

The Breweriana Collector

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OF
BREWERIANA ADVERTISING

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THE FOSS-SCHNIDER BREWING CO.
CINCINNATI, O. U.S.A.

CONVENTION TREASURES

National Association of Breweriana Advertising

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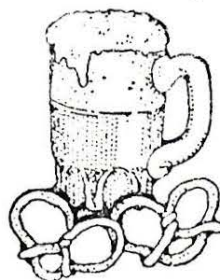
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Dues are \$15 per year domestically, \$20 foreign. Please send applications for membership, dues, change of address and advertising intended for the membership directory to Robert E. Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Please send manuscripts, correspondence for publication, advertisements for this journal and any other matters concerning The Breweriana Collector to George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024. Advertising rates: full page, \$25; half page, \$20; quarter page, \$10; box, \$5. Advertisements in the Buy-Sell-Trade section (p. 30) are free to members, but are limited to bone fide collecting activity as distinct from members' commercial enterprises. Repetition of free advertisements previously run is dependent on space availability.

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National Association Breweriana Advertising

October 8, 1985

PRESIDENT'S PAGE

Dear NABA Member:

The 1985 Cincinnati convention is now history. If you attended, we wish to thank you for your support. If you did not, please make plans now for next years visit to Stevens Point.

Cincinnati was one of our better attended conventions. While we don't maintain exact records in this area, I believe the revenues from the Saturday auction may have been an all-time high. Several brewery signs sold at the \$2,500 to \$2,700 level. We are currently attempting to evaluate the holding of a second auction on Sunday. There were obvious conflicts with the Buy-Sell-Trade session this year, and perhaps some changes in this area are required. We will report back to you next Spring on this issue.

I want to take this moment to welcome the Chicago Monarch Coaster Chapter as the first official NABA Chapter. The Monarch Chapter is an established, well managed group, that has a number of scheduled activities that many of you in the upper Mid-West will have an interest in attending.

You will also begin to see a number of activities being scheduled between NABA and BCCA. BCCA is a very large and well structured group with many members who have an interest in collecting general Breweriana. We believe that our activities in the areas of the addition of new chapters and with established groups like the BCCA are the proper manners for growth of the hobby.

We are pleased to advise that the 1988 annual convention will take place in St. Louis. Bob Jaeger has agreed to manage this convention. I'm certain he will want to hear from all of you in the St. Louis area who may wish to assist in making this a successful meeting. Beyond St. Louis we have members interested in conducting future meetings in San Francisco, St. Paul, and Baltimore. If you wish to participate in planning or conducting a future convention, please contact Bob Jaeger. Bob can provide you with some guidelines and the Board of Directors will provide you with a member to act as your consultant.

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

Yours truly,

Robert J. Chapin
President, National
Association Breweriana
Advertising



Wunderbräu Brewing Company

1741 CENTRAL AVENUE
CINCINNATI 14, OHIO
CHERRY 3400

June 3, 1985

I read with interest your article in Fermentation, "On the Importance of a Militant Attitude," in the Spring '85 issue. Bully for you.

Your comment on "Why drink beer when wine and whiskey are flowing like water?" brings back one of my own experiences of about 30 or so years ago. My wife then worked in the Empire State Building in New York in the office of Schenley's U. S. liquor holdings. She held a strange job for one whose alcohol consumption you could put in one eye. They tried to find out what had happened to products which were returned for faults or off taste. Most times the complaint was against a cloudy appearance. Most tests were simply by taste, but a chemist was part of the set-up.

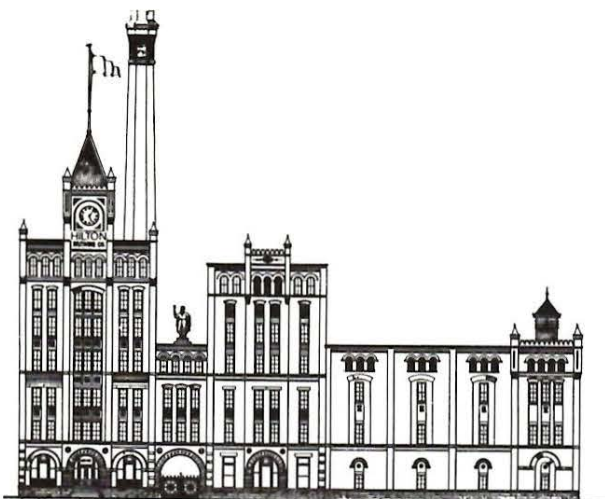
Schenley had a yearly party for its employees and good customers, for whom it did a bang-up job in a top hotel. The firm was riding high in those years. Naturally, I did not pass up an invite like this. All the Schenley products were available -- plus food -- except, to me, the most important one, beer. Schenley then owned Blatz, and so I cornered the chairman of the affair and asked him about Blatz. He answered proudly that they did own Blatz and that is was the best American brew. With the door opened, I hit him with, "Where is it?"

You guessed it. He replied, "With all this wine and liquor, you want beer?"

I think his name was Jack Leonard, a sort of public relations man along with other duties. He was a huge gregarious sort, but my insistence that "Beer belongs," took, or possibly shook him up a bit. Beer was promised for the next party, but I think Schenley had to divest itself of the brewery before the next party and Pabst took over.

Cheers,

Ernie Hart



FERMENTATION

Good News!

The convention in Cincinnati, apart from its other attractions, amounted to a milestone for NABA: we gained our first chapter. The Monarch Coaster Chapter of Chicago had an unusual history. It began as a chapter of a national coaster collectors' organization that did not prosper, but the chapter did very well. It annually gives a mini-convention in Chicago late in October that attracts collectors widely. Happily, the chapter's membership yearned for another national affiliation and sought out NABA. Paul Zagielski made a masterful presentation to the directors and was accepted enthusiastically. The editor rushed up with a check for \$5 to become the first NABA member to join the chapter after its affiliation.

The acquisition of this chapter is very good news on various grounds. The principal function of NABA is to serve as a market, facilitating buyers and sellers meeting, and allowing artifacts to go to their highest valued uses. Here we gain an organization that is already functioning effectively as a market for breweriana in what for a variety of reasons is an ideal location for us. NABA's heaviest concentration of membership is in Illinois and Wisconsin, for which Chicago is the most central location. Given the city's historic role as the transportation center of the country, it is arguably the most central location, not merely for the Midwest but for the nation. Especially if the oft-proposed idea of using Midway Airport as a center of cheap airlines of the People Express type is implemented, Chicago will be an ideal gathering ground for breweriana collectors or for anybody else. This implies that the Monarch Coaster Chapter's annual fall gatherings have a considerable growth potential as an end-of-season market well beyond the Midwest.

There is the further matter that the Monarch Coaster Chapter's historic specialty of Chicago breweriana is an intellectual investigation that needs all the help it can get. As probably all members have observed, Chicago breweriana is hard to find. During the era of local breweries, Chicago was the second largest city in the country, about half the size of New York, either on the basis of municipal population or total population of the metropolitan area. (That is a fairly universal geographical situation, incidentally. Paris is about double the size of Marseilles, and London about twice the size of Birmingham or Manchester.) This should lead us to expect Chicago breweriana to be about half as abundant as New York. On the basis of the catalogues of the mail auctions, Chicago items are no more than a seventh as abundant. Pittsburgh, not Chicago, appears to have been the second largest beer market. On the other hand, a metropolitan area of more than seven million people is essentially an inexhaustible supply of items. Breweriana can probably be dug out of basements and attics there for a century. Search is costly, however, and it is best done when coordinated. Having a well-organized group there to work on the job is very desirable.

Finally, as we have argued tirelessly, we need to know what we are trying to collect. The Monarch Coaster Chapter has advanced identification and classification of artifacts with a nice Xeroxed volume of reproductions of Chicago coasters. The editor suggested to Paul that a similar project on Chicago tap markers would be very useful.

The logic applying to Chicago clearly applies to other cities to some extent, even though they may be smaller. The Sangamon Brewmeisters of Springfield, IL, have also raised the question of affiliating, and we hope that we can be writing a welcome to them shortly. With as many members as we have in Wisconsin, a chapter in Milwaukee seems eminently practical. There is no reason to stop there. NABA's membership becomes more diffused as time passes, and we can do with chapters in other areas. Los Angeles, given its exalted status as the national brewing capital, should eventually generate enough interest for a chapter. We can easily envision a chapter of collectors of Southern breweriana meeting in the restored Jax brewery in New Orleans for a dinner of etouffé and Dixie Beer. On the other hand, perhaps the editor is having a hops fantasy, and we ought simply to be awfully happy with the chapter we have just acquired.

* * *

Good news of another sort is Heileman's decision to build a brewery for draft beer in the Milwaukee metropolitan area. The proposed plant is relatively small, of only 60,000 barrels per year capacity, but it should assure Milwaukee retaining its status as a brewing city for several decades. The logic of the proposed facility is quite sound. The Chicago and Milwaukee metropolitan areas together comprise a population of well over nine million. Milwaukee is a draft market far out of proportion to its population. Heileman, apparently by virtue of long and successful sponsorship of the Cubs' broadcasts, is the dominant brewer in the Chicago draft market, which given the city's population, is necessarily enormous. The Pabst brewery in Milwaukee has survived for years largely on draft sales in Milwaukee. "Brewed in Milwaukee" still carries quite a bit of weight, especially in Chicago. Heileman's recent expansion has probably pushed the LaCrosse brewery to or beyond its optimal output. Heileman plans to produce a wide variety of draft beers at the new facility, not only its numerous current brands but also for some revived past brands: Old Heidelberg, Culmbacher Dark, Blatz Private Stock, Tivoli and Wiener. Even some specialized products may be introduced, such as a weissbier. Visions of tap knobs float in the collector's head.

Similarly, Miller is introducing Plank Road Original Draft on a super-premium level, and Miller High Life Genuine Draft. Meister Brau is now available on draft. This, let us not forget, is a brewer that once advertised "The Champagne of Bottled Beer" and bothered with draft beer only for the Milwaukee home market. Miller believes that if draft beer amounts to 35 percent of the Japanese market, it has some unfulfilled potential here, and has ordered specialized draft equipment for the breweries at Milwaukee and Eden, NC. American draft sales are about 13.1 percent of output. Immediately after Prohibition they were a majority of American output, but they hit bottom in 1978 and have recovered to some extent subsequently.

Finally, Coors has begun phasing in its projected brewery at Elkton, VA. It has undertaken a \$70 million packaging plant at Elkton, to which beer will be sent by rail in refrigerated tanks from Golden. Brewing facilities will be built as demand expands. Coors' eastern invasion has gone well to date, especially in New England. Coors sells 22 percent of the beer in thirsty New Hampshire, a state that has passed Wisconsin in per capita beer consumption.

A negative aspect of all this is that no obvious solution is presenting itself for Miller's stillborn brewery at Trenton, OH. Miller is expanding facilities at two other breweries, and the only obvious candidates for buying the Trenton plant,

at least among American brewers, were Heileman and Coors, but both are pursuing other courses of action. Perhaps Heineken or Kirin will decide that a 10-million barrel brewery in Ohio is just the way to invade the American domestic market. It is questionable whether there is that much chutzpah along the Kaisersgracht, in the Ginza, or anywhere else!

* * *

Member Bill Owens is expanding his brewing empire in the San Francisco East Bay. As his advertisement on page 31 indicates, he has issued a magazine, Home Fermenter's Digest. As the title indicates, it is mainly directed to home brewers, who proliferate greatly, but also to home winemakers. It does publish recipes for beers and wines, but it is not essentially a how-to-do-it publication. Rather, it is a magazine about home brewing. It reports on conventions, taste tests in the near future, and the progress of microbrewers. The early issues, probably inevitably, are heavy on California, but there have been an article on the Manhattan Brewing Company of New York and some other more wide-ranging material. Especially for members with an interest in the microbrewers and the brewpubs, the magazine is highly recommended. It is \$13.50 per year from Box 713, Hayward, CA 94543-0713.

Bill has taken to bottling at his brewpub, Buffalo Bill's Brewery in downtown Hayward. He will send labels to collectors without charge. Simply send him a self-addressed envelope at the same address as given above for the magazine. We wish him well in both enterprises.

* * *

As anticipated, Paul Kalmanovitz announced closure of General's brewery in Vancouver, WA, in the course of the summer. That one essentially had no chance for survival. Relatively small and dating from the immediate end of Prohibition, it cannot have been a low-cost producer relative to the modern Olympia plant at Tumwater, WA, that Kalmanovitz acquired with Pabst. The brewery's robust output, mainly of generic beers for western markets, will be shifted to Tumwater.

Withal, the brewery will be missed. Its odd architecture -- it was built in a former municipal building that retained its outside markings -- and nice location made it memorable. Vancouver is a pleasant suburb of Portland, immediately across the Columbia River. The closure also marks the end, in any real sense, for General, even though the corporate entity may be perpetuated for marketing or other purposes. Lucky Lager, General's lead brand, was once the tenth largest selling American beer. One still sees it, but it has greatly lost its market in California to the national brands. The Lucky brewery in San Francisco still stands, and there are local efforts to restore it to production. The Olympia plant is likely to be adequate to serve the demands in the West for the various beers that Kalmanovitz' several firms produce.

* * *

We are glad to report that Lois Jacobs has been able to continue the shop which she and Mark had operated in Chicago. She has gone to a new location, 3515 Lincoln Avenue. It has long been the best place for Chicago artifacts, and we are pleased it can continue.

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

October 18, 1985



Above, Dave Mathews and his trusty crew handled the auction with their usual efficiency. Below, at Grammers, Cincinnati brewing tycoons Rick Muhlhauser, left, and Cornelius Hauck, right, talk with someone who, on the basis of his uniform, was making a delivery of Old Chicago Lager. (Carmel Zetts photograph)



CONVENTION IN CINCINNATI



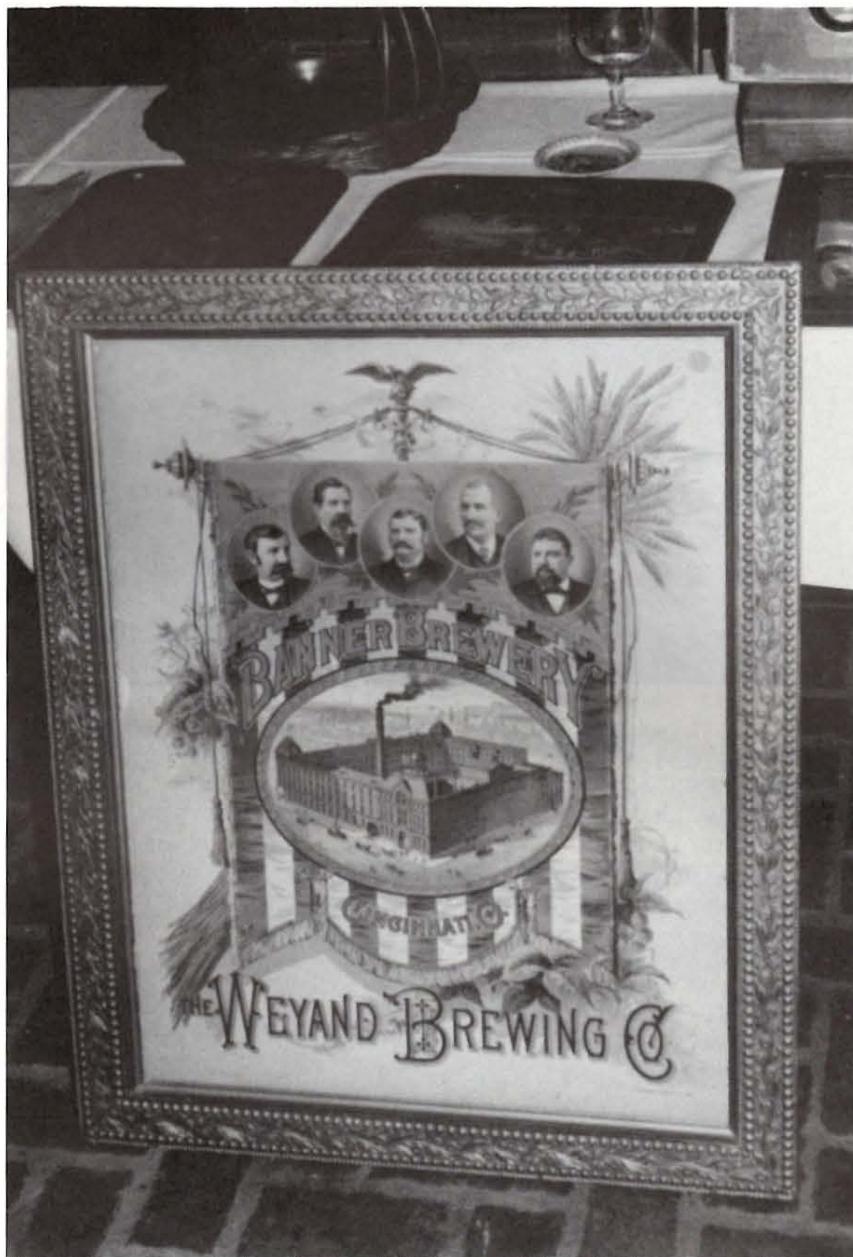
NABA's conventions take on the atmosphere of the cities where we meet. In Germanic cities where *gemeutlicheit* is the normal condition, we simply flourish. It was easily predictable that Cincinnati would bring out the best in us socially. Hudepohl made a nice contribution by giving us a full tour of the brewery and a great buffet in the hospitality room. The meal, catered by Grammers, whetted our appetites for the dinner at the restaurant on the following night. Has anybody ever concocted better sauerkraut?

A particular highspot was the bus tour of Over-the-Rhine led by Fil Graff. Fil's knowledge was so impressive one almost felt it was his home neighborhood! If anybody questioned Fil's judgment that Cincinnati was the American brewing center, the trip probably convinced him of Fil's interpretation. It was fascinating to see the old brewing area, admittedly far beyond its peak, but still mainly intact.

The real merit of the Cincinnati convention, however, was the quality of the artifacts sold at the auction. We set the club record for \$2700 for a single piece to no one's surprise. Never have we had such high quality material at an auction. Fortunately, Peter Blum photographed the best pieces awaiting sale.

The richness of the material being sold is a good refutation of the argument one occasionally hears that we will eventually run out of artifacts to collect. Admittedly, the supply of older material is fixed, but we are unlikely ever to know when it has all been brought forth. We can work on the presumption there is always more to be found. As prices rise, more resources are put into search, and collec-

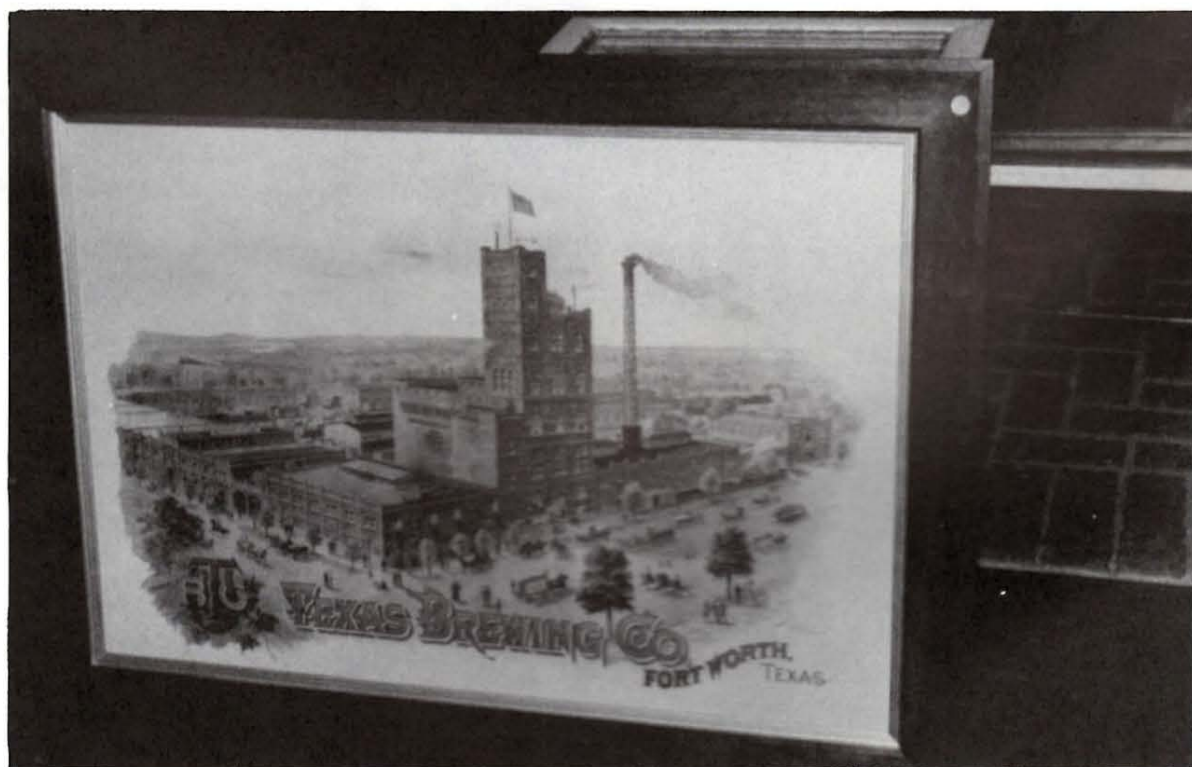
tors bring forth more pieces from their own collections for sale. The quality of the artifacts from the auction is a real incentive to keep searching and to keep collecting. If that isn't enough, the trip to Dick and Carolyn Hinds' house on the opening night of the convention should have motivated anybody. It was a definitive demonstration what a satisfying thing a good collection can be. The various brewery prints were particularly impressive. In fact, those prints reminded the editor to keep searching for a print of the West Side Brewery in Chicago known to exist. Happily, we don't have a closed-end collecting activity.



This impressive piece comes from the Banner Brewery, which operated at Walnut, Clay and Canal Streets in Cincinnati from 1888 to 1902. It was apparently at the time of issue in the hands of the Weyand brewing family of Buffalo, New York.



The auction had two magnificent brewery prints. Above is one of the three plants of the Evansville Brewing Association, a typical local combine of 1894. Can anyone identify the brewery? Below is a beautiful print of the Texas Brewery of Fort Worth. As Superior, it survived to 1940.





The pert and pretty lady at the left adorns the calendar for 1900 of John R. Stocker, although someone later added a pad for 1903. Stocker's brewery was founded in 1891 and passed through many hands. It survived Prohibition and wound up as the Woerner Brewery in 1938. It was last listed in industry directories as the Jaeger Brewery in 1942-43, but is not known to have operated.

Miller's lithograph at right shows Madame Calve as Carmen. One doubts that Carmen, Don Jose, and their pals were beerdrinkers, but no matter.





Above is a lithographed piece for the Old Craft Brew of the Menominee-Marquette Brewing Co. of Menominee, MI. The company operated under this named and produced this brand from 1933 to 1961, though the piece appears to be pre-Prohibition, or possibly an early Prohibition item.



This restful scene is from the Burckhardt Brewing Co. of Akron.



At left is the calendar for 1904 for S. S. Patterson, Blatz' wholesalers in Dillon, MT. Dillon is a mining and lumbering town south of Butte. On the basis of Dillon's remote location, this is presumably a very rare item.

At right is a handsome piece of back-painted glass lettered in gold leaf for the well known Pennsylvania brewer, Adam Scheidt of Norristown. His brewery lasted until 1975.

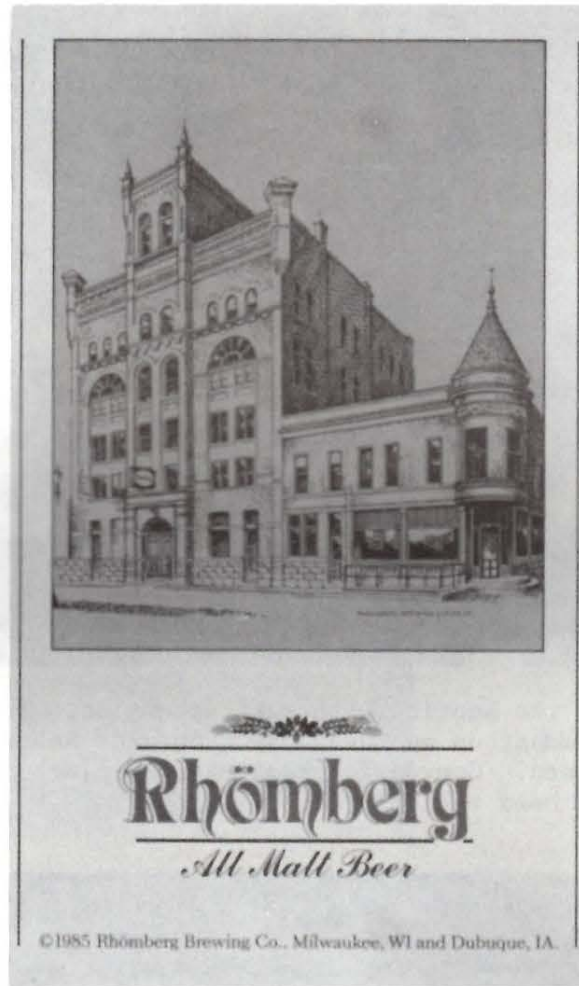




Above, members watch the auction with rapt attention. Below, we make ready for Sunday breakfast on get-away day. Speaker Robert Pohl is at the left of the lectern. Convention chairman Doc Black is at the extreme right of the head table.



Rhömberg Arrives!



Rhömberg
All Malt Beer

©1985 Rhömberg Brewing Co., Milwaukee, WI and Dubuque, IA.

Dick Armitage and his associates have realized their plan of bringing forth a heavily-flavored European-style lager from the Dubuque Star Brewery, which they bought for the purpose. In fact, they have brought out two versions, an amber and a pale. The firm, which maintains offices in Milwaukee and at the brewery, engaged Curro/Eichenbaum of Milwaukee as its advertising agency. The graphics selected are very good. All concerned are to be commended for their historical sense: the beer is named for the Rhömberg family, which traditionally owned the brewery, and the grand old building is featured prominently, as above. We must wish this enterprise particularly well, since the brewery is little short of a national treasure. Let us hope we can shortly buy a cold Rhömberg in the bar on the corner of the building.



CONVENTIONS OF RELATED ORGANIZATIONS



Stein Collectors Bite the Big Apple

From July 17 to 21, almost 200 members of Stein Collectors International from the United States, Canada and West Germany descended on New York for their 19th annual convention. Headquarters was the Roosevelt Hotel on 45th Street.

Intellectually, the highlights were four talks: "Wedding Beakers," by Colonel John Ey; "Jaeger Regimental Steins," by Kurt Siemon; "Glass Steins," by John Stuart; and "Character Steins of Ernest Bohne," by Mike Wald. All were most informative. Socially, the highspots were a kickoff dinner at the South Street Port, a cruise around Manhattan on the yacht "Riveranda," and a dinner dance Saturday. Several awards were made at the dinner Saturday, including "Master Steinologist" to author Mike Wald, and a plaque in recognition of long service to the organization to NABA member Jack Lowenstein. (Above, being given by convention chairman Ron Fox; photo by John P. Mertz.)

Members of the New York chapter had arranged six large cases for an impressive display of steins and plaques from several collections. The real business of the convention came Saturday morning with the annual auction. In four hours 403 lots were sold. The top price was \$17,600 for a 28-inch Mettlach plaque, No. 2013 -- and that price is not one of the editor's typing errors! Mettlach half-litre stein No. 3156 sold for \$4000, a snowman character stein for \$2625, and a "Kraft-fahrer Abteilung" regimental stein for \$3150. The successful bidders received rounds of applause from the astounded spectators.

In 1986 the 20th convention will be held at the lovely old Del Coronado Hotel in San Diego in early July. A mid-winter get-together in Orlando, FL, in January

is planned so that the northern members can escape the fluffy white stuff for a few days. For information on the Orlando and San Diego meetings and about SCI more generally, write Jack Lowenstein, P. O. Box 463, Kingston, NJ 08528.

ABA Meets Again in Denver

Annual meetings of the American Breweriana Association are getting just like the namesake organization, bigger and better -- at least that's the opinion of those who attend these functions. ABA-IV, held at Denver in June, attracted 91 registrants, nearly double the number that attended the previous year's meeting. The group, which stresses its educational base, was true to its word with a visit to the old hostelry in the Zang Brewery, the "new" Boulder Brewery, and talks on "the old and new" at both locations.

For the first year an auction was conducted with ABA director Lynn Geyer as auctioneer. It produced fun more than collectibles, although several items did bring top dollar. The Association continued its tradition by giving registrants a special commemorative glass for the third year. This year's souvenir was a smoked glass mug with a gold imprint of the Coors name plus a tribute both to the ABA and to the golden anniversary of canned beer from the host Coors Brewery. Awards went to the youngest member present, a teenaged girl, the one who came the longest distance (from Lancaster, PA), and the newest member pre-registered (a single lady who had joined a week before the registration deadline). Sixteen states were represented, up from nine last year. At the annual business meeting the secretary was able to report an increase of membership of 150 since the previous year, and election of three new directors: Tony Steffen, Frederick Litman and Lynn Geyer. The next annual meeting will be held in Kansas City, MO, with Bob Nash as meeting chairperson. ABA meetings are always the third week in June.

Stan Galloway

Stroh Hosts ECBA at Allentown

The 1985 convention of the Eastern Coast Breweriana Association, hosted by the Stroh Brewery at Allentown, PA, proved very successful, and the turnout was the largest ever. The isolation of our group at the rear of the Holiday Inn complex seemed to multiply the activity in the first days of the convention. The renewal of old friendships and the room-to-room trading lasted well beyond usual bedtimes.

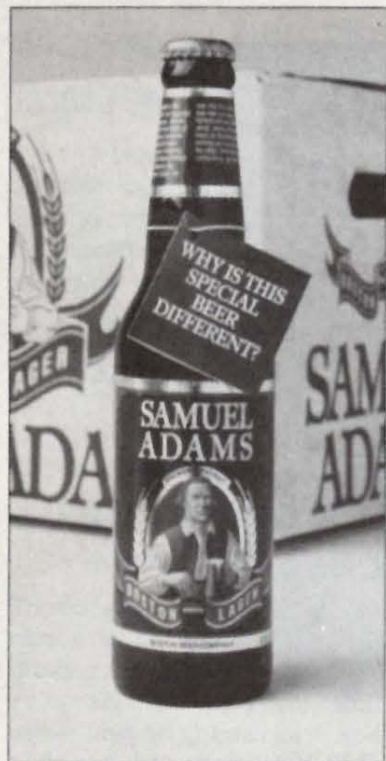
Thursday night Stroh gave us a well-organized brewery tour and buffet dinner; we proved to be the largest single group ever to meet there. The auction Friday provided the chance for members to acquire some choice items. It went off without the problems that had occurred in last year's initial attempt. That evening's banquet was excellent, and the slide show about the F. & M. Schaefer Brewing Co. put together by Peter Blum presented an excellent historical background of one of Stroh's acquisitions. The trade session Saturday again had a lot of activity; members could be seen carrying newly-acquired items back to their tables through the late afternoon.

Jeanette Bendula

* * *

We are sorry not to have a report on the meeting of the Canadian Brewerianist this year, but we particularly call attention to the fact that the organization will meet at Molson's brewery in Montreal in 1986. This is the oldest active brewery in North America, with portions dating from the 18th century. We suspect several members will find it worthwhile to take out membership for a year to attend. Even if the Canadian dollar rebounds from its current 73¢ U. S., the outing promises to be a bargain.

RESULTS OF THE 1985 GREAT AMERICAN BEER FESTIVAL COMPETITION:



1. Samuel Adams Boston Lager
2. Hibernia Dunkelweizen Fest Beer
3. Snake River Premium Lager (Idaho)
4. New Amsterdam Amber
5. Whitetail Ale (Arkansas)
6. Russian Imperial Stout (Yakima, Washington)
7. Newman's Albany (New York) Amber
8. (tie) Chesbay Amber (Virginia Beach, Virginia)
Thomas Kemper Lager (Rollingbay, Washington)
9. Red Hook Ale (Seattle)
10. Pyramid Pale Ale (Kalama, Washington)

In the last week of May over 300 brewers -- amateurs and professionals -- connoisseurs and enthusiasts descended on Denver for six days of American Beer Week. The events included a homebrewers' conference, a microbrewers' convention, an international beer tasting, several brewery tours, and finally two days of the Great American Beer Festival. The 7th National Homebrew Competition, now the world's largest, brought forth over 700 entries from 42 states and Canada. The grand over-all winner was Russell Scherer of Boulder for his porter. Other awards were given for best mead, best specialty, best European lager and best British bitter.

The week ended, as usual, with the Great American Beer Festival, the nation's largest domestic beer show. Over 90 beers came from almost every American brewery. Anheuser-Busch provided warehousing and other logistical support, and Coors provided transportation. A crowd of about 5000 attended. Hibernia of Eau Claire, WI, the former Walter brewery, provided a commemorative festival beer, a dunkel weizen, and F. X. Matt used the festival to kick off its all-malt beer, Saranac 1888. Winner of the annual Preference Poll was Samuel Adams Boston Lager of a new microbrewer, Jim Koch. The top ten finishers are show in the box at left.

Plans are already being made for American Beer Week for 1986. For details, contact Daniel Bradford, American Homebrewers Association, 734 Pearl Street, Boulder, CO 80302. (303) 447-0816.

CLARIFICATION

Mike Henneck, 2602 Chevy Chase, Irving, TX 75062, seeks information for a book he is planning on Texas breweries. In particular, he would like photographs of any obsolete Texas breweries. He is especially interested in information on Superior in Fort Worth, Dallas-Fort Worth in Dallas, Gulf Brewing Co. in Houston and Galveston-Houston Breweries, Inc., in Galveston.

Q. The editor bought a tap knob at the convention lettered for Riverside Lager. Ed Scott's Who's Who in

Brew shows a Riverside Beer produced by the Riverside Brewing Co. of Columbus, OH, in 1933-34, but no Riverside Lager. Because the tap knob is the black plastic type with a convex metal nameplate that appeared almost immediately after Prohibition, it presumably dates from the mid-1930s. Because it was part of a collection of Chicago knobs, it is probably from the Riverside Brewing Co. of Kankakee, IL, which operated from 1935 to 1937. Can anyone verify this?

A. Walter J. Gladkowski reports that the American Can Collector of April, 1982, reported the Franklin Brewing Co. of Emeryville, CA, out of business. It was apparently a short-lived microbrewery.

BREWERIES - ACTIVE



Manhattan Brewing Company

No, the mob's old brewery in Chicago has not come back to life. Rather, the new Manhattan Brewing Co. is in fact in Manhattan, at 40 Thompson Street in the Soho (south of Houston Street) area. It is the first brewery in Manhattan in some years, and New York's first modern brewpub. It is located in rather spacious quarters in a former Consolidated Edison substation at Thompson and Broome Streets. As Uncle Ernie Oest's photograph, above, shows, the brewing equipment is not isolated from the dining area and bar. The plant has two lauter tuns and two wort kettles, which might appear enough to drown Manhattan in beer. The proprietors are optimistic for the future.

As in many brewpubs, the beer is of the British type, but in this one the variety and method of dispense are very authentic. The beer at the bar is kept in stainless steel Grundy tanks of about five-barrel capacity under about five pounds of carbon dioxide pressure to protect it from the air. Bartenders hand-pump the beer into mugs lettered for the company. This is apparently the first modern installation of British beer engines. The company's lead brand is Royal Amber, which it began to bottle in June, 1985. This beer is flavored with Fuggles and Goldings, the classic British hops. The Gold has Hallartau hops. Pale is made with Yugoslav hops. All seemed to me excellent. The pub serves both lunch and dinner.

The company sells mugs lettered for the firm for \$5 and glasses for \$4. The beer is to be bottled in embossed bottles, and other collectibles may be added. At present the bar uses ceramic pump handles lettered for company, but they are not for sale. Pump clips are planned, but no decision has been made on selling them to collectors.



BOOK REVIEW

Donald Bull, Beer Trivia: 500 Questions and Answers About the World's Most Popular Drink (New York: Beaufort Books, 1985). Paper. 190 pages. \$4.95.

With the current passion for trivia, it was probably inevitable that some publisher bring out a book on beer trivia. We may count ourselves fortunate that the author was our indefatigable scholar, Don Bull. He dug into his considerable mine of knowledge concerning brewing to bring forth 500 questions, which with the answers provide the entire content of the book.

The questions range from the obvious:

229 What term is applied to a building where beer is made?

A brewery.

to the obscure:

217 What is the Czechoslovakian boot glass used in beer drinking contests called?

A tuplak.

There are a great many questions concerning slogans of brewers, of which I'd expect members to get about half correct -- more for the Ernie Oest generation. The number of questions is somewhat overstated at 500 because some of them reverse the relation of question and answer of others. For example, 79 asks which brewery used the Nightwalker and the Professor as its symbols, but 127 and 132 ask what the elderly bearded man and the Viking with a stein and axe in Bartels advertising were called.

The level of accuracy is apparently high. I spotted only one answer that seems clearly wrong. Question 62 asks, in connection with slogans, which brewery issued Topaz. The answer given is Fortune Brothers of Chicago, but Topaz was actually issued by Kohler. In question 240, the expression, "Mind your p's and q's" is said to stem from admonitions to barmaids and their customers to keep accurate accounts. That is a common explanation, but an alternative is a directive to hand typesetters, to whom the two letters appear reversed on the type.

My favorite single question is 152, "Who said, 'Persons intoxicated with wine pass out lying on their faces, while those drunk on beer invariably lie upon their backs'?" I correctly guessed it was Aristotle by analogy to Aristotle's theory of earthquakes: he thought they occurred in hot, dry weather. Matching wits with Bull this way is enjoyable.

My only serious objection to the book is its title. Beer is not, it is thought, the most popular beverage in the world, but third behind water and tea. (Soft drinks have recently passed water in the United States.) By my standards, anything concerned with beer is definitionally not trivia. That aside, the book is well done, highly amusing, and modest in price. It is recommended for any complete beer library.

GWH

As usual, the summer has left us plentifully supplied with book reviews. They will appear in forthcoming issues; the demands on space tend to be most severe for the fall number.

WHAT'S BREWING ?

The 1985 brewing season was a time to pull out all stops and promote as many new beers as possible. The market is fluid, and the idea seems to be to have enough brands so that at least some will sell well.

Anheuser-Busch had one of its strongest years ever. Only Michelob weakened - the entire super-premium segment is facing strong opposition from imports - but there is Michelob Light and the new King Cobra Malt Liquor with a very daring outdoor poster. After all these years of sweat and horseflesh, A-B has discovered sex. The LA brand has received very strong support. The segment will probably grow but even A-B cannot seem to speed the process.

One hears that Miller had a satisfactory year. Lowenbrau may never roar but there is the new Plank Road Draught doing well in test markets, and their malt liquor Magnum is getting intergalactic marketing support.

Stroh, which had to swallow the closing of the home plant, is very pleased with its malt-based White Mountain Cooler. One does not argue with the success of a new segment - better to join and do your best, but as a beer lover, my taste buds are irreversibly programmed by age against sweet drinks. So far the Bull has held its own in the battle of macho malts. Heileman also launched a cooler, La Croix, in citrus and strawberry. The sales decline of last year has been corrected, and they will distribute the Hacker Pschorr line.

Coors also is showing better figures and aggressive marketing. Any thoughts about Coors being only a fad of the 60's and early 70's are definitely past history. They have learned marketing with a vengeance and are fielding five products and are testing a malt-based cooler called Colorado Chiller. The current joke about a man requesting water and his friend asking when he switched to Coors Light is not so funny when one looks at the growth of this brand which is now the No. 2 light beer. On the other hand, imports are more successful than ever, and are expecting to hit five percent next year - that's one bottle out of twenty.

Pabst's new owner is going for income at the expense of volume, and the future may bring other opportunities, unfortunately. Smaller brewers are faced with the difficult double task of defending their regular brands on home turf against giants, who have economies of scale and money for marketing, while specialty brands must fight off imports and even micros for attention. It is hard enough being big, and it must be disheartening at times being small. On the positive side, acceptance of new ideas and products was never as good. Light brand extensions have helped both Iron City and Hudepohl; the question is what should they do next. Hudepohl has plans for their all-malt Christian Moerlein. F.X. Matt also opted for the all-malt approach with the new Saranac 1888. With Erlanger that gives three brands in a very special class, an indication that the era of the typical beer and beer drinker is gone.

Peter H. Blum

N.A.B.A. Success

The 14th Convention of N.A.B.A. has set another record and that's the total dollar value of the auction. Some super items really pleased the many buyers. Cincinnati was a very interesting city because of all the old brewery buildings still standing. When the Drawbridge Motel builds its brewery and a new complex it would be very interesting to return and see the new brewery in operation. Many thanks to the Convention Chairmen Dr Black and Matthew Hughes and the Hudepohl Brewery for a Super Convention.

As most members know its another meeting for the Officers and Directors of N.A.B.A. Will list some of the results of that meeting. Plans were reviewed for the 86 Convention at Stevens Point. There will be a number of pre-convention events and the number of people is limited because of motel accommodations. Then in 87 it is Williamsburg Virginia what a super place that should be. Then in 88 its on to St Louis another super city. What about California or St Paul for 89?

The N.A.B.A. is still talking with the B.C.C.A. and what the results will be only time will tell. More information later. The board then passed something very new to N.A.B.A. and that's N.A.B.A. Chapters. These are a group of members that meet in a city, area or even state. The Chapters might be interested in a special breweriana item or just all breweriana. The first Chapter is the Monarch Coaster Chapter of Chicago. There are many guide lines for Chapters to follow which you could call by-laws. This Chapter idea is on a trial basis for one year and at that time it will again be reviewed. Any interested members may write for information on Chapters. A study of the N.A.B.A. By-Laws is being made and no doubt there will be changes and additions.

The officers of N.A.B.A. that's President, Vice President, Recording Secretary and Treasurer will serve one more year to complete their terms. Three Directors also have another year of their term to serve. The two elected Directors are Bob Kay and John Filson Graff. Robert Jaeger was appointed for a one year term as Executive Secretary. Thanks to George Hilton for completing a two year term as Director.

If you received two dues reminders this will be your last chance to pay your 85-86 dues. Dues were due May 31 so please send in your dues we need you to continue the N.A.B.A. success story. Dues are only \$15.00 mail to Robert Jaeger 2343 Met-To-Wee Lane Wauwatosa Wi. 53226.

Its time again to start the 86 Membership Directory. If you have moved and changed your address and phone number please send it to the Executive Secretary. Also if you wish to change the items you collect let us know. If you would like an ad to buy or sell breweriana in the Directory for 86 please reply before the deadline.

Its a tribute to N.A.B.A. to list the following large number of new members. Its the duty of the present members to help the new members to add to their collections in any way they can. If it means answering a new members letter please help in any way you can. Welcome to the N.A.B.A.

Sincerely

Robert E. Jaeger
Executive Secretary



© 1985 Rhömberg Brewing Co.,
Milwaukee, WI and Dubuque, IA.

THANKS for the beer at the
hospitality room at Indy.

NEW MEMBERS

Auraden John
R.R. 2
Camden Oh. 45311
513-796-3921
Calendars-paper items
signs-tip trays-trays

Bates Karen
Ridgecrest Dr.
Goodlettsville Tn. 37072
615-859-5236
Can World Publisher
Cans

Bedway Barbara S. (Joseph)
1343 W. Norwegian St.
Pottsville Pa. 17901
717-622-2355
All breweriana-photos-trays
Yuenglings Brwg.

Berg Vinny
4335 Hegner Ave.
Cincinnati Oh. 45236
513-793-0104
Calendars-cans-labels
lithos-signs
Cincinnati Brwgs.

Brady Jerry
803 South Hennepin
Dixon Il. 61021

Bruckmann James P. (Carolyn)
5782 Belmont Ave.
Cincinnati Oh. 45224
513-591-1034
Bottles-cans-glasses
neon signs-trays
Bauckmann Brwg. Cincinnati Oh.

Bryant Donald
34-40 Church Street
Malverne N.Y. 11565
516-599-7527
All breweriana-bottles-cans
mugs steins-salt shakers
books magazines

Butsko Mark A.
34 Parkwood Blvd.
Poughkeepsie N.Y. 12603
914-452-8485
Coasters-foam scrapers-glasses
tap knobs
Barmann, F.X. Matt Brwgs.

Colley Allen R.
271 E. Main Street
Bradford Pa. 16701
814-368-3441
Coasters-history-labels
salt shakers-tip trays-trays

Coriell Thomas E. Jr.
P.O. Box 3883
Wichita Ks. 67201
316-943-0808
Coasters-mini beers
Mugs(Ceramic)-openers

Crumble James H.
9575 W. Allyn St. Apt. 206
Milwaukee Wi. 53224
414-354-0910
All breweriana-books magazines
glasses-neon signs-signs
tap knobs-trays
Schlitz, Old Milwaukee

Davis Kenneth
280 Zandale Dr.
Lexington Ky. 40503
606-277-3316
Coasters-paper items

Edstrand Bruce E.
P.O. Box 1031 F
Wheeling Il. 60090
312-459-8530
Mugs steins

Gallitz Daniel
Rt. 5 Box 417 Rogersville Rd.
Fond Du Lac Wi. 54935
414-922-7262
All breweriana-bottles-cans
cases-glasses-trays
Wisconsin Brwgs.

Gallo Robert (Mary Ellen)
4304 34th Street
Cincinnati Oh. 45209
513-513-1745
Bottles-glasses-labels
match safes-tip trays-trays
Cincinnati Brwgs.

Greenwell Robert M.
718 Main Street
Covington Ky. 41011
606-491-0455
All breweriana-bottles-glasses
signs-tap knobs-trays
Heidelberg Cov. Ky. Bavarian,
Weidemann & Cincinnati Brwgs.

NEW MEMBERS

Griesedieck Robert A.
757 W. Jewel Ave.
St Louis Mo. 63122
314-965-2163
All breweriana-history
Griesedieck Bros. Brwg.
All St Louis Brewery Family
History

Harry Thomas R. (Darleen)
13446 Tucker Drive
De Witt Mi. 48820
517-669-3155
All breweriana-mirrors
signs-tap knobs

Hajicek Michael
R.R. 2
Hutchinson Mn. 55350
612-587-2680
All breweriana-bottles-glasses
lithos-reverse paint on glass-signs
Grain Belt, GBX Malt Liquor

Hesse Bill (Bonnie)
N.83 W.28461 Center Oak Rd. RR-2
Hartland Wi. 53029
414-367-4622
Bottles-glasses-mirrors
signs-thermometers-trays



Hibernia Brewing Ltd.
318 Elm Street • Eau Claire, WI 54703

Hibernia Brewing Ltd.
318 Elm Street
Eau Claire Wi. 54703
715-836-BEER

Jobe Robert B.
208 E. Maple
Cherokee Ia. 51012
712-225-2165
Mirrors-mugs steins
Anheuser Busch

Jacobs Lois
Americana Collectibles
3515 Lincoln Ave.
Chicago Il. 60657
312-935-4204
Chicago breweriana

Johnson Marshall T. (Susan)
R.R. #1 College Rd.
Oglesby Il. 61348
815-224-1968
Calendars-paper items-photos
post cards-tap knobs-trays
Star Union Brwg. Peru Il.

Jones M.F. (E.M. Jones)
5 Blunts Hall Drive
Witham Essex
England CM8 1LZ
0376 512568
The Brewery History Society

Jordan Larry Dan (Gilda)
1001 W. Park Blvd. #214
Plano Tx. 75075
214-423-0994
All breweriana
Schult & Hilgers Brwgs.
Mankato Brewing
Jordan Beer

Jordan Stanley H. (Patricia)
14 Sunnybrook Court
Hamilton Oh. 45013
513-868-2945
Glasses-mugs steins
reverse paint on glass
signs-tip trays-trays
Cincinnati & Ky. Brwgs.

Keatting Bill (Francis)
8507 Old Shepherdsville Rd.
Louisville Ky. 40219
502-969-0345
All breweriana-bottles-cans
labels-mini beers-trays
Kentucky Brwgs.

Kingery Ron (Lorie)
4919 Sharynne Lane
Torrance Ca. 90505
213-540-9921
All breweriana
California Brwgs. only

Kreitzer Richard (Donna)
18403 Tr. 284
Coshocton Oh. 43812
614-829-2742
Signs-thermometers-trays
Ohio Brwgs.

NEW MEMBERS

Krieger Scott R. (Kim)

5827 N. 67th Street
Milwaukee Wi. 53218
414-438-1715

All breweriana-books magazines
ash trays-mirrors-mugs steins
patches
German items

La Susa Richard (Judith)

568 Thunderbird Trail
Carol Stream Il. 60188
312-665-0747

All breweriana-cans-history
paper items-photos-signs
Chicago Brwgs.
Manhattan, & Canadian Ace Brwgs.

Lewandowski John (Eileen)

802 Capistrano
Toledo Oh. 43612
419-476-4592

All Toledo Breweriana

Little Donald (Linda)

1753 Dowd Drive
Dellwood Mo. 63136
314-522-6558

Bottles-clocks-corkscrews
glasses-neon signs-trays
Anheuser Busch

Loveall Tom (Kelly)

180 Brook Road
Auburn Ca. 95603
916-823-8895

All breweriana-books magazines
cans-mirrors-neon signs-signs
Brwgs. allowing purchase of
Breweriana by mail

Marcin Walter L.

3140 Circles End
Matthews N.C. 28105
704-542-6604

Glasses-mugs steins

Markiewicz Don (Barb)

1102 Riverpark Cr. West
Mukwonago Wi. 53149
414-363-5159
Mugs steins

Martin Dennis M.

7300 W. State St. #308
Wauwatosa Wi. 53213
414-259-7896

All breweriana-glasses
signs-statues-trays
Gottelman Brwg. Co.

Martin John M. (Jo Ann)

1766 Farmington Ct.
Crofton Md. 21114
301-261-6704

Mc Kenna Geno

116 5th Ave.
Antigo Wi. 54409
Bottles-trays

Meyer Ray (Jeanette)

5711 Hidden Stone Dr.
St Louis Mo. 63129
All breweriana

Miller Jerry (Marie)

2158 S. 88th Street
West Allis Wi. 53227
414-327-5359
All breweriana-mugs steins
Miller Brwg. Co.

Murawski John L. (Karin)

R.R. #6 Sparta Road
St Joseph Mo. 64504
816-238-0391
Bottles-cans-clocks
mirrors-paper items-signs-trays

Olson Verlyn (Charmaine)

R.R. # 1 Box 288
Shawano Wi. 54166
715-524-4187
All breweriana-bottles-glasses
neon signs-tap knobs-trays

Phillips John E. (Sharon)

1290 Melrose Dr.
Mansfield Oh. 44905
419-589-5956
Coasters-labels-matches
mini beers-trays
Ohio Brwgs.

Purvis Dick (Kathy)

15 Strong Street
Manchester Ct. 06040
203-646-0356
Coasters-foam scrapers-openers
post cards-signs-trays
Stegmaier Brwg. Pa. & New England

Radeck James (Sherri)

242 N. Wisconsin
Villa Park Il. 60181
312-832-4446
Bottles-cans-labels-signs

NEW MEMBERS

Retherford Larry J. (Hazel)
 604 Marietta Ave.
 Terrace Park Oh. 45174
 513-831-2872
 Bottles-glasses-openers
 signs-tip trays
 Old Cincinnati Brwgs.

Robinson Sam (Diane)
 510 Stang Street
 Madison Wi. 53704
 608-241-1732
 All breweriana-bottles-cases
 labels-openers-signs
 Marathon City Wi.
 Dahlke Westfield Wi.
 Wisconsin Brwgs.

Rosinbum Bob
 PSC Box 1757
 Ellsworth AFB 57706
 Labels-mugs steins-signs
 coasters-cans

Safko Michael F. (Cathy)
 519 Bradford Drive
 Slidell La. 70461
 504-646-0709
 Cans-labels-tap knobs
 all breweriana
 Miller Brewing Co.

Schlosser William H.
 1650 Woodview Lane
 Hamilton Oh. 45013
 513-868-2366
 All breweriana
 Martin Mason Brwg. Co.
 of Hamilton
 A.K.A. Eagle Brwg.

Schmelter James
 2121 N. 12th Street
 Sheboygan Wi. 53081
 414-458-9604
 Statues-statue photos
 signs
 Blatz Old Heidelberg
 Pabst, Gettleman & Piel's

Serrano Frank (Nancy)
 2347 Vargas Place
 Santa Clara Ca. 95050
 408-241-2432
 All breweriana
 Signs-tap knobs
 West Coast Brwgs.

Servais Michael (Sandi)
 3355 Nautical Ave.
 Green Bay Wi. 54302
 -468-8928
 Clocks-lamps-mirrors
 neon signs-signs-trays
 All brands

Shields Jo Beth (John)
 8922 Memorial Drive
 Houston Tx. 77029
 713-682-4869
 Calendars-cans
 neon signs-signs
 Southern Select - Grand Prize

Shilbauer William (Isabel)
 421 South Irwin Ave.
 Green Bay Wi. 54301
 414-437-3712
 All breweriana-glasses-labels
 lithos-signs-trays
 Wisconsin Brwgs.

Simmons Neil (Marilyn)
 4334 Cavalier St. NE
 Cedar Rapids Ia. 52402
 319-393-8959
 All breweriana

Skoros Steven S. (Judy)
 19060 Beverly Road
 Birmingham Mi. 48009
 313-646-0291
 All breweriana-lamps-mirrors
 signs-tap knobs-trays
 Wisconsin, Michigan &
 Minnesota Brwgs.

Smith Warren (Marcia)
 1951 Hubbard Rd.
 Madison Oh. 44057
 216-428-7286
 Cans-mirrors-neon signs
 openers-signs-statues
 Ohio Brwgs.
 Schlitz, Standard, Leisy's

Stookey Paul L. (Sandra)
 3015 W. St. Rt. 571
 Troy Oh. 45373
 513-698-3392
 Mini beers

NEW MEMBERS

Trembl Ken (Barb)

721 E. Mission Road
Green Bay Wi. 54301
414-432-2542
Cans-coasters-labels
Wisconsin Brwgs.
Val Blatz Brwg. &
Sports breweriana

Vogel Jaret

c/o Blinder Robinson Co. Inc.
12550 Biscayne Blvd.
North Miami Fl. 33181
800-327-0192
Stockbroker for
Boulder Brwg. Co.
publicly traded

Waggoner Tom

P.O. Box 12610
Overland Park Ks. 66212
913-451-8457
Books magazines-cans-photos
post cards-signs-tip trays

Wyss John A. (Kathy)

43 Western Hills Estates
Coralville Ia. 52241
319-645-2961
All breweriana-mini beers
mugs steins-salt shakers
statues-tip trays
All items miniature only

At right, below, Soviet Foreign
Minister Eduard Shevardnadze.

Los Angeles Times

Sunday, September 29, 1985



HERE ARE A FEW TRAYS FROM MY COLLECTION!!!

Tom Polansky, Box 6211, Santa Barbara, CA 93160 (805-967-1547)

1.ANH.BUSCH, St Louis, c1905, 13"diam, eagle and brand.....	\$375.00
2.FELSEN STEAM BEER, San Francisco, c1904, 13x16" oval, vase & flowers.....	\$165.00
3.TERRE HAUTE BRWG, 1930s, c13x15" oval, cherubs pouring beer.....	\$120.00
4.COORS, Golden, CO, 13"diam, c1910, Coors Mountain trademark.....	\$200.00
5.SCHWARZENBACH BRW, 13", c1911, Howell, NY & Galetton, PA, lady, n. mint....	\$225.00
6.BUFFALO BRWG, Sacramento, c1913, 12"diam, lady straw hat, mint.....	\$400.00
7.HARVARD BRWG, Mass, c1910, 12"diam, lady in yellow dress.....	\$425.00
8.STROHS BRWG, Mich, c1910, 12" diam, man holding tray.....	\$135.00
9.SPOKANE BRWG, Wash, c1910, 12" diam, lady's head/butterfly.....	\$250.00
10.OLYMPIA BRWG, Wash, c1934, 12" diam, Cavalier with beer.....	\$ 95.00
11.MILWAUKEE BRWG, San Francisco, c1910, 12" diam, men drinking.....	\$125.00
12.DIEL BRWG, Ohio, c1934, 12" diam, topless lady, mint.....	\$250.00
13.SALT LAKE CITY BRWG, c1910, 12" diam, bottle & table scene.....	\$150.00
14.PACIFIC BRWG, Tacoma, 1912, 12" diam, pix Mt Tacoma, mint.....	\$ 60.00
15.FALSTAFF BRWG, c1950, 12" diam, Falstaff holding tray, mint.....	\$ 25.00
16.MILWAUKEE BRWG, San Francisco, c1915, 11x13", view of Exposition....	\$165.00
17.FRANK JONES BRWY, Portsmouth, NH, c1905, 9" diam, monk.....	\$125.00
18.HIGHLANDER BEER, Missoula, MT, c1915, 11x13", Chinese box.....	\$ 48.00
19.BLATZ BEER, Milwaukee, c1934, 11x13", men drinking.....	\$ 55.00
20.PABST BEER, Milwaukee, c1934, 11x13", fat man pouring.....	\$ 45.00
21.WIELAND BRWY, S.F., CA, c1910, 11x13", lady reading letter, green....	\$175.00
22.WIELAND BRWY, S.F., CA, c1910, 11x13", lady reading, tan.....	\$150.00
23.STEGMEIER BRWY, PA, c1905, 11x13", bottles & fishing basket.....	\$230.00
24.COLUMBIA BRWY, Tacoma, c1905, 9"diam, Liberty lady & eagle.....	\$350.00
25.RANIER BRWY, Seattle, c1910, 13"diam, lady & bear.....	\$220.00
26.RANIER BRWY, Seattle, c1910, 11x13", witchy lady on pedestal.....	\$175.00
27.HAUENSTEIN BRWY, MN, c1904, 12x17", factory tray.....	\$875.00
28.GERMAN AMER BRWY, Buffalo, c1905, 12"diam, factory tray.....	\$850.00
29.HEURICH BRWY, Wash, Norfolk, Balt, 13" diam, lady & factory.....	\$650.00
30.LA GRANDE BRWY, Oregon, 12" diam, lady w/long hair & low cut dress..	\$350.00
31.BURKHARDT BRWY, Akron, 1910, 11x13", factory tray.....	\$475.00
32.LEISEN & HENNES BRWY, Menominee, MI, 1905, 13x16" oval factory tray..	\$750.00
33.MANILA BRWY, Dobbs Ferry, NY, 13" diam factory tray.....	\$750.00
34.NEW PHILADELPHIA BRWY, Ohio, 1905, 13x16" oval factory tray.....	\$1050.00
35.CENTRAL BRWG, NY, c1905, 13x16" oval factory tray.....	\$925.00
36.SCHNEIDER BRWG, Trinidad, CO, c1905, 13x16" oval, lettering & scene.	\$400.00
37.HIEBER BRWY, Spokane, c1905, 13x16" oval, lady & child.....	\$300.00
38.KOPPITZ-MELCHER BRWY, Detroit, c1905, 11x13" oval, elves.....	\$325.00
39.BARTHOLOMAY BRWY, NY, 4 1/2" tip, lady on wheel, mint.....	\$140.00
40.IROQUOIS BRWY, NY, 4 1/2" tip, full color Indian, mint.....	\$140.00
41.TECH BEER, Pittsbg, 4 1/2 x 6" oval tip, 3 men & beer, mint.....	\$130.00
42.SCHNEIDER BRWG, Trinidad, CO, 4 1/2" tip, old couple, mint.....	\$155.00
43.BARTELS BRWY, Syracuse, 4 1/2" tip, Norsman with mug.....	\$ 95.00
44.BECKS BRWY, Buffalo, NY, 4 1/2" tip, eagle on U.S. Shield, mint.....	\$155.00
45.UNION BRWG, Peoria, IL, 4 1/2" tip, large labeled beer bottle.....	\$ 75.00
46.NATIONAL BRWG, San Francisco, 4 1/2" tip, stag w/big horns.....	\$105.00
47.MUEHLBACH'S BRWY, K.C., MO, 5" diam. tip, bottle on shield.....	\$ 85.00
48.WEINHARD BRWG, Portland, 4 1/2" diam, Kaiser in spiked helmet.....	\$175.00
49.PENNA BOTTLING CO, Phila, 4 1/2" diam, 2 bottles of brew, near mint....	\$ 75.00
50.LIBERTY BEER, Rochester, 4 1/2" diam tip, Indian and arrows.....	\$125.00

EMBOSSSED METAL SIGNS

51.HARVARD BRWY, Mass, c1905, 15x25" embossed fancy corner signs; pair, ea.	\$900.00
52.OLD JOE'S STEAM BEER, San Jose, c1905, c17x20" tavern scene.....	\$550.00
53.BUFFALO BRWG, Sacramento, c1910, c20x30", bottles & table scene....	\$550.00
54.BUFFALO BRWG, Sacramento, c1910, c7x20", looks like giant label....	\$275.00
55.FALSTAFF, LEMP-St Louis, c1910, c20x30", "Peacemaker", touring car....	\$700.00
56.PERU BEER CO, Peru, IL, c1910, c20x30", brewery picture & train....	\$850.00
57.FELSENBRAU BEER, c1934, 12"diam, Santa-looking elf.....	\$ 75.00

MISCELLANEOUS

58.PRE-PRO MUGS: (A) Royal Beer, K.C., eagle, \$65; (B) Keeley Brwy, Chi, \$155; (C) Weinhard, Ptd., \$135; (D) Lehigh Brw, Joliet, \$150; (E) Olympia, 9", w/lid, \$175; (F) Kuebler-Stang, Sandusky, \$135; (G) Dick Bros, lady, Quincy, \$140; (H) Ranier, old judge, Seattle, \$50; (I) Everett Brwy, Wash, full color factory, \$275.	
59.KALISPELL BRWY CBD COASTER, 4 1/2" diam, Glacier Specil Beer, rare.....	\$ 40.00

All items are postpaid. Calif residents, add 6% sales tax or a resale card.
 Postal Money Orders preferred. Tom Polansky, Box 6211, Santa Barbara, CA 93160
 (805-967-1547).

BUY - SELL - TRADE

Wanted: Mini beers: Apache, Old Glory, Atlantic, Schlitz (1939 World's Fair), Fehr, Nectar, Frederick's, many others, inc. foreign. Send your list and prices to: John Wyss, 43 Western Hills, Coralville, IA 52241.

Wanted: Metal Pabst piano player statue, also bartender, Pabst "We serve finest People in Michigan" piece, and Pabst man with moustache. Piels elves and Gettleman wildlife plaques. Jim Smelter, 2121 N. 12th Street, Sheboygan, WI 53081.

Wanted to buy: Items from Dick Bros. and Ruff's breweries, Quincy, IL, Popel-Geller and Warsaw breweries, Warsaw, IL. Barry Kessell, 1630 S. 30th Street, Quincy, IL 62301.

Wanted: Old neons from extinct breweries and obsolete brands. I offer traders from the east, inc. Beverwyck, Hanley, Trommers, etc., or will buy. John B. Mathot, 40 Pinecrest Road, Holliston, MA 01746. (617) 429-5296.

Wanted: Bull's Eye beer can #53-2, other opening instructions cans and corkscrews. Send prices to Don Bull, 20 Fairway Drive, Stamford, CT 06903.

Wanted: Any Grain Belt, GBX Malt Liquor or Wunderbar items: glasses, bottles, tap knobs, signs, etc. Mike Hajicek, R2, Hutchinson, MN 55350.

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Wanted: Gluek Brewery items of all kinds. Roland C. Amundson, 1350 Dain Tower, Minneapolis, MN 55402. (612) 339-6662. Call collect.

Wanted: Yuengling beer and dairy items, plus photographs and historical information. Bill Kimmel, 401 Hotel Street, Pottsville, PA 17901.

Wanted: All breweriana. Send price and description to Ron Kachel, 69 Summit Ave., Lynbrook, NY 11563.

Wanted: Marathon City or Wausaw items to buy or trade. Peter Kroll, 3739 Elna Road, Madison, WI 53704.

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

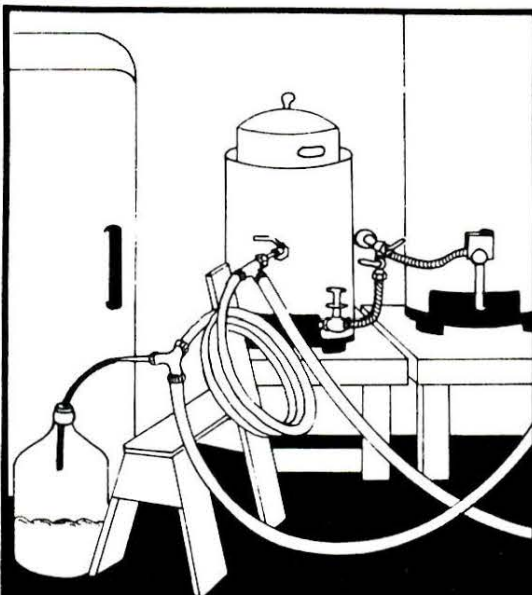
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