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OF THE
NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING

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THE HUDEPOHL BREWING CO
CINCINNATI, U.S.A.

HUDEPOHL BREWERY
1885 - 1985

National Association of Breweriana Advertising

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The Wizard of Id

By Parker and Hart



PRESIDENT'S PAGE

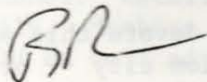
A feature in a number of collectors' periodicals, as well as in the Antique Trader, is a section on prices realized at shows and auctions. In recent months I have noted that antique advertising, especially Breweriana, is bringing considerable sums. These substantial prices and a recent house fire near our home bring to mind the importance of insurance for our members' collections. For many years I was under the impression that our collection had adequate coverage under our home owner's policy. I had increased the contents clause on my policy to the point where I felt adequately covered. Since that time I have been able to realize coverage on a special policy through one of the National Insurance Companies that are represented by Independent Insurance Agents. My experience with some of the better known insurers was not a good one. They often require appraisals and a very large annual premium. With some of the smaller carriers I was able to purchase complete coverage, without appraisals, for a few hundred dollars annually. All that was required was a discription and estimated value of each item. I would urge each of you to consider securing coverage that fits the needs of your collection.

I recently had occassion to visit Kansas City where I viewed three different collections. I am constantly amazed at the variety and beauty old time brewers were able to put into their advertising. While in Kansas City I met with Marcia Butterbaugh, President of B.C.C.A. Many B.C.C.A. members have crossed over from traditional beer can collecting to general breweriana. In the coming months we intend to explore some opportunities that, hopefully, will generate some actitivies between these two groups. We will discuss this with you at the National Convention in Cincinnati in August.

For those of you who may still be only thinking of attending this fabulous summer convention, quit thinking and determine that you will definitely be in attendance. Remember this is literally a once in a lifetime opportunity to celebrate the 100th anniversary of the venerable Hudepohl Brewing Company. As soon as you receive your convention package, send it back to the convention chairman. This will be a memorable occassion.

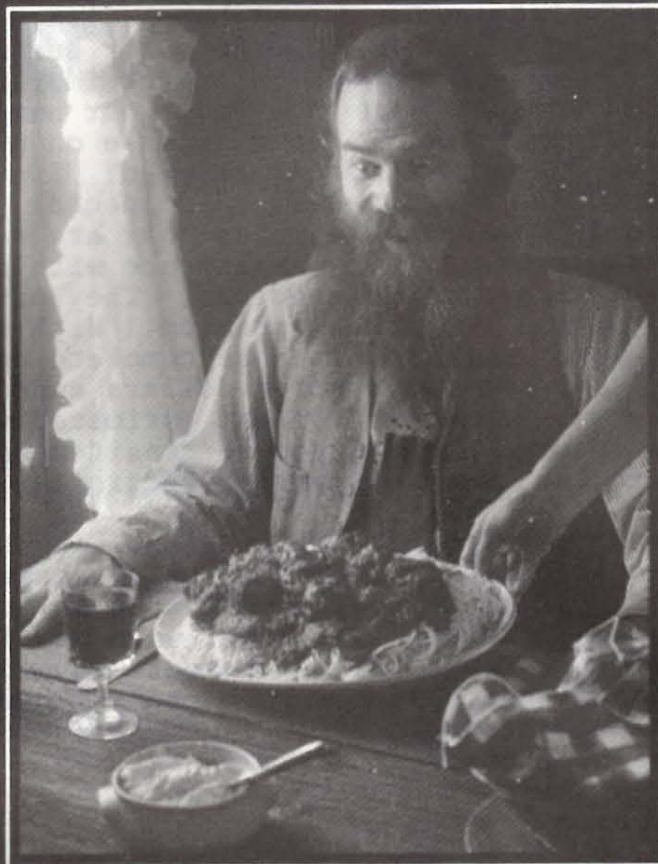
Sue joins me in wishing each of you a happy and successful summer.

Respectfully yours,



Robert J. Chapin, President
National Association Breweriana
Advertising

EAT!



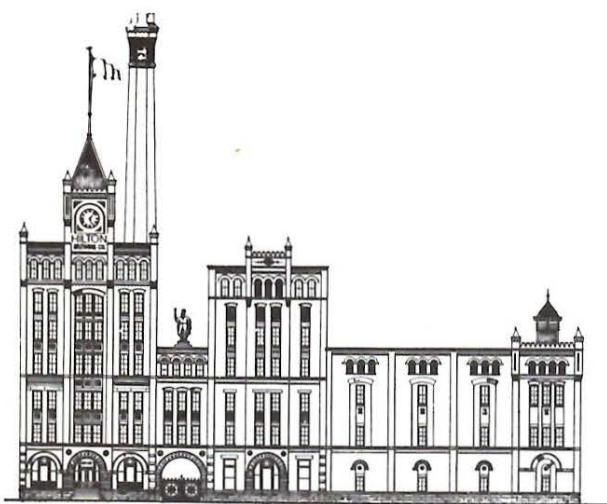
ARNOLD'S

Since 1861

210 East Eighth Street Cincinnati

photograph Tim Boggs photo poster K. Kasper printmaking George & Kate

Traditionally, we devote this space to recommending a restaurant in our covention city -- or last year, to recommending the restaurants of New Braunfels generally. For Cincinnati, we have no problem of choice: it is Arnold's. Dating from 1861, Arnold's is the city's oldest bar. Jim Tarbell (above) bought the bar and converted it into a restaurant, making an absolutely minimal number of changes. The outdoor dining area in an old courtyard is particularly pleasant. The food is excellent, the prices moderate and the 19th-century atmosphere unbeatable.



FERMENTATION

Our Kind of Town

Frank Sinatra was wont to sing that Chicago is "My Kind of Town." We take him at his word, but we can say with some certainty that Cincinnati is Our Kind of Town. Old, traditional, Germanic, beer-based, it is ideally suited to our convention.

The city dates mainly from the 1790s, when the Ohio Valley was being populated by people crossing the Alleghenies for new lives in the West. It bears the name of an organization of Revolutionary War veterans, the Society of the Cincinnati. They were admirers of the Roman general Cincinnatus, who laid down the plow to defend Rome, and then promptly returned to the plow. I have always felt the founders should have named the city "Cincinnati," but it is a little late to recommend any change, especially since the city could hardly have worked out better. The founders chose a beautiful setting, a huge natural amphitheater of green hills rising from the Ohio River between the Miami and Little Miami rivers. They built up the hills with solid brick buildings in what we would now call the Federal style. Fortunately we will be staying in the area from which the view of the city is most impressive. The view across the Ohio from the Kentucky shore is one of the loveliest urban vistas in the nation. As Fil Graff points out, the city never had massive destruction, and it has been much given to creative reuse of buildings. As Fil's article demonstrates, old breweries abound in the city, serving a variety of current purposes.

Cincinnati's Germanic character, like Milwaukee's, dates mainly from the failed revolution of 1848. That episode caused a big emigration from Germany to parts of America that were rapidly growing. The city became so identified with its German population that even today it is often called the Rheinland. With the Germans came the beer. The city was as identified with beer as Milwaukee, but its brewers mainly contented themselves with a local or regional market, and never sought the national identification of the Milwaukee and St. Louis brewers. Two remain: Hudepohl, whose centennial we are celebrating, and Schoenling. Both do well by the present standards of the industry, and produce excellent beer by any standards. Ohio has a relatively high permissible alcohol content, but it has an odd requirement that beer sold on Sundays must be limited to 3.2 percent alcohol. Retailers, if they want to sell beer on Sundays, must maintain a dual supply. Members who plan to stock up with Hudepohl or Schoenling before leaving would be well advised to do so on Saturday.

Of the city's general attractions, we particularly call your attention to John Roebling's suspension bridge across the Ohio. Roebling did it in 1866, rather as a first run for his Brooklyn Bridge. Like the later and more famous bridge, it has a grace difficult to build into such a big structure. The streets in Cincinnati and Covington line up perfectly north to south, planned in the expectation that the Ohio would eventually be bridged. Roebling wanted to run his bridge directly between

the Ohio and Kentucky ends of one street, but was directed to put it midway between two streets. Esthetically, no doubt he was right, but the actual placing adapted the structure to one-way streets very well. The bridge is no museum piece, but still the major communication between Cincinnati and downtown Covington. Since we will be staying on the Kentucky side, it is well worth walking across the bridge to admire it, see the great vista of Cincinnati, and incidentally to watch towboats on the river.

Whether or not ecclesiastical structures are your thing, we strongly recommend seeing the Plum Street Synagogue on the west end of the central business district. America never did have a vernacular architecture of synagogues, and architect James Knox Wilson did this one in a Moorish style, which works out as quite effective in expressing the Near-Eastern origins of Judaism. Its minarets are conspicuous from the west.

As historically-minded as the city is, one would expect it to have an excellent historical society, and so it does. The Cincinnati Historical Society has a modern museum and library in Eden Park. The common room was a gift of the Hauck family, and frequently the cases about the walls show breweriana. The public library downtown has a very good local historical collection, also. If you want to dig into local breweries, either is a fine place to dig.

One of Cincinnati's unsung achievements is being the chili capital of the nation. You might feel this is an honor better left to last year's convention city, San Antonio, but Cincinnati actually leads the country in chili consumption. Several city-wide chains serve it. In all honesty, none of them much impresses me. The products are a bit soupy, not the viscous stuff chili addicts seek.

Cincinnati is great, and it is pleasant to report that it holds up nicely. It is not immune to the general forces for decline of the northeastern industrial cities, but its population holds up far better than Cleveland's, its central business district is still lively, and the Cincinnati Reds are still much beloved. The Reds will be playing the Dodgers during our convention, and as is often true, the city's nature is very evident in a baseball crowd. In Cincinnati, urban pride flows like, well, beer.

* * *

On the matter of baseball, if you have found the sport a bit flat since the Milwaukee Brewers met Anheuser-Busch in the 1982 World Series, you might consider becoming a fan of Boston Red Sox pitcher Oil Can Boyd. In his home town of Meridian, MS, a beer can was popularly called an oil can. Since Boyd was rarely seen without a beer can -- apparently on principle -- he came to be known as "Oil Can." His actual name, Dennis, seems to be fading into the same limbo as Babe Ruth's "George." Boyd appears to be a real comer in baseball. Let us hope the origin of his odd nickname becomes universally known.

* * *

We were not quite accurate in the previous issue in saying that Point has taken up horology. It has sold a nice electric clock mounted on an irregular piece of wood for some time. The digital watch that brought forth the observation probably has a wider potential market, though whether Point will become the Longines of beer-timekeeping we cannot say.

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

May 20, 1985



A Centennial History of Hudepohl 1885 - 1985

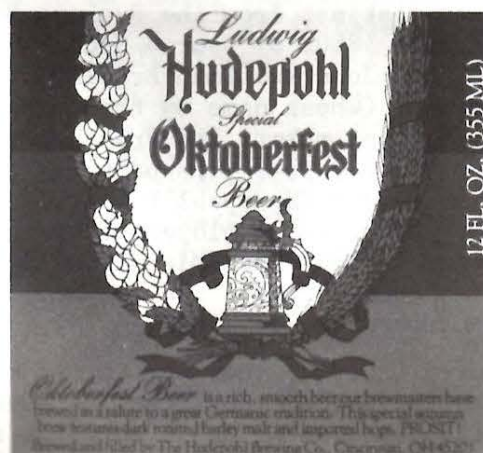
Being a Loving View from the Outside
by John Filson Graff, Jr.

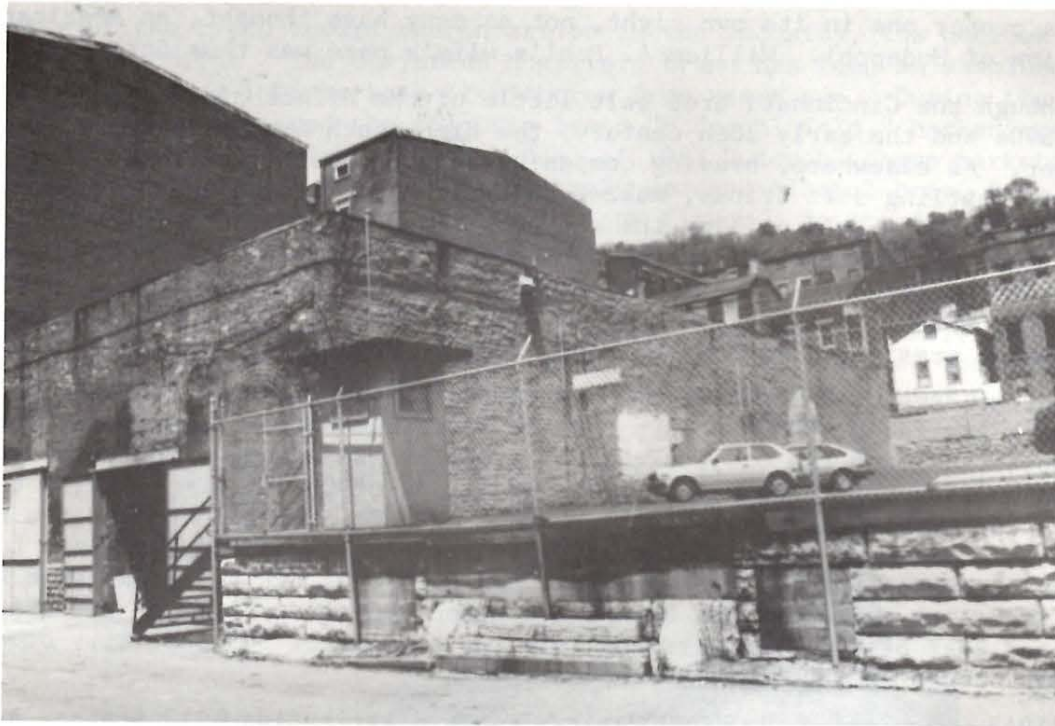
By 1805 almost 77 percent of Cincinnati's population was of Germanic origin, and as one might expect, a typical German industry was developing to cater to a monumental thirst. There were seven breweries listed in the 1850 City Directory, but the number had grown to 19 by 1853. In 1855 Gottfried Koehler and his brother Henry, who were coopers, began to brew beer in a small brewery on Buckeye Street (now Clifton Avenue). Gottfried Koehler & Co. operated what came to be known as "The Buckeye St. Brewery" -- as distinct from the Buckeye Brewery, which was operated on W. 4th St. in the late 1850s by George Middlewood -- until 1883, when the property briefly passed to the John Kauffman Brewing Co. and Albert Schwill, Maltster. In 1885 Ludwig Hudepohl (whose name by then had been Americanized to Louis Hudepohl), a medical instrument maker, and Fred Kotte bought the property and resumed brewing in the Buckeye St. Brewery. The partners produced "Buckeye Beer," plus a Dortmunder and a Muenchner, and "Hudepohl Beer." They began to expand their physical plant and by 1890 with about 100 employees they were producing 40,000 barrels a year. Fred Kotte died in 1893, but his widow remained a partner until she sold her share to Louis Hudepohl in 1899. He proceeded to incorporate the firm as the Hudepohl Brewing Co. on February 20, 1900.

"Uncle Louis" Hudepohl died in 1902, leaving a prosperous enterprise in the hands of his widow, Mary Elizabeth. Their children had been all girls, but Mrs. Hudepohl brought her son-in-law, William A. Pohl, into the firm. He remained general manager until Mary Elizabeth Hudepohl's death in 1923. Note that the Pohl



Founder Louis Hudepohl. Photograph from Henry M. Smith. Brewery photographs from Fil Graff.





All that remains of the Buckeye Street brewery of Gottfried Koehler, is the foundation and cellar under the parking lot at right. This was the Hudepohl & Kotte brewery, and Hudepohl's pre-Prohibition plant. The brewery's office at McMicken and Fall is still in existence as the base of an electrical contractor, below.



name is a proper one in its own right, not, as many have thought, an Americanized contraction of Hudepohl. William A. Pohl's wife's name was thus Cora Hudepohl Pohl.

Although the Cincinnati area felt little of the effect of the Prohibitionists in the 1890s and the early 20th century, the Eighteenth Amendment put an end to legal beer. As elsewhere, brewing companies sought to survive Prohibition by brewing near beer, bottling soft drinks, making malt syrup, or producing ice cream or other food products that could utilize the refrigeration equipment that the lagering process had required. Mary Elizabeth Hudepohl chose soft drinks, and though there was not a great financial return, soda bottling kept the workers employed and the physical plant in top shape. When Mary Elizabeth died in 1923, a second Hudepohl daughter, Celia, became president, and her husband, John O. Hesselbrock, general manager.

When the "Age of Enlightenment" returned with the Twenty-First Amendment, John Hesselbrock was faced with the huge task of reorganizing the company for brewing. The corporation found the old Buckeye St. property inadequate. The corporate offices had moved in 1900 to McMicken St. on the back side of the brewery, next to the bottling plant, which is still visible today. The firm in 1934 bought the old United States Brewery, built in the 1860s by Herman Lackman (or, earlier, Laackman). The property was on 6th St. between Stone and Carlisle, but had grown west toward 5th and Baymiller. The massive Queensgate urban renewal project of the 1960s obliterated most of these streets and left the brewery at 505 Gest St., occupying a "megablock" south of the U.S. 50 viaduct.

In 1947, with sales at 900,000 barrels and distribution in 15 states, a massive remodeling of the old Lackman plant began, and by 1958, all brewing at the Buckeye St. brewery had ceased. A fully automated brewhouse was built in 1961, and in 1964 a packaging warehouse and service facility were built at Queensgate. With the completion of the new office structure in 1967, all operations at the old plant were ended and the property was sold.

John O. Hesselbrock died in 1950, with the revitalization of Hudepohl he had begun in 1932 well advanced. He was succeeded by his son, John A. Hesselbrock, who became president when his mother, Celia, died in 1959. At this point the Pohl branch of the family re-entered the corporate structure. William L. Pohl, son of William A. and Cora Pohl, became secretary and personnel manager. When John A. Hesselbrock moved up to chairman of the board in 1973, Pohl became president, but he did later in the year. Hesselbrock's nephew, Thomas A. Zins, then became chief executive officer and held the post until he died in 1980 at only 43. In 1981, Louis G. Pohl, William L. Pohl's younger brother, became president and his son, Robert L. Pohl, was appointed executive vice-president and general manager. Thus, the firm remains solidly in the hands of old Louis Hudepohl's descendants.

Although the brewery's flagship brand is still, as it has been since the days of Hudepohl & Kotte in the 1890s, "Hudepohl Beer," many of the brands produced today are quite different. For some years the company brewed Hofbrau, a darker all-malt beer, and recently it has issued a low-calorie beer, Hudy Delite. The changing fortunes of local brewers have added other names to the family. When the Burger Brewing Co. gave up in 1973, Hudepohl took over the Burger and Tap brands. Louis Hudepohl would have recognized the "Burger" name, for Burger Brothers was a prominent malting company in his day. Three new brands were added in the early 1980s. Two were seasonal, a bock and an Oktoberfest sold under the "Ludwig Hudepohl" label -- old Louis' name was de-Americanized. The Oktoberfest is of a quality and flavor almost beyond belief when compared to the typical domestic brew! The third is the super-premium Christian Moerlein, named for another of Cincinnati's leading brewers of the 1880s and 1890s. It is ironic that the names of these two fine old gentlemen, fierce competitors in their day, survive on beers brewed on the site of a third competitor's plant!

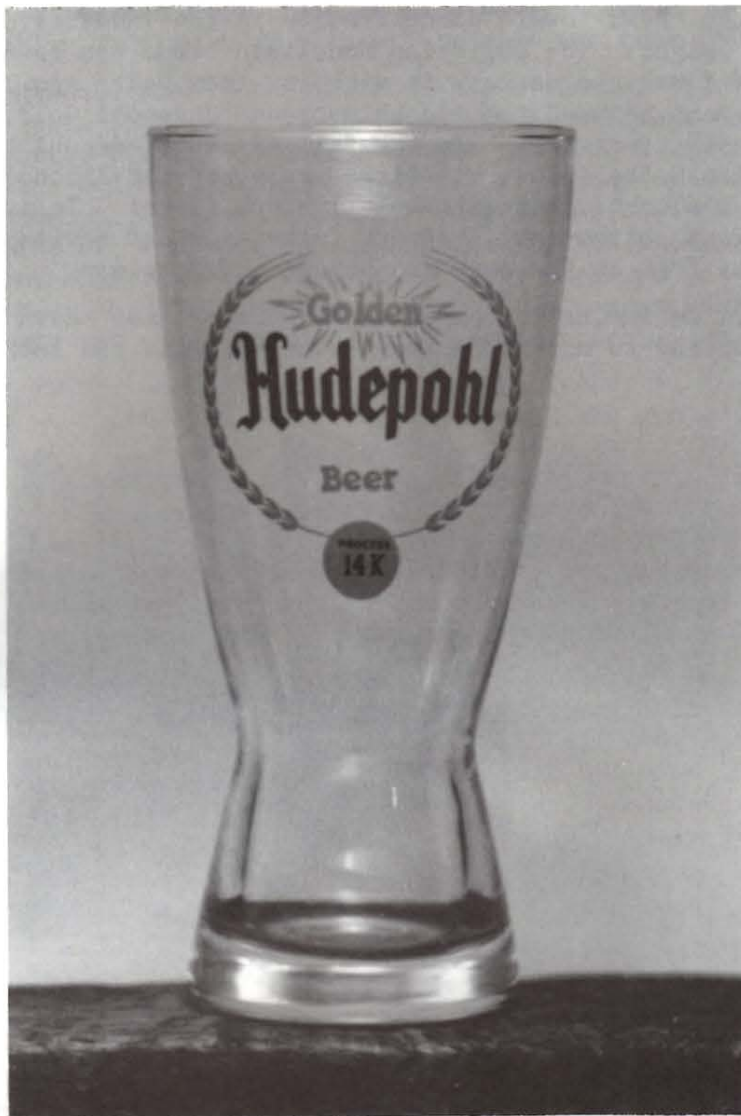
In spite of the trend toward concentration in the industry, the outlook for Hudepohl is quite bright. The Christian Moerlein brand has been an absolute blockbuster, moving the firm into markets it withdrew from years ago. During the summer of 1983 the management renamed the flagship brand "Hudepohl Gold," harkening back to the old "14K Process" trademark. In the fall of 1983 Hudepohl began marketing in Dayton and Springfield the industry's first truly reduced-alcohol beer, Pace, with less than 2 percent alcohol, but with a full hoppy flavor. In its first week the new brand won national attention. Network television and newspapers stories attracted enquiries from as far away as Spokane and Honolulu.

Though no firm is immune to competition, Hudepohl has shown itself well able to tailor its marketing to market demands. One suspects the founder would be quite proud.



At the left of the photograph is what remains of the Herman Lackman brewery, incorporated into Hudepohl's present plant. At the right is some of Hudepohl's modern construction.





Hudepohl Glassware

by Henry M. Smith

Hudepohl issued a variety of enamelled glasses in the post-World War II era, several examples of which are shown here. The dates are not certain in all cases, but one can usually estimate the approximate time of issue from the nature of the design.

Above is a pinch-waist glass lettered with "Golden" in a sunburst and "Process 14K" at the bottom of a laurel wreath. This logo, but without the word "Process" was used on a tap knob of the late 1940s or the very early 1950s. Hudepohl issued glasses without "Process," presumably in the same period. "Process" was not added to beer cans until after 1955, leading to a presumption that this glass dates from the mid- to late 1950s.



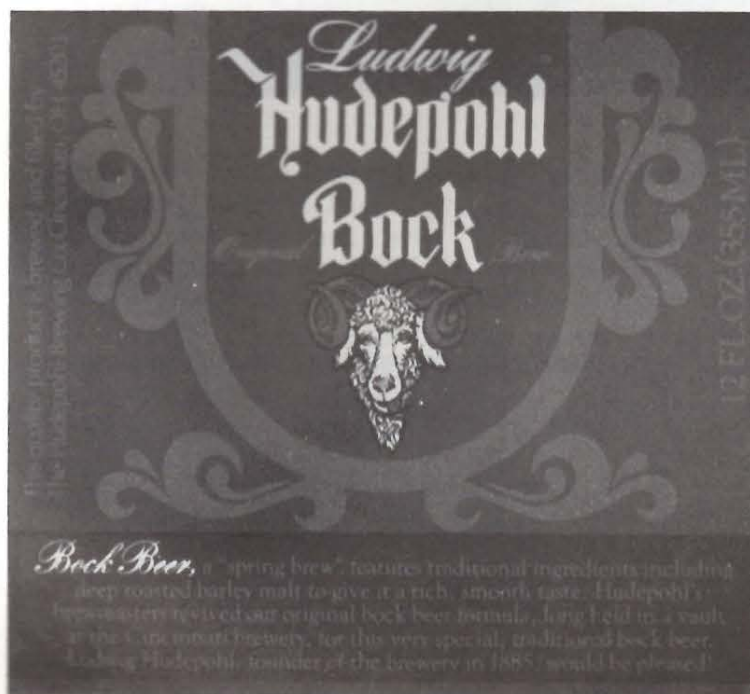
This attractive flared glass is lettered with a red and white logo, followed by the line, "For golden smoothness." The glass was found in a box dated December 7, 1953, with a mailing label from the old office at 40 East McMicken Avenue.

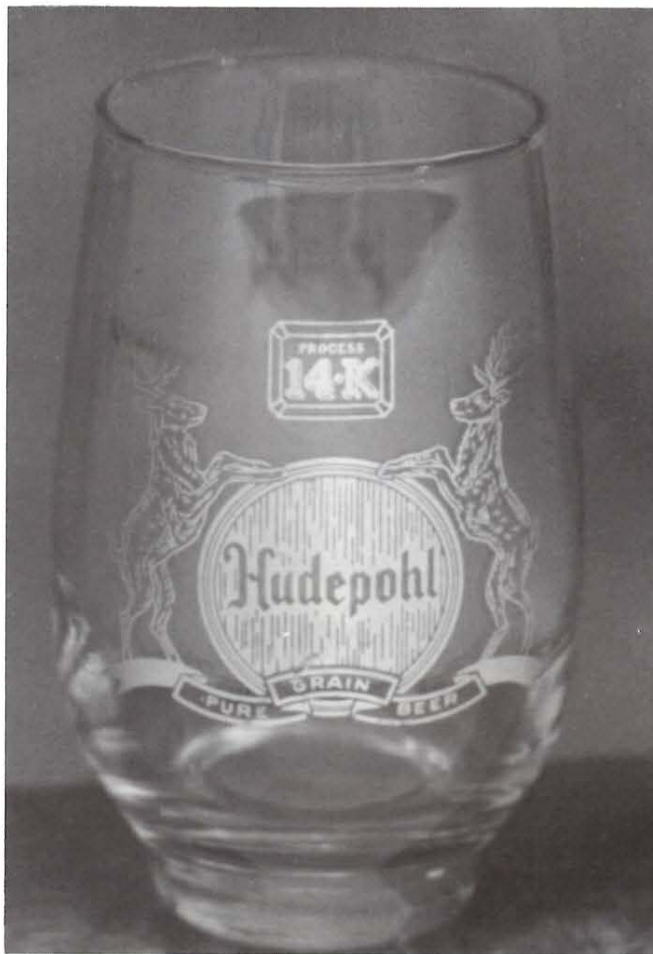




This handsome straight-sided glass has a red and white logo, followed by "Beer at its golden best." The company carried through its identification with gold through several series of advertising pieces. Consistency with other Hudepohl advertising appears to indicate that this glass is earlier than the one on the previous page, but after the straight-sided glass on the cover.

The label below is printed in green and black. The brand is one of the two current brands bearing the name of Ludwig Hudepohl.





This clear glass with a gold logo was apparently never sold to the public, but given to the firm's directors and various other persons. It is reasonably common.





On Central Parkway itself are two breweries. Above is Windisch-Muhlhauser, later Burger. Portions were razed in 1984. Adjacent is the active Schoenling brewery, below, a modern structure of 1934. Although Schoenling does well producing its Little King Ale, it does not have a shop or tours.



A Tour of Cincinnati Breweries

by John Filson Graff, Jr.

Much of the fascination I find with the Cincinnati area comes from the abundance of sections of the "old" city (and its neighbors in Kentucky and Indiana) that remain architecturally undisturbed today. The nineteenth century builders of the prosperous trade and manufacturing area that grew up along the Ohio and Miami River Valleys were free in the use of native stone and brick to construct permanent structures. As Cincinnati suffered no major urban fire (such as destroyed Chicago's or Baltimore's downtowns), and her essentially practical Germanic character seems to have dictated "adaptive re-use" rather than demolition, the major factor that has modified the face of Cincinnati has been the Interstate Highway System. The area early on attracted German immigrants (who by 1850 made up over 75% of the population), and their thirst for their homeland resulted in the early establishment of a commercial brewing industry. Of the 50 or so major commercial brewery sites that were established in the period 1815 to 1970, some 35 remained standing (at least in part, and enough to identify) in 1983.

Let's take a historical tour of the remaining sites of the almost 250 companies that made Cincinnati, in my opinion, THE brewing capital of America (sorry Milwaukee!). Those of you who will attend the upcoming NABA convention in Cincinnati will find at the Convention HQ a map of the city, with photos of all the standing brewery buildings, but this essay contains all that's needed for a self-guided tour. I don't know a better way to get the feel of an area than to wander her streets and touch her history!

Although the area itself, and its brewing industry, grew up along the banks (on both sides of the river) of the Ohio, the center of the brewing activity was in the area called "Over the Rhine" in Cincinnati proper. This area began approximately at the Brighton House, near the eastwardly curve of the Miami Canal on the eastern side of the Mill Creek Valley, and ran eastward along both sides of Hamilton Road to its terminus at Liberty St. I'll use the Miami Canal, now filled in and renamed Central Parkway, as a reference, and a place to start the tour.

If we head north on I-75 from the convention hotel, across the Ohio River, and skirt Cincinnati's west side, we come to the intersections of I-75 and I-74. Taking the I-74 exit (toward Indianapolis), we almost immediately come to the Colerain Avenue exit, and there leave the Interstate. Turning right on Spring Grove Avenue (at the end of the ramp), we head northeast to the traffic light at Ludlow St. turning right, we follow Ludlow, over the Interstate, turning right (south) as soon as we're off the bridge.

Here, at almost the north end of the Miami Canal, we'll begin our tour. In 1856, one Frederick Bruckman established The Cumminsville Brewery. A few years later, he took his brother John C. Bruckman into the company, and John and his descendents operated the brewery until 1949, when it was sold to Herschel-Condon Co., who operated it for one year before liquidating the assets. Almost all of the original building (head down the drive to your left) and the many out-buildings added over the years, still stand here, dominated by the smokestack now bearing the legend "Worthmore Chili."



Although one of the oldest Cincinnati breweries, John C. Bruckman's original plant is one of the most completely preserved. Above, it is nicely lettered for pickles, sauerkraut and horseradish. Herrancourt, below, has also survived well.



Going back to Ludlow Street, we turn right then right again, heading south on Central Parkway (remember, this was originally the Miami Canal), we turn right (west) on Hoople Street into the Camp Washington area. On our left, in the block between Garrard and Meeker Streets (with Spring Grove Avenue as the southern boundary), we see the ice house and bottleshop of the Ohio Union Brewing Co. (1904-1916), later (1916-1918) the Cincinnati Home Brewing Co. After Prohibition, from the mid thirties to 1948, it was operated by The Bruckman Co., Plant #2. Its large brick brewhouse has been torn down.

Heading back to the canal by going east on Hoople, we head south again (turn right on Central Parkway). A few blocks below Hoople, at Straight Street, stood the Camp Washington Brewery, founded by Henry Adam in 1882, and operated until 1943. It is completely gone today, an example of "Alteration by Interstate".

Continuing south on Central Parkway, we turn right on Harrison Avenue (across the Western Hills Bridge). On the south side of its west end, the imposing brick brewery of George Herrancourt (mid 1860's to 1918), now used as a warehouse, is seen. (Stopping here is best done on our way back!)

Continuing west from the bridge, we turn left on Queen City Drive (one-way west), to a left turn at Quebec Road. Crossing Westwood Avenue (one-way east) to Thinner Street, we turn right. Ahead on our right hand is the brewhouse of Adam Schultz (1880 [approx.] to 1891), the Becker Brewing Co. (1891-1899), the Bartels Bros. Brewing Co. (1900-1902) and the Fairmont Brewing Co. (1902-1918).

Returning to Quebec Road, we turn right (east) on Westwood Avenue, back to Harrison Street and the Western Hills Bridge. (If you wish to stop at Herrancourt, turn right on State Street just before the bridge...you can turn around and get on the bridge). Reaching Central Parkway again, we turn south (right) through the eastward bend in the canal, and enter "Over-the-Rhine". To our left is a tall moving and storage warehouse on a massive stone foundation (more on this



Germania's second plant is on the site of Wetterer's malthouse.

later...Bellevue Brewing). On the south side of the road below the retaining wall to our right, on old "Western Row" (now Central Avenue) is an ice cream plant, located in the "New" brewery of the Wetterer Brewing Co. (known as Germania Brewing Co. until 1902, when Frank Wetterer's vanity evidently got the better of him). Germania's original building still stands just west of the gas station at the southwest corner of Central Parkway and Mohawk Street, facing Central Avenue. An earlier occupant of the Wetterer site was Weyand, Jung & Hellman, later Weyand & Jung, who moved several blocks south down Freeman Street to Bank Street in about 1875, built The Western Brewery and eventually became the Jung Brewing Co. (I wonder if they were relatives of the Milwaukee Jung's?). The site of the Western Brewery is now occupied by a school.

Starting up again on Central Parkway and Mohawk Street, we turn left (north) on Mohawk, and immediately left (west) again on Mc Micken Street (this portion of Mc Micken was originally called Browne Street). Ahead on our left (before the road turns sharply right) is the ex-moving and storage building mentioned earlier. On its east side is the powerhouse and bottling department of the Bellevue Brewing Co. (1889-1918), and at least part of the old brewery. The foundations that drop all the way to the edge of the canal (Central Parkway) below are from the brewery itself, and may go back to Bellevue's predecessor, Klotter's Sons (George & Henry), who brewed here from 1869 to 1889.

Turning around and heading back east on McMicken Street, we cross Mohawk Street, and at the northeast corner of Stonewall Street (originally Hamburg Street) see the most beautiful example of brewery architecture in Cincinnati. Brewing began on this site in 1846 by Gottfried (George) Klotter & Co. (Klotter & J.G. Sohn). The oldest building is directly on the corner, now minus the original roof and third story, plus some of it's eastern end, thanks to a fire. The beautifully ornate brewhouse building at the old buildings' east end was built in 1887 by the John G. Sohn & Co. (1867-1900). When Gottfried Klotter died in about 1867, John Sohn apparently had no interest in taking Klotter's sons into the business...whence they moved up the street to found what was to become Bellevue Brewing. The business was continued under William G. Sohn until 1913, and then became the Mohawk Brewing Co. until prohibition. After prohibition, the



The Klotter & Sohn brewery, with Clyffside's post-Prohibition addition at the right.

brewery reopened as the Clyffside Brewing Co., and the rather plain addition farther to the east was constructed. The premises were purchased in 1945 by the Red Top Brewing Company and were operated as their Plant No. 2 until 1955. The building "uphill", to the rear of the McMicken Street Frontage, still has a sign for "Felsenbrau" (Clyffside's flagship brand) clearly visible, and the whitened brick building with an arched front, directly across McMicken Street from the brewery, is Sohn's stable. If you walk south along the side of the stable building you come to the back of another small brewery. The brewery, which fronts on Stark Street (old name Browne Street) was operated from about 1850 to about 1860 by Spinner & Scott and Joseph Scott. Schutt/Schott (same guy...spelling wasn't a fine art in them thar daze).

If you've walked to the front of Spinner & Scott (which became a sausage factory by 1884, and ended its commercial life in the 1970's as an institutional meat packer), return through the rubble-filled alley to McMicken Street (this portion of McMicken, from Mohawk Street east was originally called Hamilton Road, and is the "Main Street" of Over the Rhine). We'll cross McMicken and go up Stonewall Street beside the brewery to Mohawk Street at its rear, and turn right. At the end of Mohawk Street (it used to stop at the Funicular Railway that ran up the hill to the Belmont House from Elm Street.) stands the Jackson Brewery. The ruins on the downhill side were the malthouse and cellar structures. Andrew Jackson started brewing on the site in the 1840's, with the Kleiner Bros. continuing from about 1850 to about 1880. George Weber bought the business, and ran it until about 1889. Still known as the Jackson Brewery, it became the Jackson Brewing Co. for much of the rest of its career (to 1940), except for its first year back after prohibition, when it was the Squibb-Pattison Breweries.

Going back to Stonewall and McMicken (the northwest corner once was the site of the Conradi Brewing Co., we turn east (left) on McMicken Street



This nicely proportioned brewery variously housed Adam Schultz, Becker, Bartels, and finally the Fairmount Brewing Co. It is at 1921 Westwood Avenue.

for a few blocks. On our left, between Vine and Race Streets stands the former Lafayette Brewery, opened by Frederick Billiod in 1836. After his death in 1863, it was run by his wife Margaret Billiod until 1865, when it was purchased by Will Fey and Alexis Darusmont (Will Fey & Co.). At Fey's death in 1869, Alexis Darusmont ran it until his death in 1873, when old Margaret (Billiod) Darusmont resumed control until the brewery closed in about 1875. The old brick vaults are still evident inside, although the exterior is as unbrewery-like as can be.

A few more blocks east (crossing Vine Street), on the north side of Mc Micken is a sign for the Becker Electric Co. High up the front of this building is a sign showing that this building was the bottling department of our convention host, The Hudepohl Brewing Co. going north (up-hill) on Sharp Street, to the west side of the bottling house, and turning right into the alley behind it, one sees (on the north side of the alley) a native (grey) stone wall (topped by a parking lot). This wall, and the (now) one-story building at its west end, are all that remains of the Buckeye Brewery, founded in 1855 by Gottfried Koehler & Co. ("Co." was his brother Henry), and expanded after 1885 by (Ludwig/Louis) Hudepohl & (Fred) Kotte. It faced on Clifton Street (then Buckeye Street), a block north "uphill", and was in use, though the office moved to Mc Micken Street, until Hudepohl moved completely to its present location in Queensgate in the 1960's (more on that location later).

Continuing eastward on Mc Micken Street (toward the east end of the block occupied by the ex-Hudepohl Bottling Plant, once stood the small brewery owned by Charles Endress [Andress], long since gone), passing Walnut Street on our right (we'll come back to this intersection), we note in the middle of the next block, the brewery with the longest string of owners in Cincinnati history. Located at (today's) 125-133 Mc Micken Street was: Fuch & Sommer (mid 1850's to 1860), Beck. (or Bach...spelling again) & Bauer (to 1875), Schmidt & Adam (1875),



Viewed across a parking lot is what remains of the Hauck brewery. The Hauck family made no effort to resume brewing after Prohibition, but Red Top used the brewery until 1956.

Schmidt & Prell (1876), Schmidt & Brother (to 1891...Mr. Schmidt finally got a partner he could live with!) and Schmidt Bros. Brewing Co. (to around 1905). It then became the Crown Brewing Co., whose address was 132-140 Mc Micken; these buildings still stand across the street. They didn't reopen after Prohibition, though in recent years the building housed a brewery supply house (sign still visible).

Continuing east on Mc Micken Street to its end at Main Street, we'll turn left (uphill) for half a block. Across from the church, on the "east" side of Main stands a business firm. On the north side of its shipping area is a brick foundation, running back to a grey stone wall at the rear. These walls are the remains of the cellars of the Main Street Brewery. The first brewery on this site belonged to John Schafer (1854 - 1868). It was followed by Schneider & Eisenheiwier in 1869, John Schneider (1880 to about 1875), Michael Mueller (approx 1875), Mueller & Froelking (about 1875 to about 1885), and finally the Schallers (Shaller Bros. for about 10 years to 1895). The established a sufficient reputation that when John E. Sohn (who briefly succeeded his father William G. Sohn at what became Mohawk Brewing Co) bought the business, he incorporated it as Schaller Brewing Co., It remained under this name even after Prohibition, finally closing during the second World War. (The Schallers were previously associated with the brewery at Plum Street and the Miami Canal...more on it later.)

Going downhill on Main Street and turning right (west) on Mc Micken, we'll return to the intersection of Walnut. There were also several maltsters on Mc Micken Street/Hamilton Street. The buildings on the southwest corner of Mc Micken and Walnut (which once extended to cover the playground) are on the site of The Western Malthouse, and before that the F. & J.A. Levick Brewing Co. If we turn down the alley (back street) to the rear of these buildings, following it and turning sharply left onto Hamer Street we'll come to the whitened brick



George Weber's Jackson Brewery at McMicken and Elm Street, Over-the-Rhein.



Traditional titan of pre-Prohibition brewing in Cincinnati was Christian Moerlein. The brewery has survived remarkably well. The bottling-shipping facilities are above and the stockhouse below.



buildings on the left, housing a potato chip firm. This is the oldest portion of what was The John Kauffman Brewing Co., founded in 1856 and lasting to about 1890 when Jung Brewing Co. bought the name. The building across Hamer Street (facing Vine Street still shows its brewing heritage from the rear, although the Vine Street storefront masks the old 1622 Vine Street address.

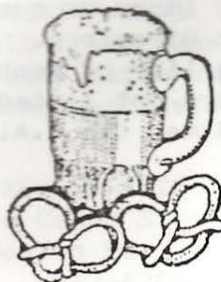
Follow Huber Street from the south end of the old buildings to Vine Street, turn left on Vine. Turn right on Liberty for 2 blocks to a right on Elm Street. Go "up" Elm Street through the 1900 block, and park. At 2019 Elm (west side) is a 3-story building. Visible near the roofline is a sign proclaiming the Christian Moerlein Brewing Co., once Ohio's largest brewer, and in 1871 12th in the United States in volume. Just to the north of this office building is Moerlein's malthouse. The entire east side of Elm Street, from Elder to Henry Street, is Moerlein's brewery and packaging operation. The multistory moving and storage warehouse near the east end of Henry Street ("behind" the brewery) is Moerlein's stockhouse (the sign is still visible at the top front). Christian Moerlein and Adam Dillman started The Elm Street Brewery in 1853. When Dillman died the following year, Moerlein took Conrad Windisch (more on him later) as a partner. This association (evidently not the happiest) lasted until 1866, when Moerlein struck out on his own.

As an aside; after Prohibition one of Moerlein's primary brands, "Barbarossa", was picked up by Cincinnati's Red Top Brewing Co., but the "Moerlein" brand left town. It was used by the Youngstown Brewing Co., and a brewery in Pittsburgh, Pennsylvania. In 1982, it returned to Cincinnati, when the Hudepohl Brewing Co. introduced a super-premium beer named "Christian Moerlein." Moerlein thought big for his day, bottling his beer as far away as Hagerstown and Baltimore in Maryland (Moerlein embossed bottles are often more common sights in western Maryland flea markets than are local Brewer's bottles!). It seems this "eastward" marketing would account for the Youngstown-Pittsburgh breweries adopting the name in the 1940's.

Going up Elm to Mc Micken, we turn right, and then right again to go down Race Street to Liberty Street. Turn left (west) to Sycamore Street. Turning right (south) we find ourselves out of the Over the Rhine area. Pause and reflect what this area must have been like in the 1880's and 90's. Kauffman, Moerlein and Schaller anchoring the east side, Schmidt, Hudepohl, and Jackson brewing away in the middle, and Mohawk, Bellevue, Watterer and Jung working the west end! Imagine the pervasive malt and hops aroma, the curses of the daymen and the gemuetlichkeit from the saloons and beer gardens that grew up in the area. When Hauck and Windisch-Muhlhauser are added to the west end, and Gambrinus and Walker to the east end of the area, it presents the largest concentration of brewers I know of anywhere in the U.S. of A.! Oh, to have had a Cincinnati grandfather who saved brewery give-aways!

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DUES YEAR ENDS MAY 31

Well its that time of the year again to make your Convention plans at Cincinnati. I would guess everyone knows the dates are the 2-3-4 of August. Every member should have received their Convention Kit. There will be Pre-Convention events for those who wish to attend them. Please notice there is a deadline date for Convention registration as well as the Motel. The Motel will take other reservations after the the cut off date and you may find yourself in another Motel. Remember you must make your Motel reservation. Also if you want to avoid delays in registration at Cincinnati pay your dues now as 85-86 dues are due May 31st. You will not be able to attend the Convention if your dues are not paid. Dues are still only \$15 please mail to N.A.B.A. 2343 Met-To-Wee Lane Wauwatosa Wi. 53226.

Convention time is also time to elect Officers of the N.A.B.A. In 1985 two Directors of the Board will be elected to office. The remaining Officers still have one more year of their terms to serve. The nominations for Directors closed some time ago and of all those nominated not all accepted to be a candidate for the office of Director. The result is only two members have agreed to serve. There is no need to have an election because there are only two offices to fill. A ballot will be cast for their election at the Cincinnati Convention. As in the past no expenses will be paid to elected officers of N.A.B.A. which includes motel, meals or travel.

The following members when elected will become Directors for a two year term to end at Convention time in 1987.

Bob Kay is a three term member of the Board of Directors and an avid collector of Breweriana with a special interest in brewery history. He has authered two books concerning breweriana collectables. Bob has offered a number of new ideas to the board and is spearheading an effort to attract new members.

John Filson Graff Jr. resides in Naperville Il. He started as a beer can collector in the 60s but as Fil's business geography expanded he started to find and photograph old breweries. His major interests are pre-pro items from Stroh's and Cincinnati breweries. The "Mister Bob" character from Baltimore's National Brewery and brewery architecture and history. Phil's collection includes lithos, brewery chairs, mugs and steins, trays and unusual advertising items.

Again on September 27,1985 the N.A.B.A. will have a hospitality room at the Holiday Inn Indianapolis Indiana. The location is U.S. 421 North and Interstate 465 near the pyramids. The time will be 8 till midnight. The Officers and Directors will meet for the fall N.A.B.A. Board Meeting at Indianapolis Indiana on September 28,1985 If you have any ideas or questions about N.A.B.A. write to any of the Officers or Directors.

The following list of members are those that have joined N.A.B.A. and those members not listed in the 85 Membership Directory. Welcome to all and may the N.A.B.A. be of help in adding to your collection.

Robert E. Jaeger
Executive Secretary

N.A.B.A. MEMBERS

DUETSCH SUSAN (Art Dept.)
c/o Miller Brewing Company
3939 W. Highland Blvd.
Milwaukee Wi. 53208
414-931-2440
Bottles-glasses-labels
history-leaded glass windows
mirrors-signs-tap knobs
Miller Brewing Co.

HARLOZINSKI STANLEY JR. (Mary Ann)
52680 Olive Road
South Bend In. 46628
219-287-1163
Mugs steins-signs
statues-tap knobs
Budweiser

HASTINGS L. WILLIAM (Rita)
740 A. Camino Real W.
Arcadia Ca. 91006
818-446-1309
Glasses (barrel)-labels
Burgermeister, Canadian &
sports cans
All Burgermeister breweriana

HITZFELDER LEONARD JR. (Margyline)
1545 Rosewood Terrace
New Braunfels Tx. 78130
512-625-4625
Cans-glasses-neon signs
signs-trays
Gulf, Pearl, Lone Star Brwgs.

HOLBACH JOHN F. JR.
65 East Palatine Rd. Suite 107
Prospect Heights Il. 60070
312-459-9191
All breweriana-clocks-labels
mugs steins-signs-tap knobs

JONES ROBERT E. (Janis)
501 Tipton Street
La Porte In. 46350
219-362-1826
Clocks-mugs steins
reverse paint on glass
signs-trays-neon signs

JORDAN PETE
55 South Patterson
Santa Barbara Ca. 93111
805-964-0611
All breweriana-corkscrews
knives-labels-signs-trays

KESSELL BARRY (Linda)
1630 S. 30th Street
Quincy Il. 62301
217-224-7582
All breweriana
Dick Bros., Ruff Brwg.
Warsaw Brwg. Popel-Giller Co.

KNAPP ARTHUR (Roberta)
1094 Ringwood Ave.
Pompton Lakes N.J. 07442
201-835-4608
Books magazines-coasters
glasses-history
paper items-trays
N.Y., N.J. & Pa. Brwgs.

LINNA JACK (Dianne)
1714 Brookview Blvd.
Parma Oh. 44134
216-398-5287
Signs-trays
Leisy's & Ohio Brwgs.

LITTMAN FREDERICK (Kay)
146 Blue Jay Way
Santa Rosa Ca. 95405
707-539-2488

NEWBY PHILLIP M. (Kathy)
165 Pasadena Drive
Lexington Ky. 40503
606-277-3243
All breweriana-corkscrews-knives
match safes-mugs steins-signs
Anheuser Busch

OSTROW KENNETH
56 Cedar Street
Newton Ma. 02159
-527-4705
Bottles-labels-paper items
New England Brwgs.

N.A.B.A. MEMBERS

RICE LANCE J.
4958 Southview Ct.
Vermilion Oh. 44089
216-967-6332
Cans

SANDERSON PHIL
1924 Trinity
Waco Tx. 76710
817-772-7715
Coasters-glasses-matches
pitchers-signs-trays

ROBERGE MARCEL (Barbara)
316-424 Princeton Drive
Thompson Manitoba
Canada R8N OA3
Cases-coasters-labels
mini beers-openers-crowns

SAXE JEFFREY S. (Shelley)
5936 N. 119th Street
Milwaukee Wi. 53225
414-353-3652
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ROSOL LEN (Delores)
4628 Penn Ave.
Pittsburgh Pa. 15224
412-681-2415
All breweriana from Wester
Penn, Duquesne, Old Anchor

WALTON CLAUDE JR. (Jeanette)
Box 153
Orfordville Wi. 53576
608-879-2249
Cans-coasters-labels
playing cards-trays
Dealer (Labels only)

RUCKSTUHL JON (Lynne)
P.O. Box 612164
DFW Airport Tx. 75261
Neon signs-mirrors
calendars-wood cases

While inspecting old breweries in Cincinnati, don't miss a fine one, Heileman's recently closed Wiedemann plant in Newport, KY, below. Newport adjoins Covington to the east. The brewery is prominent.



BOOK REVIEW

William Mares, Making Beer (New York: Alfred A. Knopf, 1984). x + 178 pages. Paper-bound. \$7.95.

Normally The Breweriana Collector does not review books on homebrewing on the presumption that few members engage in the practice, and that specialized publications serve those who do. The present volume is not in any real sense a how-to-do-it book on homebrewing, but rather an autobiographical account of the author's lifetime involvement with beer. Mares chose Harvard as place to go to college on the basis of the inviting prospect of drinking Guinness in bars off Harvard Square. He began serious homebrewing while working as a journalist in Grand Rapids, MI, and progressed to presidency of the Vermont Home Brewers Association on return to his native Burlington. The book does include some of his favorite recipes, but it refers readers to treatises on homebrewing for basic advice, notably to Byron Burch's Quality Brewing and David Miller's Home Brewing for Americans. The book is rather what Isaac Walton's The Compleate Angler is to an actual treatise on how to fish.

Mares presents a good history of beer in his early chapters. He interprets the virtual demise of homebrewing after Prohibition to its identification with some poor brews in the Prohibition period, and to the residual illegality of brewing for oneself that, even if not enforced, lasted until 1979. He has an orthodox chapter on the British Real Ale movement, and finally a very good treatment of the American microbrewers. His conclusion is that a microbrewery is very unlikely to succeed, and counsels his readers to stick with amateur efforts.

In all, the book is an excellent job, beautifully written with a thoughtful, articulate argument. It is worth having, even if one never intends to plunge a hydrometer into a batch of his own wort.

GWH

CLARIFICATION

Q. Jim Starkman reports acquiring a 12-ounce returnable long neck export bottle from the Franklin Brewing Co, Emeryville, CA. It has a recent paper label -- California is written CA -- lettered for TAMALPAIS Premium Dark Beer. Does anyone have information? [The editor does not. Franklin does not appear in the current Brewers Digest directory, and Bull, et al., show no brewery in Emeryville, an industrial suburb of Oakland, since 1907.]

* * *

Point's new product, rumored for a year and more, proves to be a beer intermediate between its standard product and the light beers. It is to be similar to the beer brewed for Stevens Point's 125th anniversary, but with more distinct hop flavor. It is initially available in cans under the name Eagle Premium Lager, adapting a name, Eagles Special, used by the brewery early in the century. Draft and bottled versions will be available shortly.

Very bad news: Fuggles and Goldings are menaced by Progressive Verticillum Wilt. Fuggles and Goldings, of course, are the two principal British hops, used, respectively for about 100 and 200 years. This disease, popularly called "Brewer's Droop", kills the vines within two or three days of infection. It is currently active in Hereford, second only to Kent as a British hop producer. Actually, these varieties have been declining for some years for exactly this reason: they are not highly disease-resistant. Goldings, however, are widely thought to have no equal for pale ale. Their replacement would greatly alter traditional British beer flavor.

BUY - SELL - TRADE

Wanted: Schlitz breweriana. Miss Angel E. Michalos, 3015 N. 84th Street, Milwaukee, WI 53222.

Wanted to buy: Beverwyck neons and any advertising from Bub's of Winona, MN, and Yuengling of Pottsville, PA. Jim Starkman, 11 Arbor Ct., Fairport, NY 14450.

Wanted to buy: Any Chicago pre-Prohibition tap knob. George W. Hilton, Dept. of Economics, UCLA, Los Angeles, CA 90024.

EVENTS OF INTEREST

- June 14-16 American Breweriana Association, Holiday Inn North, Denver, CO .
Contact Gary Deachman, 877 Mobile, Aurora, CO 80011. (303) 341-5259.
or Chris Galloway, Box 6082, Colorado Springs, CO 80934. (303) 633-3220.
- June 15 ECBA summer trade meet, Middlebury, CT. Contact Ken Ostrow, 56 Cedar St., Newton, MA 02159.
- July 12-14 BCCA-ECBA trade meet at Dayton, OH. Contact Bob Kates, 2474 Apricot Dr. Beavercreek, OH 45431.
- July 13-14 Summer Antique Advertising Show, Indiana State Fairgrounds, Indianapolis, IN.
- July 18-20 Eastern Coast Breweriana Association, annual convention, Stroh's Schaefer Brewery, Fogelsville (Allentown), PA. Contact Larry Hand, RD 1, Box 175, Pipersville, PA 18947.
- August 1-4 National Association of Breweriana Advertising, annual convention, Hudepohl Brewery, Cincinnati, OH. Convention folder will be sent to members, or contact Doc Black or Matt Hughes, 1056 Delta Ave., Cincinnati, OH 45208.
- August 15-18 Canadian Brewerianist, annual convention, Kingston, Ontario. Contact Peter Scott, 717 Clark Crescent, Kingston, ONT, K7M 6M1, Canada.
- September 1 weekend: ECBA 15th anniversary party, Reading, PA. Contact Scott Parzanese (215) 678-4508.
- September 5-8 Beer Can Collectors of America, National Convention, Orlando, FL.
- September 28-29 Fall Antique Advertising Show, Indiana State Fairgrounds, Indianapolis, IN. NABA will hold a hospitality hour at the Holiday Inn, U. S. 421 North at I-465 Friday, September 27, 8PM-Midnight.
- October 11-12 ECBA-NABA joint trade meet, Pittsburgh, PA. Details to be provided.
- October 25-26 Monarch Coaster Chapter, trade meet, Chicago. Contact Paul Zaglinski, 6523 S. Kolin Ave., Chicago, IL 60629.

"Was You Effer In Zinzinnati?"

WHAT'S BREWING?

The dust has settled on the Pabst acquisition attempts, and the winner is Paul Kalmanowitz, probably the most controversial man in the brewing industry. Mr. Kalmanowitz is a realist - if a brewery has no long-term future, why kid yourself. You don't need departments concerned with long-term events like marketing, planning and development. One hears the Newark brewery will be closed. This plant has an interesting technical history, having been built for the Nathan system of fermentation - an early concept in vertical fermenter design, decades ahead of its time.

Losers are G. Heileman and Stroh, who could not get together during the holding period imposed by a judge on Stroh's suit to block Heileman. Heileman wanted Pabst, but could not have the Olympia brewery (too close to Rainier), which Stroh desired. When no deal could be struck, Heileman let its offer expire, and the Pabst Board accepted the bid by Paul Kalmanowitz.

Mr. Cleary is blaming Stroh for the fate of Pabst and the plight in which former Pabst employees now find themselves. The story began some five years ago when Pabst became the target of various takeover attempts. To survive, Pabst paid dearly for an all too brief period of independence. Heileman got the modern brewery in Georgia, Lone Star in San Antonio, the Henry Weinhard brand and Red, White and Blue. Bill Smith took over the Pabst reins but never got his weakened firm into high gear.

The less said by me about events this spring the better. Mr. Cleary had reacted very forcefully three years ago when the Justice Department permitted Stroh to acquire Schlitz after rejecting a bid by Heileman, and this left a residue of hard competition.

Anheuser-Busch is continuing their successful ways far above second tier brewers. Miller, which has a new label and ads for High Life, is trying to rouse sales of Lowenbrau, and Coors is taking a hard look at selling abroad. Both Miller Light and Coors Light are showing gains. The Sundor Group, which markets refrigerated fruit punch products under the Sunny Delight label, has acquired the Latrobe Brewing Company. It used to be the other way around.

The wine cooler wave has awakened interest by some brewers. Stroh has launched the malt-based White Mountain Cooler, Labatt will export a wine cooler under the Canada Cooler name, and A-B is reported to be searching for a wine cooler also.

Falstaff, also owned by Paul Kalmanowitz, is planning to shut the brewery in Omaha. In the late 60's Falstaff sent me there to attend some special brews and I remember it as a very happy ship. The plant had a modernized exterior and brewed a good beer. The typical business lunch in Omaha was - and probably still is - a roast beef sandwich sliced from a "steamboat round" on a wagon, and a drink or a brew. In late spring there is a brief but very intense racing season. Bookies sprouted like dandelions; even the girls in the lab were constantly on the phone. Those were the good old days, and we did not know it.

PLAN TO ATTEND!

1985 NABA CONVENTION

August 2, 3 & 4
Cincinnati, Ohio

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

