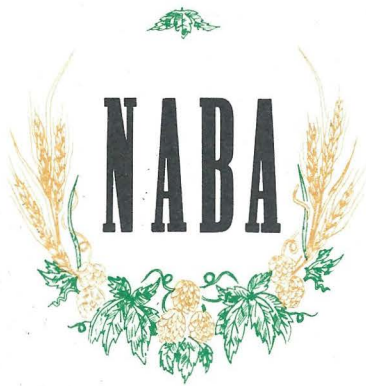


# The Breweriana Collector



JOURNAL  
OF THE  
NATIONAL ASSOCIATION  
OF  
BREWERIANA ADVERTISING

Founded January 1972

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VOL. 48

WINTER 1985

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## The Hopland Brewery

# National Association Breweriana Advertising

A not-for-profit organization incorporated in the State of Illinois.

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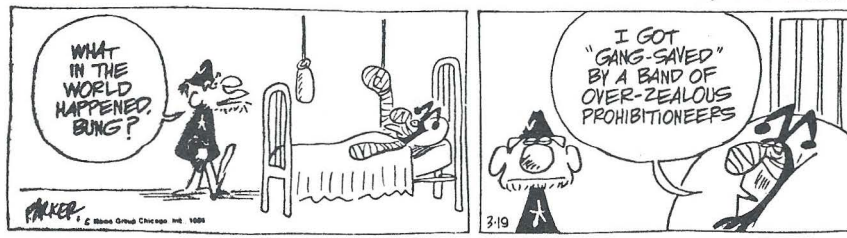
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Dues are \$15 per year domestically, \$20 foreign. Please send applications for membership, dues, change of address and advertising intended for the membership directory to Robert E. Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Please send manuscripts,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

The Wizard of Id

By Parker and Hart



### The President's Page

Sue and I recently spent a weekend at Virginia Beach. We checked out all of the local antique shops and found nothing. A Combination of requests for Breweriana and our Virginia license plate, Brew 1, prompted several shop owners to tell us about a local mini-brewery, Chesapeake Bay Brewing Company, Virginia Beach, Virginia. The brewery was established in 1980 and brews a dark lager beer called ChesBay. This is really a fine product in an attractive bottle with a distinctive label.

ChesBay was featured at the BCCA program presented at the John Marshal Hotel in Richmond on January 26, 1985. While many of you are already aware of the significance of the 26th, for those of you who are not, it commemorates the 50th anniversary of the introduction of the first beer can at Richmond by the Kruger Brewing Company. My company, Reynolds Metals, and my former company, American Can, both presented special cans commemorating this most important event.

Another commemorative I want to bring to your attention is a beautiful 12 or 15 color metal plaque commemorating the 50th anniversary of founding of The National Metal Decorators Association. Metal Decorators Association's early members probably made some of the beautiful signs we collect today. It's possible that the J. L. Clark Marketing Company of Rockford, Illinois may have a few left. Drop them a line and check it out.


Neil Wood's Indianapolis Antique Advertising Show will take place on March 30th and 31st. As most of you know, this is one of the premier events for Breweriana collectors and a great gathering place for NABA members. As usual, NABA will conduct a hospitality suite for NABA members at the Holiday Inn, North, beginning at 8:00 p.m. on Friday evening, March 29th. A special invitation is extended for new members to attend this event.

The 1985 Convention Committee has prepared a spectacular event in Cincinnati. It's the 100th anniversary of the Hudepohl Brewing Company. Make plans to attend now. This is a once in a life time opportunity. Don't miss it.

Unfortunately, I cannot report any new Breweriana finds. If you've found something particularly interesting, or rare, during the winter, drop a note to George Hilton. Share your good fortune with the rest of us. We would love to hear about it.

Sue joins me in wishing each of you a happy and prosperous New Year. We're looking forward to seeing all of you in Cincinnati.

Sincerely yours,

  
Robert J. Chapin  
President - National Association  
of Breweriana Advertising



# Illinois man buys Walter's brewery

By Eric Lindquist  
Leader-Telegram staff

The stockholders of Walter Brewing Co., 318 Elm St., voted Saturday to sell the brewery to Michael Healy, a businessman from Riverside, Ill., according to Charles Walter Jr., company president and chief executive officer.

Healy said he hopes the transaction is consummated by Jan. 1 or Feb. 1 at the latest.

Healy has assured the brewery's board of directors that, as owner, he would continue to brew Walter's Beer and retain the company's 22 employees, Walter said. Walter will remain chief executive officer.

Healy has ambitious plans to brew a whole "family" of natural, all-malt beers at the brewery.

"We're going to produce a product that is presently unavailable," he said. "We're going to produce a full array of beers that are very similar to what is available in Europe."

"Even the novice beer drinker will be able to tell the difference between our new beers and other domestic beers. We're hoping to rekindle some fond memories of Europe in some people."

Plans already are under way to begin brewing one new beer, Eau Claire All Malt Lager. This new beer, which would have to age for 45 days before it would be sold, could be on the market as soon as June 1, Healy said. It would be pure enough to meet strict West German pure-brewing standards, he said.

Eventually, Healy said, he would like the brewery to produce Walter's, light and dark versions of Eau Claire All Malt Lager, a wheat beer, a stout beer and a porter beer.

"What we are going to do is offer the beer drinker the same choices as wine drinkers currently

enjoy," he said. "Beer doesn't have to taste like the normal light brews that are available."

Healy said a few smaller regional breweries have tried marketing full-bodied, European-style beer and their sales were excellent.

"As far as I know, we will be the only brewery our size doing what we're planning to do," he said.

Healy, who has never owned a brewery, said he became interested in the business because his father owned a bar and restaurant.

"I decided at early age that I liked the business but not the retail end of it," he said.

The back-to-basics attitude prevalent in society should help the sales of the new all-natural beers that Healy plans to brew, he said.

Healy said he will do his utmost to ensure that there is no disruption in the production of Walter's Beer as the transition in ownership takes place.

His first area of marketing concentration will be the immediate area, although he said he has some long-range expansion plans.

If the brewery meets Healy's projections, which he thinks are very conservative, the staff might be increased by 40 percent within the next year, he said.

Healy would be the first person not in the Walter family to own the brewery. Except for during Prohibition, the brewery has remained a family-run operation in the same location ever since it was founded by John Walter in 1889.

Charles Walter, who previously was president of the Lithia Brewery in West Bend, assumed leadership of Walter's in June 1973.

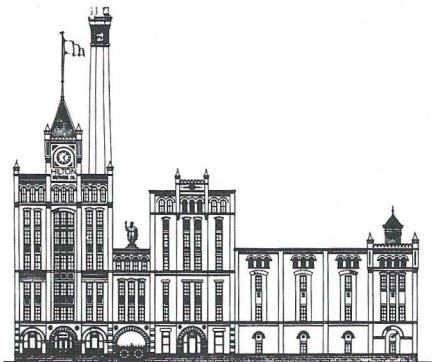
Walter's sold most of its beer within 75 miles of Eau Claire, although the brewery also had concentrated areas of sales in Minnesota, southeastern Wisconsin and Chicago.

Cutthroat competition in the flat brewing industry has made the past few years particularly difficult for small local breweries.

The effect on Walter's was dramatic. Sales dropped 58.4 percent from 63,979.22 barrels in 1980 to 26,594.08 in 1983, according to the Wisconsin Department of Revenue.

Eau Claire Leader-Telegram,  
undated.





## FERMENTATION

### Some Near Farewells

Elsewhere in this issue we print press reports of the absorption of Pabst by Heileman, purchase of Walter's by a man from the Chicago suburbs and acquisition of the Fred Koch Brewery by Genesee. In none of the cases does the report indicate immediate closure of a plant, but all are to some extent symptomatic of the difficult circumstances of the smaller or weaker brewers.

Pabst had long since replaced Schlitz as the sick big brewer. It had attempted to survive by the unusual means of merging with Olympia and then spinning off its best brewery at Perry, GA, its most successful brand, Henry Weinhard's Private Reserve, and many other assets to Heileman. This was, at best, a long shot for success. The financial community gave it low probability. The Blue Ribbon brand, in particular, showed little prospect for revival. Its public image was a disaster; the country-western song, "Red Neck, White Socks and Blue Ribbon Beer," hardly argued that it was something to order in preference to Michelob while dining at the 21. The company's public pronouncements during last summer had a wan quality, rather as if the Mexican song of farewell, "Las Golondrinas," were playing in the background.

The solution was probably inevitable: turn the rest of it over to Heileman, but sell off the Tumwater plant to another operator, who proved to be Paul Kalmanovitz. The result is approximately what would have happened if Heileman had absorbed Pabst before the merger with Olympia. Heileman winds up with all the Pabst breweries except the closed plants in Peoria and Los Angeles, plus the ex-Schlitz brewery in Tampa. The two Olympia breweries are split between Kalmanovitz and Stroh. Heileman certainly did not need a second plant in St. Paul. The more important question is whether it needs one in Milwaukee. The home plant in La Crosse has been expanded and modernized continually. In an area that, for all its charm, is not growing significantly, having two large breweries is not obviously desirable. Pabst's Milwaukee plant has survived in recent years mainly on the company's draft sales in the city, but Heileman has not found it difficult serving a much larger draft market in Chicago from LaCrosse.

The Olympia brewery appears to have gone to its best possible use. Kalmanovitz' remarkable success in the generic beer market has probably long since rendered General's converted city hall in Vancouver, WA, thoroughly inadequate. That one seems an inevitable candidate for closure as production is shifted up the road to Tumwater.

Walter's had little going for it: a small, old brewery, a depressed marketing area, and little of the reputation outside of Wisconsin that Point enjoys. The firm was privately held, so that its troubles were not widely publicized, but its drastically declining output was common knowledge. As the clipping reports, output fell 58.4 percent between 1980

and 1983. Michael Healy, the new owner, wants to do with the brewery what Dubuque Star's current management wants to do with that old treasure. As in that case, one can be pleased that someone is attempting survival, if not very optimistic.

Koch had virtually nothing going for it: a small and old brewery, the most rapidly declining area in the nation in population -- upstate New York -- and a bottle law recently put in force. The bottle law, by raising the price of a six-pack by about 40 cents, reduced the quantity of beer demanded. Even a relatively successful regional brewer, Matt, finds the consequences menacing. The big national brewers operate so largely in other jurisdictions that they can live with the enactment better than Koch, which sells most of its beer locally. Koch's principal previous effort to survive was an odd one, merger with the English regional brewer, Vaux. This arrangement proved neither to help Vaux to penetrate the American market nor to give Koch much economic support. Genesee has not reported an intention to close Koch's brewery at Dunkirk, but there is no apparent reason to stick with it.

Related to all this is Miller's continued unwillingness to open the brewery at Trenton, OH. This mammoth installation, thought to represent the state-of-the-art in brewing, sits essentially complete, but Miller does not currently sell enough beer to justify opening it. The limited prospective growth of the 18-44 age bracket where most of the beer is drunk, the current preoccupation with drunk driving, and the more general hostility to alcoholic beverages have all combined to present a bleak future to the industry in the short run. No doubt things will pick up -- there is no prospect society will quit drinking beer -- but before things do, we may lose quite a few breweries and several more brewing companies. If you have been procrastinating a trip to Dubuque, Shiner -- or even Trenton -- you would be well advised to schedule it for the near future.

\* \* \*

In this issue we pass another milestone: our first footnoted article. Fil Graff no doubt was moved to footnotes by his references to Professor Knotseaux Halfvast of the University of Southern North Dakota at Hoople. That university is the purported base of Professor Peter Schikele, the concert comedian and musicological authority on the works of P. D. Q. Bach. Hoople (pop. 350) is actually in Northern North Dakota near the Manitoba border, but the error is Schikele's, not Fil's.

In any case, we are delighted to have the article, since the editor considers himself an overwhelming authority on Professors Halfvast, or vice versa, as the case may be.

\* \* \*

In the spring issue we will have a milestone of another sort. If IBM is to be believed in its delivery promises, we will have a new typewriter with an ability to print headings and several other new features that should give us a more readable text. We will also attempt some color lithography of artifacts from Phil Pospychala's impressive collection of Chicago breweriana.

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

January 25, 1985

BREWERIES - ACTIVE



THE HOPLAND BREWERY



**MENDOCINO BREWING COMPANY**  
**BOX 400, 13351 SO. HIGHWAY 101**  
**HOPLAND, CA 95449**  
**(707) 744-1015**

In 1983 California's liquor code was modified to allow a bar both to brew its own beer and to sell beers of other brewers, provided that the bar also sold food. This enactment quickly and almost simultaneously in September 1983 brought forth the first two modern brewpubs in California. We have previously (Issue 44, p. 29) reported on Buffalo Bill's Brewery in downtown Hayward in the San Francisco East Bay. We have since made the journey to Hopland, about 100 miles north of San Francisco on high-

way 101, to investigate the other, the Hopland Brewery of the Mendocino Brewing Company. It proved well worth the trip.



Hopland, though a bit meager in size (pop. 817), is an obvious place to run a brewery. In the 19th century, when it got its name, it was a center of hop production for California breweries. The hop industry was pretty well gone from the area by World War II and finally expired in 1958. Actually, the area is now part of the Northern California wine country. Three San Franciscans, Norman Franks, Michael Laybourne and J. Holden, conceived of a brewpub in the town, and began by acquiring a fine old store building dating from about 1877 on the east side of 101. Behind the store they built a small traditional gravity-flow brewery with a peaked roof and a cute tower. A vacant lot immediately to the south was made into a beer garden.

The brewery is a rather standard one for the microbrewers, mainly a set of steel vessels providing the usual sequence of functions. It is immaculately maintained. The barroom in the former store is notable mainly for a fine stamped metal wall, thought to date from about 1900. The pub has been successful enough that the partners are planning to expand into the store building to the north, but they intend only to put a doorway through the wall so as to maintain as much of it in original condition as possible. The bar, apparently newly-constructed, runs along the south wall. The barroom has a podium from which various small combos perform on week-ends. The music is mainly country-western, but ranges through blues, rock, jazz and bop to 1940s swing.

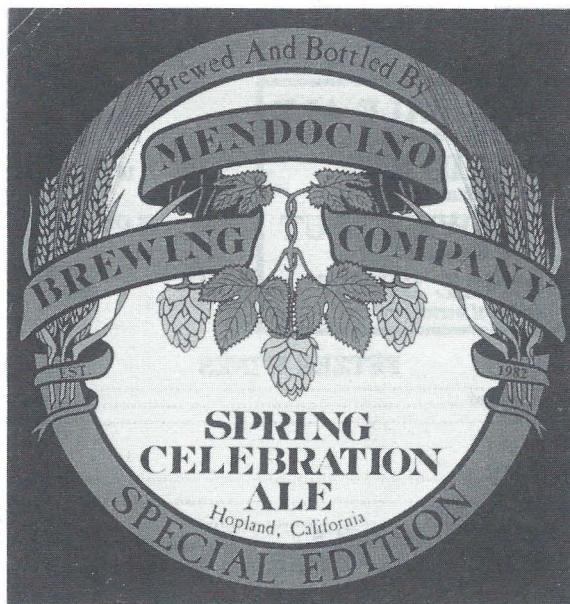
The brews are the standard three of most microbrewers, with one additional. Peregrine Pale Ale is a genuine pale ale by British standards, a very pleasant brew. I thought it the best of the lot. Red Tail Ale, which appears to be the house's lead brand, is a medium brew, lighter than the typical microbrewer's porter. Most of the clothing on sale at the bar is lettered for it, and it is the only one of the three standard brews regularly bottled -- in champagne magnums, no less. Black Hawk Stout



is a standard heavy, dark ale. The bird theme of the three names is carried though to a weathervane on top of the brewery. The pub's fourth brew varies by season. For Christmas a porter is customary, and when I was up there a Spring Celebration Ale was being served. The seasonal ales are also bottled. The partners plan to extend their bottling and to market outside the pub. They satisfy the state's witless requirement that brewpubs must be restaurants by serving a spicy beer sausage from the Hopland Wurst Haus, an adjacent shop. The pub does not sell beers of other brewers. As a consequence, it would have been a legal operation even before the change in the law of 1983. With the planned expansion of the facilities, the proprietors plan to expand their food service to sandwiches and other orthodox pub grub. Currently, the Thatcher Hotel, the admirable carpenters' gothic building in the photograph at the head of this article, serves full meals across the street from the beer garden.

Breweriana is sold, mainly T-shirts, jerseys and sweatshirts lettered for Red Tail. Mugs are sold, both plain and engraved. The enterprise is not far enough along for tap markers.

To some extent, this brewpub is a consequence of the demise of New Albion, California's pioneer microbrewery. Much of the brewing equipment came from there, and the pub's first brewmaster, Don Barkley, had gotten his early experience there. Like many of California's brewers, he was trained in the University of California, Davis campus' fermentation science program. Thus, however casual the atmosphere may be, this brewpub is a thoroughly professional enterprise. Naturally, we wish it success.



CALIFORNIA'S  
FIRST BREWPUB  
SINCE PROHIBITION



## BILL OF FARE

ALL PRICES TAX INCLUDED

WE BREW OUR OWN QUALITY BEERS & ALES  
IN THE TRADITIONAL MANNER  
ON THE PREMISES

### PEREGRINE PALE ALE

golden, light-bodied

### RED TAIL ALE

amber, medium-bodied

### BLACK HAWK STOUT

dark, full-bodied

### SEASONAL BREW

inquire of bartender

10 OZ. MUG

\$1.25

16 OZ. PINT

\$1.75

48 OZ. PITCHER

\$4.50

51 OZ. MAGNUM BOTTLE

\$6.00

### FETZER WINES

Zinfandel .....	8 oz.	\$1.50
French Colombard .....	8 oz.	\$1.50
Chenin Blanc .....	8 oz.	\$1.75

WINE COOLER .....	16 oz.	\$1.50
SAKI SUNRISE .....	16 oz.	\$2.00
7-UP or ROOT BEER .....	10 oz.	.50
PETITE SIRAH GRAPE JUICE .....	10 oz.	\$1.00
MENDOCINO MINERAL WATER plain, lime or orange .....	7.5 oz.	\$1.00
COFFEE .....	6 oz.	.50
WURST HAUS BEER SAUSAGE steamed in beer .....	½ lb.	\$2.50

### MERCHANDISE

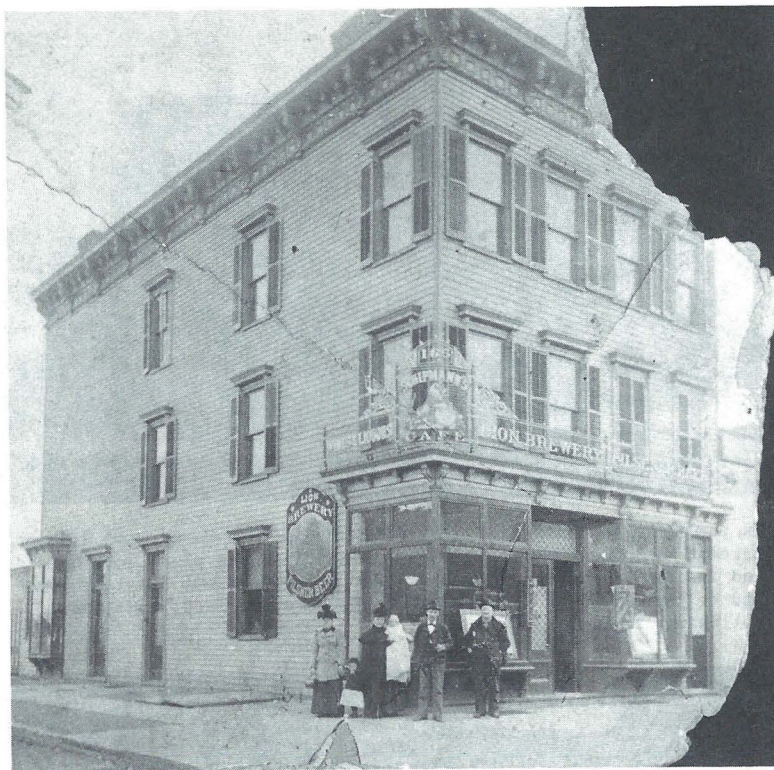
T-SHIRTS .....	\$10.00
JERSEYS .....	\$11.00
SWEATSHIRTS .....	\$15.00
16 OZ. GLASS MUGS .....	plain - \$5.00
	engraved - \$10.00





On our first visit to Buffalo Bills's Brewery in Hayward we did not attempt any photography, but here is the charming place both outside and inside. Unfortunately, our visit to Hopland was too late for indoor photography. The outdoor shots were, in fact, made the following morning.





Henry Schipmann's Saloon in Jersey City, probably in the late 19th century.

Rochester (NY) Times-Union, December 31, 1984, from Jim Starkman:

### Genesee to buy brewery

Genesee Brewing Co., which has made much of the claim that "our one brewery makes it best," has agreed to become owner of a second brewery on Feb. 15.

But Genesee is not committed to operate the Fred Koch Brewery of Dunkirk. It plans to market Koch's Golden Anniversary Beer and Koch's Black Horse Ale, but it can do so either in Dunkirk or here in Rochester under a purchase agreement announced late Friday.

Koch also has produced beer for sale under other companies' labels, but Genesee has not decided whether to undertake that business, said Thomas G. Jones, a Genesee spokesman.

Genesee agreed to pay cash and Class B

stock to Vaux Brewers PLC of Sunderland, England, but Jones would not disclose the amount of either. Vaux, a large British brewer and hotel operator, bought the Koch brewery in 1981 with hopes of gaining a foothold in the U.S. market.

But Koch's has been "running at a serious operating loss," said Stuart Wilson, president, who called the sale to Genesee "a preferred alternative to closing Koch's entire operation."

Genesee plans to use Koch's distribution facilities and distributor network in western New York and Pennsylvania regardless of where it brews Koch products. The Dunkirk brewery, founded in 1886, has a capacity of about 100,000 barrels and produced 55,000 last year, said Jones. It was incorporated as the Fred Koch Brewery in 1911 and was family owned until Vaux bought it.





Before 1st Month, 2nd Month, 4th Month, 6th Month.  
 WHERE ARE YOU GOING ? WHY, I AM GOING TO  
**Henry Schipmann's Saloon.**  
 What for. Why, to sample some of  
 \* Henry's fine Ales, Wines, Liquors and Cigars. \*  
**JERSEY CITY, N. J.**

TURN-OF-THE-CENTURY ADVERTISING

by Robert H. Schipmann and Jack G. Lowenstein

The cut at the head of this page is from a rubber stamp about 85 years old! It most graphically illustrates the truly enormous benefits of patronizing Henry Schipmann's Saloon in Jersey City, NJ, at the turn of the century.

Henry Schipmann was born in Hamburg, Germany, in 1868. He emigrated to the United States in the late 1880s, presumably to escape conscription into the Kaiser's army. Once here he married Anna Misner, also -- coincidentally -- a Hamburg native, but by then a resident of Easton, PA. Henry opened his saloon in Jersey City in the early 1890s. While the chronicles do not specifically say so, we may assume that the saloon was a popular meeting place, the main attraction being "Henry's fine Ales, Wines, Liquors and Cigars." Henry obviously felt that the nutritional benefits of his wares were worth advertising! While Anna helped in all sorts of ways in running the saloon, her claim to fame on the basis of a newspaper item of the day was decking a would-be hold-up man with a wooden bung starter. Them were the days . . . .

The saloon was sold in 1901 and grandpa Henry moved south to New Brunswick. There he opened another saloon, which he operated for a while before turning to insurance and real estate until 1920, when he died at the age of 52. We may therefore reliably assume that the rubber stamp dates from before 1901, i. e., while Henry Schippmann's Saloon in Jersey City was in operation. The stamp was given to Henry's son, Robert -- the father of the co-author of this article. Eventually Robert H. inherited it. He recently became interested in this historic advertising stamp -- probably because he was being regaled by breweriana talk -- and undertook some rejuvenating work. The rubber on the stamp had lost most



of its elasticity in the course of some 85 years, but he was able to restore it to give the impression you see here. Thus, after 80-plus years, we have a fine and unusual example of pre-Prohibition advertising: a rubber stamp from a Jersey City saloon!

\* \* \*

Notes:

1. The Lion Brewery that supplied the beer to Henry Schipmann's Saloon or the basis of the photograph of the facade was most likely the one in New York City owned by Emanuel Bernheimer and August Schmid on 108th Street. This detective work was made possible by the new book, American Breweries, by Don Bull, *et alia*.
2. Actual dimensions of the stamp are 9 cm. wide by 5.8 cm. high.
3. We will send a full-size impression of the stamp to anyone sending a self-addressed, stamped, business-size envelope to Jack G. Lowenstein, P. O. Box 463, Kingston, NJ 08528. Please write "rubber stamp" on the envelope so that we know what you want.

November 22, 1984

Los Angeles Times

## Czech Resort Offers Novel Quarters — Beer Barrels

By NESHA STARCEVIC, Associated Press

PRAGUE, Czechoslovakia—For the equivalent of \$8 a night at Camp Vlahovka, you have two beds, a small table and a lamp, with chairs and a table outside to while away the hours watching nature.

The difference is you're in a beer barrel.

On a hill outside Prague, the camp consists of 30 brown barrels, most of which are about 6½ feet high and 8¼ feet wide, with doors and windows cut into them. The largest of them once held about 4,225 gallons of beer at the Budvar brewery in Bohemia before it switched to steel vats.

"We are quite well-known among beer-lovers," said a woman at the reception desk, adding that about 4,500 people stay in the barrels each year.

People are attracted to sleeping in barrels not only because of the novelty but because it is inexpensive, plenty of beer is available and guests say the camp restaurant is good. Lavatory facilities are communal.

The windows and doors are painted red and green and are adorned with yellow decorations depicting beer mugs topped with foam.

The camp opened 15 years ago

when "someone got the idea" to convert beer barrels into sleeping quarters, said a camp employee.

The Budvar brewery, said to be the original home of Budweiser beer in the United States, is in the southern Bohemian town of Ceske Budejovice. Budvar's trademark is still visible in large letters across each barrel.

The camp is just off the main road to Dresden in neighboring East Germany and most of its guests are East Germans, who do not require special papers to enter Czechoslovakia.

"But we also have guests from all over the world and many come year after year," said the receptionist.

A beer hall, serving only Budvar beer, and the restaurant, also inexpensive, are on the campsite.

"I like this motel very much and I often come here with my wife," said a 32-year-old East German from Leipzig.

"It is unusual, it is cheap, it has a good restaurant and plenty of good beer."

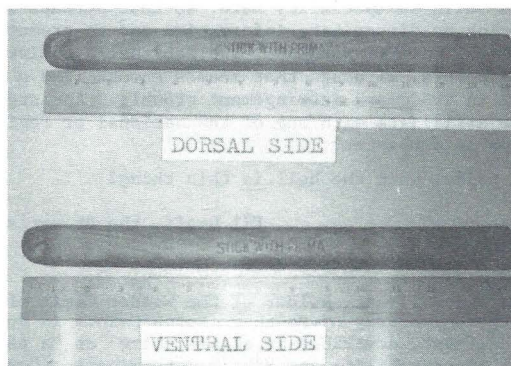
The camp is normally open from April to September but this year the weather was good and it stayed open through October.

### THE BREWERY STICK

From the Brewer's Monk's Halfvast<sup>1</sup> Collection of Breweriana

While cataloging my spiritual mentor's collection recently, with the excellent expository articles from The Breweriana Collector fresh in my mind, I found myself with a woeful lack of information on a once common piece of brewery advertising art, the Brewery Stick. Considering the utility and universality of the Brewery Stick, it surprised me that my efforts and Professor Halfvast's to obtain samples of other than the basic stock model have been, to date, a failure.

I surmise that most of the other long-time Brewery Stick collectors must have more ornate samples in the collections. I am one of "the newer fellers" to collecting, and old Knotseaux Halfvast specialised in other areas. My stick collection, though extensive, is rather prosaic in appearance. Below is a photograph from my collection of the basic, inexpensive-to-produce, "stock" stick, which I shall designate Style A-1 in my forthcoming book on this exciting sub-specialty.



This unit is manufactured of pine<sup>2</sup>, beautifully grained, 14" long and of an elliptical cross-section, being 1" thick at its widest diameter. The business end is tapered slightly and shows signs of corner wear from use. The stick is wonderfully smooth to the touch, evidently from years of handling. The copy, STICK WITH PRIMA<sup>3</sup>, in an early form of Gothic Condensed lettering, has been transferred Thermaferrographically<sup>4</sup> to the exact center of the dorsal and ventral surfaces.

Having already confessed my ignorance of more ornate models, I have no embarrassment in asking other Brery Stick Collectors to help me in confirming or refuting the following speculative hypotheses:

1. Is there a model with a hole drilled in the non-tapered end, or handle, for attachment of a leather thong, thus facilitating carrying the stick, or handing it upon a nail or such?
2. Were models made with metal ferrules to protect the business end from excessive wear.
3. Considering the state of the printer's art in the period, were sticks made with multi-colored copy, or brewery logos, or raised or reverse-on-wood gilded lettering?
4. Has any example of a ctory scene Brewery Stick survived?
5. My collection -- with Halfvast's original accumulation forming its backbone -- is, to date, all pre-Prohibition. Does anyone have a post-Pro example? Were they still made of wood, or were they Thermoplastic or Aluminum?

6. As the brewers of the time utilized a great deal of miniaturization in their advertising -- full-sized trays and mini-trays in tip and coaster versions, mugs and mini-mugs as match-holders -- was there a mini-stick? What was it used for?
7. As I surmise there may have been a paper-label version, do collectors soak labels off the sticks and display only the labels in albums.
8. Is there an identifiable manufacturer of Brewery Sticks? Was this item ever patented, as so many opener styles were?

There are several obvious advantages in specializing in Brewery Stick collecting. One, they are much less breakable when dropped than either etched glasses or ceramic mugs,<sup>6</sup> though certainly no less attractive, and two, in homes with small childrefn, they provided durable discipline applicators -- a feature the breweies must have considered as an additional advertising exposure for their brands. Because of this same durability, Brewery Sticks can be displayed without fear of small and grubby fingers destroying Daddy's Collection.

Because of the desirability of Brewery Sticks as collectibles, I must assume there are many other closet collectors out there. I feel we Stick collectors have a valid sub-speciality here. so that perhaps we should organize into a club to disseminate information and to promote Stick collecting. We might call it NABRESCO, the National Association of BREwery Stick Collectors, although that sounds enough like a large cookie company to get us in trademark infringement trouble. Any suggestions for names? Should be affiliate with one of the national or regional brewery collectors' groups as a chapter?

All kidding aside, what the hell is this thing?

Fil Graff, the Brewer's Monk

#### Footnotes:

- 1 Professor Knotseaux Halfvast, holder of the Wooden Chair of Industrial Archeology at the University of Southern North Dakota in Hoople, and his grandson Ahso Halfvast, described by an associate as "a peculiar genetic mix of Oriental inscrutability and Viking determination," were pioneer collectors of brewery advertising, though almost totally unknown outside of their ever-diminishing circle of friends. Knotseaux began his collection of advertising -- he specialized in lithographs of scantily-clad females -- in 1920. Coming home (late) from service in the Great War, he found all the saloons closed, and convinced that the bluestockings had had the final word, he scrounged all the advertising and information from the defunct breweries that he could find. Much of his collection was lost in a fir of attic-cleaning by his son, Ahso's father. I have acquired most of what remains of Knotseaux's collection, and all of his penchant for the obscure and unusual.
- 2 Or other soft woods?
- 3 Notice here the early use of the pun in ad copy.
- 4 A process whereby pictographs or other copy are transferred to wood, leather, or in some cases flesh, by application of a red-hot iron Image Transfer Unit.
- 5 No item in my collection is "branded," as Mr. Schonk would have done, with obvious pride in his craftsmanship.
- 6 My gratitude to Mr. N. J. for demonstrating this principle. As one can clearly see from the photograph following, the stick, dropped 23 times, is unharmed, whereas the mugs, dropped only once . . . well, one picture



is worth a thousand words:



- 7 My wife wishes I had begun collecting Brewery Sticks ten years ago when our tribe was still young. She went through a small fortune in wooden spoons for the same purpose.
- 8 If applicable, read "Mommie's Collection."
- 9 It is time to come out of the woods and stick together!

Acknowledgement:

I should like to express my wholehearted thanks to Jim Shoulter for his major contribution to my collection of Brewery Sticks, and for helping in the research for this article. In spite of his obvious interest in the sub-specialty, I can't convince him to give up brewery advertising mugs as his speciality -- but, then, Jim has no small kids around the house.

Los Angeles Times, November 19, 1984:

### No Kidding?

#### MOST AND LEAST BEER CONSUMPTION BY STATE

Most	Amount Per Capita*
New Hampshire .....	559 12-oz. bottles per year
Nevada .....	517 bottles
Wisconsin .....	498 bottles
Hawaii .....	480 bottles
Montana .....	462 bottles
Least	
Utah .....	230 bottles
Alabama .....	262 bottles
Arkansas .....	266 bottles
Oklahoma .....	273 bottles
Tennessee .....	285 bottles

\*(The average adult over age 18 drinks 11.6 ounces per day.)

World Features Syndicate

# PABST: Suffered Agony of Victory: Lost a Key Plant and Piled Up Debt

By DEBRA WHITEFIELD, *Times Staff Writer*

MILWAUKEE—On the wall behind William F. Smith's desk is a copy of a Charles M. Russell painting. Titled "When Shadows Hint at Death," it depicts two seemingly lone cowboys gripping the reins of their horses on the lower ridge of a canyon. But cast on the opposite ridge are the shadows of a band of Indians just overhead. One false move, one small sound from the horses, and the cowboys lose their lives.

The painting and its location directly behind the Pabst Brewing Co. president's chair are fitting.

"That's us doing our best to keep the horses quiet while Irwin Jacobs lurks," said the cigar-chomping chief executive.

Pabst endured a merciless, 15-month takeover fight with Minneapolis financier Jacobs, from which it emerged the victor, if victory is measured in terms of who walks away with the company. By all other measures, the 140-year-old brewer lost big.

The maker of such well-known beers as Olympia, Pabst Blue Ribbon and Hamm's blames the takeover fight for the loss of its most efficient plant and some of its best assets, its large debts, and the erosion of its distributor network.

It will be lucky to finish the year in the black, and morale, Smith says candidly, "is terrible."

In short, the company is in serious trouble and is weighing various options that include merger and a buy-out by management.

Even so, Smith says he isn't sorry the company fought.

Two years after the epic battle ended, Smith is just as firm in his belief that Jacobs would have liquidated the company and destroyed the tradition and relationships that had been nurtured for 140 years as Jacobs is adamant that he had no intention of doing so.

"We were trying to protect the people involved—the employees, the old-line shareholders, the distributors," Smith said.

With the takeover wave more controversial than ever, Pabst

provides an intriguing look at the devastation that a long, intensely bitter battle can inflict on a company. The imbroglia, one of the longest on record, to this day evokes passionate indignation from the combatants on both sides. It also was responsible for Jacobs' conviction that shareholders need to be protected from what he considers callous professional managers.

Although "there is no thrill in having a 14-month contest," Jacobs called the Pabst takeover fight "the single best experience of my life. It changed my life."

**Los Angeles Times**

November 11, 1984

Bill Smith was a vice president at a small brewing company in Pittsburgh when the events leading up to his hiring at Pabst and his involvement in a world of high finance, clandestine meetings and deal-making began.

It was 1976 and Pabst was a debt-free company excited about its sparkling new plant in Perry, Ga., and its prospects in a dynamic industry. Then its longtime president, James C. Windham, took ill, and as he sought to recuperate at a farm hundreds of miles away in Mississippi, continued to call the shots. The company's legal counsel, Frank DeGuire took over in Milwaukee.

When Windham died in mid-1977, the company was showing the signs of caretaker management and of the intense competition that was starting to change the beer industry. Another president came and went. And by July, 1981, when DeGuire asked to be relieved of his duties, the company was on shaky ground.

## **Biggest Shareholder**

Enter Irwin Jacobs. The savvy financier had begun buying Pabst stock, and by mid-1981 was its biggest shareholder. He was infuriated by the board's decision to name one of its own, director Thomas McGowen, as interim president until a new chief could be found.

"You can't tell the world that such a high-profile company is being put into a holding pattern," he declared, asking to be named chairman himself. He was named to the board, but not as chairman.

Meanwhile, Smith, who had been elevated to Pittsburgh

## Pabst

In millions of dollars

	1981 (Before)	1982 (During)	1983 (After)	1984 (Projected)
<b>Sales</b>	\$840.0	\$811.0	\$800.0	\$785.0
<b>Earnings</b>	12.6	-23.5	3.6	0
<b>Long-term debt</b>	14.7	13.3	80.0	
<b>Assets</b>	430.0	404.0	244.0	

Brewing Co.'s presidency, was lobbying for the chief executive's job at Pabst, unaware of Jacobs' discontent.

But the day after Smith's appointment, Jacobs left the board, alarmed that a company as large and as troubled as Pabst would reach down to such a small company for its top job.

"Before I knew it, I was in the middle of a takeover fight," Smith recalled in an interview last month. "Instead of worrying about efficiency and buying companies and getting rid of inefficient plants, I was worrying about a proxy fight."

### Cites Discontent

The proxy fight began Dec. 7, 1981—the 40th anniversary of the Japanese sneak attack on Pearl Harbor—with Jacobs citing discontent over the company's "lackluster performance."

The company by then had seen its best days. Earnings had declined to a third of their 1976 level. Its market was shrinking under pressure from brewing giants Miller and Anheuser-Busch.

"There was extravagance everywhere, lack of control in the sales area, people didn't have the direction they should, marketing money was being spent on brands that shouldn't have been, . . . the ad campaign was non-consistent, there was overcapacity at the plant level and there was a tremendous morale problem," Smith said.

Pabst chose to fight Jacobs. It was rounding up the artillery—lawyers, bankers, proxy solicitors, and an acquisition of its own, Smith's old company, Pittsburgh Brewing—when it was hit again.

A second would-be acquirer, much-smaller brewer C. Schmidt & Sons Inc., made an offer for Pabst, which was rejected, sweetened and rejected again.

"I'm a plain, ordinary beer guy and suddenly I became a financier," Smith said.

Particularly troublesome was the fact that the "old-line shareholders who cared about this company . . . had sold out to the big guns who wanted cash and could smell the blood, Smith said."

### Serious Problems

There were serious problems on other fronts, too. The general populace had started to drink less beer and the inevitable shakeout in the industry had begun. Pabst had decided to close its plant in Peoria, Ill. at a loss, and workers there were picketing. Pabst was "holding clandestine meetings" with another big shareholder considered a possible threat. And it was trying to stem the erosion of its distributor network.

On April 27, 1982, Pabst won a narrow victory over

Jacobs in his bid to unseat management. Jacobs promptly challenged the outcome.

In June, the brutal fight took on a carnival atmosphere. Pabst agreed to acquire ailing Olympia. G. Heileman made an offer for Pabst that was challenged by the Justice Department and withdrawn. Jacobs countered with an offer to buy Pabst and sell its most attractive asset, the Georgia plant, to Heileman. The Justice Department balked again. And Pittsburgh Brewing, tired of the shenanigans that were delaying its deal with Pabst, backed out of the merger.

Five months later, Heileman announced a plan to buy Pabst and Olympia both, keep some of their best assets, and spin off a new company to Pabst and Olympia shareholders. Jacobs promptly resurrected his offer for Pabst and sweetened it, setting off a bidding war.

Even when Jacobs called off the hounds and tendered his shares to Heileman, his partner, California businessman Paul Kalmanovitz, fought on.

It was finally over in December. The deal Pabst had cut in exchange for its independence was attacked as a "scorched-earth" strategy. Heileman got the successful Texas and Portland plants and Pabst's best asset of all—the Georgia plant.

Pabst, in turn, took back its stock from Heileman. And to keep its presence in the Southeast, it has a five-year agreement to buy beer from the Georgia plant.

"We realized we had to do something really drastic to get the thing over with," Smith said. "So, we sold off our crown jewels."

The company that limped off the battlefield had run its equity down to \$35 million, picked up \$52 million in debt with its acquisition of Olympia, and was roughly half its pre-fight size. It was selling a million barrels of beer less than before the fight, and expected only modest profits, after a loss in 1981.

### Painful Process

Pabst began trying to resurrect its distributor relationships, wrote two anti-takeover defenses into its bylaws and started the painful process of trying to re-establish itself as a viable national brewer.

Today, Pabst is still \$82 million in debt. Despite concessions from its union and stringent cost controls, it will just break even this year, Smith said. And efforts to reverse its steep volume slide through an expensive marketing campaign have met with little success.

"It's pathetic to see what's happened to them in trying to fend us off," Jacobs said. But he blames Pabst management, not himself. "I was willing to put my money and time and effort into that company. . . . I really believed in what I was doing."

Smith labels the situation "grim" and expects to decide on a course of action before the end of the year. Among the options, he said, are merger, a buy-out by management, a partial sale of assets, and even the one he so severely criticizes, liquidation.





For What It's Worth S. J. Diamond

## Foes Seek to Dry Up Ads for Beer and Wine

Last June, the Center for Science in the Public Interest in Washington established SMART (Stop Marketing Alcohol on Radio and Television), whose other members ranged from the Consumer Federation of America and National Congress of Parents and Teachers to the National Christian Temperance Union. The goal: to ban beer and wine advertising from television and radio, or win equal time for counter-messages.

That could be costly to both alcoholic beverage makers and broadcasters. According to the Television Bureau of Advertising in New York, beer and wine makers constituted the fifth-largest television sponsors last year, providing almost \$560 million worth of ads. It's also just another in a growing series of threats, including a new federal law encouraging all 50 states to raise their drinking age to 21, stiffer laws and penalties for drunk driving, "dram shop" laws putting liability on servers of drinks, and a host of proposed state bills prohibiting, restricting or taxing alcoholic beverage advertising.

No one quarrels with the center's statements that alcohol contributes to more than \$120 billion in economic damage and over 100,000 deaths a year, including many homicides, suicides and, according to the National Safety Council, at least half of last year's 45,000 traffic fatalities.

What they dispute is SMART's theory that a ban would help to restrict the industry's promotion of alcohol beverages, which aims at "getting more people to drink and to drink more," says the center's George Hacker. The center cites studies indicating that promotion works. One—"Content and Effects of Alcohol Advertising"—compared the number of alcohol ads young people saw with the amount they drank and found that those "more heavily exposed to advertisements drank 20% to 30% more than the less exposed," says Michigan State professor and co-author Charles Atkin. Nor could they easily avoid such exposure, given the number of such ads broadcast during sports events, specials and prime time.

### 'Quick-Fix' Solution

The National Assn. of Broadcasters responded by deriding the proposed advertising ban as a "quick-fix" solution and taking the surprising stance that advertising makes no difference. "Exposure to mass media," it said, "is generally considered to be among the weakest or non-existent influences on alcoholic (sic) consumption behavior," adding that broadcast advertising affects only "brand preference" and not "consumption levels."

Broadcasters and brewers naturally prefer to control drinking, not advertising, and driving, not drinking. They therefore support public education about alcohol abuse and moderation, groups such as Mothers Against Drunk Drivers and Students Against Driving Drunk, and an increase in public-service announcements about the problem.

Both hard liquor and cigarettes, of course, are not advertised over the air. In the wake of Prohibition and lingering public disapproval, makers of distilled spirits adopted a voluntary "code of good practice" that forbade broadcast advertising and haven't seen fit to change it, even after the advent of television. The effect on sales is debatable: Per capita consumption of liquor has dropped 11% since 1973, according to the Distilled Spirits Council, while beer consumption increased 11% and wine 28%, but the decline may reflect changes in American life styles not caused by competitive advertising

The more obvious comparison is cigarettes, banned from TV in 1971. The center, says Hacker, thinks the ban is clearly "one of many prevention measures that over time have brought (per capita) cigarette consumption down, but it's hard to measure." The broadcasters, however, take their odd advertising-isn't-important stance; NAB President Edward Fritts, for example, points out that "consumption rates by young people—who have never seen or heard a broadcast cigarette advertisement—remain exceedingly high."

Actually, *anti-smoking* ads may have brought down consumption. "In the late 1960s, broadcasters were required to carry one public-service message for every five cigarette ads," says Atkin, "and after three years, advertisers thought that was doing more harm than *not* advertising, so they accepted the ban."

#### Questions of Fairness, Free Speech

Even if advertising *does* increase consumption, the industries question the fairness of a ban. Brewers see it "not as an attack on beer advertising," observes Scott Hume of Advertising Age, "but more on the beer industry. They're saying: 'Don't kid yourself, we're looking at the new Prohibition.'" But Don Shea, president of the U.S. Brewers Assn. in Washington, says: "It's not a prohibition fear, but it would amount to the same thing, There's an implicit and explicit message, that an alcohol product is bad."

Broadcasters and advertisers are more concerned with free speech. "If there is a hazard associated with a product," Fritts has said, "the most direct remedy is to ban the product. . . . Beer and wine use and consumption are as old as history, and as lawful and legitimate products their manufacturers have the First Amendment right to advertise the uniqueness of their products to the public. As long as these products are presented in a tasteful and appropriate manner, then they have a right to present themselves to their audience."

Taste is not usually a criterion for First Amendment protection, but there are many others at issue. Legal experts debate whether advertising, or "commercial speech," should have the same protection as, say, scientific ideas or political beliefs. Some say the 1971 cigarette ad ban, though upheld by the U.S. Supreme Court, might not be left standing today, but others point out that the court also refused to hear a recent Mississippi case over that state's restriction of alcohol advertising.

It may never come to a legal test. Led by the NAB, the broadcasters—for all their assertions that mass media advertising is ineffective—are madly making, exchanging and running a lot of public-service announcements about alcohol abuse in an effort to avert the threat of an advertising ban. If such spots are as successful as the anti-smoking spots were, they may actually accomplish SMART's goals.

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**Los Angeles Times**

**Saturday, December 1, 1984**

#### Justice approved Heileman's revised bid to buy Pabst.

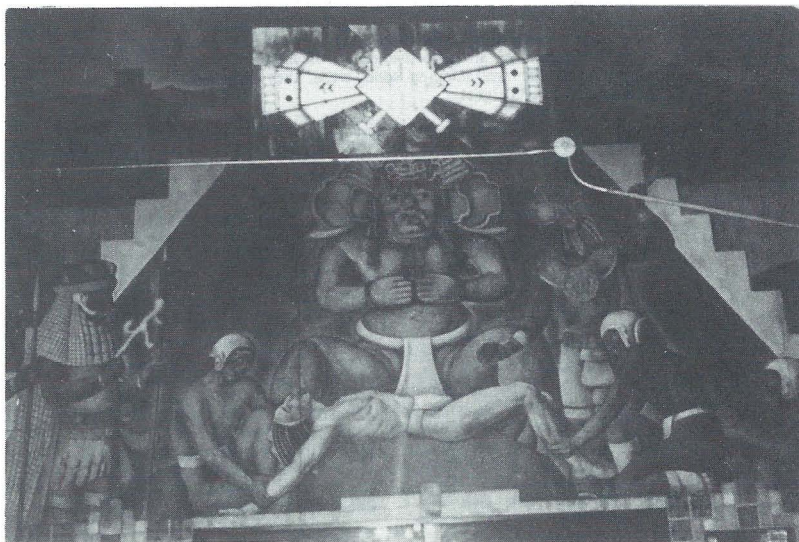
The Justice Department cleared the way for G. Heileman Brewing to proceed with a revised bid in its battle with California investor Paul Kalmanovitz to acquire Pabst Brewing, which is based in Milwaukee. Assistant Atty. Gen. J.

Paul McGrath said that LaCrosse, Wis.-based Heileman had agreed to sell one brewery and three brands of beer if it succeeds in acquiring Pabst, which is based in Milwaukee. He said the department would not challenge Heileman's revised bid because the proposed limited divestiture would resolve the agency's concerns over a reduction in competition.

BREWERIES - CLOSED



Dorman's Tire Service in National City, CA, looks and smells like a tire-recapping plant, which it is, rather than a brewery, which it was. The plant in former days was the Aztec Brewing Company. The hospitality room, the small building at right of center, above, has flamboyant Mexican frescos and an arched roof, below and at right.







Photographs from Reino Ojala.

## BLUE RIBBON MEMORIES

A first job, like a first love, will not be forgotten. It was 1952 when I took my new BSc. from Wisconsin and looked for a position in the malting or brewing industry. It was not a bad year to hunt for work. However, the industry seemed reluctant, until Pabst offered a job doing malting research in Milwaukee. This was not a coincidence.

The early 1950's were still a decade before civil rights legislation, and the cutting social point was antisemitism. The book and movie "Gentlemen's Agreement" brought a subtle pattern into the open. The brewing industry was more Germanic and more conservative than most. People at Anheuser-Busch and Schlitz must have wondered at my lack of appreciation for the unwritten code when I applied there.

Pabst had a different history after prohibition became law. Faced with severe financial losses, Fred Pabst teamed up with a bright engineer named Harris Perlstein, who had funds and ideas about concentrating wort into syrups. The Premier Pabst Company was born, which carried Pabst through the bad times as the leading supplier of malt syrup for home brewing.

In 1952 Fred Pabst was in his 80's, a gentleman farmer in Manitowoc. Each employee received a big bag of sweet corn from his farm in July. His sons had gone into other ventures, and Harris Perlstein was president. A result was a largely Jewish Research and Development Department.

Pabst was doing well when I joined. The slogan was about 33 brews being blended into one fine beer, and their sponsorship of boxing was well received. One remembers good fellowship - monthly meetings of the Men's Club at Blue Ribbon Hall (there were almost no salaried women other than secretaries), where a talk was followed by an excellent dinner, with cards later. Those poker games forged bonds and washed away a lot of petty annoyances.

Christmas was a special time at Pabst. On Christmas Eve all employees received a turkey and a case of Blue Ribbon, and all salaried employees met for a lunch at 1 pm before going home. It was the best Milwaukee buffet which could be served - huge platters of steak tartare, bratwurst, hot potato salad and so on, ending with the famous Milwaukee Christmas stollen. After executives shook hands and went home, there were songs to be sung and secretaries to be kissed.

Pabst's success generated a cavalier attitude toward distributors, and within a few years boxing lost its TV audience. The fortunes of Pabst declined; when a malting company in Chicago offered a much better position, I left. Harris Perlstein had become chairman after Fred Pabst's death. Pabst purchased Blatz, which at that time was owned by Schenley Distilleries, and it was Blatz's president Verbest who took over the presidency of Pabst and later turned it around. He must have been very good, for when he died suddenly some eight years ago, Pabst began to stumble. The social climate had of course changed greatly since the 50's. When Harris Perlstein concluded 50 years with Pabst, the entire brewing industry joined in honoring him.



A couple of years ago, during a visit to Milwaukee, I had an Andeker at the Courtyard outside Blue Ribbon Hall, and went to visit those whom I recalled. Andeker was released as a new brand during my tenure, and I remembered the pride we had in it. There were still a few familiar faces and many familiar sights. But of course, one cannot go back. I just wanted to say good bye to a grand old brewery and fond memories.

#### WHAT'S BREWING

The past year was not a happy one for the brewing industry. A combination of factors - demographic, alcohol abuse, economic - reduced beer consumption. It was the third year in a row showing a change from increasing to decreasing demand. The predictable results were higher marketing costs, more products, and lower profitability. Only A-B continued its market dominance unabated. Imports also did well, which indicates that quite a few have money for the exotic brew. And it looks very much like Miller turned itself around, with Milwaukee Best getting good volume if not good price.

The big news is of course the expected second partition of Pabst. The acquisition by Heileman is temporarily blocked; an answer is expected from the court in late March. The fate of the Pabst brewery in Milwaukee is very clouded. The most viable Pabst brewery is the former Olympia plant in Tumwater, where Kalmanowitz of Falstaff-General-Pearl has an agreement with Heileman. Whatever the outcome, the days of Milwaukee's brewing dominance are gone. One even reads of Schlitz equipment being shipped to mainland China, which is developing a brewing industry on a crash program.

The most active segment in recent months has been malt liquors. All major brewers have fielded new products for this mostly ethnic market. The black male has his choice of being gored, bitten, shot, frozen, caught in a storm or whatever. A lively scenario by our white advertising dudes.

Sales for the past year are tabulated below. These figures are not going to get much better in succeeding years, and may well get worse.

Sales in Million Barrels			
	1984	1983	Change, %
1 Anheuser-Busch	64.0	60.5	+5.8
2 Miller	37.9*	37.5	+1.0
3 Stroh	23.9	24.3	-1.6
4 Heileman	16.8	18.0**	-6.7
5 Coors	13.2	13.7	-3.9
6 Pabst	11.6	13.2**	-12
7 Genesee	3.0*	3.2	approx.- 7
8 Schmidt	2.4*	2.8	approx.-15
9 Falstaff	2.2*	2.6	approx.-15
All others	3.7*	4.4	approx.-14

\*estimated \*\* Brands sold to Heileman 3-19-83 were adjusted for full year to provide a more valid comparison

Peter Blum



## BOOK REVIEWS

Warsaw Strohs, Denise Williams and Walter Shorty, Beer Drinking in Madison: A Complete Guide to Madison Taverns (Warsaw Strohs, Box 695, Madison, WI 53701, 1983). Paperbound, 116 pages. \$5.50 postpaid.

The authors believe that the soul of a city is best expressed in its taverns, and accordingly set out to visit all of Madison's 284 drinking establishments. They had at least one drink at each tavern, ate some food and talked with the patrons and owners. Needless to say, this took time.

Each establishment was given an over-all rating from two to five stars, evaluated on the basis of decor, clientele, food and prices. The descriptions range from one word to several paragraphs. A separate listing is provided at the end of the book for all of the five-star taverns. If you are on a quick trip to Madison, this should help you find the good bars.

The book is interesting if you live near Madison or visit it frequently, but is not recommended if you live miles away or have no intention of going to Madison. Unlike its famous prototype on the bars of Reading, PA, this one is definitely for the local drinker.

Robert Swiatkowski

Frank Deford, Lite Reading (Penguin Books, 40 W. 23rd Street, New York, NY 10010; 1984). Paperbound, 96 pages. \$6.95.

Miller's commercials for Lite beer are considered among the masterpieces of all advertising, both in conception and in effect. They took a product, Meister Brau's Lite brand, that had done well only in Anderson, IN, and propelled it to second place in sales among beers of any kind in America. It wasn't easy. The principal previous low-calorie beer, Gablinger's, had a dismal experience, and there was a risk that a diluted beer would be considered effeminate. Bob Lenz of the McCann-Erickson advertising agency conceived of using football player Matt Snell on a television commercial for the beer. This initiated the effort to identify it with former athletes that has persisted from 1973 to the present.

The present volume, under the prestigious imprint of Penguin Books, presents a history of the commercials from the outset to the tenth anniversary in mid-1983. By that time there had been 81 commercials, ending with Bob Eucker's famous effort at impersonating Whitey Ford at the bar in New York used for most of the takes. Eucker's famous banishment to the upper right field seats came later, unfortunately. Virtually all of the people most identified with the commercials had appeared: Rodney Dangerfield, Boog Powell, Eucker, John Madden, Billy Martin, Jim Shoulders, Marv Throneberry, Mickey Spillane and Lee Meredith.

The book is very thorough, listing all of the commercials and all of the celebrities who appeared in them. These include author Deford himself; a writer for Sports Illustrated, he appeared in No. 66 with Billy Martin and Marv Throneberry. Deford's text gives the method of creating the themes for the commercials, the technique of directing and shooting them, and quite a bit of personal information. McCann-Erickson sought former athletes with pleasant manners and endeavored to present them in situations in which their personalities came through to the audience naturally. Only Lee Meredith's caricature of The Doll and Dangerfield's show-biz role are really violations of this principle. Deford treats Powell and Throneberry in particular as nice guys whose personalities come through honestly and effectively.

The book is highly recommended, especially since it confirms the editorial view here that there is a demand for advertising -- even to a book about it.

GWH

## Judge Blocks Beer Sale

Associated Press

DETROIT, Dec. 27—A U.S. district judge today blocked Heileman Brewing Co.'s proposed \$70 million purchase of Pabst Brewing Co., saying the acquisition would violate federal anti-trust laws.

Judge John Feikens ordered a March 25 trial on the temporary restraining order, issued at the request of Stroh Brewery Co. of Detroit and Christian Schmidt

Brewing Co. of Philadelphia.

"We believe the court's decision is incorrect, and [we] will immediately appeal," Heileman and Pabst said in a joint statement.

Heileman, based in La Crosse, Wis., had offered to buy stock in Milwaukee-based Pabst during the first week of January for \$11 per share.

Stroh, a closely held brewer, asked the Detroit court to block the purchase, claiming the transaction would give Heileman 35 percent of the beer market in 12 Midwestern states.

Heileman would be the third- or fourth-largest beer producer in the nation if the Pabst purchase were to go through.

"We are pleased with the judge's decision," said Christopher Lole, vice president for corporate planning and development at Stroh. "We are confident we will prevail when the case is heard in late March."

Stroh's lawsuit, filed last week, argued that the merger would eliminate substantial competition between Heileman and Pabst in the brewing and sale of beer. The Detroit brewer said the merger would make it harder for it to retain an effective distribution network.

Heileman is the third-largest seller of beer in the upper Midwest, with 20 percent of the market. Pabst has 13 percent of the market.

Los Angeles Times Sunday, January 27, 1985

SIDELIGHTS / Ron S. Heinzel

## 6-Pack Would Be Proper for Toast

Quick, what was the biggest event of the past week? The Super Bowl? The inauguration of President Reagan? Neither, in the eyes of the Washington-based Can Manufacturers Institute, it was the 50th anniversary of the beer can.

On Jan. 24, 1935, the Kreuger Brewing Co. of Richmond, Va., introduced the beer can to the American public. It was made of three pieces of enameled steel, weighed 3 ounces empty and required a can opener—or "church key"—to open it.

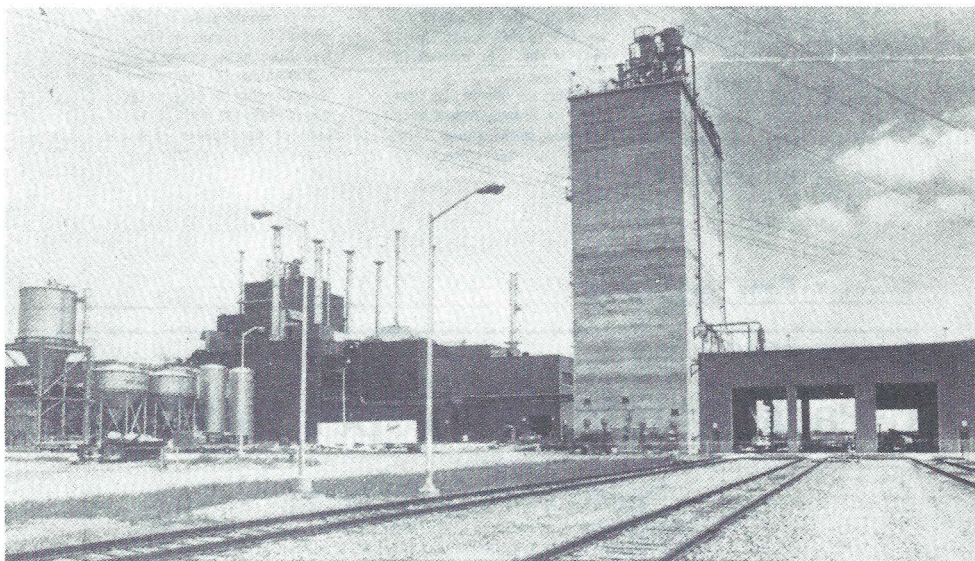
It took a while to catch on, the trade association says, because the post-Prohibition public had to be convinced that beer belonged in anything but a keg or glass bottle. But the can finally caught on in the late 1940s, led by veterans who had consumed beer in nothing but cans during World War II.

Today, about 610 billion beer cans later, the container is made of two ultra-thin pieces of aluminum, weighs six-tenths of an ounce, has a pull-tab opener and is recyclable.

"In 1935, the beer can was a major innovation," according to Michael Dunn, president of the Can Manufacturers Institute, "but today it's an American institution. The beer can has become as American as the flag and apple pie."

The beer can has another claim to fame—it's now the same age as Brigitte Bardot, Sophia Loren and Donald Duck.

# Miller 'Mothballs' Trenton Brewery



1982 The Cincinnati Enquirer

THE SILO AND brew house dominate Miller Brewing's Trenton, Ohio plant in this photo of the brewery while under construction. Costing \$411 million, the plant, located

midway between Hamilton and Middletown, is designed to produce 10 million barrels of beer annually.

## *Stale Beer Sales Leave Unopened Butler Plant Flat*

BY GREGG FIELDS  
The Cincinnati Enquirer

It may never be Miller Time in Trenton, Ohio.

Although the nation's second-largest beer brewer completed a \$411 million plant in in the Butler County town last July, the facility never

opened. On Wednesday Philip Morris Inc., Miller's corporate parent, said it is writing down the value of the plant, a move that means it may be years before anything is produced there.

"Having assessed the recent trends in the industry, we cannot now set a date for the commencement of production at Trenton and, therefore, we believe it appropriate to reduce its carrying value," said Hamish Maxwell, chairman and chief executive of Philip Morris.



HE SAID market conditions are the cause. "Since our announcement in February, 1983, postponing the opening of this facility, the industry has continued to exhibit volume weakness," Maxwell said.

He said the write-down of the Trenton plant will cut Philip Morris's fourth-quarter earnings by \$140 million, or \$1.14 per share. Last year's fourth quarter profit was \$211 million, or \$1.68 per share, on revenues of \$3.09 billion.

Maxwell said Miller's volume and market share are up "slightly" this year. But Emmanuel Goldman, of Montgomery Securities in San Francisco, said the company nonetheless faces some enormous problems and said the write-off means "mothballing is effectively what's happening."

Even without Trenton, Miller has capacity to produce 44 million barrels of beer annually, Goldman said. Trenton has the capacity for another 10 million barrels. The problem is Miller will only sell 38 million barrels of beer this year, a slight increase from 37.5 million barrels last year.

"Miller made the commitment to built at Trenton in the late 1970s, when business had been soaring for several years," he said. But industry volume overall has increased only slightly in the 1980s. Beer, it appears, is losing popularity to lighter beverages with fewer calories and alcohol. And for Miller's leading High Life brand, sales have gone into a serious reverse. Sales of High Life will be 15 million barrels this year, down from a peak of 23 million.

"THEY'RE IN the situation of having plenty of capacity," said Goldman. "If High Life doesn't turn around, they'll have more than enough."

Turning such a brand around is often difficult, he added. "It'd be tough." But he added that Philip Morris, whose cigarette business is one of the world's largest such

operations, is known for savvy marketing.

The generally soft beer market also means the plant has no potential buyers, says Goldman. "Five or six years out, they hope to have use for it, in which case it's there," he said.

That will mean a long wait for Butler Countians, whose community faces an unemployment problem. Butler County put up millions of dollars in improvements to roads and sewers in the area near the brewery. It also granted the company a 15-year property tax abatement.

Miller will have to start paying personal property tax next year, said Cale Logsdon, a Butler County commissioner. Originally that would have included beer. Some other plant property is taxable but a determination hasn't been made on what that will be.

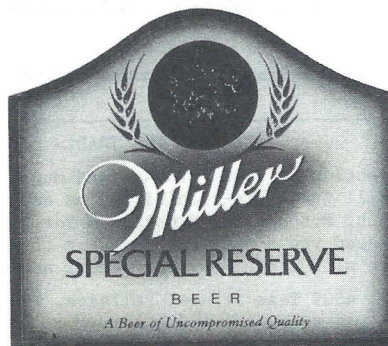
During construction, Miller projected more than 1,400 jobs and an economic impact of more than \$150 million annually on the Trenton area, which is midway between Hamilton and Middletown. Part of that would have been through earnings taxes from workers.

"I THINK in reality there's no place to go," said Logsdon, who worked on negotiations with the Miller people. "What they said doesn't really surprise me."

Yet, Logsdon said he harbors no ill will toward Miller. Many of the physical improvements were scheduled anyway, although their completion was speeded up because of Miller's plans, he said. "Personally, I found them ideal to work with," said Logsdon.

But, it will probably be years before any significant number of people find out if they're ideal to work for. Philip Morris will maintain the plant so it can be opened on short notice—but the problems appear to be long term.

Says Logsdon: "It leaves us where we were before; sitting and waiting."



BUY - SELL - TRADE

Statues wanted: Statues lettered for beer, wine, soda, liquors. Dan Schutt, 251 Leonard St., Winfield, IL 60190. (312) 668-5119.

Label collection for sale: c. 7500 labels, to be sold by state and/or brewery. Many IRTF. Send SASE for list. Also rare cans for sale. Ed Carberry, 700 S. 1st St., Marshall, MN 56258. (507) 532-3553.

Wanted: Sieben's breweriana: bottles, signs (both wall type and illuminated) and plastic tap marker. Also seek information on the history of the brewery. Robert Swiatkowski, 2852 193rd Street, Lansing, IL 60438.

Foreign coasters for sale: 250, mostly German, for sale or trade for Wisconsin coasters. David Ahlf, 182 N. 71st Street, Milwaukee, WI 53213.

For sale: Large Hamm's motorcycle unit, or will trade for other large unit. Jim Welytok, 1218 W. Mitchell St., Milwaukee, WI 53204. (414) 384-4266.

Wanted: All breweriana from Omro Brewing Co., Mike Kramer, 1242 Lincoln, Omro, WI 54963.


Wanted: Trays from San Francisco area breweries. Orv Kramer, 538 Central, Oshkosh, WI 54901.

Large can list: Foreigns, 1602, American - Jax 85/33, Meuhlbach 95/39-40, Pearl 104/35, Walters 125/37, grades 1-3. Terry A. Cheyney, 1622 Choteau Circle, Grapevine, TX 76051. (817) 481-2274.

Wanted to buy: Koller brand tap knob, Chicago. George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024.


Wanted: Foster's Lager Olympics can imported for LA games. Also seek old NJ labels. Peter Kowalik, Jr., 75 W. Johnston St., Washington, NJ 07882.

Bartholomay brewery postcards wanted: Also other Bartholomay items. John Wysocarski, 366 Mill Road, Rochester, NY 14626.



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Charles P. Merrill, 4509 Teas Street, Bellaire, TX 77401.  
(713) 665 0146.

## WHERE'S THE NEWS ? ? ?

Well at this time of the year the news here is snow and cold. This need not be true if there was more action through the U.S. Mail. If there were more members using the Buy - Sell - Trade section of The Breweriana Collector there could be more benefits to all. The section is free to all members why not try your luck? Mail your listing to the Breweriana Collector editor.

It has been reported to me that members write to other members about information on a breweriana item and never receive an answer. The hobby has some books of knowledge but the collectors are a wealth of knowledge why not share it with others.

The next information is an old story but the N.A.B.A. dues year ends May 31. Your 85-86 dues must be paid to attend the Convention at Cincinnati so to make things easy pay your dues early. Dues are \$15 payable to N.A.B.A. and mail to N.A.B.A. 2343 Met-To-Wee Wauwatosa Wi. 53226. There are no new members listed in this issue because their names will appear in the 85 Membership Directory. You should have received your 85 Directory. If not please let me know.

The Hospitality room at the Indianapolis Show will be held March 29 1985. The location is U.S. 421 North and Interstate 465 At the Holiday Inn. The time is 8 till Midnight. Meet your N.A.B.A. friends.

Its not to early to make your vacation plans to attend the 85 Convention at Cincinnati the dates are August 2 - 4. This will be another Super Convention; do not miss it. A Convention Kit will be mailed to every member giving all the details of the Convention.

Robert E. Jaeger  
Executive Secretary

We are sorry to report that three members died during the fall.

Bob Bates of Goodlettsville, TN, who specialized in Oertels artifacts, died on October 9, 1984. His business enterprise, Can World, will be carried on by members of his family, Paul, Karen and Tom Bates.

Ray Rhyner, whose son Jim describes as "a very avid collector of Wisconsin breweriana," died on October 31. He had lived in Wausaw.

Kenneth R. Zent of Fort Wayne, who collected artifacts of the city's local breweries, Berghoff and Centlivre, died on November 9.

In all cases, we are pleased that the club brought us together with these men, and send our best wishes to their families for the future.

### CLARIFICATION

Q. Robert McArthur, 411 E. Columbian Avenue, Neenah, WI 54956, seeks information on an enamelled metal ash tray lettered for Walkerville Old Style Ale.

Q. John Ferguson, 3505 Park Lodge Court #C, Indianapolis, IN 46205, seeks photographs of breweries or artifacts useful for illustrating his master's thesis on the Indianapolis brewing industry. He will borrow, trade or buy.

We'd really like to run more queries like this, and, obviously, responses. In fact, we think this is one of the best ways we can add to knowledge in our area of interest.



*PLAN TO ATTEND!*

**1985**

**NABA CONVENTION**

**August 2, 3 & 4**  
**Cincinnati, Ohio**

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NABA is a non-profit organization incorporated in the state of Illinois.

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