collectors, as most are also sold commercially in department stores.

Tap knobs were finally legalized in the late 1970s and soon began to appear in bars and beverage rooms. Ontario's three major breweries, Carling-O'Keefe, Labatt and Molson, have since produced an interesting series of lucite knobs. Carling-O'Keefe has recently changed to a series of very attractive tall wooden markers. Carlsberg already exists on three different types. The breweries guard their knobs carefully and do not give them out readily. They will certainly become highly collectible in the years to come.

The author has not seen any draught signs or knobs from other provinces of Canada, but Manitoba has recently legalized their use, along with table tents to designate what brands of beer are available "On Draught Today."



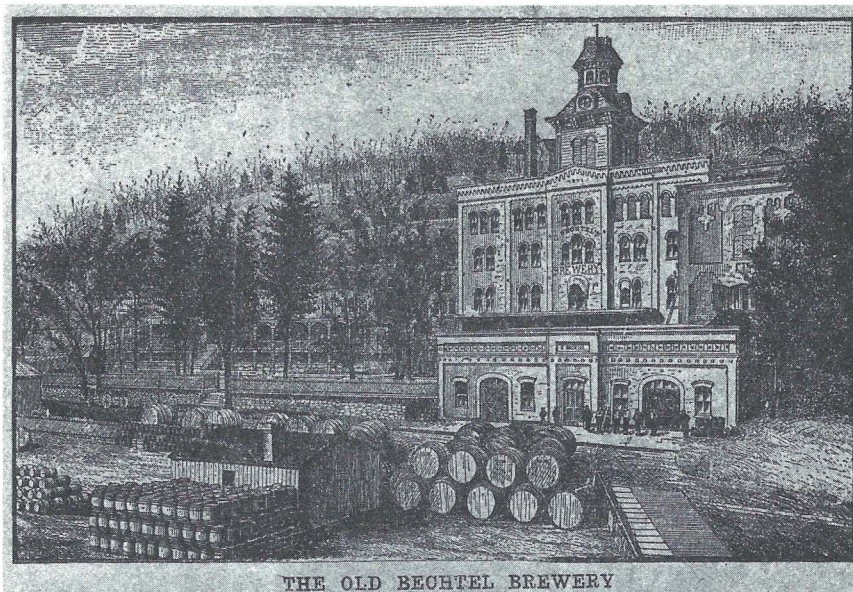
Above, a set of obsolete markers from Carling-O'Keefe, including two early ball types. Below are four lucite markers from Molson. The example lettered "Molson from Canada" was designed for use in the United States, but is occasionally used by the company at installations in Ontario.







Four recent Carling-O'Keefe markers with an early plastic ball type lettered for Carling's Lager.



THE OLD BECHTEL BREWERY





**RUBSAM & HORMANN BREWING CO.**  
**STANDARD**

*Barvarian Beer*



BREWED FROM PURE MALT AND HOPS.

Bottled By **A. STAHMANN,**  
405 4TH STREET, HOBOKEN, N.J.

THE BREWERIES OF STATEN ISLAND

Among material acquired from the widow of a brewery technologist I found a clipping of a Staten Island newspaper of Saturday, August 15, 1931. Under the heading "Remember When The Beer Barons Ruled The Island?" reporter Gerard Sullivan wrote about the history of the "big four" breweries which were of importance to Staten Island. The article is interesting and has been condensed below.

"Only one of the isle's many breweries today is functioning in an industrial sense that resembles its original use. This sole survivor is Rubsam & Horrmann's, makers of near beer and ice. Of the Big Four - Rubsam & Horrmann's, Bechtel's, Bachmann's and Manor Road - all but the R. & H. closed down with the advent of the Volstead Act.

Bechtel's still is a house of suds - it is the home of a wet wash laundry! Bachmann's is falling to ruin - it last served as a garage for the Tompkins Bus Corporation.

A restaurant is the only sign of activity at Manor Road - incidentally, this brewery on the hill above Four Corners has had a colorful Post-Prohibition history thanks to Jack Dunne, Jersey beer baron, and his anti-dry law activities.

A myriad of smaller breweries that functioned back in the gala days of the five-cent seidel - like Herbert's, Kaitenmeier's, Freimann's, Lutz's, Menken's, Reinhart & Muller's and others - have passed into oblivion.

#### BACHMANN

In 1851, Staten Island invaded the brewing world and the man at the throttle was the international hero of the day, known as the Great Liberator in Italy. Like his father, Guiseppi Garibaldi was a sailor in his youth, but he had loftier ideals. He wanted to liberate his downtrodden people. So he led a revolution and got himself banished from Italy.

He came to Staten Island in 1850 and began to earn a living as a candlemaker for Antonio Meucci of Rosebank. In 1851, Garibaldi and Meucci tired of making candles. So Italy's future liberator and the Rosebank candlemaker became the founder of Staten Island's first brewery.

The biography of this pioneer brewery is short. Established in a small frame building on Bay Street, Garibaldi and Meucci cooked their malt and hops in partnership for two years. In 1853, Garibaldi returned to Italy and later led the campaign to put Victor Emmanuel on the throne.

The brewery was sold to Louis Gross. After operating a few years, Gross sold out to Christian Trefz. The Mayer brothers, David and Gabriel, were the operators in 1880. Under the Mayers, the brewery was expanded - in 1896, it was known as the Bachmann Brewery and that year employed 70 men and produced 80,000 barrels valued at \$640,000.

In 1911, the brewery merged with Bechtel's and the new firm concentrated on the output from Bechtel's big brewery at Canal and Van Duzer streets, Stapleton.

The Bachmann Brewery served as a garage for the Tompkins Bus Corporation when the Yellow Fleet first came to Staten Island. Since that time the building has merely served as a monument to Prohibition.

#### MANOR ROAD

In 1852, just a year after Garibaldi and Meucci opened their plant, August Schmidt established the Constantz brewery on Manor Road Hill above Four Corners. The Constantz product found a thirsty and favorable public. Soon heavily-laden beer drays were rumbling down Manor Road into West Brighton for shipment to the Great American Desert.

Finzel and Decker followed Schmidt as the operators of the Beer Castle on the Hill and they in turn were succeeded by Joseph Setz. Monore Eckstein was the owner in the 90's when the brewery had 45 workers producing 55,000 barrels a year and valued at \$440,000. Sam Eckstein succeeded his brother Monroe when the latter died in 1895.

All the big breweries in those days had beer gardens or restaurants or both connected with their establishments. At Manor Road today the only activity is this restaurant - the beer vats are collecting cobwebs in the rambling square-towered brick structure in back but the restaurant goes on.

However, Manor Road Brewery didn't roll over and die when Prohibition came along. It rolled over - but it only played dead!



Jack Dunne, Jersey beer baron, took the brewery over and did an excellent business until federal agents raided the plant. The raid came eight years after Prohibition - the dry agents were astonished to find everything going full blast with \$100,000 of beer awaiting shipment.

Dunne and his associates were indicted but somehow the Jersey beer baron escaped punishment for forgetting the dry law. A federal guard was placed in the brewery and eight months after the raid there came an anti-climax. There was another raid. Federal agents raided federal agents!

Testimony in court showed that while the federal guard was guarding the brewery many glorious beer parties were staged in the supposedly sealed Beer Castle on the Hill. Tsch, Tsch!

### BECHTEL

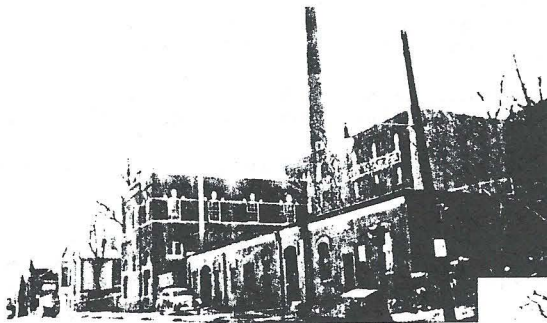
The third of the Big Four, Bechtel's was started in 1853 by John Bechtel on Van Duzer street, Stapleton, at the head of Canal Street. His son, George, who died two years ago, succeeded his father in 1865.

In the post-Civil War era, that sector of Stapleton between the brewery and the shore was a scattered little settlement of houses. From the brewery, at the base of Grymes Hill, a rolling panorama spread out down the slope to the waterfront.

Present with this admirable view, the Bechtels built a big restaurant adjoining the brewery, facing across Van Duzer street. Alongside the restaurant they installed a spacious beer garden.

Big wooden tables under the cool shade of many big trees were crowded every summer afternoon and evening. Men and women beer lovers flocked to this popular beer garden to enjoy Bechtel's brew, the cool shade and the beautiful panorama of the narrows and its shipping.

In 1896, Bechtel was employing 90 workers who that year produced 90,000 barrels of beer valued at \$720,000. Then, in 1911, the Bechtel-Bachmann merger, already mentioned, was recorded, with Oscar Krueger and George Bechtel heading the new firm. Then came Prohibition and Bechtel's closed down.

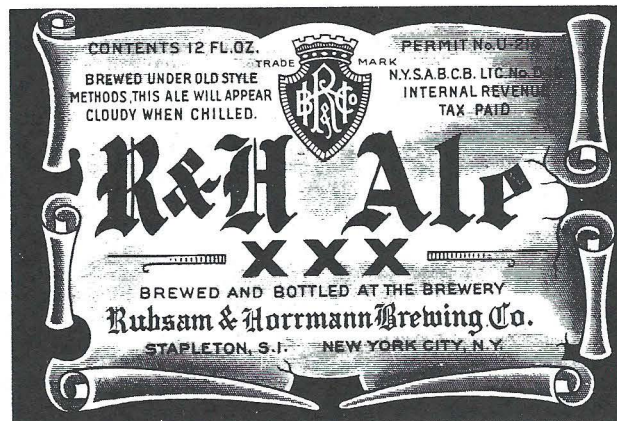


The Bechtel plant in 1949. -- All illustrations from Uncle Ernie Oest.

The original brewery building, a small structure of massive brick and timber construction standing on the corner, was leased to the Clifton Wet Wash Laundry. The restaurant was leased to the Knights of Columbus and the beer garden next door became merely a garden without the beer.

The brewery proper - the big brick additions that had been built around the beginning of the present century behind the original building on the corner - became storage houses.

Last year a general-alarm fire raged through the plant, destroying the brewery proper, wrecking the original building that housed the laundry and gutting the Knights of Columbus home. Thus did the third of the Big Four pass out of existence - a glorious passing in a swirling inferno of fire.



#### RUBSAM & HORRMANN

The last of the Big Four - Rubsam and Horrmann's - was established in 1870 in Stapleton as the Atlantic Brewery. This brewery became the biggest in Richmond County before the advent of the 20th century. From 50 employees in 1896, producing 100,000 barrels of beer valued at \$800,000, this plant grew until, just before prohibition, it was employing 200 men and producing 200,000 barrels a year.

When Prohibition came, Rubsam and Horrmann's were the only member of the Big Four to reorganize their plant and begin making beer "less than one-half of one per cent." In addition to the legal beer, the R. & H. plant started making ice and today ranks among the biggest manufacturers of this very cool product.

Fire visited the R. & H. plant last August. Like the Bechtel fire that followed, it was a master-alarm affair. The plant was badly damaged and the big clock tower, long a Stapleton landmark, crashed to the ground with its Big Ben. This plant was rebuilt and today is continuing its business of making near beer and ice.

That's the story of the glory that once was on the Isle of Beer. Hundreds of brewers are now engaged in other pursuits to earn their living. The beer drays and their horses? They've passed into oblivion - the same Valhalla that has claimed the breweries."

Postscript. As we well know, Rubsam & Horrmann - R. & H. - revived strongly after Prohibition, and became Piels in 1953. The brewery closed for good in 1962 when all production of Piels was shifted to Brooklyn.

Peter Blum



The Rubsam & Horrmann brewery at Stapleton, Staten Island, in 1949.



# DUES REQUEST

Welcome to the new members of the National Association Breweriana Advertising. Hope you will find the organization helpful in the collection of brewery items to add to your collection. To the new members and all members the Buy Sell Trade section of the Breweriana Collector is a place to advertise your wants or items for trade or sale. There is no cost for these ads. Please mail the ads to the Collector editor George Hilton.

The 84 Membership Directory should have been received by all members. At any time your address, phone number or items you collect change please send such changes to the Directory editor. Please make the following change in the 84 Membership Directory.

BLACK WILLIAM M. (Joann)  
1056 Delta Ave.  
Cincinnati Oh, 45208  
513-321-3037  
All Cincinnati & Northern Kentucky  
Pre-Pro items, especially lithos,  
tin signs, reverse on glass and  
glasses.

The next is kind of an old story but its true once a year. Dues for 84-85 are due May 31, 1984. As in the past your dues must be paid to attend the 84 San Antonio Convention. Dues will remain at \$15. Its not too early to start thinking about plans for the Convention. Every member will receive a Convention packet well in advance of the convention telling of points of interest and events of the convention. Just remember the Convention dates..

AUGUST 3-4-5-1984

Robert E. Jaeger  
Executive Secretary

BICKFORD BOB (Sally)  
241 Fournier Street  
Berea Oh. 44017  
216-243-6120  
Cans-coasters-labels  
mini beers-trays

DIKUN JOHN W.  
27 Smith Street  
Avenel N.J. 07001  
201-634-8819  
All breweriana  
All N.J. Brwgs.

BRAND HOWARD J. (Margaret)  
9210 S.W. 24 Terr.  
Miami Fl. 33165  
305-223-2416  
All breweriana-clocks  
lamps-signs-tip trays-trays

FIGONE MICHAEL  
465 Alviso Street  
Santa Clara Ca. 95050  
408-296-0483  
Neon signs-signs  
Lighted with movement

BUDMAN ED NICHOLS (Rose Ann)  
P.O. Box 167  
Brooklyn N.Y. 11210  
212-377-8743  
Dealer  
Anheuser Busch

FRIEDMANN A.J. (Eleanore)  
3220 West 61st Place  
Chicago Il. 60629  
312-737-2993  
Bottles-cans  
Chicago Il. Brwgs.



HAAG JAMES S. (Katie)  
3449 Tisdale Court  
Lexington Ky. 40503  
606-223-5288  
Kentucky Breweries  
Esp. The Lexington Brwg. Co.

SCHMID DAVID L. (Sandra)  
5867 N. Bay Ridge Ave.  
Milwaukee Wi. 53217  
414-962-9778  
Glasses-mugs  
steins-pitchers

KAYE EDWARD R. (Eileen)  
968 Greenwood Ct.  
Sanibel Fl. 33957  
Openers-corkscrews

ST JULIAN LILLIE M.  
P.O. Box 10006  
Houston Tx. 77206  
713-692-5818  
Ash trays-calendars-menus  
photos-pitchers-post cards  
Regal Goebel

KUHLMAN KURT M.  
4236 N. Damen  
Chicago Il. 60618  
312-528-0347  
Cans-coasters-glasses  
labels-signs-trays  
Chicago breweriana

VERNON JAMES U. (Sandra)  
P.O. Box 1207  
Sweetwater Tx. 79556  
915-235-1331  
Dealer-calendars-signs  
lead glass windows  
lithos-trays

LEVERQUE ROGER H. (Christine)  
1551 Sullivan Ave.  
South Windsor Ct. 06074  
203-644-9582  
Ash trays-glasses  
openers-trays

WETHERBIE JACK O.  
1445 Mercado Glen  
Escondido Ca. 92026  
619-745-1873  
Trays-statues

MAUER DAVID R.  
Rt. 3 Box 3215  
Lakehills Tx. 78063  
512-751-2164  
Bottles-mirrors

YENA DONALD M. (Louise)  
212 Sunway Drive  
San Antonio Tx. 78232  
512-494-5371  
All breweriana  
Texas Brwgs.



## WHAT'S BREWING?

The industry is entering 1984 with projections for a flat total consumption, seven essentially national brewers and a public which does not mind at all to save money. Not a scenario for good old Gemuetlichkeit.

Even at Anheuser-Busch budgets are being tightened. They scaled down expectations for 1984 and are raising prices very selectively. Stockbrokers have taken A-B off the "buy" lists, but one should not worry. A-B has a strong franchise with the public and a very deep bench in marketing. New products have been rumored for months, particularly the low-alcohol beer and a malt liquor, and there is the new Michelob Dark.

Miller is looking to regain momentum after having missed out in the low price segment. Success in Canada - 10 percent of the market and growing - was a badly needed shot in the arm. They bit the bullet on ingredient labeling and will have a "clean" label. With Miller falling in line with A-B, other brewers will have little choice. While Miller has short-term difficulties, Philip Morris can provide strong support of the green kind. It may be needed to finance a new ad campaign for the High Life brand, which has weakened more than expected.

Stroh had a good year overall, paced by Old Milwaukee and Schaefer, which are growing stronger in the low price segment. 1984 looks to be a four front war. In the East there is the expansion of Stroh brands, the South is a battleground with new troops by Pabst, Heileman and Coors, the West Coast will see Detroit-brewed Stroh in time to slake olympic thirsts, with firekettles being installed in the Van Nuys brewery, and in the North the former Hamm brewery - now Stroh/St. Paul - will take on Heileman close to home - and Coors is expected to show up also.

Although much of the 3 million barrel increase racked up by Heileman came from brand acquired from Pabst, Heileman has a habit of turning such brands around. Old Style is being groomed for additional distribution and two breweries are being expanded. Baltimore's capacity will ultimately be doubled, and Frankenmuth which brews mostly Blatz and Colt 45, is getting a 50% increase to 1.5 million barrels.

Coors is rolling again after two disappointing years. Their Light is well received, the marketing function seems to be resolved, the expansion in the Southeast was successful and the boycott seems a mute issue.

Pabst is convalescing from surgery with mixed prognoses. While stockbrokers may snicker at the name and Forbes is sending flowers, competitors give Bill Smith high marks for a positive and realistic approach. There is still a lot of savvy there - but not all that much time, and a break is badly needed. My guess is Bill Smith, who likes to promote, will Hamm it up.

General Brewing seems to have run out of steam if not beer can designs, as many other brewers have entered the low price segment. Regional brewers like Genesee, C. Schmidt, Pittsburgh, Hudepohl, Latrobe, Matt and Yuengling are showing innovative determination. With little to loose, Hudepohl's "Pace" and Schmidt's "Break" were the first low alcohol beers on the market, a possible new beer segment to combat widening anti-alcohol sentiment.

Schmidt is also unfurling a Golden Hawk Malt Liquor. Pittsburgh is talking expansion, based on good reception of I.C. Light, which has been joined by I.C. Dark.

Some of the old names are not getting much attention, like Schlitz, Pabst, and even Miller "Highlife", and there is renewed strength in brands like Old Milwaukee, Hamm and Carlings. The market place is getting to be a jungle, and there is no end in sight.

SALES IN MILLION BARRELS				
	<u>1983</u>	<u>1982</u>	<u>1981</u>	<u>Change, 1982-83</u>
1. A-B	60.5	59.1	54.1	+1.4
2. Miller	37.5	39.3	40.3	-1.8
3. Stroh	24.3	22.9*	23.4*	+1.4
4. Heileman	17.5**	14.5	14.0	+3.0
5. Coors	13.7	11.9	13.3	+1.8
6. Pabst***	12.8	12.3	13.5	not valid
7. Genesee	3.20	3.40	3.62	-0.2
8. C. Schmidt	3.15	3.15	3.30	no change
9. Falstaff	2.70	3.19	3.50	- .49
10. Pittsburgh	1.00	0.98	0.90	prob. no change

\*includes Schlitz and Schaefer

\*\*includes approx. 2.0-2.2 mil. acquired from Pabst in late March

\*\*\*includes Olympic and Hamm brands (5.2 mil. in 1982) less brands sold to Heileman

Peter Blum





# Tapping the Beer Myths

By HOWARD HILLMAN

**B**eer is a beverage that a number of college students are known to consume. It is also a beverage around which a number of myths have grown. In the hope of preventing (or starting) a beer brawl or two, NEWSWEEK ON CAMPUS attempts to set the record straight:

**Myth: Beer ruins your appetite**—A moderate quantity of beer does exactly the opposite, especially if the brew is well hopped. The scenario goes something like this: the beer stimulates your taste buds and scent receptors, which send a signal to your brain, which in turn commands your digestive system to start the gastric juices flowing.

**Myth: Beer is the best thirst quencher**—A glass of beer after an afternoon of tough football hits the spot, but won't slake your thirst as efficiently as a glass of water. Your body absorbs beer more slowly than water because beer has more suspended solids.

**Myth: Beer is very fattening**—A 12-ounce bottle of regular beer contains 150 calories, the same as a 12-ounce bottle of Coca-Cola or 6 ounces of dry wine.

**Myth: Light beer has considerably fewer calories than regular beer**—Light beer typically has about 50 fewer calories per 12-ounce bottle than regular beer. To save the equivalent calories of a half slice of white bread or one pat of butter, the drinker sacrifices a great deal of flavor and enjoyment. Rather than drinking a 12-ounce bottle of light beer, I suggest you drink an 8-ounce glass of quality beer (also 100 calories) and—if you are still thirsty—a half glass of cool water.

**Myth: Large bubbles are a sign of quality beer**—Just the opposite is true. Large bubbles indicate that the brewery artificially carbonated its beer by means of carbonic injection, the same method employed by soda-pop producers. The bead (rising bubbles) of a naturally carbonated brew is relatively small.

**Myth: Beer has scant nutritional value**—Granted, beer is not loaded with nutritional benefits (like apple juice), but neither is it empty calories (like soda pop or tequila). Beer does provide some carbohydrates and protein as well as minerals and B-complex vitamins. Light beers provide the least nutrients, full-textured brews the most.

**Myth: Beer is not for health-conscious individuals**—Though most brewers do use ad-

ditives, few use them excessively or, at least, indiscriminately (as occurred in the mid-'60s when some Canadian breweries enhanced the heads on their beers with cobalt sulfate and dozens of drinkers died). Beer—especially the quality brands—can promote good health and help you live longer. German doctors have been prescribing beer to insomniacs and nursing mothers for centuries. American medical studies indicated that teetotalers have more heart attacks than people who drink a bottle or two of beer per day. Not all the health-related theories are valid, of course, including this fanciful and intoxicating idea: beer drinking develops your wrist and biceps muscles.

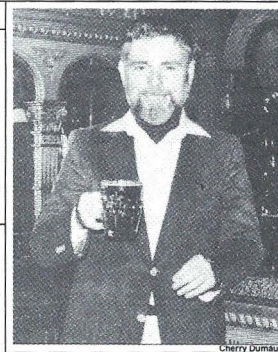
**Myth: Beer should be poured down the side, not the middle of the glass**—Don't be

If consumed with care, beer can aid your health, but it won't help your wrist or biceps muscles.

shy about pouring a fair-size head; that's what the brewer intended you to do. If you don't release some of the excess carbonation, too much of the gas may end up in your stomach. Exceptions to the down-the-middle rule are when: the can or bottle has been well agitated within the past several hours; the brew is wheat beer; you are at a high-altitude locale such as Denver, or the beer is coming out of an unusually gassy keg.

**Myth: Keep a keg of beer well pressurized**—That's what my SAE fraternity brothers and I did in our college days. We also didn't let the keg rest in a cold environment for at least a few hours before we tapped it. Neither did we keep it half buried in ice at a party. Result: our beer was quite gassy and, on one occasion, the excessive pressure blew the bung hole; we literally had the biggest beer blast on campus.

**Myth: Cans are better than bottles because you can chill their contents quicker**—Beer chills quicker in cans but it also warms quicker in them. Even worse, cans may impart a metallic off-flavor to the brew.



**Myth: Clear bottles are preferable to tinted ones**—Green or brown tinted glass is better than clear glass for filtering out the sun and fluorescent light. These rays give beer a disagreeable aroma called skunky. Though every professional brewer knows this fact, some firms choose to bottle their beer in clear glass containers in order to give their product added shelf appeal.

**Myth: It's OK to quick-chill a beer in the freezer**—Besides risking an explosion should you forget to remove the brew in time, you diminish the quality of the beer. A rapid drop in temperature permanently robs a brew of some of its flavor.

**Myth: Unopened beer doesn't need to be refrigerated**—Of all the major alcoholic beverages, beer is by far the most perishable. Unlike wine but like milk, an unopened bottle or can of beer needs to be refrigerated to maintain its freshness. (Tell that fact to your local beer retailers who stock their supply on open shelves, and they will probably either get hopping mad or give you a look that calls your sanity into question.)

**Myth: There's nothing wrong with drinking beer directly out of a bottle or can**—If you do, you'll probably end up with a gassy belly and a few embarrassing belches. By first pouring the beer into a glass, you release some of its excess carbonation. Since American brews tend to be gassier than the worldwide norm, it makes the least sense to drink those particular beers out of a bottle or can.

**Myth: Give a smashed partygoer black coffee before he drives home**—Caffeine won't sober up this person; it will just transform him into a wide-awake drunk. In that state, he would have a false sense of sobriety that could lead to a serious accident.

*Howard Hillman has critically tasted beers in more than 100 countries. His latest book is "The Gourmet Guide to Beer."*

## BOOK REVIEWS

Howard Hillman, The Gourmet Guide to Beer (New York: Washington Square Press, 1983). Paper. 224 pages. \$5.95.

Finally, a book for the brie-and-chablis crowd! The author, a famous food and wine writer, decided to try his hand writing about beer. He probably should stick with wine.

This book follows the same format as many beer books that came before it. The reader will learn how to buy, store, taste and evaluate beer. Most of the information is fairly basic: we know not to store beer in our garage or car trunk during the summer. One gets the impression that this book was written for the novice beer drinker. In fact, the author suggests in his introduction that the reader will learn enough from this book to become a "pioneering gourmet of the American beer-drinking revolution."

The major portion of the book contains the author's ratings of over 500 beers from around the world. The list is impressive but no rating is more than a few sentences long. James D. Robertson did a much better job in his The Great American Beer Book. I did agree with Hillman, however, in giving all light (as in calories) beer the lowest ratings.

I got the impression that this book is an example of the work done by a wine critic who wanted to do something different. The tipoff is Hillman's advice (p.24) to sip beer rather than quaff. Brewmasters typically take large swallows to evaluate the taste on the back of the tongue; sipping gives one only the taste on the tip of the tongue. The book is not in the same league as Robertson's book or Michael Jackson's The Pocket Guide to Beer. However, if you must read every beer-rating book, as I do, it will make an interesting way to spend an afternoon.

Robert Swiatkowski

[The article by Howard Hillman from Newsweek on Campus on the opposite page summarizes Hillman's argument on methods of beer drinking from his book. Ed.]

Bob Brown [Robert Carlton Brown], Let There Be Beer! (New York: Harrison Smith & Robert Haas, 1932). 321 pages. Out of print.

Given the title and date of this volume, it could only be a polemic for legalization of beer in the forthcoming election. So it is, and a very effective one, too.

Bob Brown [1886-1959], a prolific if largely forgotten writer, had a good lighthearted style well suited to his purpose. The book has the benign quality that beerdrinking induces. About the first third of the book is devoted to a laudatory treatment of the role of beer in German life, extending even to a paean to its healthful properties that is a bit archaic. Brown proceeded to an account of the introduction of German-style beer into America and to a very favorable treatment of the old saloon. A tribute to the free lunch gives some impression of his style:

Free lunch is America's one outstanding achievement, its chief claim to international fame. America and free lunch are sisters under their surcingles, tied in an invisible pretzelian lovers' knot. America is not known abroad for for its art, its literature, its culture -- it is only tolerated because of its jazz, its Empire Tower and the prospect of its return to free lunch in open saloons.

The author has a particularly funny chapter on the development of the drugstore as an alternative social center to the saloon. It hardly need



be said that he considered the soda fountain an extremely weak substitute. He devotes a chapter to British ales and to the joys of pub-crawling in London, but the book is mainly Germanic in its treatment of beer. It embodies the favorable attitude toward Germany and toward Germanic influence in American life that, as H. L. Mencken pointed out, the Nazis destroyed by coming to power. Unsurprisingly, the book is dedicated to Mencken; it is a total embodiment of Mencken's philosophy on beer and life.

The book ends with Brown's strategy for for legalizing beer. He proposed organizing the effort as an exact parallel to the organization of the Prohibitionists, with a Watch and Ward Society to Protect Drink, Booze Boy Scouts, and a Father Matthew Society for the Total Abolition of Prohibition. He wanted the Booze Boy Scouts festooned with ribbons in the fashion of the Salvation Army, lettered, "We Want the Bar-Tender Back," and "Be It Never so Humble, There's No Place Like a Saloon." No advocate of half-measures, he proposed that the "wringing wet President" whom he correctly foresaw as being inaugurated on March 4, 1933, have the 51,428 post offices of the time "remodeled to include federal bar-rooms where 4% beer, light wines and postage stamps are openly sold to all comers."

The number of Americans who were willing to lay out their sparse cash for this book in 1932 was undoubtedly limited. The victory of the cause it espouses rendered it obsolete before the year was out. Consequently, it is thought to be quite scarce. Nonetheless, this is a nice addition to one's collection, well worth a search. It would be attractive to conclude that the book is nothing more than a jolly reminder of a most unpleasant era now vanished, but the clippings on pages 28 and 29, increases in legal drinking ages in various states and some other current manifestations remind us that the political foes of beer are not yet dead. Maybe we really do need a Watch and Ward Society to Protect Drink!

GWH

Chicago Brewery Equipment Directory (Chicago: Zymotechnic Alumni Association, 1911). 320 pages. Out of print.

The alumni of the Zymotechnic Institute saw fit to celebrate their tenth anniversary as an organization in 1911 by bringing forth a directory of Chicago breweries, with a detailed account of the equipment of each. Well that they did so, for the little volume is an unequalled cross-section of the brewing industry of a major city in the pre-Prohibition period.

The Zymotechnic Institute was an affiliate of the Siebel Brewing Academy, which in the form of J. E. Siebel Son's Company is still in business as a supplier to the industry and a provider of brewing courses, seminars and plant inspections. The Siebel Publishing Company issues Brewers Digest. The list of members of the alumni association contains many surnames famous in brewing: Becker, Birk, Bartel, Fehr, Haas, Hoerber, Jung, Schmidt, Weber and Zeman. The volume is nothing if not authoritative.

The book's account of equipment of the breweries is extremely detailed, giving the sources, even down to the makes of delivery trucks and the source of horses. One Abe Klee seems to have dominated the horse supply. On a more basic level, the Goetz Company was the principal supplier of kettles, mash tuns and coolers. About half the pages are occupied with advertisements of suppliers to the industry. Again, these are an excellent cross-section of an industry early in the century.

Fortunately, the editors listed the architects of the breweries, if known. Of the 46 breweries treated, 42 architects are shown. Nearly half



the breweries, twenty, were designed by Louis Lehle, either alone or in collaboration with other architects. Richard Greisser placed a distant second with five. The address of each brewery is shown, facilitating a search for surviving buildings, along with directions for arrival by streetcar or elevated train -- a nice reminder that 1911 really was another world.

We have often mentioned the difference between the marginal and average valuations of artifacts. This book is probably the best example. To well over 99 percent of the population, it would appear a tedious listing of coolers, compressors, elevating devices, pipes and kettles. To those of us who love breweries, it is a rare item of considerable value. No doubt many a bookseller got rid of it on his 10c to 25c table, but it was a star performer in one of Herb Ashendorf's recent mail auctions. Whether you find it on the outdoor tables of an antiquarian bookseller or in the line of a dealer who properly evaluates it, the book is well worth adding to one's collection.

GWH

## VISITORS

are cordially invited to inspect the equipment of

**Siebel's Brewing Academy**

and

**The First Western Scientific Station for Brewing**

Operated by

**The Zymotechnic Institute**

960-962 Montana Street

Chicago, Illinois

See Page 283 of Directory for location of Institute

### For Sale

BOOKS ON BEER AND BREWING  
and other brewery-related publications.

List \$1, refunded upon order.

Twin Lakes Old Books  
Route 1  
Fort Ripley, MN 56449

# A macho image in beer ads

By Richard Cohen

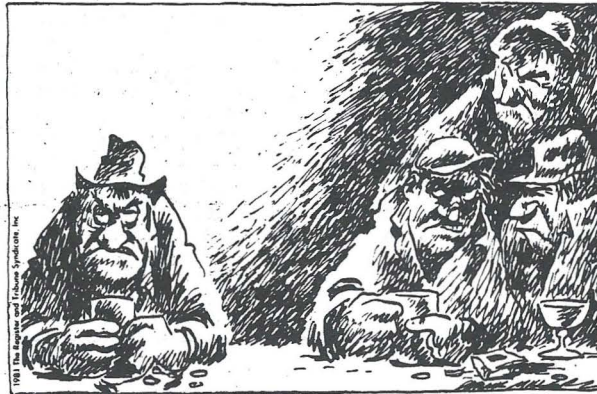
WASHINGTON — OK, roll the commercial: We see a group of nursery-school teachers ending their day. They put galoshes on the kids, button their coats, lead them out to waiting cars and then one of them turns to the group and says, "Now, it's Miller time." Then they all repair to the neighborhood bar where they hoist a few and are served by really handsome bartenders and waiters — the only men in the place.

Or maybe we should roll another commercial. This time you see stewardesses doing their chores on the plane and then buckling up as the plane comes in for a landing. Then with their suitcases in tow, they head for the bar, patting themselves on the back and laughing all the way. At the bar, they drink round after round while mimicking a passenger throwing up or mouthing the words, "Sorry, I'm out of change."

Of course, you do not see such commercials on television. All they are, though, are feminine versions of your average beer commercial in which men are usually shown at macho jobs (ranching, lumbering) and then splitting for the nearest tavern. A lot of camaraderie is seen in those commercials, enough to make the Three Musketeers seem like a school board, but there are not all that many women.

The explanation for that can be found in that most sinister of all terms: market research. Women might drink beer, but they do not drink enough. In fact, 80 percent of the beer is consumed by 30 percent of the beer drinkers and two-thirds of that is consumed by men 18 to 34 years old. And when do they drink that beer? They drink it between late afternoon and early evening — half of them sometime between leaving work and going home, assuming that after all that beer they can find their way home.

There is, I suppose, some sort of feminist critique to be made of these commercials — how they show a world without women, specifically without wives, and how the very



"He gets mean when he drinks"

absence of women is supposed to be tantamount to that most precious of all commodities, freedom. But the real reason I substituted women for men is to make another point.

If it were women who were quitting work and running — not walking — to the nearest bar, and if it were women who were swigging down seven or eight beers before heading home to hubby, baby and whatever else, we would all be appalled.

We would be wondering what in the world was wrong with those women, how dreary their lives must be and thinking how, in the end, someone who caps a workday by drinking seven or eight beers either has a drinking problem or at the very least a beer belly.

But because these are men, no such thoughts occur. We are so used to linking beer or other alcoholic drinks with a good time and so accustomed to accepting beer as the lubricant for male camaraderie, that we don't question commercials based on these myths, although of course we know better.

A person who drinks seven or eight beers in one or two hours is more than just thirsty. That person might be depressed, might be in a

boring, dead-end job, might not have any reason to go home and might, in fact, have every reason not to want to go home — such as, there is no one there.

So in some entertaining way, these commercials are a lie. They are like cigarette ads that promise any number of things — romance, sex, excitement — but deliver nothing but cancer or heart disease or maybe, if you are lucky, just a cough in the morning. They create a world that is false — not to mention, as it says on the pack, "dangerous to your health."

The result when it comes to beer is an entire drinking mythology. It contributes both to the appalling rate of alcoholism among teenagers and to what the Wall Street Journal reports is the new concern over alcohol abuse on campus. The kids are just trying to re-create what they have seen on television.

I love beer and from time to time I have enjoyed myself in bars. But life is different from a commercial. Call them 30-second lies or a shuck or anything you want, but what you don't see in the commercials is what happens to the customers they're aimed at. It's understandable. For many of them, "Miller time" leads to the hardest time of all.

From Joe Flagler, undated.

*Colman McCarthy*

# Coors' Blast at His Fellow Brewers

As board chairman of the Adolf Coors Co., William Coors should be hoisting his beer mug in proud satisfaction these days. For the first nine months of 1983, 10.9 million barrels of Coors beer were sold, a 15 percent increase over the same period in 1982. The company had record earnings.

Rather than toasting his profits and ordering up another round, Coors is crying in his beer. His tears are those of anger. Surprisingly, and to his credit, Coors' anger is directed at his own alcoholic beverage industry.

In a mid-December speech in Denver, he criticized brewers for their "outrageous" lack of ethics in the aggressive way they promote beer on college campuses. In addition to the usual drink-beer-and-be-happy-sexy-and-funny ads, beer companies market their drug through such social events as "bust loose" wet T-shirts contests and "chug-a-lug" parties.

Of all this, Coors said: "I personally think it's outrageous, and everyone in the company thinks this is outrageous. One way or another, the country is going to stop this because our industry doesn't have the ethics to stop it ourselves."

Sensitivity to ethics isn't an everyday concern among the leaders of alcohol companies. William Coors, with sharper ears than his fellow beer makers, has heard the growlings coming from state legislatures and citizens' groups that are moving determinedly to control the advertising and marketing practices of an industry whose ad codes and self-regulation are as strong as suds.

Coors went further than beating his breast. He recently killed an ad for his own beer. Above the words, "The best of the Rockies is yours," the ad showed a lissome female in a swimsuit with her bottom between two enlarged Coors bottle caps. William Coors found the display "tasteless." The ad was part of a campaign aimed at the college market, where large numbers of the students are legally underage for drinking.

Because of groups like MADD (Mothers Against Drunk Drivers) and

SADD (Students Against Driving Drunk), the public is now aware of the immense social and personal costs of alcohol abuse.

The last few years have represented the first phase of controlling the drug alcohol: informing the public of its dangers and damages. The second phase is now beginning: doing to alcohol, the nation's most widely abused drug, what was done 10 years ago to cigarettes—banning or labeling the advertising.

The second phase promises to be long and noisy. Legislators and citizens' groups are being ridiculed as "neo-prohibitionists." In a recent speech reported in Advertising Age magazine, James Kuras, an official of McCann-Erikson agency in New York, sounded as though he had jumped atop a barstool to rally the troops: "There should not be an advertising club or an advertising agency or a professional advertising person in the entire United States unwilling to fight restrictions on what we can sell and cannot sell."

Kuras, espousing the Madison Avenue domino theory, asked: "After wine and beer, what next? No advertising on television for toys, candy, cereals and soft drinks?"

Such phony alarmism ignores the public-health crisis brought on by alcohol abuse. The danger of alcohol advertising, especially as it is relentlessly pitched to the young, is that it seeks to sell fantasy. The product is separated from the product's effects. Large numbers of beer drinkers are not funsters gathered round the keg for Miller time. Instead, they are solitary losers for whom alcohol is less a stimulant for happiness than a depressant against sadness.

At a recent National Beer Wholesalers Convention, an official of Miller alerted his industry: "If we are going down, then, damn it, let's go down fighting." This thinking is likely to crowd out the enlightened kind offered by William Coors. He wants to think it out in the board room. The others seem to want to fight it out from the barroom.

On the argument in the clipping above, and that on the opposite page, see the editorial on page 5 and the review of Bob Brown's *Let There Be Beer!* on page 25. See also Coors' later comment on this report on page 30.



BUY - SELL -- TRADE

Wanted: Beer-related photographs from 1933 to 1958: beer billboards, street scenes, bar scenes, store displays, etc. Please describe or send Xerox.  
Will Anderson, 291 Garfield Place, Brooklyn, NY 11215. (212) NE8-5901.

Wanted to buy: NABA Newsletter/The Breweriana Collector, vols. 1-6, 12-15.  
Mervin C. Eisel, 3675 Arboretum Drive, Chanhassen, MN 55317.

Wanted: Coors and other Colorado breweriana, inc. paper items. William J. Frederick, 5118 S. Osceola, Littleton, CO 80123.

Wanted to buy: Breweriana from Zeman Brewing Company, Mundelein, IL.  
George W. Hilton, Dept. of Economics, UCLA, Los Angeles, CA 90024.

\* \* \*

Coors' quarterly report for the final quarter of 1983 contained a clarification of Bill Coors' remarks described in the press account on page 29:

Q. You talked about ethics, could you expand on that?

A. I did not mean to imply that our industry is not ethical. As industries go, it is as ethical as they come. The problem really focuses on the abuse of our product. What causes people to want to raise the drinking age from 18 to 21? Two things: Campus promotions and drunken driving.

(Because of an erroneous report filed by one of the newspapers covering Mr. Coors' remarks, many newspapers carried an inaccurate report of why Coors participates in college promotions. Mr. Coors believes it is important that all shareholders know why Coors has 250 students throughout the country working on college campuses: "They are there to promote responsible drinking among those students who are of the age of majority. Coors promotes its beer on campus because we feel strongly that if a student is going to consume beer he might as well enjoy the finest product available. And finally, our promotions on college campuses are designed around events where the prime objective is something other than beer drinking. Many of our reps also hold alcohol awareness weeks or give speeches on this subject. There are those in the industry now at work on a code of marketing ethics. Fortunately there appears to be more and more support for it.")

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

### EVENTS OF INTEREST

- May 29-June 1: National Homebrew/Microbrewery Conference, Fairmont Hotel, Denver, CO.
- June 1-2: Third Annual Great American Beer Festival, Currigan Exhibition Hall, Denver, CO.
- June 3: Monarch Coaster Chapter, Chicago, IL.
- June 15-17: American Breweriana Association, Holiday Inn North, Denver, CO. For information write Chris Galloway, P. O. Box 6082, Colorado Springs, CO 80934.
- July 5-7: Brewery Collectibles Convention, Executive Inn, Owensboro, KY. Contact Jeff Cameron, P. O. Box 43, Colmar, PA 18915.
- July 7-8: Summer Advertising Antique Show, Indianapolis.
- July 20-21: Eastern Coast Brewerian Association convention, Jones Brewing Co., Smithton, PA. For details write Bob Hudenski, 101 Craigwood Drive, Coraopolis, PA 15108.
- July 31-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.
- August 3-5: National Association of Breweriana Advertising convention, El Tropicano Hotel, San Antonio, TX.
- August 10-11: Canadian Brewerianist convention, Kitchener, Ontario.
- September 13-15: Beer Can Collectors of America national convention, Cedar Rapids, IA.
- September 29-30: Fall Antique Advertising Show, Indiana State Fairgrounds, Indianapolis. NABA will hold a hospitality hour beginning at 8:00 PM, Friday, September 28 at the Holiday Inn, U. S. 421 north at I-465.

### NEON BEER SIGNS

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Michael Figone  
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Santa Clara, CA 95050  
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August 3, 4 & 5  
San Antonio, Texas

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