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OF
BREWERIANA ADVERTISING

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STEVENS POINT

National Association of Breweriana Advertising

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

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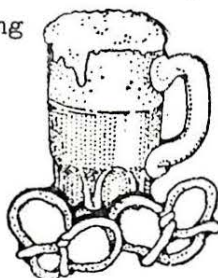
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Dues are \$15 per year domestically, \$20 foreign. Please send applications for membership, dues, change of address and advertising intended for the membership directory to Robert E. Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Please send manuscripts,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

LETS TRADE PLAYING CARDS: Bring them along to the Convention - have many to trade.

HERBERT A. HAYDOCK
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National Association Breweriana Advertising

May 29, 1986

PRESIDENT'S PAGE

Dear NABA Member:

This is our last communication before the 1986 NABA convention in Stevens Point. I would like to advise each of you now, before this year's event even takes place, that this may well be the best NABA convention ever held. All of the circumstances required for a truly monumental event will be in place. First, we have the hosts, Herb and Helen Haydock. They are veterans of a number of earlier conventions and have all the knowledge and skills necessary to conduct a great meeting. Next, we have a location and a host Brewery, Stevens Point, that have made a commitment to NABA. Lastly, we have the opportunity to view, buy, or bid on a number of premier pieces of Breweriana Advertising. The only item still required is your presence. You all have received your convention kits. Please fill them out today, if you have not already done so, and send them in. Don't miss this opportunity for a great experience in northern Wisconsin.

From time to time I receive from a member a complaint concerning a transaction that he or she conducted with another NABA member. They have involved both individual collectors as well as dealers. Happily, these incidents have been few and far between. It has long been the policy of NABA not to try to arbitrate these disputes. Some of the other collector groups have chosen to publish the names of those who are allegedly at fault. It would be my hope that should you experience such a difficulty, that you warn your friends and associates concerning this individual and that this action will be sufficient to insure that repeat problems do not occur.

You should be receiving your 1986 election ballot for officers and directors of NABA. Please fill it out and return it in time for the results to be tallied at Stevens Point.

Sue joins me in wishing you a healthful and safe summer. Drive carefully.

Cordially,

Bob

Robert J. Chapin
President
NABA



Kalt's

Since 1863

Fifty years of old Milwaukee Tradition

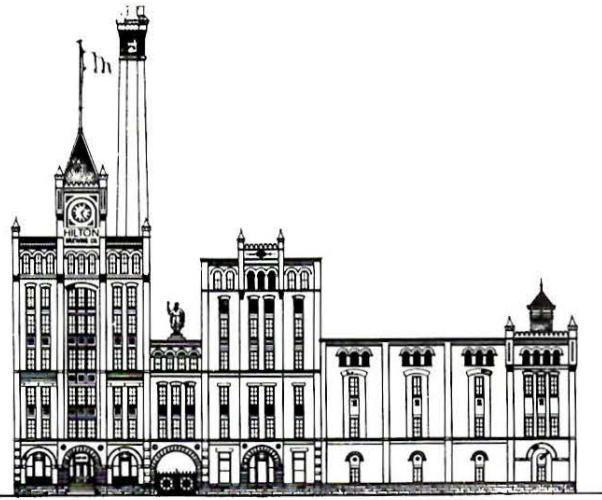
Since 1863 the Kalt family has been providing outstanding food and drink to the people of Milwaukee. At the turn of the century, there were two locations, both on Grand Avenue (now Wisconsin Avenue). By the midteens the family had three establishments, owned by three brothers, all within one block of each other on Water Street.

2858 No. Oakland Ave.
332-6323

Our annual recommendation of a restaurant in connection with the convention this year is Kalt's. Indeed, what else could it be? The food is great, the decor is solid breweriana, and the atmosphere is as Milwaukeean as the mind could devise. Members coming from points east of Chicago will probably pass through Milwaukee on I-94. Oakland Avenue is the main business street of the East Side, the peninsula between the Milwaukee River and Lake Michigan.

FERMENTATION

ON THE ATTRACTIONS OF PUTTING
ON THE MILEAGE



You are a monomaniac for collecting Renner, and so you stick with Youngstown, with occasional forays to Warren, Niles and Girard. After all most of the beer was sold in the Mahoning Valley, and so that is where the artifacts are. Right?

Wrong. By this time the artifacts we collect have been widely distributed about the map, we should expect to range quite widely looking for them. There is a high degree of uncertainty in what one will find and where one finds it. A case in point: one of my best Chicago pieces is a glass sign for Garden City Brewing Company's Primator, obviously intended to be hung in the window of a saloon. The piece came not from Mark and Lois Jacobs' shop or any other source in Chicago, but rather from a shop on an antique row in Baltimore. The dealer had found it in the west suburbs of Chicago, but presumed the Garden City Brewing Company must be in New Jersey, and thus that the sign had some eastern interest. After gently pointing out the man's error, I lovingly gathered up the artifact and mounted it prominently in the collection in Los Angeles.

Once, while checking out a train bulletin board from the Santa Fe in a shop on the Sunset Strip in Los Angeles, I came upon a beautiful ceramic ash tray and match-box holder, lettered for Stillson's, a pre-Prohibition bar in Chicago that had been a watering hole for the city's sports writers. Ring Lardner was reportedly very fond of the place. It had never occurred to me that any artifacts from Stillson's had survived, and if they did, there was no presumption they would have migrated to Los Angeles. The dealer had no idea what Stillson's was, or where it had been. No less than the Primator sign, the object became one of the prides of the collection.

Jerry Marlette, a helicopter pilot in Indianapolis who, among other things, keeps The Brewiana Collector alerted to haute cuisine in the city, has been gathering material for several years for a history of the Interstate, the inter-urban that ran from Indianapolis to Louisville. Years ago he acquired a cup from one of the line's dining cars, and has sought a saucer to match it. Wisely, he let his friends know of his search, and this year one of them found the saucer lettered "Interstate." Where? Indiana? Kentucky? Oh, no, at a show of railroad antiques in Maine!

There is a melancholy aspect to such considerations, too. Did I ever drive past an antique shop that had a Nectar electric sign I was seeking? Very probably. Where was it? Rural Ohio? Colorado? I once bought a nice wooden case lettered for a Chicago brewery from Chris Galloway, who had found it in Colorado. What else might be there?

In any event, what we seek is to be found widely, and thus there is a strong presumption we ought to put on quite a bit of mileage in the interest of improving

our collections. More to the point, this summer offers us plenty of opportunities for travel for enjoyment and collecting mixed. As all members know, we meet this year at Stevens Point on August 1-3. This gives us a great little brewery in a charming city in Wonderful Wisconsin. The entire state abounded with breweries, and currently abounds with antique shops. We have often sung the praises of the state's diversity. It can be divided into six regions, all of which are quite different. We will meet in the north-central, but foraging for artifacts can be the unifying theme of a trip to all six areas.

The attractions of putting on the mileage do not end with our own convention. The Eastern Coast Breweriana Association pioneers with a convention at a microbrewer, Newman of Albany, NY. The American Breweriana Association goes to Kansas City, meeting outside of the Denver area for the first time. As we have pointed out in each issue since last fall, the Canadian Brewerianist meets at the oldest brewery in North America, Molson's in Montreal, a fascinating brewery that one cannot otherwise visit.

This is expected to be a great summer for domestic tourism. Let us join the boom; it should be a great summer for touring and collecting. You can have a better collection by fall, and plenty of good memories, to boot.

* * *

While advocating putting on the mileage, we could hardly do better than recommending Herb and Helen Haydock's pre-convention tour of the other outstate Wisconsin breweries on the opposite page. Members who made the tour before our LaCrosse convention spoke very highly of it. Huber is in a nice town, Monroe, that is too limited in accommodations for us ever to stage a convention there. Heileman has greatly expanded its hospitality facilities since we met there, and Walter's in its present guise as Hibernia has opened the only active American brewery beer garden.

* * *

Dubuque Star is not on Herb's tour, but it is close enough to Wisconsin that members ought to consider visiting it incidentally to the summer's activities. The brewery has no formal hospitality arrangements, but it sells clothing -- tee-shirts, polo shirts, golf shirts and caps -- lettered for Rhomberg and Dubuque Star out of the brewery office. It sells tap markers for Rhomberg All-Malt and Dubuque Star, though not for Rhomberg Classic Light -- or did so as of the editor's trip east in early April.

Reports differ on the success of this enterprise. The management is concentrating its efforts on the Chicago-Milwaukee area. Rhomberg All-Malt is a beer similar to Old Chicago Dark, which did well enough during Peter Hand's last stand to demonstrate a demand for dark beers in the area. The Classic Light is a very good full-flavored lager. I stopped in at the A&B Tap at 26th and Central in Dubuque, a bar that has long prided itself on association with the brewery. The proprietor and his wife proved to have dropped Dubuque Star because they found it difficult to maintain pressure for it, and found it going flat in the glasses of the patrons. The bar sells the Classic Light in bottles and reported favorable comments from customers, though the price, which is import-competitive, was thought to be a bit much for the ordinary Dubuque drinker.

As always, we wish this enterprise well. If it goes, architect Louis Lehle's last brewery will be the unbuilt one we run at the top of this section every quarter. We'd prefer that Dubuque Star have the honor.

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

June 4, 1986

CONVENTION CHAIRMANS PAGE

Dear NABA Member:

Like the last three Breweriana Collector's back cover, as well as this one, it states we are back to Stevens Point. The 4th Annual Convention was here in 1975 and this rerun, our 15th Annual Convention promises to be bigger, as the returning applications will testify. At that convention we had 101 members in attendance plus their guests, the 12th of June we have exceeded this number and we have six weeks to go.

Needless to say any successful convention depends upon your participation and toward this end we urge that you attend. This is one chance for every NABA member to contribute to this fine organization, by your attendance. You can't go wrong - Helen and I have attended several Flea Markets, Antique Shows and Shops this year, but have added very little to our collection in relation to our efforts and expense involved. Now here is the chance to see more Breweriana than you will probably see all year - all at one place.

But perhaps the most important of all is the chance to meet and socialize with very interesting people from all walks of life, united by a truly exciting bond - Breweriana.

You will note that registration starts on Thursday, that is to accommodate the early arrivals and there are many - the registration table will of course be open on Friday also. Don't forget to register your prize items this day for the Auction, two per member. The auction again will be under the management of Auctioneer Dave Mathews and his very capable crew. (The Sunday Auction for your less Valued items - Dave and the crew will be handling these on that day also.)

You will note the ad on page 4 - for Howard Kalt's collection at his Restaurant, if your coming through Milwaukee. If your coming from the North or going that way after the Convention it's a must stop at the "Bear Trap Inn" land O Lakes, Wisconsin to view the Buchts' fine collection. Those on the Pre-Convention Tour will have the opportunity to visit the home of Earl and Bessie Lauer to view their collection also. If you can't make any of these don't despair - while at the convention be sure and visit Room 107 - Paul Zagielski - for the NABA Monarch Coaster Chapter display of the Pilson Brewery Co., Chicago. Room 111 for Vic Kroll, Tim Langenhahn, Dean Dein and Peter Kroll's Central Wisconsin Breweriana Display and then to the next Room 113 for Jon Huntington's Tavern Chair display.

IMPORTANT NOTE: Registered NABA members of this convention have the sole right to BUY-SELL-TRADE at this Holiday Inn and Grounds. You as a paying member of this convention should see to its' compliance, after all it's you footing the costs of this convention - we all know there is no such thing as something for nothing.

Helen and I look forward to seeing each of you at the convention, do have a safe and pleasant trip. Welcome to Wisconsin, but please remember that this state does enforce the SPEED LIMIT and the DRINKING DRIVING LAWS!

Cordially,



Herbert A. Haydock
Convention Chairman



Like many brewers, the Stevens Point Brewing Co. made use of Falstaff for this handsome pre-Prohibition tray. If we believe Shakespeare, Falstaff's preferred drink was sack -- sherry -- rather than beer, but no doubt the old boy downed many an English ale, too.



THE STEVENS POINT BREWERY

Like most of Wisconsin, Stevens Point had a large influx of German and Polish immigrants in the years following 1848. At some time before 1857 Frank Wahle and George Ruder began brewing in the city. In 1858 Ruder withdrew from the partnership to strike out on his own at Wausau. Wahle continued alone until he sold out to Andrew and Jacob Lutz in 1867. Andrew Lutz became the sole proprietor in 1880, and in rivalry with Adam and Charles Kuhl, was one of the two principal brewers of the community. The Lutz family sold the brewery in 1897 to Gustav Kuenzel, who incorporated it under his own name. His associates, Alexander Krems and Nicholas Gross, reorganized the company in 1902 as the Stevens Point Brewing Co., and the firm took shape in more or less its present form. They expanded capacity to 25,000 barrels per year -- a most respectable output by pre-Prohibition standards.

Prohibition wrought the havoc in Stevens Point that it did elsewhere. The brewery survived by producing near beer -- as most small breweries did, by reboiling the beer until its alcohol content was down to the legal 0.5 percent. The company also diversified into soft drinks, buying out a bottling operation of the old rival, the Kuhl family. Ludwig Korfman, a representative of a Milwaukee brewery supply firm, bought the Stevens Point Brewing Co. in 1924 out of optimism that Prohibition would shortly be swept away. To show his legal intentions, however, he reorganized the firm as the Stevens Point Beverage Co., the corporate identity it still holds.

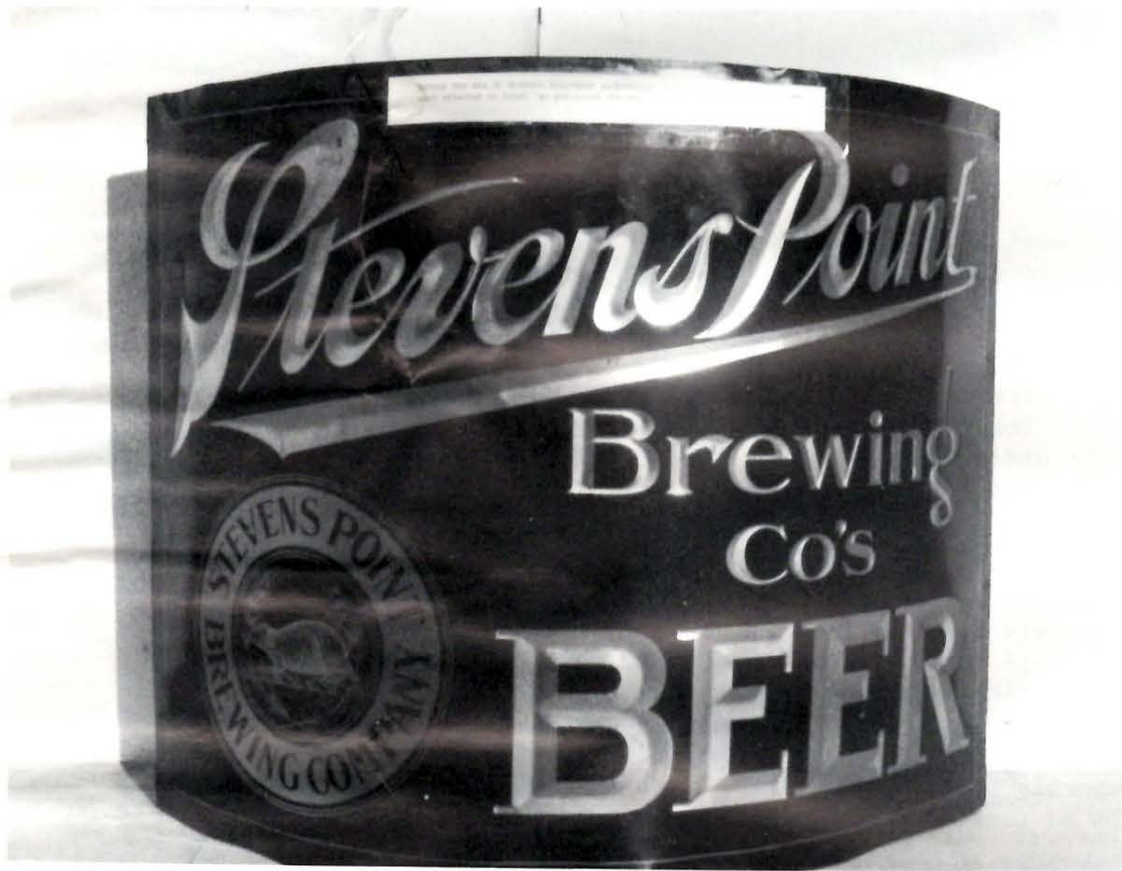
When beer became legal again on April 7, 1933, the brewery was back in its principal business. For some years it did not do particularly well. Output ranged from 10,000 to 17,700 barrels per year in the late 1930s, similar to outputs of other small Wisconsin brewers. After a tough time of it surviving World War II, the brewery did uniformly well in the post-war era, usually producing 30,000 to 40,000 barrels per year. Ludwig Korfman had died in 1941, leaving his son, Calvin, in charge of the brewery in this period. Calvin died in 1974, to be replaced as

chairman of the board and president by Felix Shibilski, who had joined the firm in 1930. By the fiftieth anniversary of Repeal, Felix Shibilski was the only head of an American brewery who had been active in the industry in 1933.

Under Felix Shibilski and his son Ken, the brewery has done very well, reaching its highest outputs in history. It produced 53,632 barrels in 1975, after some favorable evaluations in the press. Recent outputs have been closer to 45,000, but the enterprise is quite solid. Although the smallest of the last four Wisconsin independents, it enjoys solid local support and a cult following, notably among the students at the University of Wisconsin's Stevens Point campus. The management does not consider broader geographical scope of sales practical. In a well-known incident, the company declined to sell a large order of canned beer to TWA for service aloft, preferring to stick with the Wisconsin market.

This is the sort of enterprise we would all like to see survive indefinitely, and it may very well do so. Let us all join the Point cult for a week-end, assemble in Stevens Point for homage and jollity!

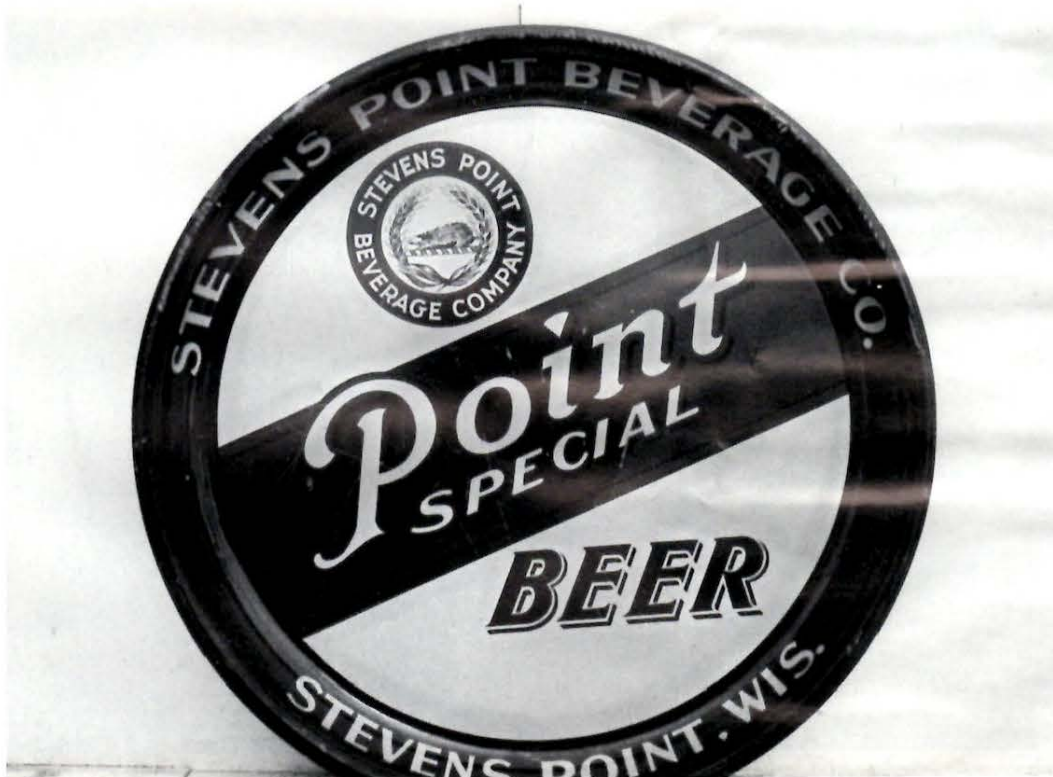
History adapted from John Stastny,
A History of the Stevens Point
Beverage Company (University of
Wisconsin-Stevens Point, 1979).

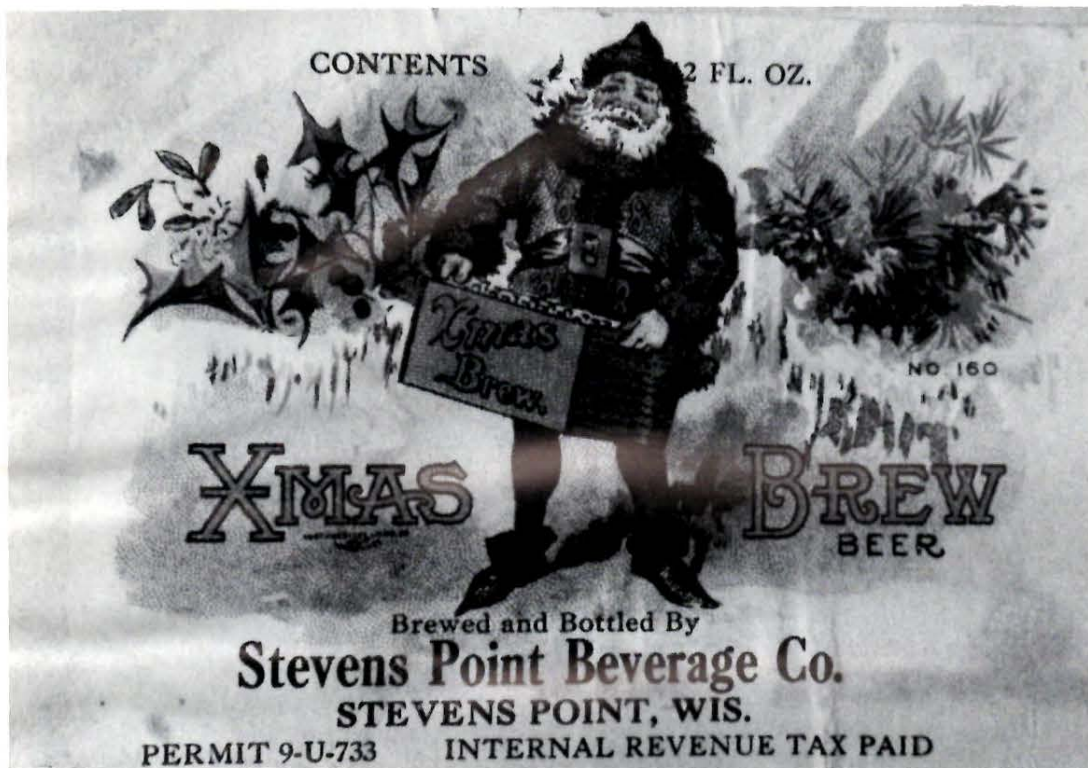


An impressive pre-Prohibition corner sign from the company's collection.

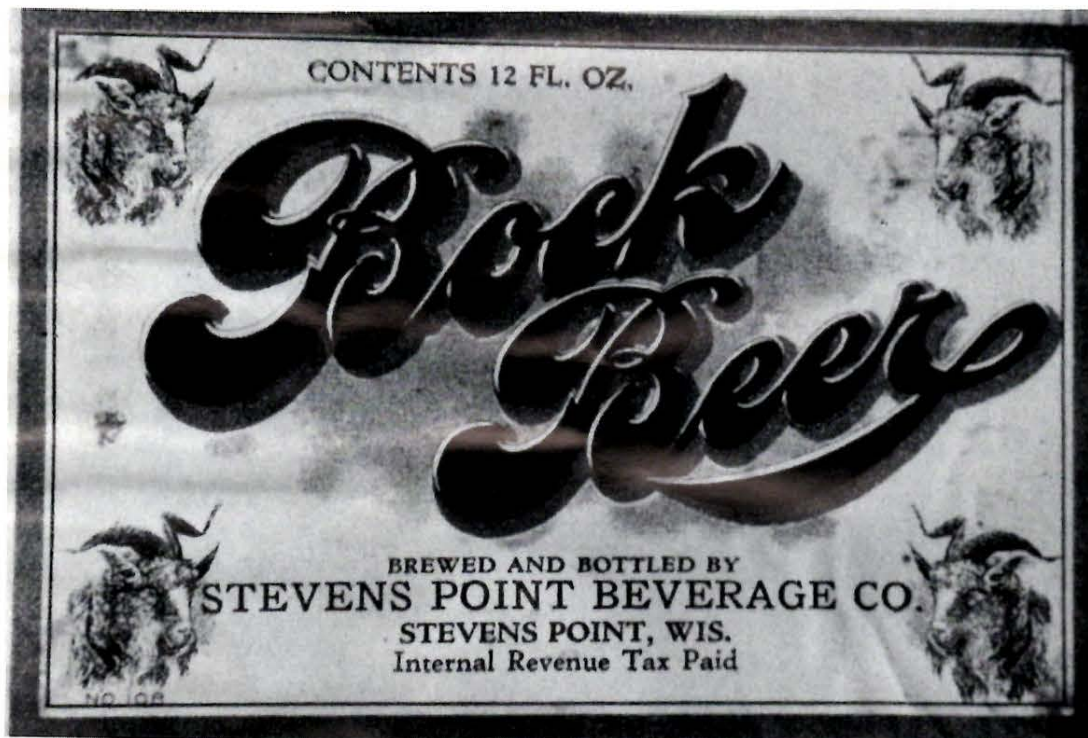


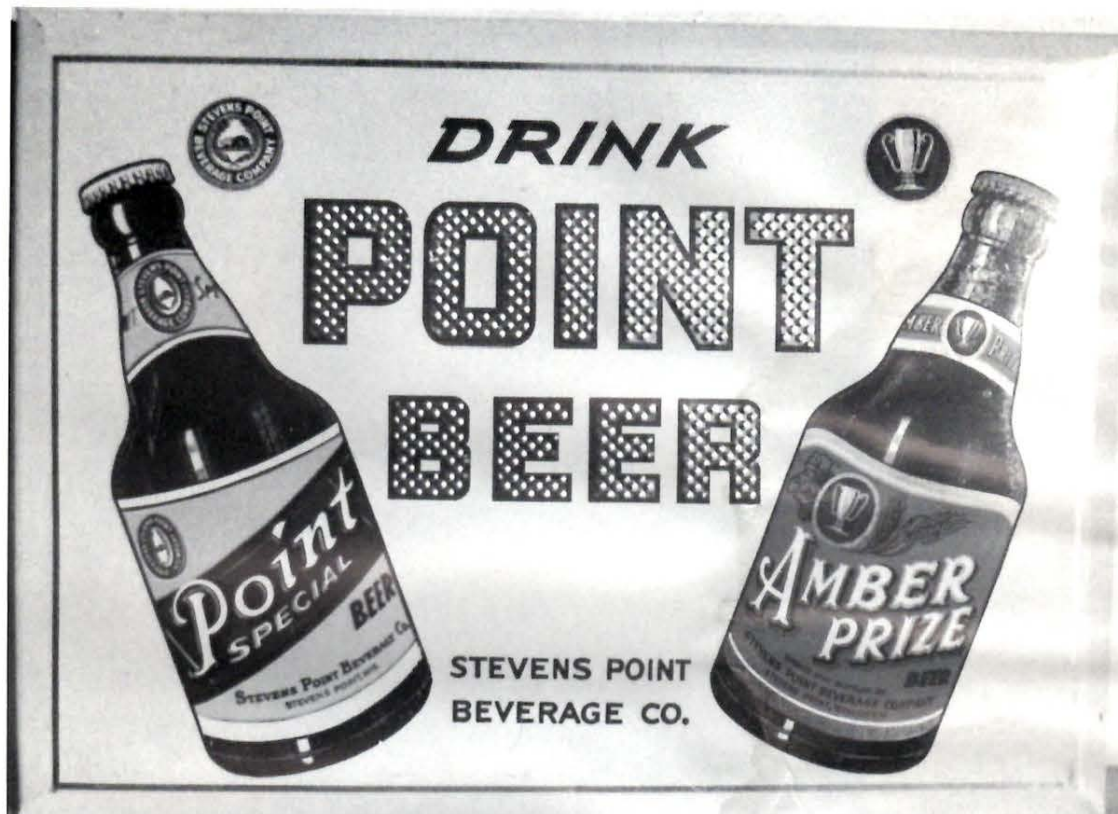
The lovely maiden, above, is on a pre-Prohibition tray of the Stevens Point Brewing Co. The red-and-white tray, below, is a post-Prohibition issue of the Beverage Co., and quite a scarce item.



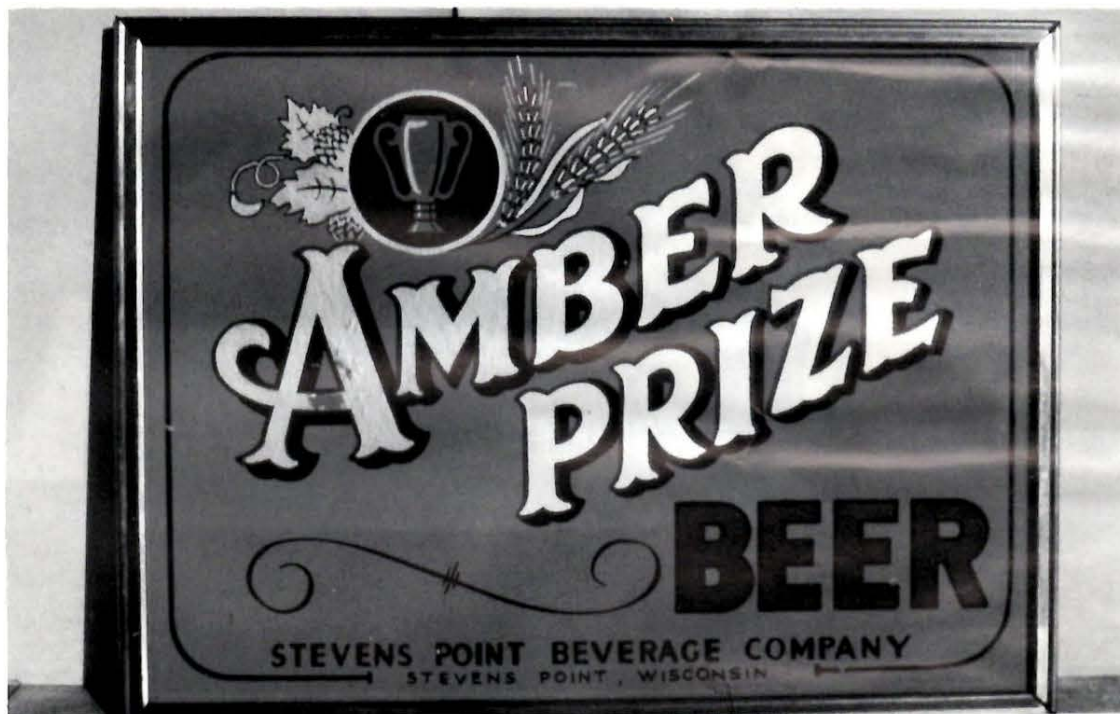


Point has long produced seasonal beers. Above is a label from a Christmas brew, probably of the 1930s. Below is a label from the company's bock beer of the same period. Point still produces a bock, actually a medium dark beer closer to a porter.



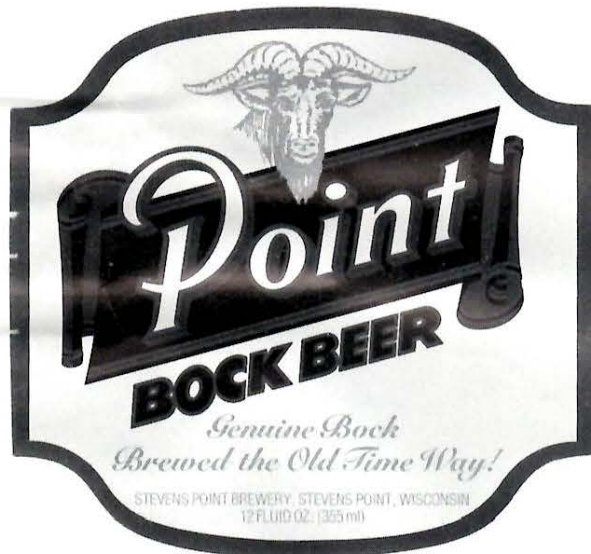


Between 1938 and 1942 the company issued Amber Prize as a second brand. This and other products were discontinued to concentrate the company's allocations of ingredients in World War II on the Point brand. Recently, Eagle has been revived as a second line.





This nicely designed glass dates from Andrew Lutz control of the brewery, which ended in 1897.





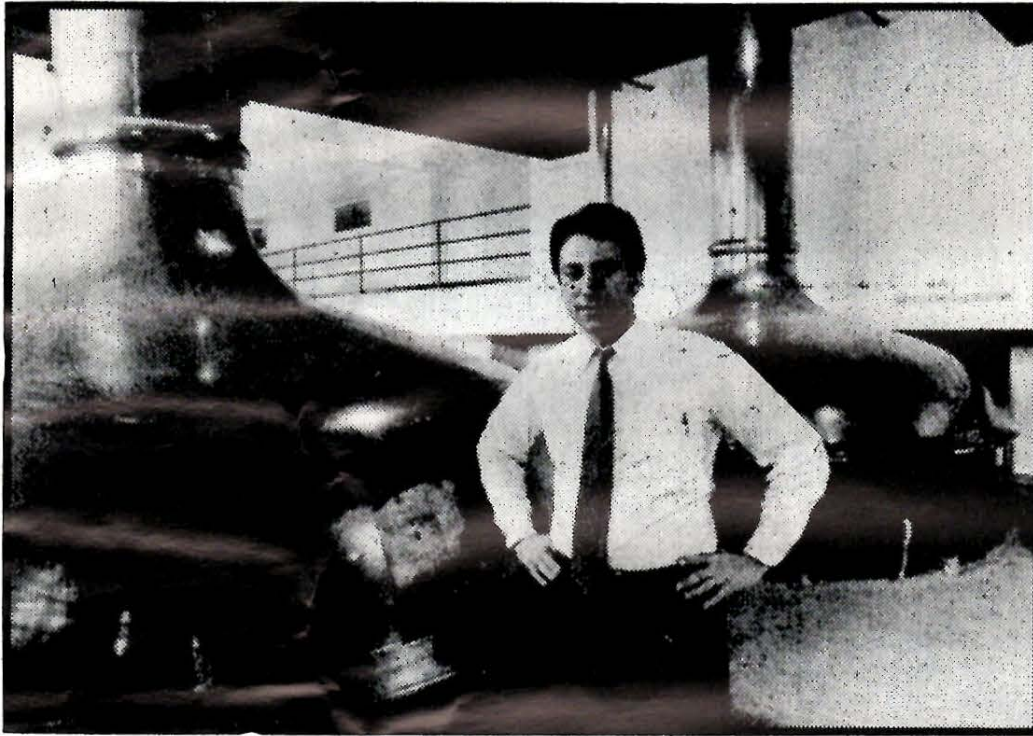
BREWERIES -- ACTIVE

Matthew Reich established the New Amsterdam Brewing Company in the expectation of setting up a brewpub in New York. Transitionally, he had his New Amsterdam Amber produced by F. X. Matt in Utica, which did an excellent job on it. The beer did well, and Reich has been able to establish his brewpub. He did not achieve his ambition of making it the first brewery in Manhattan of the current era, for the Manhattan Brewing Company, previously reported upon, beat him to it. He did, however, produce a brewpub of considerable character and individuality.

Reich found space for his brewery in a warehouse building at 26th Street and 11th Avenue on the west side. On first view, it appears to be a perfect nowhere, with little to generate the dense foot circulation characteristic of New York. Actually, the area is just west of Chelsea, one of the West Side's most populous areas. The brewpub has been built into the west side of the warehouse, with an entrance at 235 Eleventh Avenue. The interior is spacious and rather plain, with plenty of wall space for the display of breweriana. On display is an excellent collection of advertising pieces, mainly calendars of New York brewing companies in the immediate pre-Prohibition years. One suspects Reich bought an existing collection, but if not, he or his agent put in a great deal of time and money bringing together an impressive display. The brewery sells clothing from a shop above the brewpub; items are brought down in response to requests. The pub uses a standard Plymouth tap marker, but does not sell it.

The firm's Amber is medium dark beer on the order of steam beer or middling English ales. It also produces an ale, which was not available on my visit. The menu is sandwiches, salads and snacks, mainly in the \$5 to \$8 price range. We wish the venture well. The economic development planned for the West Side on the site of the abandoned Westway should work up the immediate tributary area and, let us hope, generate some demands in the unlikely reaches of lower Eleventh Avenue.

Brewing Comes Back to the West Side



The New York Times/Chester Higgins Jr.

Matthew P. Reich expects to turn out 15,000 barrels of beer in his first year.

By FRED FERRETTI

IT has been a long, occasionally frustrating journey for the polished copper brew pots of the Stuttgarter Hofbräu from West Germany to their new home on the West Side of New York. But just after Christmas, New Amsterdam Amber Beer will begin bubbling in those kettles and the city will again have a major brewery in an area in which its beer industry once flourished.

The new brewery, at 610 West 26th Street, is on three floors of what once was a nine-story warehouse terminal for the Baltimore & Ohio Railroad. It includes not only the brew pots, but also beer and ale storage vats, hop storage and bottling facilities for New Amsterdam Amber Beer. The formal name of the place is the Old New York Brewing Company; according to Matthew P. Reich, president and founder, when it begins producing at full capacity it will turn out 30,000 barrels a year.

The copper pots and a copper-jacketed master brewing control panel, which will control all aspects of the brewing process, were bought last December from the Stuttgarter Hofbräu in Wein-

garten, a suburb of Stuttgart, trucked to Hamburg, loaded on a freighter and shipped to New York.

They arrived in July and it was expected that brewing would begin soon after. But it was not until mid-October that the piping went in. Complex electrical work followed, and obtaining storage facilities as well as renovation of the 1908 building caused more delays. Then last week, after fire bricks were installed beneath the kettles, test pumpings were done, the final step before actual brewing. This was much to the relief of Mr. Reich, who has been hovering about his untapped new brewery just waiting to turn on a switch that will send the hops and water into the brew pots.

Mr. Reich, who concedes that his beer interests have been inspired in part by other so-called boutique beers, such as the Anchor Steam Beer Brewery in San Francisco, has been brewing his New Amsterdam Amber Beer in Utica, N.Y., in the same brewery that produces Utica Club Ale. This year 10,000 barrels were produced.

He said that he expects the new brewery to turn out 15,000 barrels in its first year of operation, then gradually increase to its 30,000-barrel capacity. There are 13 cases of beer to the barrel.

The Old New York Brewing Company, which represents a \$3 million investment, according to Mr. Reich, is the first major brewery in the city since Rheingold and Schaefer closed their operations in 1976. The Manhattan Brewing Company in SoHo brews as well, but turns out only varieties of English-style ales, mostly for consumption in its restaurant and tap room at Thompson and Broome Streets. Since it began brewing ale in a 10-barrel stainless-steel pot in November 1984, the Manhattan Brewing Company has produced about 2,500 barrels of ale, according to one of its brewers, Bruce Wallace.

"We make no lagers," said Mr. Wallace, who added that his brewery makes gold, pale and brown ale, as well as porter and an amber ale, which he said is being sold in kegs to 10 other taverns and bars in the city.

In the United States, beer is customarily made from malted barley and cereal, flavored with hops. Most American beers are lagers, clear, golden and light-bodied, that are bottom-fermented, which means the yeast settles. Ale is brewed from malt and hops and is top-fermented, yielding a pronounced yeasty flavor. Porter is a dark brown, often bitter ale.

Old Amsterdam Amber Beer, a malt and hop brew that is also reminiscent of ales and contains no barley substitutes, is available in more than 4,000 outlets in the New York City area as well as in 12 other Eastern states, in Washington and in California. Mr. Reich gets his malt from National Malting in Paterson, N.J. The beer he produces is a lager. Mr. Reich makes an ale as well, sold on tap in his brewery's restaurant, the Tap Room, a large, noisy space from which patrons can view the working brew pots through huge glass panels as they dine. In addition, tours of the brewing and bottling operations will soon be offered, he said.

At one time there were 121 breweries in New York, many of them in Brooklyn and on the West Side. Mr. Reich, who has researched the city's brewery history, said that as far as he has been able to ascertain there had been breweries in the vicinity of his facility. "We know they existed on 10th Avenue near 39th Street, on 42d Street and 10th Avenue and we believe there were others," he said.

"So, we feel that by being at 11th Avenue and 26th, we're bringing brewing back to the neighborhood."

The big, reinforced concrete rooms of the old warehouse were ideal to set up the brewery. Some concrete and steel reinforcing had to be done, particularly for the mezzanine floor that holds the copper pots and the lower floor where fermentation vats are located. Mr. Reich said he had been looking for a location for his brewery for five years, even before the introduction of his beer in 1982. "Call it my dream or my goal," he said.

He employs only 50 people, half in the 150-seat restaurant and the rest in the brewery. His brewer is Andrew Bernadett, a graduate of the University of California at Davis with a degree in brewing science. Mr. Bernadett had been a brewer with Anheuser-Busch before he joined the new brewery. Assisting him, according to Mr. Reich, are several wine makers and home brewers "anxious for a chance to be able to do what they want to do — brew, not just push buttons."

The brewing process lasts 34 days. The water and the hops, Hallertauer from West Germany and Cascade from the Yakima Valley in Washington, mix in the 125-barrel kettles for eight hours, then are piped to fermentation tanks for 33 days of fermentation and aging. Old Amsterdam Amber Beer is sold in bottles, pasteurized; it is sold unpasteurized in bottles only at the American Harvest Restaurant in Rockefeller Center. Its draft beer is all unpasteurized, which beer connoisseurs say leaves the beer richer and more flavorful.

The brew pots and control board, as well as all of the filters and a malt mill from Stuttgart, were bought for \$30,000, Mr. Reich said, adding, "I couldn't duplicate that today for \$1 million." It cost \$1 million more to disassemble the equipment and truck everything to a freighter. Once it was in place its 12 motors had to be retuned and tested; its kettles had to be filled with water many times to try out the piping and the valves. Then, Mr. Reich said, "We had to wait for the malt conveyor to get here," another delay of several weeks. The bottling line, bought from a Brooklyn soft-drink plant, had to be completely retooled.

What Mr. Reich calls a "bonus" is New York City's water, which he said is "ideal for brewing, because it is surface water."

New Brunswick Home News, December 19, 1985:

Study espouses beer's merits

BALTIMORE (AP) — A Johns Hopkins study sponsored in part by brewers has concluded that moderate beer drinkers appear more likely to have fewer health problems than people who drink wine or hard liquor.

The survey of more than 17,000 people last year does not prove that beer promotes health, said Stephen Push, a spokesman for Johns Hopkins School of Medicine, which released the findings Tuesday.

But it does support other studies showing that moderate drinkers do not experience adverse health effects, he said. Push defined a moderate drinker as one who has one to two drinks a day.

The study was funded by the medical school's Alcoholic Beverage Medical Research Foundation and the Brewers Association of Canada and was directed by Dr. Alex Richman. The results were published in the current issue of the journal *Drug and Alcohol Dependence*.

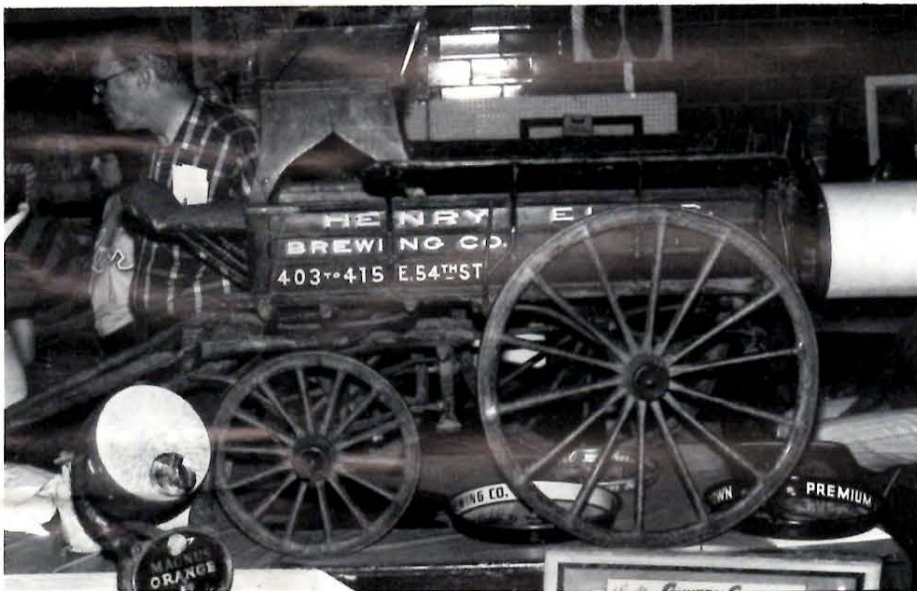
Beer drinkers may have more healthful lifestyles or may simply not admit to being ill, wrote Richman.

REPORTS OF MEETINGS

SPRING ANTIQUE ADVERTISING SHOW

The spring and fall Indianapolis antique advertising shows - on the last weekends in March and September - are occasions for NABA members to get together on the Friday night open house, swap tales about the ones who got away over cold brews, and then on Saturday and Sunday look for that special collectible. Two really unusual items were seen at the March show. Herb Ramsey, who would rate Grandmaster if collecting breweriana were scored like chess, showed a goat cart from a pre-prohibition New York brewery. Trouble is, nobody seemed to have goats in need of exercise or bock beer in need of delivery. The Springfield poster is the equivalent of Ringling's three-ring circus, with dwarfs instead of clowns. Of course, there were plenty of the more usual trays, mugs, glasses and openers to be seen. The Indy show was well worth the trip, with a can show and a major flea market nearby.

Peter Blum



Nashville Breweriana Show

The first Nashville Breweriana Show (May, 1986), hosted by member Jody Farra, with assistance from Tom Bates of Goodlettsville, TN, provided some welcome action on new turf. Makeup of those attending was widely scattered, but predominately southern. There was especially good turnout from Alabama and Florida. Texas, Massachusetts, Ohio, Illinois, Indiana, Missouri, Kentucky and Virginia were also represented. Advance publicity for the show was done quite well, and the fact that two television networks ran taped interviews taken during the show provided a nice extra touch.

The show was patterned to some extent on NABA's convention. It featured room-to-room trading for the early birds, a Friday night auction by Dave Mathews, and a Saturday-Sunday Buy-Sell-Trade session. In addition, choice pieces from a fantastic private Gerst Brewery collection were on display. A lot of breweriana changed hands and a few excellent pieces walked in off the street.

However, compared with more established shows in the brewery heartlands, attendance was disappointingly small. One thing had to be learned the hard way: in spite of more-than-adequate publicity, only a handful of Nashville locals chose to attend the free auction or the Buy-Sell-Trade sessions. We might as well face up to it: breweriana action just isn't as highly developed or appreciated in the South as elsewhere at this time. But, it has to start somewhere, and Jody planted a seed that may, with nurturing, grow into something really big for future years. In all, Jody is to be congratulated for a bold effort in a new area.

Because the turnout was small, changes are likely if another show is undertaken. One intriguing possibility under consideration is to have a show in conjunction with the famous Nashville Flea Market. Hmmm! Very interesting thought! New or would-be show promoters should consider this idea: wherever possible combine the new show with an established event, such as Jody is considering at Nashville. The successful Indianapolis Antique Advertising Shows have long been run simultaneously with a big flea market. This is a way to minimize the low attendance shock of a new show.

Beerfully yours,

Bob Kay





"Creative reuse," the preservationists call it. As Fil Graff points out on the opposite page, Falstaff's Columbia plant in St. Louis is being being redone as the St. Louis Park Apartments.



BREWERIES -- INACTIVE

Here's one for the "Halleluliah!", they're NOT tearing it down Department:

When I was in St. Louis in early March, I took some time to photograph the "Falstaff Collection" of breweries for a Texan who collects falstaff. As I neared 20th St. on Cass Ave, the familiar Falstaff smokestack was matched against the sky by a huge crane, and the chilling thought "there goes another one" came to me. But, after turning the corner, and visiting the construction trailer parked across the street, gloom was changed to almost Elation! Not to be torn down, but to be restored and remodeled as "The Saint Louis Park Apartments" is the old Columbia Brewery. Built in 1892, the Columbia brewing Co. was absorbed into the counter-English money (and counter Anheuser-Busch Brewing Ass'n.) conglomerate, The Independent Breweries Co. in 1906. After Prohibition, Columbia emerged again as a true independent, until purchased by Falstaff Brewing Co., who operated it as Plant 3, St. Louis (at least until 1958, when they closed Forest Park Brewery, Plant 2) until it's closing in 1967. It has stood these almost 20 years, with the metal FALSTAFF sign proudly adorning the south side of the smokestack, in a state of increasing disrepair and vandalism. The restoration is a H.U.D. project, and the contractors are un-bricking closed-up window openings, removing modern additions, and are building in 7 floors and a "penthouse level" at the brewhouse's top, converting the old brewery into a 100 plus unit "open-market housing" apartment building. The original wagonway, on the north side of the building, with a red sandstone crown that read COLUMBIA BREWERY, until Falstaff removed the "Columbia", and filled in the spaces with cut red tile, is to be the main entrance, proclaiming BREWERY to all who will enter. The powerhouse, with smokestack and the metal FALSTAFF sign still in place, is being included as a 3 story "addition", also containing apartments.

So here is ONE (besides the eternal A-B) that we will be able to see when NABA brings the annual Convention to St. Louis in 1988 (is it?).

Fil Graff

WHAT'S BREWING

COOLER SEGMENT HEATS UP

Several brewers and distillers are diving deeper into either wine or beer-base coolers. Seagram is spending megabucks on launching Golden Wine Cooler for the more mature and discerning consumer. Brown-Forman, which bought California Cooler, is spending in excess of \$20 million to stress that C.C. is the real stuff. Spirit coolers are also a possibility, and Beam Distilling will try a bourbon and lemonade mix.

Anheuser-Busch is going after the light segment with Dewey Stevens Premium Light. It is a 135 calorie wine cooler with about 3.2% alcohol by weight (beer alcohol is stated by weight, wine alcohol by volume; 3.2% by weight is about 4% by volume). California Cooler, which wrote the book, came on the market with slightly over 200 calories and 4 percent alcohol by weight (5.2 by volume), and everybody fell in line. Gallo is expected to spend \$25 million this year on Bartles & Jaymes, the no. 2 brand, and Mr. Busch may well match it. The use of anglo-saxon brand names is intriguing - Dewey Stevens Bartles & Jaymes sounds like a New England law firm - and one wonders if we are seeing a new trend.

The three malt-based coolers are Stroh's White Mountain (grapefruit and orange), Heileman's La Croix line, and Pittsburgh Brewing's I.C. Cooler in a citrus flavor. One missing player on the brewing side is Miller, but it is likely that development work has been undertaken. Coors may also re-enter the segment after the Virginia brewery is operating and if there is further volume growth in coolers.

It looks like the cooler segment is established; most of the competitors have big budgets and staffs committed, and the market is being segmented. The significance of all this is that, after several false starts, fruit-flavored beverages of moderate alcohol content have become accepted by many consumers, and with an active cooler competition, there is even less possibility of beer consumption to increase.

Both A-B and specially Coors are having a good summer. Miller also is showing positive numbers, and has introduced High Life Genuine Draft to bolster the flagship brand. Genuine Draft is cold-filtered and nonpasteurized like Coors. This seems largely a gimmick which was popular in the 60's, but if it sells, it becomes a process advantage. Heileman is doing okay but Stroh is showing some slippage (the change in sales from 1984 to 85 was a 2.1 percent decrease, not .25 as shown in the last issue).

During 1985 six breweries were closed - Phoenix, Detroit, Newark, Trenton, Vancouver and Tampa, with a total capacity of 22 million barrels. Further pressure to achieve higher plant utilization could affect Heileman and Pabst, which have plant capacity to spare. Imports were up 8 percent in 1985, and Kirin is giving the US market a hard inscrutable look. Nippon watchers expect Kirin to choose Montreal for their North American brewery. Selling our beers is not going to get any easier.

Peter H. Blum

BOOK REVIEWS

Robert Wahl and Arnold Spencer Wahl, Wahl Handybook of the American Brewing Industry (Chicago: The Wahl Institute). Two volumes: Vol. I, 1937. Vol. II, 1944. Out of print.

In 1886 Robert Wahl founded what was to become the Wahl-Henius Institute of Fermentology, a brewers' research organization. He was also editor-in-chief of the Wahl-Henius Handy-Book of the Brewing, Malting and Auxiliary Trades, last published in 1908. At that time, as our readers know, there were literally hundreds of breweries in the United States, mostly small operations. Since many did not have scientifically trained brewmasters, the Wahl Handy-Book became the basic scientific textbook of the time.

With Repeal of Prohibition in 1933 there was a rush to open new breweries. At that time Wahl, with his son Arnold, proposed a new Handybook that would incorporate the many changes in brewing chemistry and technology that had occurred since 1908. This one was to be no mere operations guide, however. The pre-title page in Volume I, published in 1937, shows:

Volume I: Beer -- From the Expert's Viewpoint
Volume II: Brewing Materials
Volume III: Beer Production Under Scientific Management
Volume IV: The Brewery -- Its Construction and Equipment

They set themselves a monumental task, a multi-volume encyclopedia of brewing. As they stated in the preface to Volume I, the set would, "with the propitious favor of Fortune, stand as a lasting tribute to American Brewing."

Volume I, Beer -- From the Expert's Viewpoint ("Act One in a Four Act Drama of Beer") was, as noted, published in 1937. Volume II, Brewing Materials, was not published until 1944, and was apparently written solely by Arnold Spencer Wahl. So far as I can ascertain, Volumes III and IV were never published. Probably Robert Wahl was dead by the mid-1940s and the project had lost its impetus.

Volume II, Brewing Materials, would today be of interest only to a rather specialized brewing historian. It is 623 pages on malting, hops, corn refining and the like. The 509 pages of Volume I are for the most part a prosaic account of brewing from its earliest times to its revival in post-Prohibition U. S. A. It includes legal relations, the Food and Drug Act as amended, the nutritive value of beers, and so on.

Volume I is, however, anything but ordinary in Chapter IV, "The Rise and Fall of Nations, or Why are Beer Drinking Peoples Superior?" The chapter is a speech given by Arnold Spencer Wahl to the Advertising Club of Youngstown, Ohio, probably in 1933. It is the most extraordinary speech about beer known to me. Apart from being ineptly written, it contains such colossal errors of fact that it is impossible to do "justice" to it in a brief review.

Before continuing, we should note that Arnold Wahl had been educated in Germany and was a frequent visitor there. He seems to have been influenced by early Nazi doctrine, for his speech shows a strong bias toward what were then erroneously called the Aryans -- a solecism of the time -- though to be fair to Wahl, he attributes Aryan supremacy to beer drinking rather than to any racist considerations. I once read a good part of the speech onto tape; some people who heard it for the first time thought it was a Mel Brooks-style satire, but Wahl was quite serious.

He opens with a simple statement: "There is a force in beer and ale, which creates a desire to procure and encourage the high standard of living which is common to all ale and beer drinking people. Historically it is a fact that the products of the brewing industry . . . have been at the cradle of those races who have made the greatest progress technically and therefore sociologically." Further, "Consider the Chinese, who were beer drinkers during their highest cultural development and who declined when the beverage was discontinued as the national drink and who then became addicted to opium." But it is not just the white races who are enhanced by beer: "Study the progress of the Japanese who took up brewing on a large scale just 50 years ago and have risen from a nation of indolent people to a vigor which now [1933] finds expression in a demand for equality in fighting forces."

He says that all of the great ancient empires -- Rome, Greece and Egypt -- declined when they substituted wine for beer and drowned in "Bacchanalian Carousels." The Teutonic gods were described as "continually drinking beer and fighting, always to noble purpose, to rid the world of imaginary giants"

Here are some other notable excerpts:

"The Teuton mind strengthened by nerve-stabilizing beer invented for the first time the concept of a Heaven Here they drank beer, mostly from the skulls of their enemies ("skoal" or "skole"). This concept of perfect happiness is the present-day known end of connotation as asserted by philosophers who delve deep into sociology."

"Neither Greek nor Roman had any conception of a Walhalla, but great must have been the people who were given such a conception as a heritage and who willingly and gladly gave up their lives in battle to the common good of the race to which they belonged."

"The moral philosophies of Odin and the Teutonic Gods were recorded in the archives of the monasteries in Nepal, India, where Jesus Christ studied, then returning to the native land to preach an immortal life . . . for those who lead moral lives on earth. He knew that beer was the drink of the masses (the meek) and that the vital force in beer gave great vigor when He said in His Sermon on the Mount, 'The meek shall inherit the earth.' Let us now inquire from science why this is so.

"The cultural history of the progress of decay of races or nations just outlined explains the secret of the inherent something in beer that was missing in wine and finally caused the supremacy of nervous energy in all beer drinking people the world over."

For the scientifically curious among the membership, that "inherent something" is vitamin B complex.

For the historically curious, the final victory of beer over wine occurred in the year 9 A. D. in the Teutoburgerwald in Germany. The rest, as they say, is history.

Robert W. Gabler

* * *

Member Bob Christiansen, Route 1, Box 905, Bandon, OR 97411, has computerized the data, including prices, for 2180 ball tap knobs and 780 foam scrapers that have appeared in 26 catalogs of the four major mail auctions. He sells the knob list for \$10, the foam scraper list for \$6, or both for \$14. He plans to update the lists yearly. He can also provide custom lists by type or price category.

HOUSTON

BEER CAN AND BREWERIANA SHOW (A GRAND PRIZE CHAPTER EVENT)



NOVEMBER 7, 8 & 9



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For Information Contact

**HOWARD JONES
5514 Beverly Hill #1
Houston, Texas 77056
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Chicago Irishman brews drinks that beer lovers take to heart

By BILL STOKES
Chicago Tribune

EAU CLAIRE, Wis. — To a growing number of discerning beer drinkers, most American beer lacks character and taste.

Critics assert that big brewers put more creative effort into their old jock TV commercials than they do into the quality of their product.

But before you cry in what passes for your beer over this sorry state of affairs, meet a gregarious Irishman who says it doesn't have to be that way and who is doing what he can to change it.

Michael Healy, 42, son of a former Chicago tavernkeeper, bachelor, successful print industry executive and beer lover extraordinaire, put his money where his mouth is. He bought the faltering Walter Brewing Co. in this Wisconsin town, renamed it Hibernia Brewing Ltd., recruited Chicago beer expert Alan Dikty and set out to make brewing history.

He may have made some already. One of the first beers produced under his guidance — Hibernia Dunkel Weizen Fest — was selected a winner at the Great American Beer Festival in Denver earlier this year. Hibernia is an old name for Ireland, and dunkel weizen is German for dark wheat.

Also, revival of the recipe used by the Walter company before Prohibition has produced a beer — Eau Claire All Malt — that is so popular with local beer drinkers that not enough can be brewed to supply out-of-town markets.

"The acceptance has been incredible," Healy said. "It is very gratifying."

Healy's experience and that of the Eau Claire beer drinkers is part of a new wave that is building offshore in the great beer sea: micro and specialty brewers.

The small brewer, it turns out, is not dead after all. During the last several years, more than 30 new microbreweries and at least four new specialty breweries have gone into business in North America. (A microbrewery is one that produces less than 10,000 barrels annually. Specialty breweries are those with greater capacity; they frequently are converted regional breweries, such as the Walter Co. facility.)

This trend has been carefully monitored by Dikty, Healy's marketing director and managing editor of the New Brewer, a trade magazine. Writing in his publication, Dikty said, "In 1982, most of the brewing industry in North America didn't even know of the existence of micro and specialty breweries. In 1984, the published trade consensus was that, yes, these new little breweries did seem to be proliferating. But that didn't mean they represented a trend, and besides they're all too small and amateurish to affect the marketplace. Well, maybe..."

Dikty said the brewing industry

has been dominated by "either third-generation regression or bureaucratic corporate mindset."

"It is where the wine industry was 15 years ago," Dikty said. "At that time there were 200 small California wineries producing vintage-dated varietal wines, and Julio Gallo dismissed their efforts as 'silly.' Now there are more than 1,200 wineries in the United States, and Gallo has introduced its own line of vintage-dated varietal wines."

Likewise in the beer industry, some of the big brewers are obviously now seeing the light in the eyes of the discerning American beer drinker. G. Heileman Brewing Co. has announced plans to build a multimillion-dollar brewery in Milwaukee to produce some of the pre-Prohibition Blatz beer brands, European-style brews and seasonal ales and beers.

The Huber Brewery in Monroe, Wis., recently was purchased by former Pabst executives who plan to expand the marketing of the company's premium Augsburger and to use part of its capacity to brew specialty beer.

Healy is not intimidated by the big beer companies. "We can do things that they can't do," he said. "We can decide on Monday to brew a certain beer and on Tuesday we can get it started, and we don't have to answer to stockholders. But the most important thing we can do is brew a beer that tastes so good people will want to drink it."

"A lot of American beer drinkers are looking for more in a beer than the big brewers can give them. Instead of just a pale lager, they want more flavor and variety, which is the reason that sales of imported beer went up 20 percent in recent years."

"That is where our market is," he said. "We plan to produce several permanent beers — Eau Claire All Malt is one — and four specialty beers during the course of a year. Dunkel Weizen was our first specialty. We plan an Oktoberfest beer in the fall, a Christmas ale in the winter, bock in the spring and then a summer beer."

"We will abide by the Bavarian beer purity law of 1516, which says beer can be made using only malt, hops, yeast and water," Healy said. "By working with those four basic ingredients, we can brew some great beer."

"And," Dikty said, "no adjuncts, such as corn or rice or chemicals will be added to our beer. Many brewers cannot always say as much, and people might be surprised to learn about some of the things that are used to change a beer's appearance or to preserve it."

Several large brewers, he said, use potassium meta-bisulfite to prolong beer's shelf life. And some add corn or rice, which provides additional fermentable material and makes the beer lighter in color and body and gives it a more bland taste.

Consumer groups have tried to work through regulatory agencies

and Congress to get ingredient labeling on alcoholic beverages, he said. They have been successfully opposed, however, by the chemical and beverage industries, whose spokesmen say that they use only ingredients that already have been approved for human consumption and that to list them would only confuse people.

The conversation with Healy and Dikty took place at one of the tables in Walter Park, a large vacant lot near the brewery that Healy has converted into an attractive beer garden. It was late afternoon and a soft haze hung over the Wisconsin hills.

Several dozen people, mostly middle-aged couples, sauntered into the garden. They talked and laughed, danced to the music provided by a three-piece band and drank tall glasses of beer.

Healy watched them and grinned over a glass of Dunkel Weizen. "This is the way it should be," he said. "Family groups gathering to enjoy each other's company and drink some good beer."

Healy opened the park in July and said it has attracted huge crowds on weekends, the only time it is open.

"There are hundreds of these all over Europe," he said, "and it is my dream to have 9 or 10 of these garden-parks around the country serving good beer and food. I think people are ready for something like this. They are different from taverns. They are family oriented, like in the old days. People don't come to a place like this to get drunk. They come to have fun."

Healy was born and reared on the Northwest Side of Chicago. From 1952 until 1966 his father ran Mike Healy's Public House at 4423 W. Madison St.

"That's where I first got acquainted with beer," Healy said. "And needless to say, I liked it."

After graduating from Loyola University with a biology major, Healy was drafted in 1963 and sent to Germany for two years.

"Every town over there had a brewery and a beer garden," Healy said, "and I visited a lot of them. That spoiled me, I guess, because when I came home I just couldn't redevelop a taste for American beer."

Healy went to work in the insurance industry and then for a bank note printer. He was vice president in charge of new product development at the Forest Park office of United States Bank Note Co. of New York when he bought the brewery. He still works one day a week as a consultant to the New York firm.

Healy and Dikty spent several years searching for a brewery site. "We tried to find something in Chicago," Healy said, "because Chicago is the second largest market for specialty beer and doesn't have a brewery. But everything we looked at would have cost too much money to get into operation."

Then they learned that the Walter

brewery was for sale. "It had everything we needed, so I bought it," Healy said.

For the remaining 18 Walter company employees, the sale came just in time: Operation was down to one day a week, and closure of the brewery seemed inevitable.

"A small brewer cannot compete with the big guys on their terms," Healy said. "We came in with plans to do something different, and everyone welcomed us with open arms. The labor people were accommodating, and the community was just great."

Employment at the brewery is now up to 30, and another 22 people work part time in Walter Park when it is open.

Healy said he hopes to produce 30,000 barrels of beer next year, which is slightly more than his break-even point. By 1989, the goal is 87,000 barrels. Present brewery capacity is 100,000 barrels.

Several members of the Walter family still work at the brewery. John Walter, grandson of the founder, is the brew master.

"We will try to expand our market into the larger Midwest cities," Dikty said. "A company this size can't spend big bucks on advertising so we depend on word of mouth to a large degree."

Eau Claire All Malt eventually will be distributed in the Chicago area, Dikty said. A limited supply of bottled Dunkel Weizen will be available in a few specialty beverage stores, he added, and the new Hibernia Oktoberfest beer also will be distributed in Chicago.

Chicago Tribune
story from The
Home News, New
Brunswick, NJ,
October 23, 1985,
from Jack Lowenstein

NABA Convention Schedule

July 31 thru August 3, 1986
Holiday Inn, Stevens Point, Wisconsin

THURSDAY, JULY 31

7:00 PM - 12:00 PM Hospitality Room open for early registration,
POINT on Tap, Soda and Snacks.

Golfing for those with reservations.

FRIDAY, AUGUST 1

9:00 AM - 6:00 PM Convention Registration in Lobby.

9:00 AM - 5:00 PM Brewery Tours - Transportation provided.

Tours of Sentry World

1:30 PM - 5:00 PM Auction Registration.

5:30 PM - 6:30 PM Cash Bar in Holidome.

6:30 PM - 8:30 PM Dinner and Speaker.

8:30 PM - 12:00 PM Hospitality Room Open.

SATURDAY, AUGUST 2

8:00 AM - 9:30 AM Officers and Board of Directors Meeting,
with Breakfast.

8:30 AM - 9:30 AM Late Auction Registration.

9:30 AM - 10:30 AM Breakfast Brunch.

10:30 AM - 11:30 AM View Auction Items.

11:30 AM - 5:00 PM Auction.

6:00 PM - 7:00 PM Cash Bar in Holidome.

7:00 PM - 9:30 PM Dinner and Entertainment.

9:30 PM - 12:00 PM Hospitality Room Open

SUNDAY, AUGUST 3

7:00 AM - 8:00 AM Set-up for Buy-Sell-Trade Session for the
first 100 Tables.

8:00 AM - 9:30 AM Brunch and Business Meeting.

9:30 AM - 10:30 AM Finish setting up.

10:30 AM - 3:00 PM Session opens, Auction (12:00 AM) and opens
to the Public.

SECRETARY'S MESSAGE

Ready for Stevens Point?

Well, it is convention time of year again. My guess is that the 1986 Stevens Point convention will be very well attended. In order to attend the convention your dues must be paid for 1986-87. That means the expiration date on your dues card should be May 31, 1987. Avoid delays at the convention and please pay your dues now -- still only \$15 per year. Make checks payable to NABA and mail to 2343 Met-To-Wee Lane, Wauwatosa, WI 53226.

The election ballot is enclosed. Please make your choices and return it right away. The election of officers is of great importance.

Many thanks to the officers and directors who served for the past two years. Travel expenses, meals and motels are not paid by NABA but by each officer individually. Many thanks again. The results of the election of officers and directors will be announced at the convention.

Sincerely,

Robert E. Jaeger
Executive Secretary

* * *

We particularly call your attention to the notice of the Monarch Coaster Chapter's joint picnic with the Prison City Chapter of the Beer Can Collectors of America in Joliet on Sunday, July 27. This is the Sunday preceding our convention in Stevens Point. Especially if you plan to take Herb Haydock's pre-convention tour of the outstate Wisconsin breweries, this meet would fit nicely into your schedule.

WANTED

QUINCY, ILLINOIS, BEER ITEMS

Dick's, Ruff's, Shantz and Wahl breweries

Warsaw, IL, beer items also sought.

Dick Chapin, 2617 Vail Drive, Quincy, IL 62301. (217) 222-1400.

Home phone: (217) 224-7197. Late calls are OK!

The Prison City Chapter and The Monarch Coaster Chapter ---

announce a combination

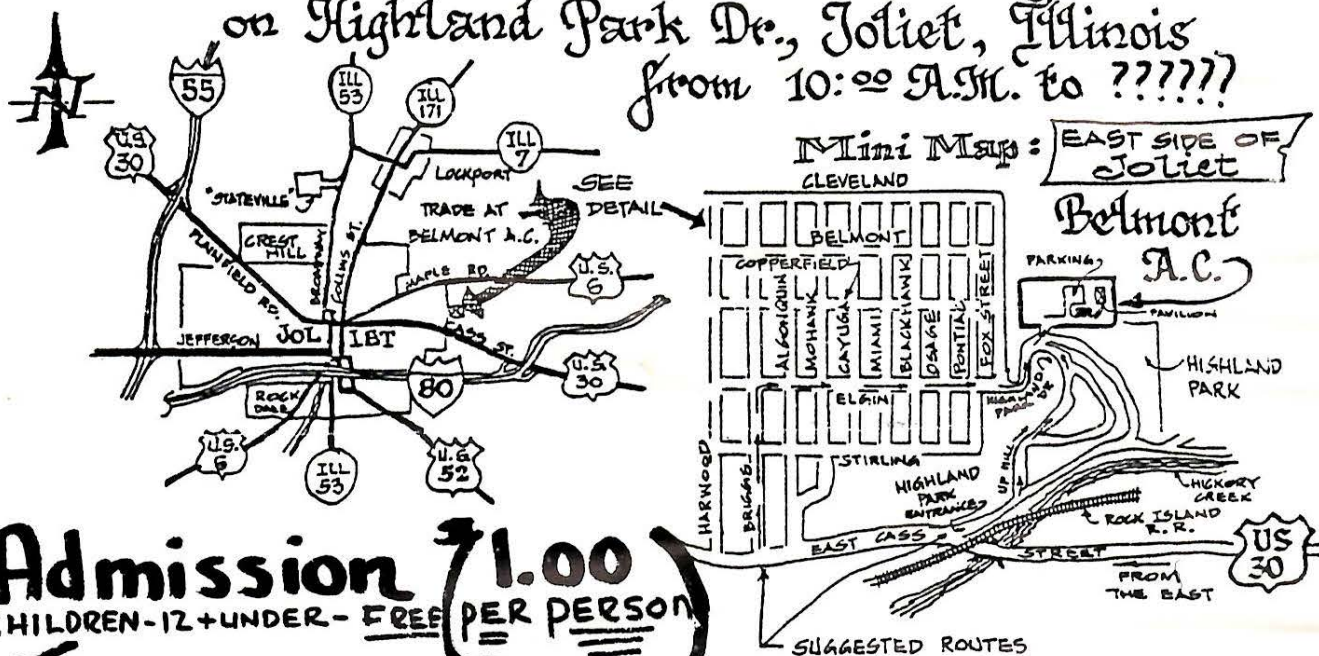
N.A.B.A.

Picnic

B.C.C.A

Buy - Sell + Trade Session Sunday - July - 27th 1986

At the Belmont Athletic Club Grounds
on Highland Park Dr., Joliet, Illinois
from 10:00 A.M. to ??????



Admission (1.00)
CHILDREN - 12 + UNDER - FREE PER PERSON

Free - Hot Dogs
Soft Drinks - Beer
Giant Raffle !!!

NOTE: Please
Bring your own Picnic
Tables..
Games for the Kids

BUY - SELL - TRADE

Wanted: Anything from Decatur Brewing Co. Also seek 4-inch coasters generally. Dean Reedy, Box 301, 645, Argenta, IL 62501.

Wanted: Beer clocks, with and without neon. Am willing to pay \$200 and up for bubbling beer signs. Robert Newman, 911 S. Idaho Street, #87, LaHabra, CA 90631.

Wanted: Beer statues. See also box on page 31. Jim Schmelter, 2121 N. 12th Street, Sheboygan, WI 53081. I also seek #1 of Brewery Collectables.

Wanted to buy: Small yellow plastic sign, Frederick's Brewery. George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024.

Wanted to buy or trade: Brewery photos. Send price or trade list to Dean Reed, 5725 S. Nagle Ave., Chicago, IL 60638.

Wanted: Quincy, IL, beer items: Dick's Wahl, Ruff's, Shantz. Dick Chapin, 2617 Vail Dr., Quincy, IL 62301. (217) 224-7197.

Wanted: Mini beers, singles or small collections. Pay top prices for top condition, foreign, oddities, one-way beers, and Golden Drops, Old Milwaukee, Southern, Atlantic, Haberle. John Wyss, 43 Western Hills, Coralville, IA 52241.

For sale: Over 300 quality beer lables, many IRTP, many unusual. Send large SASE for listing. Ed Carberry, 700 South First, Marshall, MN 56258.

* * *

The Monarch Coaster Chapter plans a display on the Pilsen Brewing Co. at the coming Stevens Point convention. All members are cordially invited to view it. The display will be in Paul Zagielski's room. Enquire at the desk, or follow signs that will be posted.

* * *

Members coming to Stevens Point from anywhere east of Detroit ought to consider taking the one remaining cross-Lake Michigan ferry in one direction or the other. She is the CITY OF MIDLAND 41 of the Michigan-Wisconsin Transportation Co. She is all that is left of the network of railroad car ferries that once criss-crossed the Lake. Her usual summer schedule is to leave Ludington, MI, at 7:00 AM and PM, and Kewaunee, WI at 1:00 AM and PM. The trip is very pleasant, and there is no assurance the service will last much longer. Geyer Brothers and the Heileman brewery in Frankenmuth are close to the direct route from Ludington to Detroit. Like the boat, Geyer Brothers offers no great assurance of being around indefinitely.

Juke Boxes
Neon Brewery Signs

 **Toot Music** 
P.O. Box 612164
Dallas, TX 75261

NABA

A.B.A.

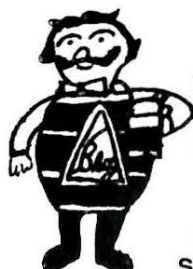
Jon H Ruckstuhl

817-354-0232

EVENTS OF INTEREST

- 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 9-13 Stein Collectors International, Hotel Coronado, San Diego, CA.
- 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.
- July 27 Prison City Chapter BCCA/Monarch Coaster Chapter picnic and buy-sell-trade session, Belmont Athletic Club, Joliet. See p. 29.
- 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 11-14 Beer Can Collectors of America, Convention XVI, Portland, OR.
- September 27-28 Fall Antique Advertising Show, Indiana State Fairgrounds, Indianapolis. NABA will maintain hospitality hour on September 26, 8:00 PM-midnight at the Holiday Inn, U. S. 421 at I-465. All members are cordially invited.
- 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 6523 S. Kolin Ave., Chicago, IL 60629.
- November 7-9 Houston Beer Can and Breweriana Show, The Hilton Southwest, 6780 Southwest Freeway, Houston, TX.

WANTED BEER STATUES



Pabst • Cable Car
Steam Boat
Metal Piano Player
35 mm Color
Photos of Statues

Jim Schmelter
2121 North 12th St.
Sheboygan, WI 53081
(414) 458-9604



SINCE



1857



Eagle Is Back At The
Stevens Point Brewery
And
NABA Will Be Too!

Plan on attending the
1986 NABA Convention
Stevens Point, Wisconsin
August 1-2-3