

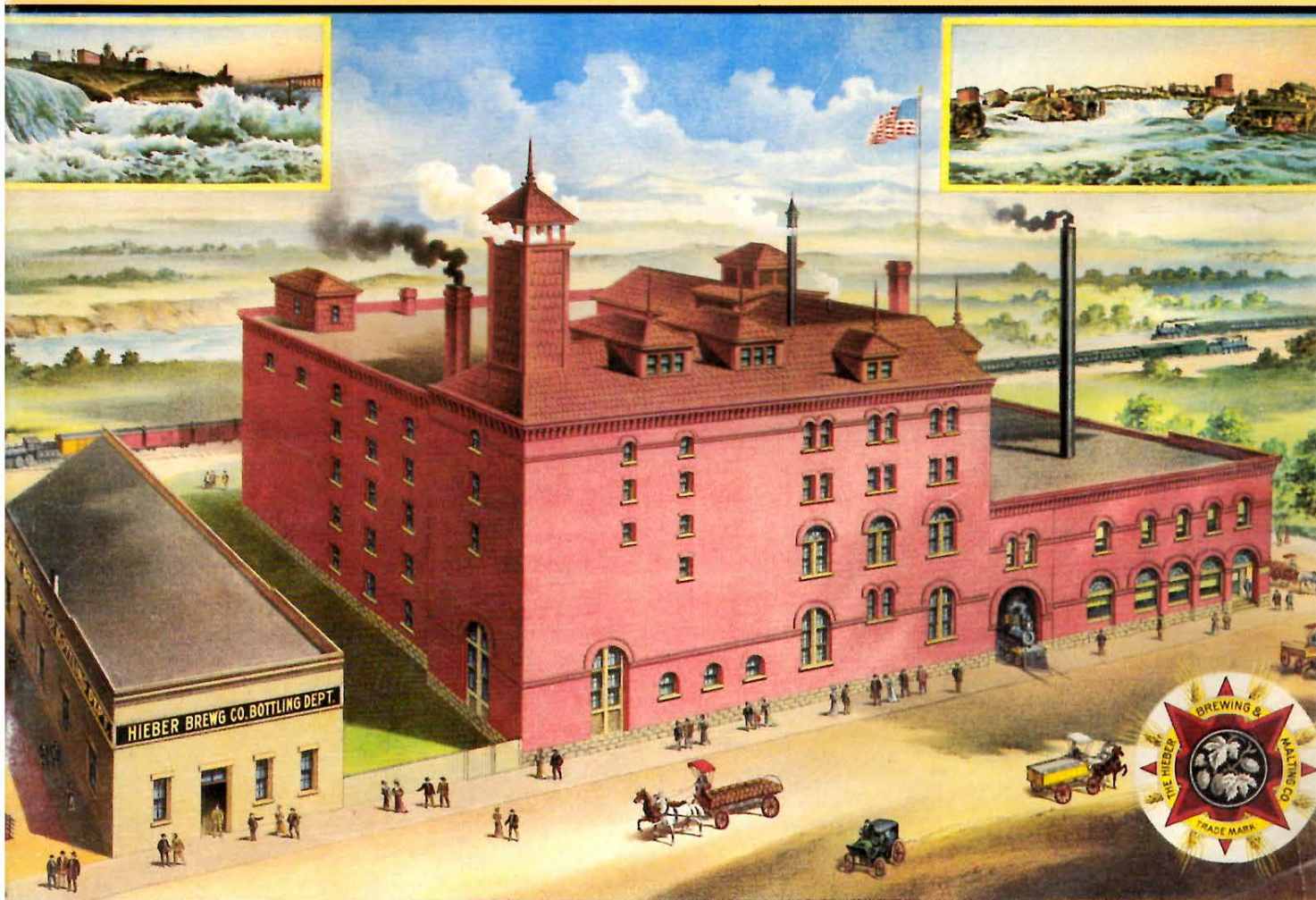
The Breweriana Collector

JOURNAL
OF THE
NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING

VOLUME 52

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WINTER 1986



THE HIEBER BREWING & MALTING CO., SPOKANE, WASH.

SPOKANE BREWERIANA

National Association of Breweriana Advertising

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

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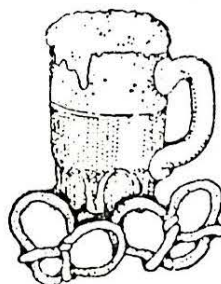
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Directory Editor
Editor, The Breweriana Collector
1986 Convention Chairman

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.

LETS TRADE LABELS BY THE PACK
100 of each to the pack.
Send samples to offer - to

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National Association Breweriana Advertising

January 23, 1986

PRESIDENT'S PAGE

Dear NABA Member:

The fall issue of The Breweriana Collector reinforced for many of us the fact that NABA really has an outstanding periodical. For those that could not attend the 1985 annual convention, the fall issue provided a real insight into the club's activities punctuated with photos of some of the outstanding historical Breweriana items that sold at auction. Many, many additional significant pieces sold in individuals' rooms.

For many of us that live in areas where Breweriana advertising is unavailable or nonexistent, The Breweriana Collector, the annual NABA convention, and Neil Wood's Indianapolis Advertising Show, are almost the only source of additional material for our collections. The remaining important source that exists for some of us is contact with those NABA members who voluntarily share with us items that they discover or duplicates from their own collections that they may wish to part with. It is satisfying to me that these members share this information, unselfishly, with no thought of reward for themselves. I would urge each of you to consider your fellow collector whenever you pass on an item you've discovered or reduce your own collection. The NABA membership directory lists every member as well as those items they are particularly interested in. Please take the time to call or write someone whenever you choose to move an item. I think you will find some satisfaction in knowing that you've assisted a fellow NABA member.

Bob Jaeger advises that we've experienced a significant number of new members. Activity has been so great that we have been unable to accommodate each new member with complimentary back issues of The Breweriana Collector. As with all collecting groups, each year we have some members who choose not to renew their memberships. We are pleased to report to you that those in this category are down appreciably in 1986.

Many of you have contacted me to advise how much you enjoyed the photos Peter Blum provided of some of the outstanding items featured at last summer's annual NABA auction. I would urge you to send a photo of your own favorite piece to Editor George Hilton. While George cannot return your photo, he will do his best to publish it as time and space permit. A brief description of each item will be most helpful.

Lastly, I urge each of you to plan to attend the 1986 annual convention at Stevens Point, Wisconsin, August 1, 2, and 3. It promises to be an outstanding affair.

Sue joins me in wishing each of you a happy and healthful 1986.

Yours truly,

Robert J. Chapin
President
National Association
Breweriana Advertising



STEVENS POINT BREWERY Beer and Water Streets Stevens Point, Wisconsin 54481 (715) 344-9310

1/24/86

Dear NABA Members,

The piles of snow that surround us in Stevens Point, WI today make August, 1986 seem like a long way off. But seeing the warm, friendly face of Herb Haydock has brought me encouragement that the summer days and your good group will be filling our lovely streets with good cheer and excitement before we know it. We are happy to be sharing in your activities again; the last time was in 1975 I believe. We will be working with Herb Haydock to set up our hospitality, tours, and souvenirs from our Brewery.

On behalf of our newly formed Stevens Point Area Visitors Bureau and the Stevens Point Brewery I wish all the NABA members a hearty welcome and a safe journey to our city!

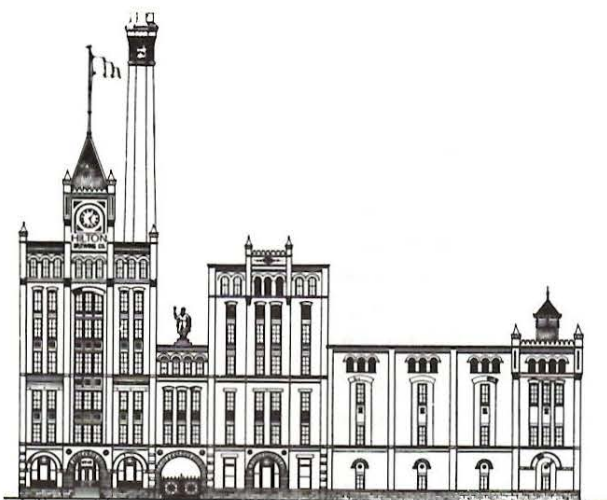
Mark your calendars for August 1,2,3, 1986!

Nazdrowie!

A handwritten signature in cursive script, reading "Ken Shibilski".

Kenneth P. Shibilski
President

A TASTE YOU'RE PROUD TO SHARE!



FERMENTATION

The One Best Beer

Enthusiasts are continually asked -- usually by people who habitually drink other beverages -- what is the one best beer. There are, admittedly, people who would give an unambiguous answer. We have a member who drinks, as he collects, Pabst only, and would consistently respond to the question accordingly. Perhaps our members who work for brewing companies would unhesitatingly respond with one of their employers' products, but most brewing companies, at minimum, produce brands with and without an aftertaste, and even the most loyal employees might reasonably respond for one or the other.

More basically, it is reasonably well established that the taste of beer depends upon its freshness, how thirsty one is, what is on one's palate, the temperature of the beer, the ambient air temperature and other considerations. Under the circumstances, it is very unlikely that any one beer could work out as superior in all times and places. Molson's Export is fairly universally admired, and is a common choice for those who think a single best beer could be identified. It could hardly be improved upon for a visit to a bar after a hockey game at the Montreal Forum, but it would be difficult to be equally enthusiastic for it on the beach at Acapulco. Most brewers in warm climates produce lightly-flavored beers. It is unlikely that Molson's Export could outsell Carta Blanca in Mexico, no matter what campaign was mounted.

There is a further matter that full-flavored beers do not lend themselves to repeated drinking. If one drinks a six-pack of a heavily-flavored beer, it may be pleasant enough at the outset, but by the end the taste may be cloying. For this reason, the editorial refrigerator customarily has two beers. In the later of Schlitz' independence they were Henry Weinhard's Private Reserve, a beautifully hopped beer, rather the West Coast's masterpiece, and Schlitz' Old Milwaukee. A colleague who frequently came over for a beer in the late evening asked repeatedly what the purpose of the Old Milwaukee was, when Henry's was so obviously superior. I responded on each occasion that Henry's flavor was too heavy for repeated drinking, so that it was preferable to switch to Old Milwaukee after one or two of Henry's.

People who have travelled in Europe are likely to expect an answer to the question of the one best beer to be some European brand. What might be the answer in Europe need not be here. When I lived in Germany in 1954, I'd have answered that Spatenbrau was the world's best -- not an uncommon view. Unfortunately, in the United States it has never been among the most popular imports, and frequently has an oxidized flavor, symptomatic of having been in the bottle too long. Only in a single bar, on Market Street at Third in San Francisco, that specializes in the

brand, have I found Spatenbrau free of this in America. There are some brands, such as Tsingtao, which invariably in my experience, have this problem, so that I refuse to evaluate them. Kirin's management appears to take this problem very seriously, so that in Japanese restaurants in America, where Kirin is all but universal, it is nearly always fresh-tasting. Some habitual drinkers of foreign beers have complained of off-flavors from preservatives used to give various beers longer shelf lives. Finally, some foreign brewers alter their beers destined for the United States to suit what they conceive to be the American taste, and this is rarely for the better. These problems may become less serious as imports become a larger percentage of the market, but they are still severe enough that the search for the one best beer among foreign brands is likely to be unfulfilling.

It is best to face the fact that for most consumers, there is no one best beer. Experimentation and search are themselves pleasures that being wedded to a single brand would reduce. Most brewers produce a variety of brands for good reason. Even those like Coors and Point that held to a single brand have now branched out. The same logic applies to one's refrigerator: a variety of brands is desirable.

* * *

We observed that Pabst's ultimate fate of going into the multi-firm group of Paul Kalmanovitz assured several closures, given Kalmanovitz' long-standing practice of consolidating output in a small number of breweries. First to go was Pabst's Newark plant. This was widely expected, for it was an old brewery, and Pabst had not been doing well in the area. Kalmanovitz announced, however, that the brewery, or at least its equipment, would be re-erected in China. It was not entirely clear whether the brewery was simply being sold there, or whether Pabst intended to begin brewing there. "Oil for the lamps of China" has long been a dream of western entrepreneurs. Beer for the thirst of China may be one manifestation of such hopes.



Paul Kalmanovitz

The second Pabst brewery to go was something of a surprise. Kalmanovitz announced closure of the Tampa plant, at least temporarily. This was the former Schlitz brewery that Pabst had acquired from Stroh in exchange for the Hamm's brewery in St. Paul. It is a relatively modern plant of 1.5 million barrels per year capacity. Pabst in its earlier shift of assets with Heileman contracted to buy a substantial amount of beer from the former Pabst plant at Perry, GA, after its transfer to Heileman. This apparently provides Pabst with adequate output in the area. Previously we noted closure of General's brewery in Vancouver, WA, and shift of its output to the Olympia plant at Tumwater.

Kalmanovitz' business strategy may appear quite different from Anheuser-Busch, but let none doubt that it works. In Forbes magazine's annual listing of richest Americans, Kalmanovitz was shown with a net worth of \$250 million. Such listings are frequently inaccurate, but in any case, the evidence of success is there, and congratulations are in order.

* * *

Some corrections or additions are in order. The affiliation of the Monarch Coaster Chapter with NABA had its origin in a suggestion of Bob Kay, who should be given due recognition. Tom Byrne reports that his National Association of Beer Coaster Collectors is alive and well with over 100 active members. Dues are \$6.00 for six months, including three issues of a bimonthly newsletter.

Don Bull has produced an opener, apparently pre-Prohibition, lettered for the Topaz brand and Fortune Brothers. Post-Prohibition, the brand was produced by Koller, Not Kohler, as the editor spelled it in the review of Don's Beer Trivia in issue 51.

* * *

In our continuing efforts to document high living in Indianapolis, we have unearthed a really superb barbecue joint, Sam's on U. S. 421 (Michigan Road=Northwestern Boulevard) at Kessler Boulevard. With all respect to John Murray's favorite on 38th, Sam's is one of the best sparerib havens in the nation. Prominent is a plaque from one of the local television stations or magazines as the best restaurant of its class for the year. Whether Sam's is high living is open to question, for it is inexpensive and unpretentious, in what appears to be a former franchise fast food restaurant. It is about four miles south of the Holiday Inn in which we shall have our hospitality hour.

As always, we recommend the trip to Indianapolis in the spring as symbolic of the end of the collector's winter hibernation. Our luck in the spring weather has usually been very good. The Indianapolis Antique Advertising Shows remain among the best sources of artifacts, and the company at the hospitality hours is excellent. As noted elsewhere in the issue, the hospitality hour is at the Holiday Inn, U. S. 421 north and I-465, 8:00 PM-midnight, Friday, March 28.

* * *

In Ellicott City, MD, over the holidays we spotted a tent sign for Masters III in a local restaurant. This is a super-premium issued jointly by Coors, Molson, and the Kaltenberg Castle Brewery of West Germany. It proved to be nicely done, with a hopping of the character one associates with Molson. One suspects Molson determined the formula, but we may be wrong. The flavor is similar to Molson's Golden, its beer for American consumption, but a bit weaker. It is quite agreeable. This would be an interesting brand to collect, if one has international interests.

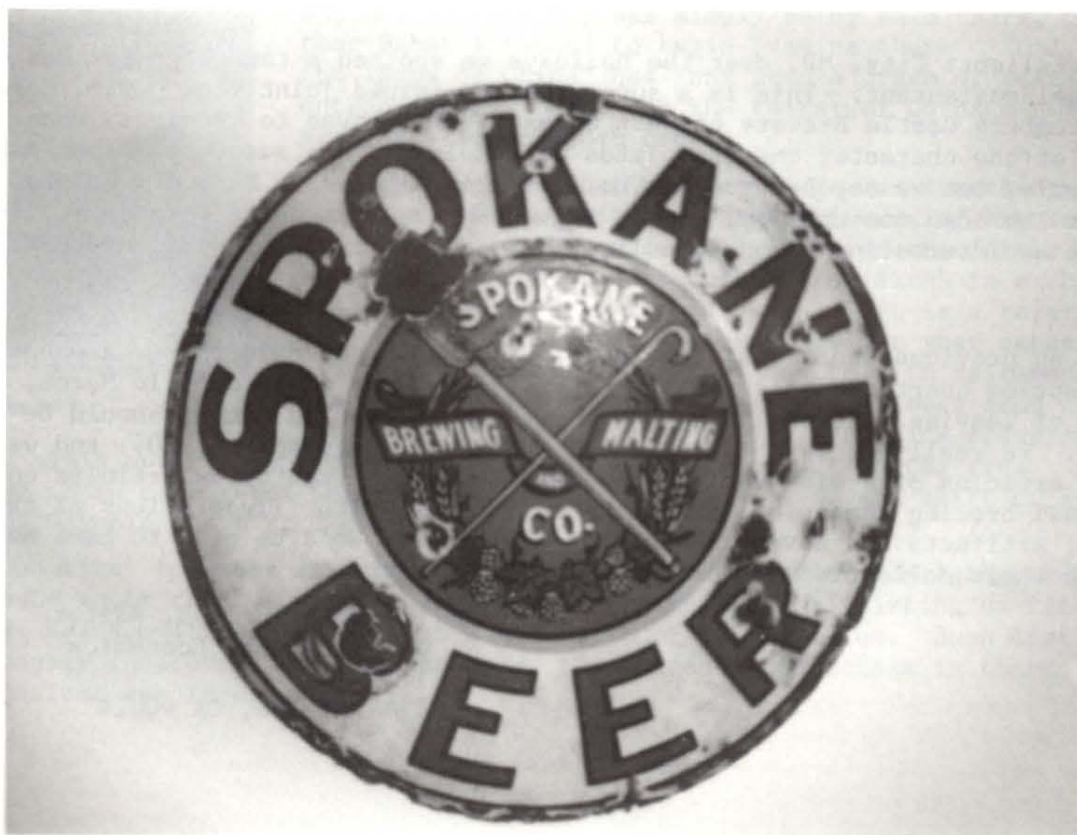
* * *

As on previous occasions, the editor will be in academic bliss, a sabbatical leave, spring quarter. This requires the spring issue to be done in March, in advance of leaving. Accordingly, any input for the spring number should be sent off shortly. We really do want to run large numbers of free ads (p. 30), and we can do with articles of a wide variety. We particularly like to run articles on individual brewing companies, or individual brands, with illustrations of the brewery, artifacts and advertisements of all kinds. We'd be glad to have members write up their collections, showing their unifying themes.

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



The rare tray from Henco, above, dates from 1899-1900, when Reinhard Martin briefly owned the Henco Brothers Brewery before selling it to the Spokane Brewing & Malting Company. Below is an enamelled sign from the same brewery in the early 20th century.



REVIEW

"Brewed in Spokane," Cheney Cowles Memorial Museum, Spokane, WA 99204, January 18 to March 15, 1985. The Museum is owned and operated by the Eastern Washington State Historical Society.

Spokane is hardly a large city, but it is the municipal center for an enormous geographical area encompassing Eastern Washington, Northeastern Oregon, Northern Idaho, far-Western Montana, and even Southern British Columbia. This central location, in addition to the relatively large local population, enabled Spokane to support a number of breweries from the earliest days of the city. The larger of these were major factors in beer marketing throughout the inland Northwest.

The Eastern Washington Historical Society succeeded in bringing together a very impressive collection of brewery artifacts covering all of Spokane's brewing history for this exhibit. The displays were basically designed with each glass-enclosed viewing module showing the artifacts from a single company. The pre-Prohibition breweries displayed were the New York Brewery (1887-1902), Galland-Burke Brewery (1902-1916), Silver Springs Brewery (1890-1893), Schade Brewery (1903-1916), and the Hieber Brewery, which was also known as the Inland Brewing & Malting Company (1890-1905).

One of the most prominent was a brewery founded by Theodore and Charles Henco in 1886. About the turn of the century it became the Spokane Brewing & Malting Company. As such, it survived to 1915. For a pre-Prohibition brewery, it generated quite a bit of breweriana.

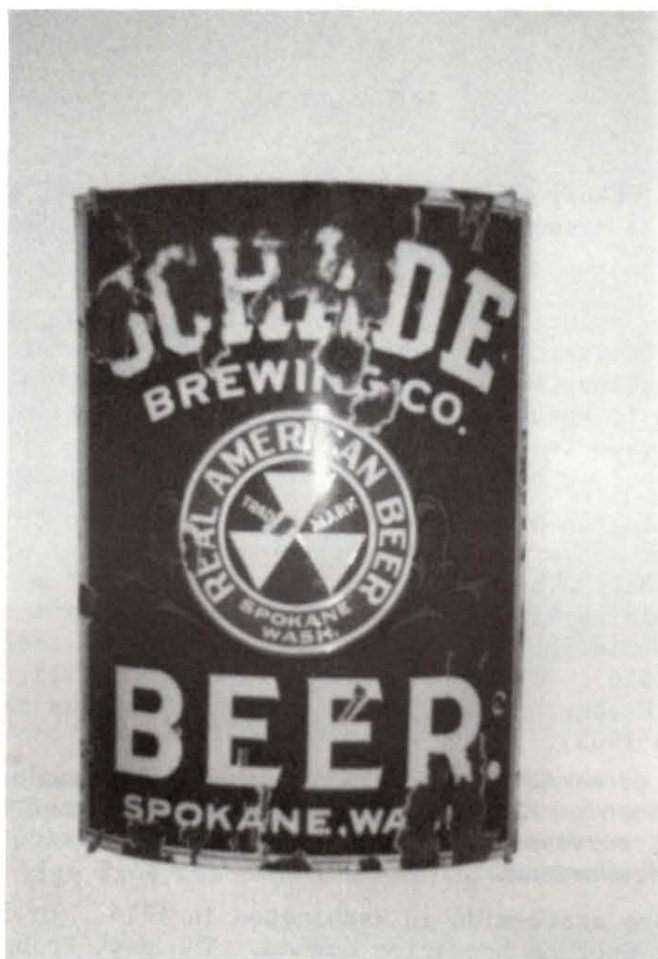
Prohibition became state-wide in Washington in 1916. In 1934 the dry era ended and a number of Spokane breweries opened. The post-Prohibition breweries displayed were the Goetz Brewery (1934-37), Golden Age Brewery (1934-47), Bohemian Brewery (1934-1962), and the Spokane Brewery (1934-1944). The Spokane Brewery was taken over by Seattle beer baron Emile Sicks, and was run under the name of his principal enterprise, the Rainier Brewery (1945-1962).

Most of the artifacts came from private collections, many of which are those of the families that once owned the Spokane breweries. As a collection of breweriana from a single city, it was a superior display. Indeed, such a large grouping of Spokane beer artifacts may never be assembled again.

The over-all exhibit would have benefited from more historical interpretation. The business records of a number of these breweries, particularly the Spokane Brewing & Malting Company, are preserved in the special collections of the Holland Library on the campus of Washington State University in Pullman, and a few of these business forms are displayed. In addition, a master's thesis on the history of the Spokane Brewing & Malting Company was written in 1967 at the same university by George Vival Smith. With this much written material available, quite a bit more historical data could have been presented.

The museum should be congratulated, however, for having the understanding of the significance of the local brewing industry to undertake this exhibit. Any Northwest collector who missed this show deserves to be sent condolences.

Herman W. Ronnenberg



The corner sign above and the metal lithograph below are from the B. Schade Brewing Co., which operated from 1904 to 1915. As Golden Age and Bohemian Breweries, the plant survived to 1949.





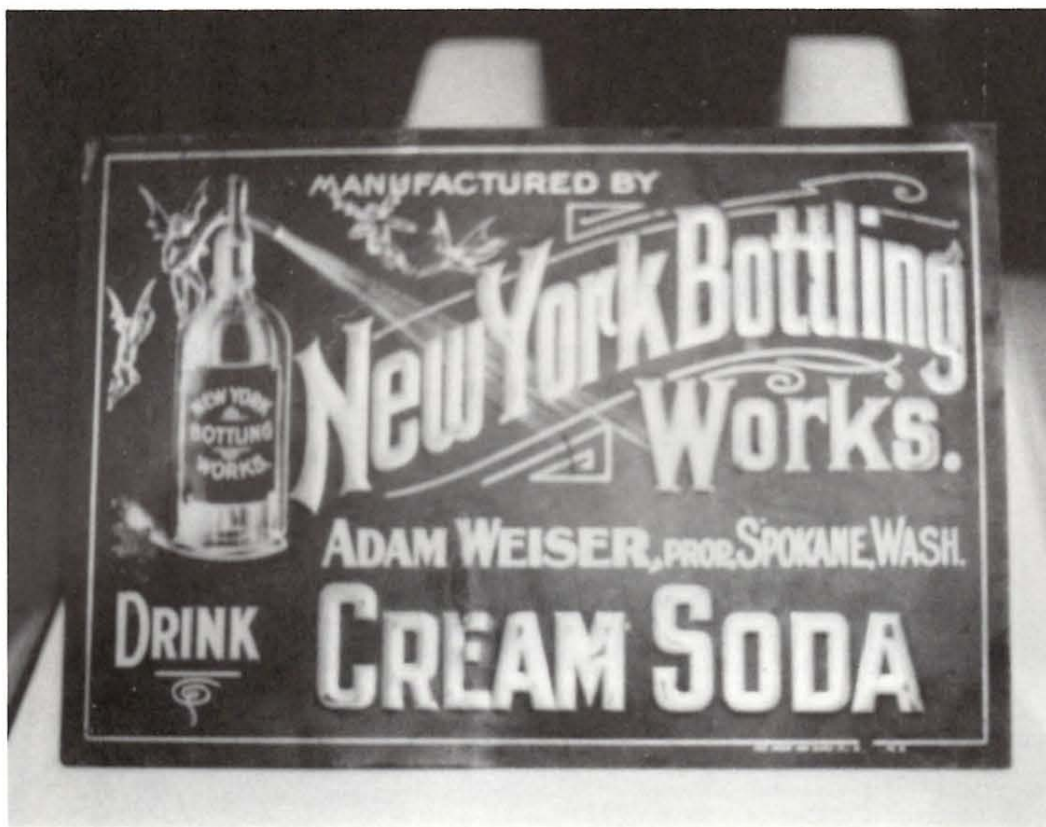
The Hieber Brewing & Malting Co., source of the lovely tray above, dates from 1890. In 1905 it became Inland Brewing & Malting Co., which issued the tray and bottle below. It survived until 1962 as Bohemian Breweries, at the end a division of Atlantic Brewing of Chicago.





The Spokane Brewing & Malting Co. was a consolidation of major local breweries such as many American cities experienced at the turn of the century. Above are quarter kegs, a keg wheelbarrow and a bung mallet of the company. The Galland-Burke plant of the combine survived Prohibition as the Spokane Brewery, finally owned by the Seattle brewer and baseball owner, Emile Sicks, below.

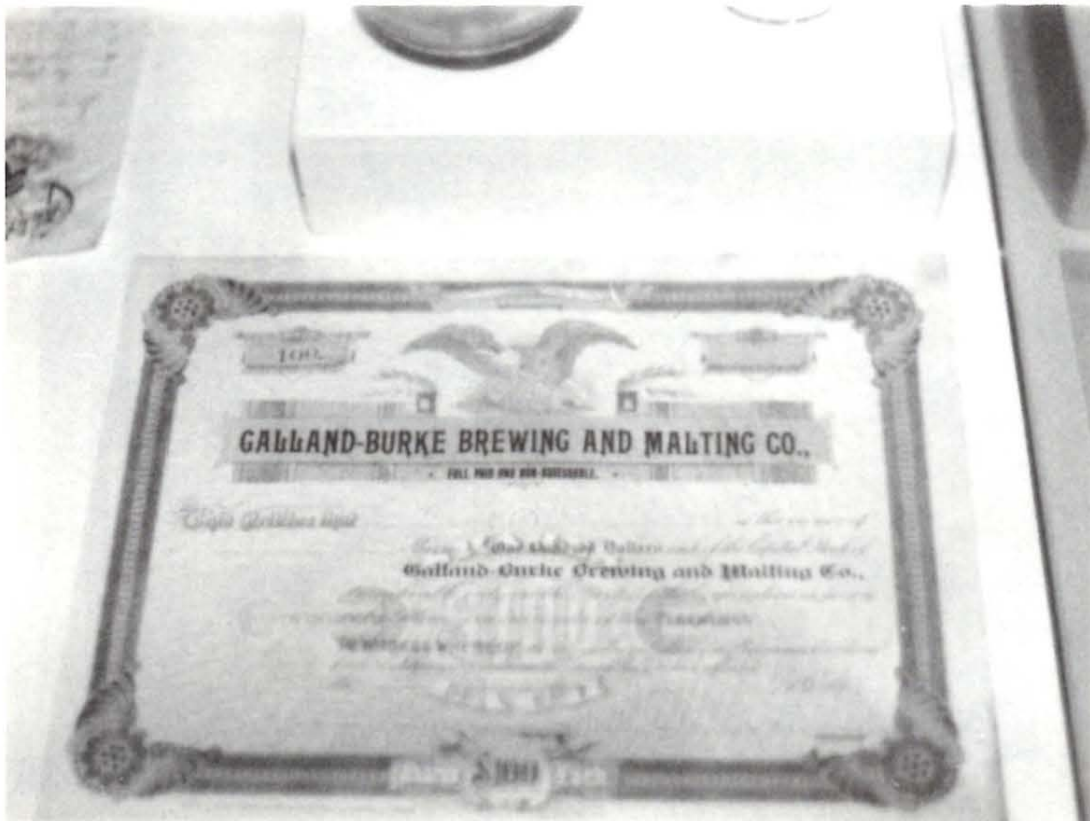




Rudolph Gorkow founded the New York Brewery in 1890. Above is a sign from one of its soft drinks. Spokane Brewing & Malting took over in 1900 and closed the plant in 1904.

Below is a hanging cloth from the Goetz Brewery, a post-Prohibition enterprise that operated only from 1934 to 1937.



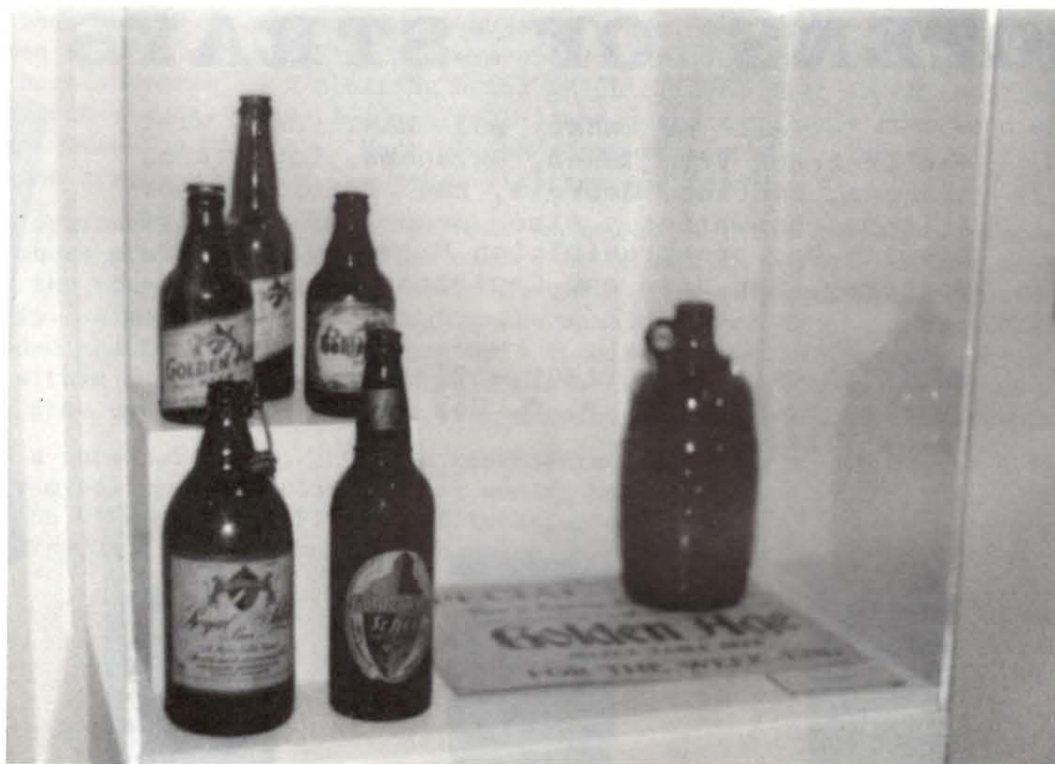


Galland-Burke Brewing & Malting Co., a stock certificate of which is shown above, was founded in 1892. Spokane Brewing & Malting took over in 1902. Shown below are a tray, sign, bottle and other artifacts of Gilt Top, one of Spokane Brewing & Malting's top brands. The tray is a standard design, used by many pre-Prohibition brewers.





Above is a case lettered for Spokane Brewing & Malting's Gilt Top. The slogan, "The Kind Your Neighbor Drinks," appears to indicate the company attempted to appeal to other-directed patrons. Below are bottles from Golden Age, which operated the former Schade brewery from 1934 to 1948.





TEXAS ROUNDUP

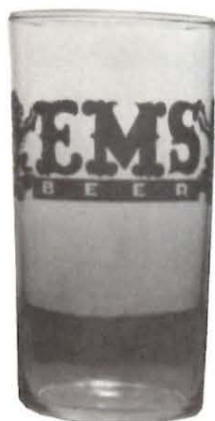
Tradin' Charlie will trade you - on your terms! Your choice of the best glasses from my discontinued collection for Texas and Southern glasses from your collection. Both pre-prohibition and post-prohibition glasses wanted. Value is not important if what you offer will fit into my collection.



Select from those pictured or from:

SEPP'L Beer - Painted red tulip
FISCHBACH - Painted blue and red shell
JUNG BREWING - "RED HEART" decal shell
HERENCOURT BREWING - Etched shell
NECTAR BEER - Painted blue shell
RED RIBBON BEER - Painted red shell
SAAZER CROWN - Painted red shell
ADEL BRAU - Wausau - Painted red sham
LEMP'S - East St. Louis - Painted shell
EXCELSIOR BREWERY - EMBOSSED - 2 different
GRIESEDIECK BREWING - EMBOSSED ale glass

OR



DOZENS OF STRAYS

Tell me what YOU WANT and what you'll trade from Texas, Oklahoma, Louisiana, Alabama, Florida, Georgia, the Carolinas or Arizona Breweries. Also need Los Angeles Brewing Co. pre-prohibition Missions; Sonoma, Monterey, San Jose and Capistrano.

WRITE OR CALL ME COLLECT - 713-665-0146
Charles P. Merrill, P. O. Box 22456, Houston,
Texas 77227



REPORTS OF MEETINGS

Canadian Brewerianist

The sixth Canadian Brewerianist convention was held August 16, 17, 18, in Kingston, Ontario, about halfway between Toronto and Montreal. CBers attended from Alberta in the west to Florida in the south. The convention was hosted by the local Limestone Chapter, and included tours of the many historic buildings in the city, along with a chance to see the remains of the Bajus Brewery, closed in 1916, but now undergoing renovations. One of the highlights of the convention was an evening boat cruise on Lake Ontario. Kingston's town crier brought the city's greetings to all at the banquet. An annual feature of CB conventions is the new label of the year award, which this year went to Oland's new schooner label.

The CB 1986 convention will be held in Montreal to honour Molson's Brewery's bicentennial -- 200 years of brewing at one location and still under the control of the same family.

Lawrence C. Sherk

We are grateful to Larry Sherk for the foregoing, and apologize that it did not appear in the fall issue. We were attempting experimentally to get the fall issue out earlier than in previous years, and had to go to press before his report arrived. We do want to call readers' attention to the convention at Molson's in Montreal. This is the oldest active brewery in North America, and it does not have tours ordinarily. We hardly need add that it is one of the best brewers in the world in quality of product. [Ed.]

ECBA/NABA Trade Session, Pittsburgh

The evening of last October 11, a Friday, was the start of Jack Kern's Pittsburgh trade meet. It was billed as a joint event, but as in the past, this meet is organized by ECBA and all NABA members are invited. There were a great many pluses: the Airport Sheraton is a pleasant hotel which offered just about the lowest room rate heard in recent years (\$35), a well-lighted and airy show room, and an ample and excellent breakfast buffet. Most of the rooms were on two floors, which proved a convenient arrangement for the usual visiting and trading.

Unfortunately, the Pittsburgh meet failed as a joint function. There were few NABA members present; more tables needed to be set up for a critical mass, and most of the items were minor or newer pieces. This is fine, but would not justify a long trip. A month later and roughly the same distance in the opposite direction, I attended the Monarch Coaster Chapter's humdinger show in Chicago, which no NABA member within a 300-mile radius should miss. Of course, it is unfair to compare a two-day show by an on-going group with a morning mee, but the contrast was striking.

On a personal level, and as a representative of Stroh, it was hard for me not to enjoy myself -- particularly after seeing Mike Bartels, who co-chaired the Detroit convention with me. The Pittsburgh location and the hotel are certainly worth another try, and all regional NABA members should plan to be there next October.

Peter H. Blum

Monarch's Third Annual Show

The Monarch Coaster Chapter's third annual breweriana madness was held at the Willow Creek Hotel in Palatine, IL, on the October 25-26, 1985. This was the most successful show and I know all NABA members are proud of their initial chapter's performance. Here are some numbers. The show was a sellout (126 tables) and 40 rooms were filled with collectors staying the week-end. Although no turnstile count is available, a few hundred people waltzed through on Saturday and Sunday. Fifty dancing girls were not necessary for this one!

The usual raffle of breweriana prizes yielded over \$300 for expenses and the Saturday night auction was more successful than previously. There is still work to be done in the auction area to bring it up to NABA standards, but the boys are on the right track.

We assume increased NABA membership will result from this show and perhaps we can compare notes on it next year. Another plus is the renewal at Willow Creek for the 1986 show. There is nothing like a permanent home to give these shows credibility. It also means our people did not destroy the hotel! We should give a hand to the seven wise men responsible for success: Paul Zagielski, Harold Sugarman, Dennis Glossa, Charles Jeske, Bob Kay, Rich Klabacha and Tom Eskridge.

For me, the highlight occurred in bed in the early Sunday morning darkness. I could not sleep and called to Paul Malinowski in the next bed to turn on the beautiful Atlas Prohibition "light-up" he purchased during the auction. "OK, Phil," came the reply as he flipped the wall switch. Suddenly the room was filled with a wonderful golden glow from 1930 and I drifted off to dreamland.

Phil Pospychala

SECRETARY'S MESSAGE

Well its that time of the year when about all a person can do is make plans for the year when the snow is gone. Start thinking about local shows in your area or Indianapolis or Stevens Point Wisconsin. There again will be a hospitality room at the Indianapolis Show on Friday the 28th of March. The location is the Holiday Inn U.S. 421 North and Interstate 465 near the pyramids. The time is 8:00 till 12:00. See you there.

Also the N.A.B.A. board will meet so if there are any items of Business from any member and you will not be there mail a letter to me.

The Convention will be at Stevens Point and just think if every one wanted a pool side room? To the new members a Convention Kit will be mailed to all at the same time thats if your 86-87 dues are paid. Dues are due May 31, 1986 and are still \$15.00.

The new members are not listed in this issue because their names are listed in the 86 Membership Directory. The N.A.B.A. membership is now as large as its ever been. But to continue the success of N.A.B.A. its up to every member to help each other. Use the free ads in the Breweriana Collector for items you wish to trade or sell. Please answer all letters from other members as some live in areas not close to shows or trade meets. Its great to add to your collection but its nice to help others.

Sincerely
Robert E. Jaeger
Executive Secretary

WHAT'S BREWING

The first half of the decade saw some major consolidations and some very interesting international agreements; this trend can be expected to continue. With world beers on the horizon, it is good to see some room at the very bottom as microbreweries popped up even in unexpected places.

Anheuser-Busch is in a class by itself, dominant beyond 1980 expectations. Related businesses are being acquired, the latest being the mineral water company Saratoga Springs. The Bud Light TV ads are working and Budweiser is unique in being the only premium beer to grow significantly in a flat national consumption period. For the first time, A-B has tied up with another brewer and will distribute Carlsberg.

In a tough game, Miller is coming from a very decent year; it has new plants showing and a profitable owner as ace in the hole. Philip Morris is extending its brewing holdings in Latin America, and Miller has negotiated an agreement with Courage to brew Lite in the U.K. Miller also has another ace up its sleeve - in a financial pinch the Ohio brewery could be activated and Milwaukee closed. It is not inconceivable that in five years no major brewing will be carried out in Milwaukee.

There is a strong feeling among industry observers that at best only two of the three second-tier brewers - Stroh, Heileman and Coors - will see the next century. Coors had a very successful year and must be given a spot on the inside track if the growth trend can be held after expanding into a new territory. Coors has the momentum of the industry's hottest brand going for it - Coors Light increased sales from 5 to 6 million barrels during 1985 - and there is a new generation taking over, headed by president Peter Coors. Arrangements with Molson have been completed to brew Coors in Canada. Now all national Canadian brewers are tied to either A-B, Miller or Coors. The Cooler segment may have been one iron too many and Colorado Chiller was pulled out.

The choice between Stroh (about 23 million barrels) and Heileman (16 - 17 million) would seem to favor Stroh on the basis of size and plants alone. However, Heileman has a history of shrewd acquisitions, and in Russ Cleary has the fastest pen and the most successful grader-upper in the industry. John Pedace in marketing and Isherwood in planning are also given high marks. Schlitz and Pabst got away but Heileman did acquire the Georgia, San Antonio and Weinhardt breweries, and there are other fish still to catch. The Blatz name will be activated with the specialty brewery near downtown Milwaukee.

Stroh let it be known that, far from being burdened by obligations, the Schlitz debt will be retired next year. This should make Stroh more aggressive in 1987; for 1986 there will be the German import Konig Pilsner for those who like a beer with pronounced hop flavor, and the non-alcoholic Barbican from Bass. The Schlitz brand is now a good beer. If this brand can be turned around - a very, very big if - Stroh would be a tough contender. The Stroh brand could use some help and got a new advertising theme, "Stroh is spoken here".

Pabst for all practical purposes is no longer considered to be in contention for the long run, having lost double-digit percentage volume. However, the year was very profitable for Mr. Kalmanovitz, and he loves to have the last laugh.

If analysts consider five national megabrewers too many, regional brewers like Genesee, Hudepohl, Pittsburgh and Matt are given no future as independent brewers in the 1990's. But nobody is rolling over dead; instead sales territories are being expanded and new products are promoted. Hudepohl is distributing both Wurzburger Hofbrau and Paulaner, and Pittsburgh even launched an I.C. Cooler.

Prospects of smaller brewers are mixed. For instance, Chicagoan Michael Healy bought the Walter Brewing Company, renamed it Hibernia and is brewing all sorts of specialty beers. The media are giving New Amsterdam good ink and Matthew Reich is smiling. Dixie in New Orleans has been sold by distributor-turned-brewer Neil Kaye, Jr. to Southern Nostalgia, Inc. after incurring significant slippage in volume. Iroquois Brands, maker of Champale malt liquor, are feeling the pinch from wine coolers.

Microbreweries as a group did well. According to Young Entrepreneur, forty micro-breweries have opened in the last seven years, and only five have closed. Like imports, microbeers are exotic enough to get away with exotic prices, and they add fun to an otherwise very serious business.

SALES IN MILLION BARRELS

	1985 (estimated)	1984	Change, Percent
A-B	68.0	62.0	+9
Miller	37.0	37.5	-1.5
Stroh	23.4	23.9	-2.1
Heileman	16.2	16.7	-3.0
Coors	14.8	13.1	+11
General, combined	10.5	13.9	-24
Pabst	9.0	11.5	-22
Fal-Gen-Pearl	1.9	2.1	-30
Genesee	3.0	3.0	---
Schmidt	1.9	2.2	-14
Pittsburgh	0.85	0.90	-5.0
Total domestic	174.9	175.6	-0.4
exports			
Importw	7.8	7.2	+8.0

Peter H. Blum

Heileman's New Blatz Brewery

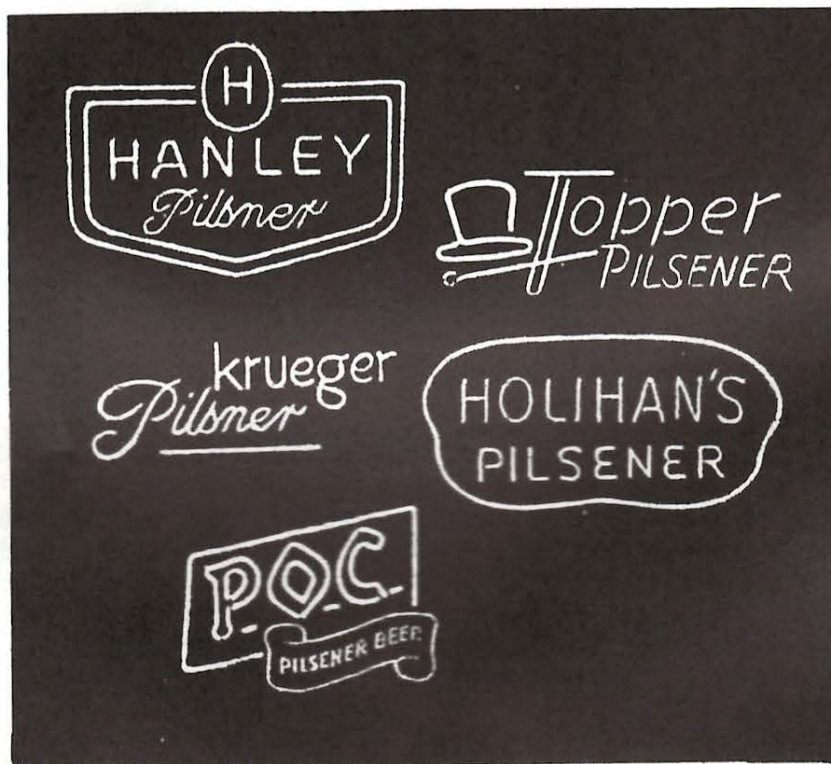


For its announced draft brewery in Milwaukee, Heileman chose a very traditional location, Tenth and Galena Streets. As presumably all are aware, the Schlitz brewery was at Third and Galena since 1849. This location is less than a mile west and only about four blocks north of the Pabst brewery. The old Blatz brewery is about a mile to the southwest. The new brewery will be west of I-43. Needless to say, the location is well thought-out with respect to transport facilities and to the prospective market. Nostalgia did not put it where it is! Ground has been broken and the structure should be completed by summer. Heileman's plan is to brew drafts beers for its numerous brands there, but also to innovate some new lines, such as an altbier.

This brewery is probably the most unalloyed good news The Breweriana Collector has ever carried. It assures that Milwaukee's traditional identification with brewing can continue indefinitely. Barring some disastrous marketing failure in the Chicago and Milwaukee draft markets, Heileman should have enough demand to keep the facility occupied for the foreseeable future. After all, Schlitz got about 133 years out of its location at Third and Galena.

CLARIFICATION

- A. Walter J. Gladkowski of Cleveland reports that on the basis of a label in his renowned collection, Riverside Lager was, indeed, issued by the Riverside Brewing Co. of Kankakee, IL. We suspect the tap knob from the brand is quite rare, since the brewery operated only from 1935 to 1937 under that name.
- Q. John Ferguson, 3505 Park Lodge Court #C, Indianapolis. IN 46205, gives his thanks to members who responded to his request for assistance in illustrating his thesis on the Indianapolis brewing industry in issue 48. He needs some additional illustrative material on the Indianapolis breweries: labels, bottles with labels, trays with factory scenes, glasses with lettering for Lieber, Schmidt, Home, and Capitol City.



John B. Mathot has brought forth these five neons from his extensive collection to demonstrate the inconsistency in spelling of Pils(e)ner between brewers. If society accepts variant spellings of this word, travel(1)er, collectible (-able) and quite a few others, why is it adamant on recommend, accommodate, and various others that make miserable lives of grammar school kids, editors and others?

BOOK REVIEWS

Randy Carlson, The Breweries of Iowa (Randy Carlson, P. O. Box 75, Walker, MN 56484, 1985). 103 pages. Paperbound. Price not stated.

Iowa was not hospitable country for brewing. The state had Prohibitions of its own from 1855 to 1857, 1882 to 1883, 1884 to 1894, and then from 1917 to 1933 -- the state government could not even wait for national Prohibition in 1920. Withal, Iowans craved beer as much as other men and women, and brewers arose to satisfy the demands. The pattern was about as elsewhere, with Germanic immigrants establishing breweries in the major cities and many of the smaller communities. The book is organized geographically, with a literary account of the breweries of each town, presented brewery by brewery. The history is unusual in not being based on official records of the Bureau of Alcohol, Tobacco and Firearms; as we have said in several previous reviews, BATF records are an approach that brewery historians have pushed about as far as it can be pushed. Rather, Carlson has based his research mainly on local directories and state atlases. He compares his findings with American Breweries of Bull, Friedrich and Gottschalk, and notes discrepancies that he is unable to resolve.

Carlson's approach renders the book free of the criticism that it is redundant upon existing directories. He also provides a useful table of the number of breweries in the state, together with their aggregate output. The book closes with 25 pages of advertisements from city directories and the state gazetteer that are extremely interesting. An advertisement for Dubuque Star on page 93 shows the brewery with what appear to be malt storage facilities south of the brewery that are no longer in existence, as well as a remote bottling department that is not now part of the complex.

It is not clear exactly what sources Carlson used. There is no explicit indication that he used 100 Years of Brewing. He did do some newspaper search, as evidenced by his reproduction of an interesting account of operation of the Sioux City Brewing Co. from the Sioux City Journal of August 18, 1934. The book could have done with considerable additional newspaper search to establish more precise dates of establishment and closure, and to reconcile the discrepancies with American Breweries. As it stands, however, the book is a useful contribution, highly recommended to members interested in the midwestern breweries.

GWH

Mark Girouard, Victorian Pubs, in Great Britain, 1975; publ. in the United States 1984 by Yale University Press (New Haven and London); 260 pp., incl. index and notes. With 200 black/white illustrations + 12 color plates. \$16.95 in paper, \$35.00 in cloth binding.

It is always a delight to read a book which was so obviously written with great enthusiasm! "Victorian Pubs" is such a book. Not only is it apparent that Mark Girouard is an aficionado of old English pubs, but his joy of sharing the information and the photographs with us jumps from every page. And it is the photographs which give this book its main appeal: Some 200 black and white photographs and 12 colored ones illustrate exteriors, interiors, furnishings and details of a bygone world. In addition there are numerous architectural renderings, floor plans and sketches of pubs --- all of which give a clear understanding of that uniquely English establishment, the pub. Girouard begins his introduction, "London is full of dead pubs." Where in the 1890's, there were thousands, today there are only a handful of these "havens

away from home." The Temperance reformers, as it turns out, won by default! Victorians, it appears, drank gin and mild ale, but the pub's reputation was generally not good.

The book gives a thorough discussion of the pub owners, the publicans (although there is no hint of the derivation of the word --- a contraction of "public house") and their female bartenders, the barmaids. Most publicans, it seems, had prior careers, and they had been everything from a boxer to a police inspector. Many had several careers --- and to most the prospect of owning a pub was a crowning accomplishment. Pubs often turned into music halls by adding suitable entertainment: Charlie Chaplin had been a music hall entertainer, as was his father.

But all was not gin and ale in merry olde England: Temperance started in 1830 --- but the stand was against "spirits" (i.e., gin), not beer. The United Kingdom Alliance of 1853 was a powerful antidrink force; nevertheless, the pub's boom years were yet to come, from 1896 to 1899. The year of the temperance movement was also the year of the Beer Act of 1830; all duty on beer was abolished, but gin shops and gin palaces continued to flourish. Pub licenses were sold and resold --- for a great deal of money: 3000 in the mid-1800's was not unusual, however by the end of the century prices as high as 95,000 were reached. Yet pubs changed hands frequently, and with the proper manipulation a great deal of money could be made. Brewers would usually lend the publicans the money to build or buy a pub, but the pub then had to buy that brewery's beer and the loan had to be repaid at a fixed rate.

Annual per capita spirit consumption was relatively level at between 0.9 and 1.2 proof gallons between 1830 and 1890. The beer consumption during that time rose from ca. 20 gallons per capita per year to 35 gallons. To dispense that much "booze" there were some 70,000 active Publican Spirit licenses and 50,000 Beerhouse licenses in 1870! These taverns/spirit shops/dram shops/pubs took on some interesting names: Adam and Eve, The Black Prince, The Eagle Tavern, The Grecian Saloon, The Walmer Castle, The Bath Tavern, The Oxford Music Hall, The Hat and Feathers, Alfred's Head, The Horse Shoe, The Dog and The Duck, The \horse and Dolphin, The Rising Sun, and The Elephant and Castle are just a few of the mysterious and elegant names designed to attract the thirsty.

It was the architecture which was intended to draw in the passer-by. The use of plate glass, gas lights, brass rails, fancy facades and opulent interiors made the pubs "irresistibly seductive." Here is where the book excels: The hundreds of photographs and sketches, but especially the wonderful color plates, give the viewer an intimate look at the "High Victorian eclecticism" which best describes the exterior and interior decor of the pubs. As a London newspaper, the City Press, reported on September 1, 1897: "Mirrors, coloured glass, massive brasswork, flashy furniture and encaustic tiles tend more to please the eye than satisfy either the palate or the stomach." Of the many architects whose names are known, only Thomas Wayland Fletcher, who designed no less than 77 pubs, wrote an autobiography and diary --- hence his career is covered in considerable detail by Girouard, thus giving us additional insights into the why's and how's of English pubs.

It should be noted that there was opposition: Coffee Houses served food and non-alcoholic drinks, were artistically designed and furnished, and were unabashedly intended to keep the working man away from the sinful pub and demon gin. The first Coffee House opened in 1853, and by 1884 there were 1500 Coffee Houses in London --- but there were 100,000 licensed pubs! The crash

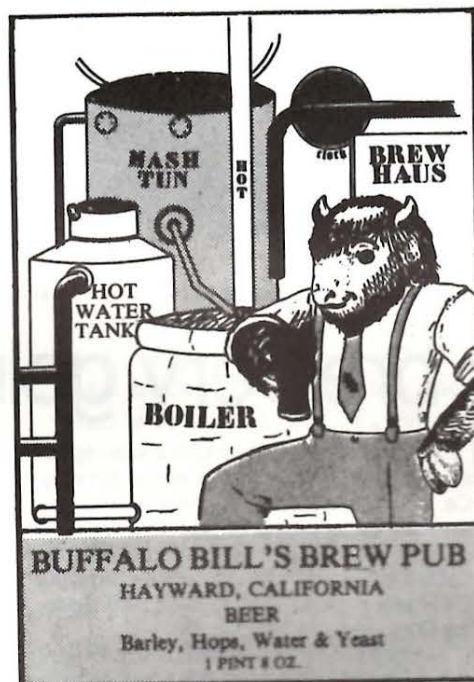
came in 1889. The bubble burst, the dreams collapsed. Values of pubs plummeted, countless ones were sold at significant losses. There were many bankruptcies in 1900 and 1901 --- brewers were the main creditors (and losers). The building of new pubs ceased in 1899.

This is a marvelous book, full of history and little-known facts, a glimpse behind the cut glass windows, behind the snob-screens, behind the carved figure heads and the brass rails --- it is the story of the Publicans, their barmaids and their pubs, the drinks they served, the customers who frequented these establishments --- in other words, it is the story of London and Victorian England of the second half of the 19th Century from a very novel point of view. A chapter covers pubs outside of London. Whether your primary interest is beer or beer advertising or bar hopping or beer drinking, you will enjoy this book: First you'll look at the pictures, then you'll skim some of the text and then you'll find yourself reading more and more, until you've covered every chapter. Furthermore, you will find that you too have been turned into a pub aficionado. This book is catching!

Besides the usual table of contents, there are six pages of notes on sources and references and a detailed index. The author, Mr. Girouard, has done his homework well (he has written several books about Victorian and English country houses) and he presents his information in a scholarly, yet easily readable and enjoyable manner. "Victorian Pubs" is an elegant book.

Jack G. Lowenstein

This review was adapted from Jack's review of the book for Stein Collectors International.





The Oregonian/BRENT WOJAHN

Tanks from the closed Lucky Lager brewery are moved by a crane to trucks, then sent to a Port of Vancouver storage area.

Lucky Lager brewery going to China

By JULIE TRIPP
of The Oregonian staff

The Lucky Lager brewery, being dismantled tank-by-tank at its 128-year-old downtown Vancouver site, is destined for shipment to China, possibly within 30 to 60 days through the Port of Vancouver, officials confirmed Thursday.

Vancouver City Manager Paul Grattet said John Schiess, site manager at General Brewing Co.'s Lucky Lager plant, had told city officials that the plant, which was closed abruptly last August, is being readied for shipment to China within the next two months. Schiess was out of town Thursday, but his office confirmed Grattet's report.

The sale of the plant to China was reported several months ago, but General Brewing Co. officials wouldn't confirm it. General Brewing Co. is owned by S&P Co., which is owned by Paul Kalmanovitz of Corte Madera, Calif. Kalmanovitz also owns Pabst Brewing Co., Pearl Brewing Corp. and Falstaff Brewing Corp.

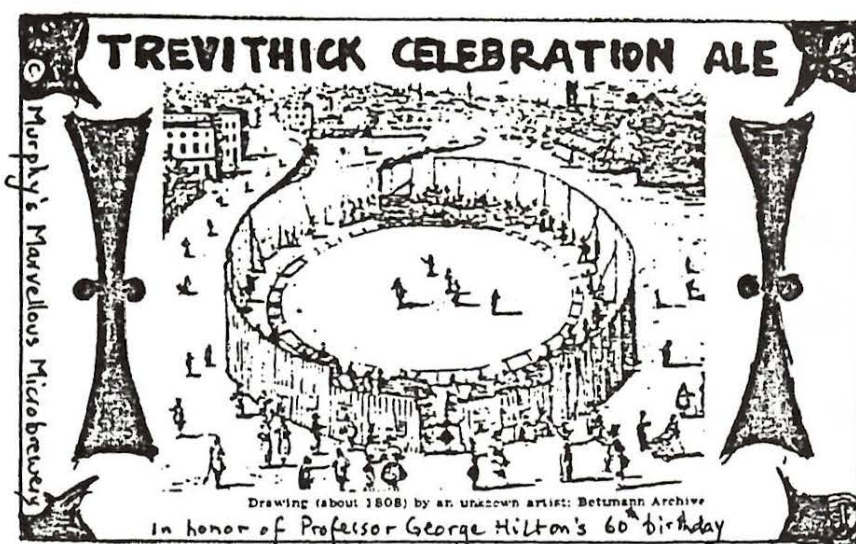
Grattet said brewery officials still haven't talked about the future of the two-block site with the city. "They're not ready to talk until it's dismantled. That's where they're directing their energy now," Grattet said.

The city manager said the location at Sixth and Columbia streets is prime land in the city's view. Once brewery officials finish dis-

mantling the plant, the city wants to discuss topics such as site cleanup, building removal and possible redevelopment of the area, Grattet said.

The brewery is across the street from the city's Esther Short Park, which the city recently renovated. The brewery site could tie in with the park, Grattet said.

Meanwhile, however, "We're sort of just watching it at this point," Grattet said of the tank removal. The huge tanks, 13 of which have been removed to Port of Vancouver long-term storage since early December, are being removed under the supervision of the Kramer-Gehlen & Associates, a Vancouver engineering firm.



When the editor turned 60 last year, his department mounted a party in honor of the event. Colleague George Murphy, an expatriate Englishman who has taken up homebrewing to simulate the ales of his homeland, brewed a batch of Trevithick Celebration Ale for the festivities. It proved to be excellent, well able to stand comparison with Bass Ale. Richard Trevithick was one of the inventors of the steam locomotive; the label shows Trevithick's locomotive of about 1806 in a demonstration on an oval or circular track. If one is minded to attempt the brew on the basis of the ingredients below, one should be alerted that Westwood Water is what comes from the tap in Westwood, the neighborhood in Los Angeles in which UCLA is situated. Hmmm, I wonder whether it would be possible to get Trevithick Celebration Ale of Murphy's Marvelous Microbrewery into some future edition of Ed Scott's Who's Who in Brew? Probably not. Too bad, it was worth memorializing!

Trevithick Celebration Ale is a top-fermented amber. Best after late March, and when served at 50° F. When serving decant with vigorous pour into a pitcher.

Munton & Fison Malt, Comet, Challenger, North Down and Saaz hops. Red Star Ale Yeast. Westwood Water. Ascorbic Acid, Irish Moss, Gypsum.

LABELS CANS TRAYS

I'm in the process of thinning out my collection of breweriana, now focusing on Wisconsin items (trays, signs, neons, cans, bottles etc) and on my United States label collection. Thus MANY other items must go!

++++ CANS This means that all my non-Wisconsin cans are for sale! This includes about 250 very high quality flats & tabs, the rest of my collection, and even my stock of over 10,000 1960's and early 1970's traders. JUST A FEW of the better ones are listed here for you to consider. All are mint-like!

FLATS (12 oz)

TABS (12 oz)

Alpine (43-4) \$55	Alpine (43-3) \$50	Cloud 9 (56-40) \$25	Norvic (98-14) \$18
Big State (48-6) \$42	Bosch (50-7) \$28	DuBois (62-28) \$35	Ox-Bow (103-14) \$45
Gipps Amberline (73-3) \$23	Mile Hi (94-38) \$45	G.E.X. (72-19) \$17	Silver Peak (118-32) \$18
Bullfrog (53-3) \$32	Mile Hi (94-37) \$40	Hi-En Brau (81-26) \$25	Ski Country (118-40) \$24
Old Dutch (99-38) \$65	Schells (114-35) \$28	Jamaica Sun (85-28) \$27	Twins Lager (124-18) \$80
And many flats with beautiful Penn Tax Stamps on top:		And other size cans too, like these:	
Bavarian (46-36) \$65	Ram's Head Ale (109-17) \$20	Spur ML (16 oz tab) 150-7 \$35	
Penn Dutch German (105-10) \$60	Prior (107-38) \$45	Kegle Brau (gallon) 163-2 \$125	
Valley Forge (125-7) \$25	Neuweiler (97-32) \$25	Gluek Stite (8 oz) \$18	

++++ LABELS Most of the really unusual labels are sold, but some good ones still remain. For example:

Amberlite Temperance Beer (Fresno Brg, CA) Pro \$15	Regal (Hamilton, CANADA) 11 oz Pre-pro era \$10
Banner Milwaukee Beer (Banner Brg, WI) \$7	Somovit (Fresno Brg, CA) Pre-pro \$15
Crown Select (Eulberg Brg, WI) \$6	Tavern Beer (La Fayette Brg, IN) \$4
Ebner Good Old Fashioned Lager (Ebner Brg, WI) \$6	Old Brew (Garden City Brg, IL) \$5
Highland Bohemian (Schott Brg, IL) \$5	Old Fashion Lager (Cassville Brg, WI) 1pt 8oz \$6
Jacob Ruppert Knickerbocker Beverage (NY) Pre-pro \$8	U. S. Beer (US Brg, Red Bluff, CA) \$10
Mule Beer (Trenton Brg, IL) \$5	Van Dyck (Gipps Brg, IL) \$6
Perplies Ale (Perplies Brg, WI) \$5	Lorelei (Kessler, MT) PICNIC \$10

And, LABEL SETS ARE STILL AVAILABLE! Many of you are familiar with the fine sets of mint labels that I have sold for years. These sets can help your collection grow fast at a very reasonable cost. Each is now specially priced at \$4.95 postpaid (or 4 sets for \$18). You will find great ones in each quality set (16 sets in all!).

- Set #L-100 30 discontinued Wisconsin Labels (Rahr, Fauerbach, Potosi, Oshkosh, Ziegler etc!)
- Set #L-101 20 old labels from Ill, Wis & Minn. (Monarch, Bubs, Hauenstein, Bohemian etc!)
- Set #L-102 25 unusual labels from Wis & Mich (Lithia, Holiday & 2 qt labels from Fauerbach)
- Set #L-103 20 from Wis, Minn, NY, Iowa & NH. Several IRTF! Two Picnic labels included!!
- Set #L-104 20 from all over the US. Several IRTF! (Queen City, American, Van Dyke, Struab..)
- Set #L-111 17 from Penn, incl 4 IRTF & 2 unusual case labels. A bunch of really nice labels!
- Set #L-112 20 from Penn & Ill. Brands include G.E.X., Stallion XII, + several older bock.
- Set #L-114 20 from the Peter Hand Brewery in Chicago. A very nice set!
- Set #L-115 16 which inc a lg foil label used on 16 oz cans, others from P Hand and many others!

++++ TRAYS And last, but not least, there are over 60 trays from the 1940's to the 1970's. Some examples include the following:

- #101 BALANTINE ALE & BEER (red, white on blue with yellow stars) 13" \$15
- #109 GRAIN BELT (Grain Belt Brg) bottles & Fountain, 13" \$8
- #124 RHEINGOLD (Liebman Brg) "Brewers since 1837" 13" \$10
- #153 PEARL (13" plastic) Photo of waterfall, glass & can \$9
- #206 KRUGER BEER & ALE (red, older tray with "K" emblem) 12" \$24
- #223 SCHLITZ (white with orange & brown squares around logo, 1968) 12" \$9

+++++

DON'T FORGET! These are only partial lists. Send a SASE to receive a complete listing. Be sure to indicate whether you are interested in CANS, LABELS or TRAYS. Thanks!

++++ Edward Carberry, 700 South First Street, Marshall, MN 56258 (Phone 507 532-3553) +++++

EVENTS OF INTEREST

- March 6-9 Western State Convention, Showboat Hotel, Las Vegas, NV. Contact Jim Thomas, 4084 Pequeno, Las Vegas, NV 89120. (702) 456-4266.
- March 16 Brewery Collectibles Show, Red Carpet Celebrity Lanes, 5727 S. 27th Street, Milwaukee. Details from Jim Welytok, 1218 W. Mitchell St., Milwaukee, WI 53204. (414) 384-4266.
- March 29-30 Spring Antique Advertising Show, Indiana State Fairgrounds, Indianapolis. Neil S. Wood, Box 69, Gas City, IN. (317) 674-6450.
- April 5 ECBA Spring Thaw Trade Meet, Macungie Memorial Hall, Macungie, PA. Contact William Fatzinger, 2212 Baker Dr., Allentown, PA 18103.
- April 18-20 Nashville Breweriana Exposition, Maxwell House Hotel, Nashville, TN. Information from Jody Ferra, Box 66, Kingston Springs, TN 37082. (615) 797-2876.
- April 27 Kansas City beer can and breweriana show, American Legion Hall, Blue Springs, MO. Contact Red Jones, 129 S. 15th St., Kansas City, KS 66102 (913) 371-3967 or Walt Cary (816) 322-1919.
- May 10 Joint ECBA/NABA trade session, National Guard Armory, Coshocton, OH. Write William Carlisle, 5055 Medhurst, Solon OH 44139.
- June 1 Local trade session, Monarch Coaster Chapter, Chicago. Contact Paul Zagieski, 6523 S. Kolin Ave., Chicago, IL 60629.
- June 20-22 American Breweriana Association, Kansas City, MO. Convention chairman is Bob Nash, 525 Knickerbocker Place #1W, Kansas City, MO 64111. (816) 531-3191.
- July 10-12 BCCA/ECBA trade meet, Dayton, OH. Details from Bob Kates, 2474 Apricot Drive, Beavercreek, OH 45431.
- July 12-13 Summer Antique Advertising Show, Indiana State Fairgrounds, Indianapolis.
- July 17-19 Eastern Coast Breweriana Association, annual convention, William S. Newman Brewery, Albany, NY. Contact Mark Butsko, 34 Parkwood Drive, Poughkeepsie, NY 12603.
- August 1-3 National Association of Breweriana Advertising, annual convention, Stevens Point Brewery, Stevens Point, WI. Information and registration packet to be provided, or contact Herb Haydock, 1660 Second Avenue South, Wisconsin Rapids, WI 54494. (715) 423-8995.
- August 15-16 Canadian Brewerianist, annual convention, Molson Brewery, Montreal. Write Lawrence C. Sherk, P. O. Box 191, Station G, Toronto, Ontario M4M367, Canada.
- September 27-28 Fall Antique Advertising Show, Indiana State Fairgrounds, Indianapolis.
- October 10-11 ECBA/NABA joint trade meet, Pittsburgh, PA. Contact Jack Kern, 7970 Bricker, NW, Massillon, OH 44646.
- October 25-26 Monarch Coaster Chapter, annual breweriana show and convention, Willow Creek Hotel, Palatine, IL. Contact Paul Zagieski (above).

NABA will maintain hospitality hours on March 28 and September 26, 8:00 PM-midnight in antipation of the Indianapolis Antique Advertising Shows at the Holiday Inn, U. S. 421 at I-465, as usual. All members are cordially invited.

BUY - SELL - TRADE

For sale: Oak tavern table with side pockets. Excellent condition. Will trade for four brewery chairs. Duane H. Dummer, 910 N. Palmatory St., Horicon, WI 53032. (414) 485-3395.

For sale: Worlds Fair beer cans. Five sets of 9 cans each, 1982 Worlds Fair, bottom-opened, \$60 per set, prepaid. Robert Bus, 74145 8th Ave., South Haven, MI 49090.

For sale: Beer glass collection of approximately 1900 glasses. Prefer to sell all glasses to one individual or group. Warren Thede, 3106 Jersey Ridge Rd., Davenport IA 52807.

Wanted to buy: Items from Martin Mason Brewing Co., a.k.a Eagle Brewery, Hamilton, OH. William H. Schlosser, 1650 Woodview Lane, Hamilton, OH 45013.

Wanted: California brewery lithographs, postcards, billheads, foam scrapers, pre-Prohibition glasses. I have items from other states for trade or sale. Dave Streit, P. O. Box 555, Anderson, CA 96007.

Wanted: Any items from Flanagan Nay Brewery, New York City. Send description and price to Ron Kachel, 69 Sunset Ave., Lynbrook, NY 11563.

Wanted: Sign from Newburgh brewery, 1890-. John Glover, 3600 Libbert Road, Newburgh, IN 47630.

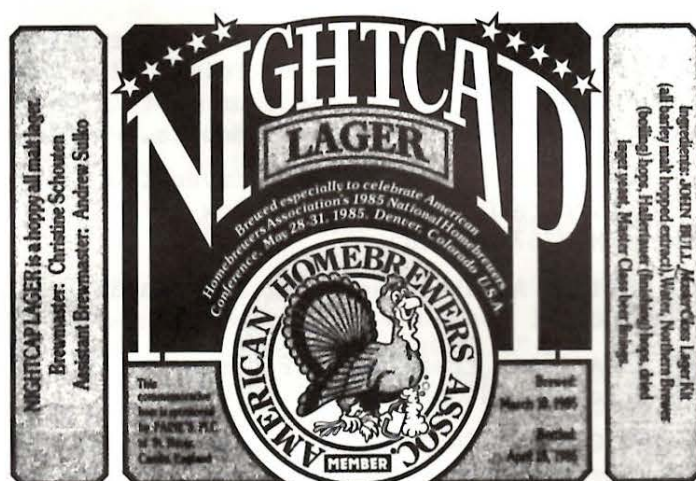
Wanted: Breweriana from Frederick's Brewery. Frederick Littman, 1878 Lakeshore Dr., Lodi, CA 95240.

Wanted to buy: New York state coasters, tap knobs, foam scrapers and any barrel glass. Mark Butsko, 34 Parkwood Blvd., Poughkeepsie, NY 12603.

Wanted: Any items from Joseph Hajicek's Hutchinson, MN, brewery. Also Grain Belt or GBX m. l. items. Mike Hajicek, R2, Hutchinson, MN 55350.

Wanted: Miller's breweriana, esp. bottles, tin signs, tap knobs. Send list and pictures to Randy Chenoweth, 1675 N. 123rd, Wauwatosa, WI 63226.

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



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1857



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