

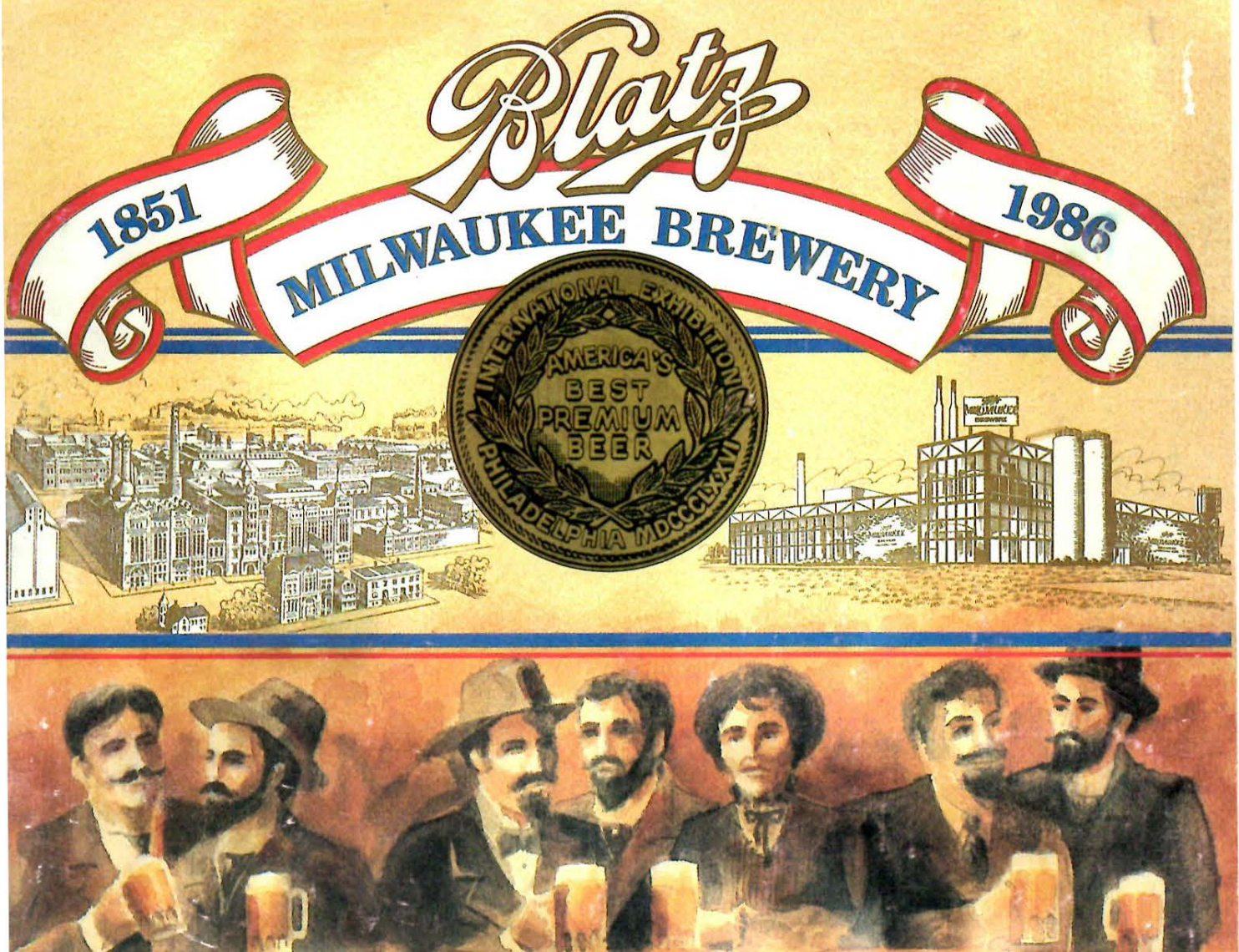
# The Bremeriana Collector

JOURNAL  
OF THE  
NATIONAL ASSOCIATION  
OF  
BREWERIANA ADVERTISING

VOLUME 55 ✓

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FALL 1986





# National Association of Breweriana Advertising

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

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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, 2243 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, \$50; half page, \$40; quarter page, \$20; box, \$10. Advertisements in the Buy-Trade-Sell section (p. 30) are free to members, but are limited to bona fide collecting activity as distinct from members' commercial enterprises. Repetition of free advertisements previously run is dependent upon space availability.

## **BROOM HILDA RUSSELL MYERS**





# National Association Breweriana Advertising

September 22, 1986

## PRESIDENT'S PAGE

Dear NABA Member:

I'm sure that each of you who attended the 1986 Stevens Point Convention will want to join me in thanking Helen and Herb Haydock for their outstanding performance as this year's Convention Chairpersons. Stevens Point was very well attended, provided excellent food service, and saw almost \$30,000 worth of Breweriana sold at auction. It was my feeling that this year's Convention featured some of the finest breweriana I have seen in years.

During this summer's Board of Director's meeting new NABA Bylaws, Auction Guidelines, Chapter Applications, and NABA Show-Sponsorship Guidelines were approved. This action was the culmination of months of work by board members Peter Blum and Phil Graff. Our thanks to them for a job well done!

Site selection for the next six (6) NABA Conventions and the appointment of Chairmen were accomplished. 1987, Williamsburg; 1988, St. Louis; 1989, St. Paul; 1990, Baltimore; 1991, Chicago; and 1992, San Francisco.

The 1987 Convention will be held at Williamsburg, Virginia. The dates are July 31st, August 1st, and August 2nd. Guaranteed rooms and rates have been negotiated at the Fort Magruder Inn and Conference Center. The Fort Magruder is a luxury hotel featuring outstanding convention facilities and gourmet food. Williamsburg has a wealth of attractions including the vast restored area, historic Jamestown, Yorktown, and Busch Gardens, all within minutes of the Fort Magruder Inn. At Williamsburg you can view the actual buildings, walk on the same streets, and sit in the same taverns where Washington, Jefferson, and Patrick Henry played their historic roles. Near by are a number of plantations restored to their original beauty and open to the public.

Sue and I wish to invite each of you to the 1987 NABA Convention at Williamsburg.

A plea for articles and pictures for the Breweriana Collector is made by Editor, George Hilton. Your help in providing this material to George will be most appreciated.

Sincerely yours,

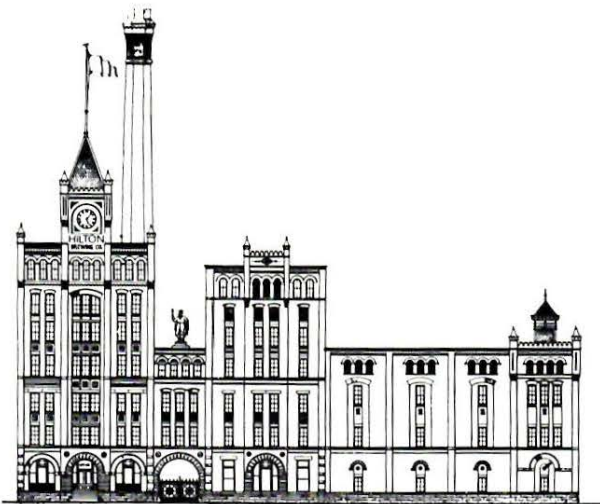
Robert J. Chapin  
President  
National Association Breweriana  
Advertising

RJC:bjs









## FERMENTATION

### Two Outrageous Opinions on Can Collecting

The editor has long held two opinions on can collecting that are variously considered outrageous, ridiculous, counterproductive, absurd and ideosyncratic. Both are objections to current practice in can collecting, over and above the objection to barter that we have often expressed here. However little success the editor has had in propagating these two ideas in conversation, he remains convinced that both are well founded.

First, bottom-opening defaces a beer can. The natural state of a modern beer can after use is with its tab pulled. Bottom-opening simply puts two holes into one of several areas where holes are not intended to be. Further, bottom-opening makes it unclear from ordinary visual contact whether the can is empty, air-filled, or full. In the editor's collection, a can with its tab in place is air-filled. (The only full cans happen to be flat tops without tabs.) Stan and Chris Galloway, who are among the phalanx of people not convinced on this point, argue that there is a practical, as distinct from an aesthetic reason for bottom-opening: a top-opened can is open to dirt-fall from the atmosphere and to entry by insects. And, then, there are those who argue that the attraction of a top-opened can is its Freudian symbolism, but that is outside the editor's professional competence.

But there is an additional attraction to top-opening. Since any bottom-opened can in the editor's collection is treated as flawed, it will be traded, if possible, for a top-opened one. Because practically [absolutely ?] all other collectors prefer bottom-opened, trades of this sort can typically be arranged readily, frequently improving the grade of the can in the process.

Second, the five-foot rule is a snare and a delusion. As readers are aware, the five-foot rule is that if no difference between cans can be identified at a five-foot distance, the cans are presumed to be the same. If this rule were applied to coin-collecting, there would be no difference between cents with the initials of the designer Victor D. Brenner and those without. It hardly need be said that the cents lettered "VDB" command a very considerable premium. In a favorite example, the earlier Old Chicago Dark can, Bible 1998, comes in two versions. In one, both of the shield logos have a small "TM" at the lower right; in the other, only one of the two shields has the "TM." Since the "TM" is about 1/64" high, not much bigger than the "VDB" on cents, it does not qualify as a difference under the five-foot rule. In the display of Old Chicago behind the editor's bar, both versions are displayed, and visitors are shown the difference to demonstrate the lack of rigor in organized can collecting. Actually, the Beer Can Collectors of America formerly ran a section in its journal on small differences of this character, but they really deserve more than this. Such differences are



analogous to sub-species in the family-genus-species taxonomy that botanists and zoologists use. After all, Glinda, the editorial cat, may be Felis domestica, but she is also a Maine Coon Cat. Similarly, those two Old Chicago Dark cans ought to be Bible 1998a and 1998b.

In an effort to find support for this view, we approached the Fair Constance's elder son, who is a coin collector of many years experience. His opinion was that the five-foot rule avoided wasting a lot of time and space on trivial differences, and was quite sensible. The editor persists, of course. Actually, a display of superficially identical cans, differing by brewing company, is quite interesting. White Label, Brown Derby and several other brands lend themselves to this.

The problem is most severe with Budweiser cans. Anheuser-Busch used to letter the familiar red-and-white can with a list of all the company's breweries, but stating the brewery at which the can was filled. For this reason alone, there was an enormous proliferation of variants of this can, but there were other differences, as well. If we accept the Eastern Coast Breweriana Association's admirable motto, "Through breweriana the history of the brewing industry will be preserved," neglecting the variants of the principal can of the principal brand of the principal American brewer is hardly the way to preserve the record.

We'd like to think that somewhere is a display of nothing but hundreds of standard Budweiser cans, all superficially the same thing, but actually no two the same -- and all top-opened, of course.

\* \* \*

The foregoing outrage is as good an opportunity as any to repeat that editorials in The Breweriana Collector are simply statements of the editor's opinion, not statements of club policy. We leave club policy to the President's Page.

We ought also to point out that in reviews of books by members, our responsibility is give the readership an honest evaluation of the book as a help in the decision on whether or not to buy the book. This necessarily transcends any obligation to a member-author to sell his book. This is a good time to point this out, for the current issue contains two reviews of books by members, both of which prove to be excellent, and thus to present no conflict.

\* \* \*

We call your attention to the masthead information on page 2, which shows a doubling of our advertising rates. Our minimum for a box-type insertion, such as that at the bottom of page 30, is now \$10. Note that our traditional free ads, at the top of page 30 remain free, and we repeat our observation that they are quite successful. The phrase, "Wanted to buy" on page 30 is really rubbing the magic lamp in bringing forth artifacts.

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

October 13, 1986





### Convention at Stevens Point

As predicted, Wisconsin brought out the best in us, and we had a great convention. The pleasant quality of Wisconsin society rubs off on nearly anything, and socially there is no better place to go. For evidence, just look at our president, above, beaming as he looks things over.

What I liked best about it was seeing the Point brewery flourishing. We had an excellent tour, especially since the man who was deputed to do the job became ill. His place was taken by a maintenance man who was very impressive in his knowledge. He showed us the new brewing equipment, stainless steel imported from Britain. When he came to the can-closing line, which Point bought when Oertel when it closed, he said, "It closes 158 cans per minute, and we make money!" All concerned agreed that was a neat trick. Let us hope that happy situation goes on indefinitely. Point has survived in the only way a small brewery can, but working up a good reputation for quality, defining a market and developing a loyalty among the consumers.

The auctions brought forth about as high quality artifacts as at any of our conventions. Here we present some of Henry Smith's photography of several of the best, along with various views of us wallowing in Wisconsin gemeutlichkeit. His pictures are visual evidence how well Herb and Helen Haydock did the job. We owe them both a real debt of gratitude. Those of us who have agreed to arrange future conventions know where to go for advice!





Nothing like having a Grand Old Man around! Bob Kay welcomes Uncle Ernie Oest. Below is a fine 19th century piece from Otto Vill's brewery of Minnesota City, MN.





Above is a lovely pre-Prohibition piece from Jung in Milwaukee in remarkable condition. Note that at right center an elderly gentleman is escorting a young lady, apparently his granddaughter, toward the table with its two bottles of Jung beer. This seems a rather odd feature, since Jung was presumably not trying to tap this market. Phillip Jung operated the Obermann brewery at 5th and Cherry Streets from 1896 to 1920, but the firm did not resume brewing after Repeal. Below, Randy Carlson advertises Point and leafs through labels at the trade session on Sunday morning.







Note how our conventions promote marital bliss. At left, Herb and Elaine Ashendorf. At bottom, Fil and Robbie Graff.





These three pre-Prohibition hunters brought Schmidt beer with them when they set out to decimate the moose and deer population in the scene above. On the basis of the North Woods setting, this is presumably Jacob Schmidt's beer of St. Paul, but correct us if the print comes from one of the phalanx of other Schmidts who operated American breweries.

Below, a shipshape Jeanette Bendula is expanding her glassware collection.







Above is a beautiful pre-Prohibition tray from William Rahr of Manitowoc, shown on a nice brewery chair lettered with Pabst's Best logo. Below, the editor and Fil Graff work on a tour of East Baltimore for the 1990 convention. No kidding, that is what we were doing when the photographer arrived!



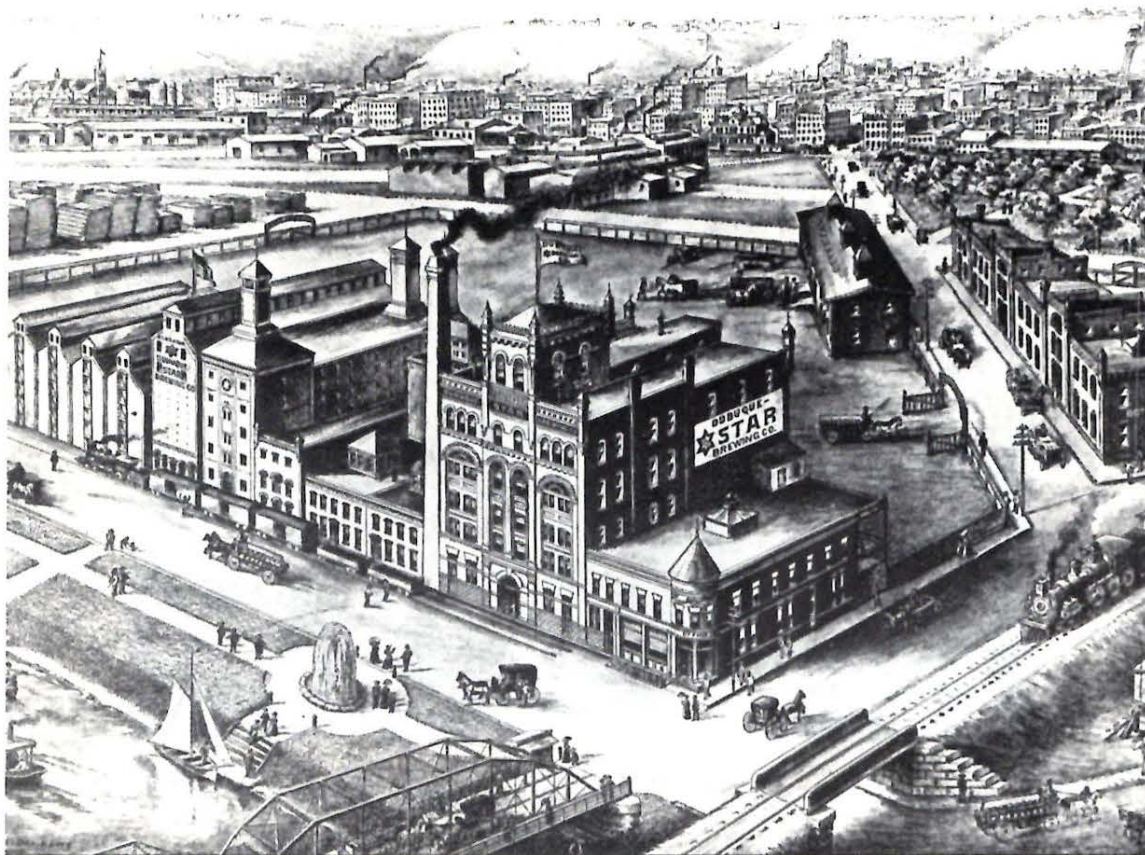


### Breweries Old, New and Projected

Touring the Dubuque Star Brewery and Heileman's new Val Blatz Milwaukee Brewery within a three-day period might be considered more cultural shock than a man could bear, but the editor did just that in September, and was delighted with the experience. Dubuque Star, at least since its role in the movie, "Take This Job and Shove It!" has a national reputation for obsolescence, and the Blatz Brewery purports to be the state of the art. Actually, the two proved to have much in common, in purpose, if not in technology.

In Milwaukee en route to Stevens Point I stopped at the office of the Rhömberg Brewing Co., which leases the Dubuque brewery. The office proved to be the base of Richard Armitage's heat engineering firm on the far northwest side of the city. Armitage was most agreeable, selling me a tap marker -- long argued here to be the mark of an enlightened management -- and giving me a case of Dubuque Star. I was most grateful, and said I would return the case and empty bottles in Dubuque on the way west in September. This led to an invitation to tour the brewery. The brewmaster, Jack Owen, proved to be a UCLA alumnus with a degree in chemistry. Owen has become an enthusiast for the brewery, digging out its plans, old advertisements and other parts of its historical record. The plans show clearly that the architect was not Louis Lehle, as I had thought, but rather Fred Rautert, one of Lehle's rivals in Chicago. The brewery was designed in 1896 and opened in 1898. The drawing on the following page shows the brewery, not as it ever was, but rather as it was projected. Owen believes the large structures to the left were planned as ice houses, but never built. The drawing shows the reason for the bar built into the plan. When the brewery was designed, there was a vehicular bridge parallel to the Illinois Central Railroad bridge across the Mississippi, which brought a substantial pedestrian traffic past the brewery. The bar was a successful saloon, but removal of the bridge in favor of another downstream changed Dubuque's traffic pattern to leave the brewery relatively isolated beside the Mississippi.





Home of the famous "Golden Star" and "Silver Star" Bottled Beer.

The brewery proves not to be the model of archaic inefficiency that "Take This Job and Shove It!" led the nation to believe. I was expecting that wort cooler to be one of M. Baudelot's early models, for example. Owen proves to loathe the movie for misrepresenting the brewery. Actually, the brewery proves to be approximately the state of the art of 1934, rather than 1898. The Rhombbergs modernized the machinery extensively just after Prohibition. The brewery did quite well in that period, producing about 20 percent of the beer sold in the city. Dubuque has a metropolitan population, including neighboring areas of Illinois and Wisconsin, of about 100,000, and it is a disproportionately large beer market. The population is largely south Germans, who have a per capita beer consumption greater than Milwaukee. As recently as the 1970s, when the Pickett management ran it, the brewery had an output of about 72,000 barrels per year.

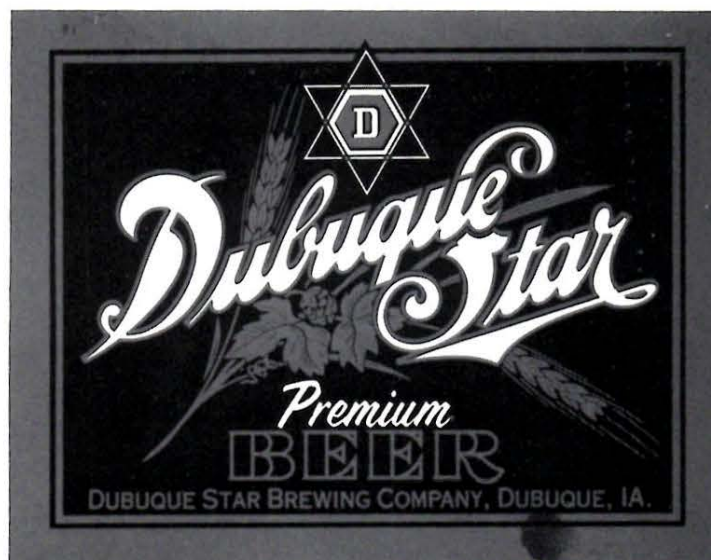
The Armitrage management leased the brewery as a plant for its projected full-flavored lagers, which it named Rhömberg All Malt and Rhömberg Classic Light. The Rhombbergs, traditional operators of the brewery, spelled their name without the umlaut; it was added for esthetic reasons. The two beers, especially the lighter version, have been successes of esteem, being well received by practically all beer critics, but have not caught on as well as the management had hoped. Dubuque Star Star, however, has come back very well. Dubuque is strong for 12-ounce refillable bottles -- more loyal to that form of packaging than to a specific brand. The management has made use of this to expand its bottled beer market, and also plans to reactivate the canning line for Dubuque Star, though not for the Rhömberg brands. The brewery is also used to produce malt syrup for the food industry. This sideline has done very well, so that the operation is currently profitable. No one has any illusions about making the brewery cost-competitive with the major brands, but if the Rhömberg brands can be marketed as price-competitive with imports, and if Dubuque Star can continue its comeback, the brewery may be around





for some years. The management has already bought a new mash tun to replace part of the Rhomberts' 1934 equipment, and is pondering how to get it into the building. I confess that no way of doing this seemed obvious to me.

We mentioned in the summer issue that the A&B Tap, a bar at 26th and Central in Dubuque that has long prided itself on association with the brewery, dropped Star from draft on the ground that the beer would not hold its carbonation. Now, happily, Star has been restored there, and the brewery has a second draft account in downtown Dubuque, the Grand. The management has revived a black label with graphics used in the 1930s, and plans to bring out a tap marker with the same artwork (below). The management sells a variety of shirts and caps, and obviously plans to market aggressively.

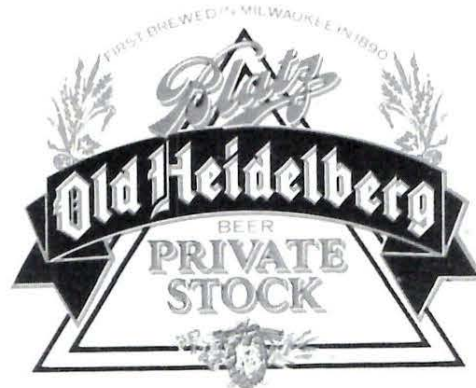






Heileman's new Val Blatz Brewery in Milwaukee proved quite different from what was expected. Notably, it bears no resemblance to the architect's drawing that was released along with the initial announcement. Compare the drawing on the cover with the photograph of the actual building above. I had expected it to be on the west side of I-43; it proves to be on the east on the grounds of a bakery that Heileman operates. More important, it proves not, as I had thought, to be to be aimed at Heileman's big Milwaukee-Chicago draft market for existing brands. Rather, it is a specialized facility for four new draft brands that Heileman is introducing: Old Heidelberg Private Stock, Ansbach Light, Culmacher Dark and Edel Weiss Bier. Russell Cleary told the press that the brewery was intended to produce draft beers at import-competitive prices, taking advantage of the fact that trans-atlantic shipment of keg beer is both costly and detrimental to the product.

The plant is designed for a high degree of automaticity and a great deal of flexibility between the four brands -- plus additional brands the management plans to inaugurate. Through a computer, the operator can feed any one of five types of yeast, more than any other brewery. In two respects the technology is unusual, combining elements in the brewing process usually left separate. A single kettle, called the multi-duty-vessel, or MDV, serves both as mash tun and brew kettle. The malt is soaked in warm water in the MDV, and the resulting wort is pumped into a lauter tun for straining. The wort is then pumped back into the MDV for boiling with the hops. After cooling, the wort goes into some vessel on the lower level



of the brewery with a vertical cylindrical shape, but a conical bottom. These vessels serve both as lagering tanks and as storage tanks. The unification of the mash tun and the brew kettle was developed in Germany, but Heileman itself worked out the joint lagering-storage tank at its Rainier plant in Seattle. The equipment is imported from England and Germany, and the brewmaster put in charge is Hans Kestler, who formerly worked at Huber in Monroe. He is a German by origin, with a degree in brewing engineering from Munich. The system is so automatic that a labor force of only 12 to 14 is envisioned for an output of around 75,000 barrels per year. Nobody mentioned the fact, but the brewery is so automatic that it must be nearly strikeproof. By coincidence, the projected output is about what Dubuque Star produced in its good years, and the products are being pitched at the same import-competitive market as Rhömberg. As Montaigne said, "By various means we seek the same end."

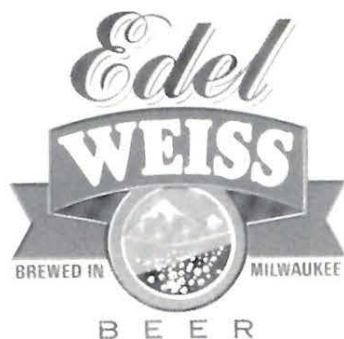
The new brewery may not remain as it is for long. Heileman can double the size of the plant in about six months. The firm has an option on the land immediately to the north and will put a bottling plant there if the new products take off. Since most of the employment in a brewery is in packaging, that move would raise the labor force to 40 to 45 people. The project was carried on in cooperation with



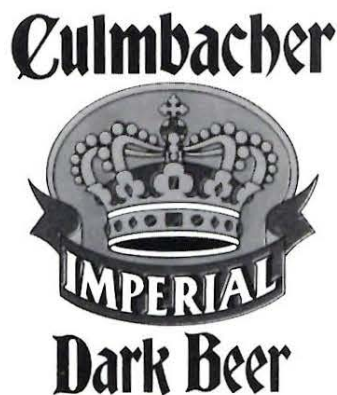
**Ansbach**  
*Light*  
**Beer**



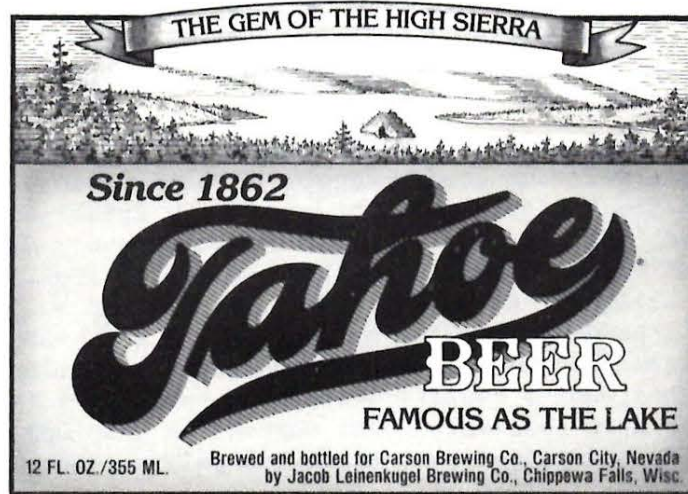
municipal officials as part of the city's north side redevelopment program. The brewery, even if expanded, would still be a minor source of employment in the city. At present the brewery represents an investment of about \$6 million, which again is relatively small for a big industrial city. Heileman, for its part, is eager to retain its identification with Blatz, and Blatz' identification with Milwaukee. The management has ascertained that Blatz sold the slogan, "The Beer that Made Milwaukee Famous" to Schlitz for \$5000 in 1890. This may be a bit late to undo the transaction, but Cleary obviously considers this a very bad deal, indeed. Listening to his welcoming address, it seemed reasonably clear that if Stroh drops the Schlitz brand, he would like to reclaim the slogan.



Cleary was explicit that the advanced technology of the Blatz brewery would not make it cost-competitive with Anheuser-Busch, but off in the Washoe Meadow of Nevada lurks a man who thinks this technology can do just that. Don W. Hataway, Vice President of Administration of the Carson Brewing Co., is busily planning a brewery in the Carson City area to produce Tahoe Beer in this fashion. This firm bought the rights to the Tahoe brand from the family of the original producer, and arranged for it to be produced under contract by Leinenkugel in Chippewa Falls, WI. This was said at the brewery in Wisconsin to be the regular Leinenkugel brand in Tahoe's cans and bottles, but this arrangement assured a high quality of product. Carson's marketing consultant, however, advised the company that it would be better off to stop this method of introduction of Tahoe, and instead to bring out the product from the new brewery afresh. It plans to do exactly that, and is currently negotiating for use of an underwear factory in the area that Jockey is abandoning.



If Hataway is right, Heileman's new technology is a very important innovation. It may be reversing the economies of scale in the industry, making small plants more economic than they have been in recent years, and thus bring back some degree of local brewing. Hataway thinks there is considerable residual loyalty to the Tahoe brand, and that his firm would have favorable distribution costs in Nevada and adjacent areas of California. The Washoe Meadow, however bucolic it sounds, is Reno and the area to the immediate south, and that has one of the most rapid rates of population growth in the United States. Let us wish him well. If Tahoe can be revived economically, why not Storck and Old Crown?



Wanted  
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Warsaw, IL, Beer Items Also Sought

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## SUMMER MEETINGS OF OTHER ORGANIZATIONS

### Eastern Coast Breweriana Association

Quite a few of our members were attracted by our 14th annual convention, held at the William S. Newman Brewing Co. at Albany, NY -- the first hosting by a micro-brewer. Activities began Wednesday, July 16, with early-bird room-hopping. Thursday morning Bill Newman, president and brewmaster, led several informative tours of his establishment. Besides ample sampling of three delicious brews, it was interesting to taste-test several types of barley he uses, which proved distinctly different. Newman's was celebrating its fifth year, making it among the oldest of the micros.

That evening most participants bussed to Hunter Mountain for an Oktoberfest in July, which, of course, featured goodly supplies of German beer, food and music. Others chose to go on the unofficial annual bar tour. Establishments visited included McGeary's with its old breweriana on the walls and a marble-topped bar, Lark Tavern, which has hardly changed from its opening in 1933, and Pauly's Hotel, built in 1861, which allegedly has the longest American bar built from a single piece of mahogany. Friday's program included an auction and a dinner where Bill Newman gave an interesting talk about micro-brewery operations. While the items in the auction have not reached NABA's quality over-all, the quality is improving yearly, and many choice pieces were available. The convention concluded Saturday with the annual business breakfast followed by a trade-buy-sell session.

Bob Gottschalk

### Canadian Brewerianist

The seventh annual convention of the Canadian Brewerianist was held August 14-17 in Montreal. The convention was hosted by the local Prud'Homme chapter, and attended by 153 CBers from Alberta to Nova Scotia, as well as many from the northern United States. On Friday night Molson's hosted a banquet which featured a film about their 200 years of continuous brewing and lots of their fine products. Saturday, O'Keefe Brewery provided the hospitality. The session included an auction and presentation of our label-of-the-year award, which went to Carling-O'Keefe for their reintroduction of the handsome waiter on the Cinci label. Of course, many of their fine products were also available. Sunday morning the buy-sell-trade session took place, followed by an open house at the defunct Dawes Black Horse Brewery at Lachine, where the collection of our host, Mike Ste-Marie, was on display.

Highlight of the convention was the Prud'Homme chapter's acquisition of many cases of the special commemorative beer can Molson had put out for their 200th anniversary, both in French and English versions. These were both given to delegates and served in the hospitality rooms.

The eighth annual convention of the Canadian Brewerianist will be held in Winnipeg, Manitoba, in mid-August, 1987. Winnipeg is, of course, at the centre of Canada, approximately 450 miles north of Minneapolis. This is an invitation to all to attend.

Mike Mandzuk  
Winnipeg



## Stein Collectors International have an Earth-Shaking Convention

The grand old Del Coronado Hotel at San Diego was host to 296 beer stein collectors on the July 9-13 week-end. Our Los Angeles chapter, the Erste Gruppe, hosted the extravaganza, which had a "Roaring Twenties" theme. Early birds gathered Wednesday night for a Mexican barbecue at pool-side, while F-16s from the local Naval Air Station roared overhead. Thanks for the welcome, U. S. Navy!

After opening ceremonies Thursday morning, we heard scholarly lectures on Otto Hupp, who designed many Mettlach steins, and on Villeroy & Boch's techniques in producing etched steins. The afternoon was devoted a big stein sale, with many fine steins finding new owners. After an authentic German dinner at the Abbey Restaurant we assembled at the Starlight Bowl in Balboa Park for Victor Herbert's "The Student Prince," complete with drinking songs and clinking steins.

On Friday came the stein auction, with over 200 lots of steins, plaques and punch bowls. Afterward we repaired to the museum ship Berkeley, a former San Francisco Bay ferry, for a buffet supper and talent contest, won by a couple singing a ditty you wouldn't want your maiden aunt to hear. Star of the evening, however, was Bill "The Fox" Foster, the world's fastest beer drinker, chuck-a-lucking beer more quickly than the average drinker can pour it out of his stein (above). Jim DeMars, our vice-president in charge of membership, was given our prestigious Jack Heimann Memorial Award.

Saturday we heard our third stein lecture, an identification of the manufacturer of the mysterious Musterschutz steins: Schierholz & Son of Plaue, East Germany. Ron Fox did the detective work. That evening the "Roaring Twenties" gala was held, with flappers, playboys and gangsters abounding, and, of course, a big Charleston contest. Bob Wilson, our Mettlach researcher, was given this year's Master Stein-cologist plaque.



The highlight of the convention was yet to come: at about 7:00 AM on Sunday morning, a few hours before the farewell brunch, conventioners were rocked out of their beds by an unfamiliar rumble -- a California earthquake that registered a whopping 5.2 on the Richter scale. The natives took it in stride, but visitors panicked and dashed for their beloved beer steins, to see which had fallen off bureaus and dressers. None were damaged, but blood pressures soared briefly. When calm returned, the collectors assembled for that final brunch and tearful farewells until next summer in Washington, DC. Everyone thanked the "Erste Gruppe" for being such wonderful hosts, but we all wondered, how did they arrange that farewell earthquake?

Jack G. Lowenstein

## American Breweriana Association

ABA held its fifth convention in Kansas City June 20-22, and as usual, a roaring time was had by the 125+ collectors who filled over 50 rooms of the Holiday Inn Airport Hotel. The convention agenda was similar to NABA conventions, with generous room-to-room buy-sell-trade activity, an auction, business meeting and a special night out when members chose between a Kingston Trio concert or an Angels-Royals baseball game. Everyone present had a good time and along the way a great many beer cans were emptied -- no doubt in a loyal effort to produce artifacts for future generations of collectors.

The business meeting pointed up some of the pitfalls of running a breweriana club. The ABA sponsors exchanges of labels, coasters and other artifacts. An ever-changing inventory of labels, for example, is circulated by mail among members who request the service. Each participant is free to draw off items for his collection, and to replace them with items of approximately equal value. During the business meeting it was said that some members did not put in labels of equal value and instead traded aces for deuces, so to speak. Consequently, the exchanges are becoming bogged down with extremely common items. I suspect these exchanges, while noble in intent, are doomed to failure.

During the business meeting it was also stated that the club is feeling financial pressures and that it was necessary to raise dues from \$12 to \$20 per year, as well as to inaugurate a fee for use of the exchanges. For quite some time ABA has been soliciting donations for a computer fund, and at this meeting went over the top. No doubt ABA has christened a proud new computer by this time. In fact, perhaps NABA should be thinking about a computer of its own one of these days.

Bob Kay

The editor in his pedantic way cannot avoid the observation that ABA's troubles with the label exchanges are an example of Gresham's Law. This economic principle is that when a mint issues two forms of money, say gold and silver coins, if the ratio of market values of the two precious metals differs from the ratio of prices the mint pays for them, the overvalued money will drive the undervalued money out of circulation -- or as usually phrased, bad money drives out good. In this instance, the labels have various values, but the exchange has a 1:1 ratio. The 1:1 ratio is the equivalent of a mint ratio from which the market values vary, and cheap labels will drive out more valuable ones.



REINHEITSGEBOT BREWING COMPANY



## WHAT'S BREWING

### Trick or Treat

This year the distinction between distillers, vinters, brewers and soft drink bottles blurred. Of course brewers bottled sodas during prohibition, and in the post-war years Pabst purchased Newark's Hoffman Beverages, and in the 1960's Heublein bought Hamm and even developed Right Time, something on the order of a malt cooler. Neither Pabst nor Heublein succeeded with their acquisition. Then Schlitz bought the Geyser Peak winery, a profitable investment but not enough to balance declining beer sales, and Stroh later sold it to raise cash. Too bad because most large beverage firms are now in the "refreshment beverage business". As an example, Hiram Walker created a new division, Associated Importers, to concentrate on nondistilled beverages. Their first import is Swan Lager from Australia. Brewmasters of long ago, who looked at sodas as something one had to do to survive, may well go ahaunting.

Anheuser-Busch continues to broaden its base, and purchased access to water rights in California for bottling. Observers expect A-B to reenter the soft drink segment before halloween. On the international level, Guinness has been lined up to distribute Budweiser in Ireland.

Phillip Morris made it official - Miller will not be spun off, which was a scary rumor this summer. (The scary part had to do with who was going to buy it). In fact, Miller came back this summer from several so-so years with its Genuine Draft beer gaining acceptance, the inexpensive beers doing their job, and Lite still the No. 1 low-cal. It has also dressed up an old Milwaukee name - Gettleman - in a new costume and is sending it around four neighborhoods as a double-hopped premium. Stroh by contrast has trouble with its Light, but has expanded Signature and is doing well with Old Milwaukee and coolers, and has a line of "sparklers" (carbonated fruit juices) being tested in California.

Heileman continues to show a good balance sheet and has money for acquisition, but one does not expect it to be for a brewery. Coors is clearly the one to watch. If present trends continue, Coors will challenge Stroh for the No. 3 spot before the decade is over. Perhaps the most amazing development of the past summer was a sharply downsized Pabst, rising practically from the grave to haunt. Paul Kalmanovitz and partner Lutz Issbein - he is chairman and president of Pabst - sold the Vancouver and Newark plants to China, and showed up in Canton province promoting Pabst. Now that is chutzpah.

Genesee, out their trick-or-treating with the big boys, found a malting company in its bag. Long ago this used to be my field; I got into brewing when Falstaff bought its primary malt supplier, Albert Schwill of Chicago's south side. Like Chicago's breweries, its south side malt houses - Schwill and Columbia - have not operated in years and are spooky structures along the skyway at night. Yuengling, now headed by the fifth generation, came up with a Light. A Yuengling Light - its enough to make a ghost cry. Of course he is right - you can swim against the current only so long. But if the mash agitator motor burns out or the lauter tub rakes descend without notice, don't blame it on mechanical failure or operator error!

Peter H. Blum



## BOOK REVIEWS

Will Anderson, Beer, USA (Dobbs Ferry, NY: Morgan & Morgan, Inc., 1986). 168 pages, paperbound. \$19.95. Available by mail for \$15.95 plus \$2.00 postage from Will Anderson, 291 Garfield Place, Brooklyn, NY 11215.

Will Anderson's sixth book on beer is different from his earlier five, and really different from anything I can remember. It is a chronological book on beer without purporting to be a history. Rather, it is a visual and anecdotal chronicle of beer from colonial times to the present, written in the present tense to convey immediacy. The effort is extremely successful in conveying the role beer has played in American life, from the Pilgrims landing in Massachusetts when their beer ran out on the way to Virginia to Matthew Reich opening his New Amsterdam Brewery in New York in October, 1985. The illustrations are highly varied, with plenty of pre-Prohibition saloons, various outdoor advertising signs, street scenes, and a great deal of the brewing industry's cheesecake. Notably, Miss Rheingold is extensively covered. Let none deny that Rheingold found some lovely women for that promotion each year. One can sympathize with the famous New Yorker cartoon figure who moped in a bar for last year's Miss Rheingold!

Pages 89 through 120 of the book are devoted to Anderson's experiences on a grand beer tour while he was foraging information and illustrations for the book. He has a series of statements on experiences with beer of a variety of people he encountered on the trip, several of whom express their nostalgia for old local brands. The section ends with a nice quotation from Anderson's ex-wife Janet, to whom the book is dedicated.

As literature, the book has independent merit. The text is entirely in short passages, which gives it less than ordinary continuity, but this organization lends it, like Boswell's Life of Samuel Johnson, to reading for short periods. Anybody who is looking for bedtime reading will find this ideal, since it can be shut off and resumed at any time without loss. There is quite a bit of obscure information in the chronicle, as for example, the U. S. Brewers' Association switching its official language from German to English in 1873, and singer Shirley Jones being the daughter of the president of the Jones Brewing Co. in Smithton, PA. A general index to help find this sort of thing would have been helpful. The volume has no index, but rather ends with a table of 268 beers mentioned or illustrated, listing brewers and last year of production by the primary brewer.

The flier for the book has on its order blank the line, "Sure I want a copy of BEER, USA. . . my life wouldn't be complete without it." That phrase requires a value judgment on how complete members find their lives that I'd hesitate to make, but the book is so good that this probably isn't much of an overstatement.

GWH

Ken Kositzke, Wisconsin Brewery Coasters (Ken Kositzke, 1623 N. Linwood Avenue, Appleton, WI 54914), 131 pages, looseleaf in plastic binder. \$9.00 postpaid.

Member Ken Kotsitzke has produced a catalog of coasters of Wisconsin brewing companies along the lines of the Monarch Coaster Chapter's volume for Chicago coasters. Given the output of the national brewers based in Milwaukee, this is a much bigger project, however. Each is given a code, as STA-1 for the one known coaster of the Star Brewing Co. of Lomira. The coasters are reproduced in black and white, six impressions to the page, but the colors appear in the listing in the front of the volume. Coasters are listed as being one-sided, two-sided with both sides the same, or two sided with the sides different. Finally, the availability is estimated ranging from 1, common, to 5, five or less examples known.



This volume has the attractions of being concise, thorough, unpretentious and well-organized. We have stressed repeatedly that anyone who undertakes a catalog of this character should recognize that he is very unlikely to exhaust the artifacts he is treating. The very publication of the book brings forth people who have additional items. We have argued that for this reason an author should adopt an open-ended code, and Kostizke has done so. He is already reportedly planning a supplement with coasters brought to his attention after publication of this volume. As it stands, this volume is very useful, and we have every reason to expect it to increase its usefulness in the course of issuance of the supplements. As we have often said, we have to know what we are collecting, and given the importance of Wisconsin in American brewing, a catalog of this sort on artifacts from the state is necessarily an important advance.

There is a melancholy aspect to this volume, inevitably. No less than 150 of the coasters were issued by Schlitz. They convey the pride Schlitz had in itself, its identification with Milwaukee, and simply its enormous size. I have long thought of Schlitz as the analog of the Pennsylvania Railroad, something large, dominant, impressive and basically noble. Adjusting to the fact that neither is around any more is difficult, even though remnants of both survive, and artifacts are abundant. You will find plenty for Schlitz in the volume at hand.

GWH

Ralph and Terry Kovel, Kovels' Advertising Collectibles Price List for the 1986-1987 Market (New York: Crown Publishers, Inc., 1986). xvi + 160 pages, paperbound. \$11.95.

Mr. and Mrs. Kovel, who have produced 15 previous guides or price lists of antiques or collectibles, have produced a short price list of advertising collectibles. After acknowledgements, the book begins with a rather good three-page history of advertising in America, followed by a seven-page bibliography of books on advertising collectibles, ranging from two of Will Anderson's books on breweriana through volumes on Kewpie dolls, baseball cards, Cracker Jack, Ohio items generally, and finally to Betty Zumwalt's book called Ketchup Pickles Sauces -- which presumably has punctuation or conjunctions at one point or another.

The body of the book is a price list that ranges as widely as the bibliography would lead one to expect. It has an odd organization, running together producers, brand names and classes of artifact rather randomly. For example, there are separate lists for Anheuser-Busch and Budweiser, plus lists for beer bottles, coasters, beer cans, and much more. Unfortunately, each of these is extremely limited. The A-B list shows only 17 items and the Budweiser list 33. The beer can list has 75 cans. One might expect these to be the 75 rarest, but they include Heileman's National Bohemian -- undated and unidentified with Bible number or otherwise -- at 50¢. The most expensive is "Bow, Canadian, cone top, \$100." This superficiality is essentially inevitable, given the wide range of the book. One wonders why experienced authors thought there was market for a book with two entries for Greyhound Lines (an ashtray and a timetable of 1945), four knives from various sources, five Sears-Roebuck items (three catalogues, a mirror and a shoe horn) and so on to the extent of 157 pages. Major lists have prefatory paragraphs, but these have several rather embarrassing errors, such as Schlitz still being in business, based in Milwaukee. Would that it were so!

The book, unfortunately, gives the impression of being a slapdash job, quickly fabricated out of mail catalogues. The acknowledgements appear to confirm this, for they are prefaced "To those in the antiques trade who knowingly or unknowingly contributed some of the prices and pictures . . . ." Characteristically, the list includes "Jack Ashendorf." This proves the least recommended book in the present editorship.

GWH



## WHATS THE GOOD NEWS

Well if you missed the Stevens Point Convention words will not describe the Super Event. Herb and Helen Haydock did an outstanding job on the Pre-Convention as well.

The Convention is also the main business meeting of the N.A.B.A. Board of Directors. The results of the election was the first item. The results are Robert Chapin President, John Brandt Vice President, Loren Karacki Recording Secretary and Stanley Loula Treasurer. Board of Directors two year term were Peter Blum and Herbert Haydock. Paul Zagielski was elected to a one year term due to a By-Law change but in the future this will also be a two year term for Director. Robert Jaeger was appointed to a one year term as Executive Secretary.

Many thanks are due Herb Ashendorf and Charles Merrill for their service on the N.A.B.A. Board Of Directors. Both members have never missed a meeting of the Board of Directors. Thats Herb from Yonkers New York and Charles from Bellaire Texas and to receive no expense money of any amount thats real dedication. Many thanks again.

The next item of business was the N.A.B.A. By-Laws, Guidelines of N.A.B.A. Show Sponsorship, Auction Guidelines and Affiliate Chapter Application. The above subjects were accepted with minor changes and will be printed in their final form. This took many meetings but will now answer questions that were in a gray area so to speak.

The following Convention cities were listed Williamsburg 1987, St. Louis 1988, St. Paul 1989, Baltimore 1990, Chicago 1991 and San Francisco 1992. The dates of the Convention for 1987 are July 31 August 1 and 2 so please remember the dates and plan your vacation for 1987.

The Treasurer Stan Loula then gave a report on the financial standing of N.A.B.A. It was decided that the Advertising rates for the Breweriana Collector and the Membership Directory were at below cost. The rates for ads in the Membership Directory will increase about 25% and for the Breweriana Collector about 50%. The above were due to added printing costs and postage.

Now for the Good News the 87-88 dues will remain at \$15. The dues year ends May 31 as in the past. Today for \$15 this is the best buy in Breweriana Collecting.

So after over three hours of business the meeting for 86 was ended.

Sincerely  
Robert E. Jaeger  
Executive Secretary

WELCOME to the following new members. It is the hope of N.A.B.A. that as the organization continues to grow it will help your Breweriana Collection to grow as well.

### NEW MEMBERS

AKIN RON  
828 W. 19th Ave.  
Oshkosh Wi. 54901  
414-233-0831  
All breweriana  
Oshkosh Brewing Co. only

BAKER AL (Donna)  
3434 Washington Drive  
Eagan Mn. 55122  
612-454-9000  
All breweriana-lithos  
neon signs-signs-thermometers

BESSER DAN  
820 Plainfield Road  
Willowbrook Il. 60521  
312-789-8413

ANDERSON RON  
963 N. 70th Street  
Wauwatosa Wi. 53213  
414-774-5946  
Brewery equipment-glasses  
history-mugs steins-pitchers  
playing cards-signs-tap knobs-trays  
Schlitz Malt Liquor only

BARNETT LARRY E. (Ursula)  
10322 Mawman Avenue  
Waukegan Il. 60087  
312-244-2030  
All breweriana  
Schlitz & Hamm's

BORMANN KENNETH (Irene)  
5158 S. La Vergne Ave.  
Chicago Il. 60638  
312-767-4287  
Cans-coasters-glasses  
signs-statues-trays

BRATHOVDE JOHN  
211 Packer Avenue  
Amherst Wi. 54406  
715-824-3814  
All breweriana-bottles-cans  
glasses-signs-trays  
Stevens Point

BRAUN KURT (Kristi)  
253 Kingsway Drive  
North Mankato Mn. 56001  
507-387-4745  
All breweriana-bottles  
history-mugs steins  
post cards  
Anheuser Busch, Miller &  
Strohs Brwgs.

CARLSON ARVID I.  
783 Manor Drive N.E.  
Minneapolis Mn. 55432  
612-786-5340  
Cans-coasters-labels  
salt shakers

CHAPIN RICHARD (Barbara)  
2617 Vail Drive  
Quincy Il. 62301  
217-224-7197  
All breweriana  
Dicks & Ruff Brwgs.  
Quincy Il.

CLARK RICHARD (Judy)  
326 Cane Ridge Rd. Apt 411  
Antioch Tn. 37013  
615-832-3641  
All breweriana-cans-clocks  
mugs steins-show promoter-signs  
Budweiser & Clydesdales

CLIFTON ROBERT W. (Gen)  
Rt. 1 Box 296  
Mechanicsville Va. 23111  
804-779-2702  
Calendars-clocks-neon signs  
reverse paint on glass  
signs-trays  
Cincinnati & Middletown  
Ohio Brwgs.

CRESS WILLIAM P. (Doris)  
P.O. Box 989  
Alton Il. 62002  
618-466-3513  
All breweriana  
Bluff City (Alton Il.)  
Anheuser Busch

CZARTORYSKI WILLIAM J.  
5770 Catocin Vista Dr.  
Mt. Airy Md. 21771  
301-865-3373  
All breweriana-cans  
medlas-mini beers-tokens

DAY DOROTHY (Myron)  
1190 Cynthia Court  
Loveland Co. 80537  
303-669-7673  
All breweriana-clocks  
mugs steins-neon signs  
signs-statues  
Hams, Budweiser & Pabst Blue Ribbon

DONALD CHARLES (Deborah)  
39 Glenbrook Rd. Unit 4-T  
Stamford Ct. 06902  
203-359-8216  
Coasters-labels  
paper items

# NEW MEMBERS

DONOVAN BEVERLY R.  
10827 Moonlight  
Houston Tx. 77096  
713-723-5812  
Dealer-neon signs-signs  
thermometers-trays  
Grand Prize

DOUGHERTY GEORGE C. (Sharon)  
547 Pinehurst Blvd.  
San Antonio Tx. 78221  
512-924-6370  
Barrels-glasses-labels  
mugs steins-signs-tap knobs  
Lone Star of Texas  
Pearl Beer

DRISCOLL MICHAEL W. (Carol)  
3841 W. 108th Street  
Chicago Il. 60655  
312-239-4915  
Mirrors-mugs steins-neon signs

DUFFY PATRICK (Anna)  
1742 N.E. 147th Street  
Seattle Wa. 98155  
206-367-6450  
All breweriana  
All Breweries

ELSEN JIM (Yvonne)  
2812 13th Street  
Two Rivers Wi. 54241  
414-793-1690  
All breweriana  
Mueller Brwg. Two Rivers Wi.  
Breunig's Brwg. Rice Lake Wi.  
Hussa Brwg. Bangor Wi.  
(Above Brwgs. only)

ENES BILL (Peggy)  
8421 Lewis Drive  
Olathe Ks. 66061  
913-441-1492  
Dealer-lithos-neon signs  
signs-trays  
Kansas City Brwgs.

FEILER MIKE  
7429 Blackhawk Road  
Middleton Wi. 53562  
608-831-5778  
Mirrors-neon signs-signs  
statues-tap knobs-trays  
Special Export, Old Style  
& Fauerbach

GABOWER JACK  
405 Prairie Street  
Mauston Wi. 53948  
608-847-5644  
All breweriana-glasses  
mugs steins-patches-signs

GANEY JERRY G. (Chris)  
5187 110th Street  
Jacksonville Fl. 32244  
904-771-8779  
Bottles-calendars  
mugs steins  
Any Brewery Pre-1930

GILBERTSON DAVID L.  
N. 5456 Thomas Court  
Onalaska Wi. 54650  
608-783-6915

GOLDMAN LES (Joan)  
336 Fulton Avenue  
Hempstead N.Y. 11550  
516-483-1604  
Tip trays-trays

GRENSING FRANKLIN (Patricia)  
Rt. 5 Box 360  
Chippewa Falls Wi. 54729  
715-723-8153  
Mugs steins

GRESHAM STAN (Dawn)  
220 S. Suffolk Street  
Ironwood Mi. 49938

GROSSMAN IRV (Penny)  
1283 E. 17 Street  
Cleveland Oh. 44114  
216-771-4905  
All breweriana-mirrors  
leaded glass windows  
mugs steins-signs-statues

HAARMAYER MICHAEL R. (Donna)  
4228 Harding Avenue  
Cincinnati Oh. 45211  
513-662-6870  
Glasses

HAUGE BETTY L. (Christy)  
500 Sommers Street  
Stevens Point Wi. 54481  
715-341-4798  
Cans-coasters-glasses  
labels-openers-patches  
All - Specialize Wisconsin

HENKEL JEFFREY  
112 Highway Street  
Horicon Wi. 53032

HIRMER GENE (Joanie)  
6041 Washburn Ave. South  
Minneapolis Mn. 55410  
612-927-9085  
Cans-glasses-history  
mugs steins

HIENBAUGH DEWARD (Becky)  
116 W. 12th Street  
Dover Oh. 44622  
216-364-2457  
Books magazines-coasters  
history-labels(Especially)

HUNSBERGER BERRY E.  
2300 Meadow Lane Drive  
Easton Pa. 18042  
215-253-2477  
Lithos-reverse paint on glass  
signs-tip trays-trays  
Easton Pa. Brwgs

INGLIS DEBBIE (Paul)  
28 Edison Drive  
South Hadley Ma. 01075  
413-533-0419  
All breweriana-dealer  
neon signs-tap knobs  
tip trays-trays

JANNACCIO JOHN A.  
9 Hickory Hill Drive  
Waterbury Ct. 06708  
203-755-0746  
Coasters-foam scrapers  
openers-tap knobs-trays  
Red Fox,Eagle Beer, White Cap Beer  
Waterbury Ct.



JENSEN JEFFREY L.  
208 W. 74th  
Richfield Mn. 55423  
612-869-6231  
Glasses-history-lithos  
paper items-signs-trays  
Gluek's Brwg. Minneapolis

JONES MICHAEL L. (Rondi)  
3893 S. Wayne Drive  
La Porte In. 46350  
219-393-5119  
Clocks-lithos-mirrors  
mugs steins-neon signs-trays

JURGENSEN LEONARD P. (Diane)  
1025 Squire Court  
Oconomowoc Wi. 53066  
414-965-3281  
All breweriana  
Schlitz Brwg. Co. only

KALLA GERALD H. (Marlene)  
908 Ninth Ave. South  
South St Paul Mn. 55075  
612-451-2890  
All breweriana-cans-coasters  
crowns-glasses-paper items

KEHOSS THOMAS J. (Barbara)  
N.5 W.27295 Northview Road  
Waukesha Wi. 53186  
414-544-5386  
All breweriana-chairs  
reverse paint on glass  
signs-thermometers-trays  
Jung, Cream City & Weber Brwgs.

KERN JACK (Ellen)  
7970 Bricker N.W.  
Massillon Oh. 44646  
216-854-5282  
Calendars-glasses-lithos  
reverse paint on glass  
signs-tip trays-trays  
All Michigan & Kern Brwgs.

KITSOCK GREGORY  
1620 29th Street NW  
Washington D.C. 20007  
202-342-0887  
Cans-coasters-labels  
tap knobs-trays  
Pennsylvania Brwgs.

KRAFT FRANK (Judy)  
1021 Mulberry Street  
Mankato Mn. 56001  
507-388-6042  
All breweriana  
Kato & Grain Belt Brwgs.

KRAMER MIKE (Judy)  
1242 Lincoln Ave.  
Omro Wi. 54963  
414-685-6391  
Trays-openers-banks  
pinbacks-baseball breweriana  
Omro & San Francisco Brwgs.

KRENZKE BRUCE (Shirley)  
386 Romanita Ct.  
Cedarburg Wi. 53012  
414-375-4890  
Glasses-neon signs  
signs-tap knobs  
Pabst Brwg. Co.

KUFFEL RONALD A.  
4019 N. Meade  
Chicago Il. 60634  
312-545-4842  
All breweriana

NEW MEMBERS

LANDENHAHN TIM  
1931 Roosevelt Street  
Wausau Wi. 54401  
715-842-3793  
Foam scrapers-mirrors  
neon signs-signs  
tap knobs-trays  
Central Wisconsin Brwgs.

LATHROP KEN (Jackie)  
4444 76th Street S.W.  
Byron Center Mi. 49315  
616-878-1546  
Clocks-mirrors-mugs steins  
neon signs-signs-statues  
Budweiser & Hamm's

LAUER EARL L. (Bessie)  
1711 Benton Ave.  
Eau Claire Wi. 54701  
715-839-0206  
Matches-playing cards  
post cards-tip trays-trays

LENZI MICHAEL  
1263 N. Northwest Hwy.  
Park Ridge Il. 60068  
312-825-1148  
Bottles-oil paintings  
old prints-signs-trays  
Burgermeister, Old Style &  
Budweiser

LOEFFLER GARY (Barbara)  
W-7498 Mc Hugh Road  
Holmen Wi. 54636  
608-526-3924  
Bottles-cans-glasses  
photos, trays

LUEDER ERNIE  
5711 W Ave. M (Spa.93)  
Lancaster Ca. 93534  
805-943-5359

MAKI RON (Karen)  
507 North 113th Street  
Wauwatosa Wi. 53226  
414-453-6372  
All breweriana-mini beers  
signs-statues-tap knobs  
Wisconsin Brwgs.

MALINOWSKI PAUL S. (Wendy)  
3844 W. 68th Place  
Chicago Il. 60629  
312-767-2091  
Cans-foam scrapers  
reverse paint on glass  
signs-tap knobs-trays  
Chicago Brwgs.

MARQUARDT JEFF  
145 North Avenue  
Hartland Wi. 53029

MATTICK RICK  
99 Old Mill Road  
Barrington Il. 60010  
312-381-2815  
Cans-clocks-mirrors  
mugs steins-signs-trays

MITCHELL BILL F. (Lillian)  
1113 Victory Drive  
St Louis Mo. 63125  
314-894-1349  
Knives-lithos  
mugs steins  
Pre-Pro St Louis Brwgs.

MITCHELL BILL J. (Kathy)  
4901 Hwy. 10  
Stevens Point Wi. 54481  
715-341-1471  
Bottles-glasses  
mugs steins-signs-trays

MOEHN DAVID F. (Janice)  
Rt. 1 Box 301A  
West Point Ia. 52656  
-837-6726

MORGAN BILL (Judith)  
759 Chipplegate Drive  
Centerville Oh. 45459  
513-433-9591  
Cans-glasses-mirrors  
reverse paint on glass

NOVAK BILL  
5716 Plymouth Court  
Downers Grove Il. 60516  
312-964-2723  
All breweriana-books magazines  
glasses-mirrors-mugs steins-signs  
Old Style

OHER JOSEPH P.  
1314 W. Wrightwood  
Chicago Il. 60614  
312-472-7604  
All breweriana-signs  
Chicago Brwgs.

OLSON MICHAEL L. (Mary)  
522 Lafayette Street  
Winona Mn. 55987  
507-454-1499  
Mini beers-tip trays-trays

OLSZOWKA JERRY (Sue)  
9919 S. Oakley  
Chicago Il. 60643  
312-429-4300  
All breweriana-mugs steins  
signs-tip trays-trays  
neon signs  
Berghoff Brwg.

PANTEN GERALD (Betty)  
2030 Libal Street  
Green Bay Wi. 54301  
414-437-9954  
Glasses-history  
mugs steins  
Wisconsin Brwgs.

POPOWIC DREUX (Veronique)  
59 Rue De La Gare  
59330 Hautmont France  
Coasters

POSTIGLIONE DOMINIC  
575 Holly Avenue  
St. Paul Mn. 55104  
612-699-7769  
All breweriana-cans-crowns  
labels-matches-signs  
August Schell Brwg. Co.  
New Ulm Mn.

PROCASKY RICK  
Rt. 1 Box 250  
Millstadt Il. 62260  
618-476-1731  
Glasses-mugs steins  
Pre-Pro St. Louis  
Millstadt, Belleville  
New Athens, Columbia

REX WILLIAM (Cathy)  
367 Evergreen Street  
Bensenville Il. 60106  
312-595-4664  
Cans

RIGHTNOUR DOUGLAS (Barbara)  
615 State Street  
Pottstown Pa. 19464  
215-323-4435  
Coasters-labels-mirrors  
mugs steins-signs-trays  
All Brwgs.

SCHMITT TERRY B. (Patti)  
7340 Skyhawk Circle  
Lincoln Nb. 68506  
402-489-7418  
Calendars-lithos-signs  
tip trays  
All Breweriana Nebraska

SCHUETZ JAMES (Mary Ellen)  
3870 Scenic Road  
Slinger Wi. 53086  
414-677-2696  
All breweriana  
Charles Stork Brwg.  
Stork Products Co.  
Schleisingerville & Slinger Wi.

SEPSTEAD ROBERT (Kathryn)  
405 Spring Street  
Random Lake Wi. 53075  
414-994-9815  
Bottles-clocks-glasses  
signs-tap knobs-trays  
Random Lake & Silver Creek Brwgs.

SHARPE KIP (Ellen)  
4009 Old Shell Road C-11  
Mobile Al. 36608  
205-342-7893  
Bottles-cans-openers  
photos-signs-trays  
Alabama Brwgs. only

SIMON PATRICK J.  
915 S. Broadway Street  
New Ulm Mn. 56073  
507-354-8340  
Cans-glasses-lithos  
mirrors-playing cards-signs  
August Schell Brwg.  
John Hauenstein Brwg.

SPILLER BURTON  
49 Palmerston Road  
Rochester N.Y. 14618  
716-244-2229  
Calendar-mugs steins  
signs-tip trays-trays  
New York Brwgs.

SMITH DAVID F.  
7521 Knoll Street  
Golden Valley Mn. 55427  
612-545-5853  
Mugs  
(Pottery or Ceramic)

SOPCAK LARRY (Lisa)  
7313 Northgate Way Apt. 5  
Downers Grove Il. 60515  
312-969-5230  
Bottles(Foreign)-cans  
glasses-signs-trays  
Budweiser (Anything)

## NEW MEMBERS

STEC GREGORY (Linda)  
21476 Mayfair  
Woodhaven Mi. 48183  
313-676-3478  
Mugs steins  
Anheuser Busch

STOWE ROBERT (Gina)  
3814 Dartmouth Ave.  
Holiday Fl. 33590  
813-934-3637  
Glasses  
(Etched glasses  
from all Breweries)

STRAUCH JIM (Barbara)  
Rt.-3 Box 91  
Hortonville Wi. 54944  
414-725-3523  
Clocks-signs-statues  
Budweiser, Point &  
Blatz Brwgs.

THAYER DENNIS N. (Sandy)  
910 Shortcreek Circle  
Centerville Oh. 45459  
513-433-9877  
All breweriana-cans-signs  
Leisey & Miami Brwgs.

THELO FRED JR. (Marianne)  
1302 N. Williams  
Joliet Il. 60435  
Cans-trays

UNGAR FRED (Joyce)  
3526 N. Nora Avenue  
Chicago Il. 60634  
312-588-8115  
Glasses(Cham Pilsener only)  
Atlas Prager, Gold Crown,  
Rheingold, Monarch, &  
Meister Brau

VENTZKE CRAIG (Vickie)  
1837 Park Blvd.  
Fargo N.D. 58103  
701-293-1547  
Ash trays-clocks  
neon signs-signs  
reverse paint on glass  
Hamm's

WHITEMAN TERRYLL G. (Patricia)  
P.O. Box 334  
Bellbrook Oh. 45305  
513-848-2948  
Cans

WICK TIM (Lori)  
2305 E. Lake Bluff  
Shorewood Wi. 53211  
414-961-2472  
All breweriana-clocks  
photos-signs-tap knobs  
Pabst Brwg. Co.

WILLIAMS GILES (Kay)  
1637 State Street  
Union Grove Wi. 53182  
414-878-1031  
All breweriana-calendars-dealer  
openers-signs-tap knobs  
Pabst Blue Ribbon

WILLIAMSON JACK E. (Barbara)  
3330 Canaday Drive  
Anderson In. 46013  
317-642-7651

WILLIAMSON RON (Karen)  
3N045 Lakewood Drive  
West Chicago Il. 60185  
312-231-5473  
Tip trays-trays

WINTER TOM  
1132 Van Buren  
Oshkosh Wi. 54901  
414-233-0302  
Knives-match safes  
reverse paint on glass  
watch fobs

WORDEN TIM  
1245 S. 20th Street  
Milwaukee Wi. 53204  
414-645-2072  
Glasses-nenus  
Blatz Brwg.

ZAIIKA AL (Betty)  
201 Berger Avenue  
Bellmawr N.J. 08031  
Medals-tokens-watch fobs

ZOLANDZ ROBERT (Mary)  
3738 W. Kimberly Ave.  
Greenfield Wi. 53221  
414-421-5394  
All breweriana  
Pabst Brwg. &  
Point (Stevens Point Wi.) only

## 1987 N.A.B.A. Membership Directory

The 87 Membership Directory is now being worked on. If your address or phone number has changed please notify us. Also if you changed the items you collect please correct this also but the limit per member is 6 items.

Please mail information to N.A.B.A. 2343 Met-To-Wee Lane Wauwatosa Wi. 53226.



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## BUY - SELL - TRADE

Wanted: Minnesota Breweriana. Marv Thour, Jr., 5237 Horizon Dr. NE, Fridley, MN 55421. (612) 572-1033. For sale: Complete set of Hamms Beer Reflections magazines.

Wanted to buy: Your old Budweiser steins, mugs, tap knobs and trays. Robert Bus, 74145 8th Avenue, South Haven, MI 49090.

Wanted: Iowa brewery glasses. Al Rodemeyer, Latimer, IA 50452.

For sale: Stroh Light 1982 Worlds Fair mugs, Stroh mugs introducing Signature to Chicago, 1983. Ceramic, \$12 each. Rich Castro, P. O. Box 258, S. Elgin, IL 60177.

Wanted to buy: Old Texas beer labels, also northwestern microbrewery labels. Send me your list and prices. Jim Cherry, 12705 Montana #406, El Paso, TX 79936.

Wanted: Yuengling tankard from Franklin Mint set, postcards, trade cards, photos and paper items from Yuengling. Bill Kimmel, 401 Hotel St., Pottsville, PA17901.

Wanted: Animated Pabst cable car and steamboat signs, inc. information and photos. Jim Schmelter, 2121 N. 12th Street, Sheboygan, WI 53081. (414) 458-9604.

For sale: Over 150 different Wisconsin beer glasses from obsolete breweries, Jung, Commander, etc. Send SASE for list. Steven Mueller, 113 Leonard St., Juneau, WI 53039.

Wanted to buy: Beer signs 1930s-1950s with bubbling letters and glasses. \$200 minimum paid for signs I need. Robert Newman, 911 S. Idaho St.#87, La Habra, CA 90631. (213) 691-2262.

### Juke Boxes Neon Brewery Signs



**Toot Music**

P.O. Box 612164  
Dallas, TX 75261



N.A.B.A.

A.B.A.

Jon H. Ruckstuhl

817-354-0232

**We wish to again thank each and every NABA member that attended the Stevens Point Annual Convention, your attendance helped to make it a very successful event. Mark your calendars for another exciting NABA convention in Williamsburg, Virginia in 1987.**

**Herb and Helen Haydock**



HERE ARE A FEW TRAYS FROM MY COLLECTION!!!

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

1.FELSEN STEAM BEER, San Francisco, c1904,13x16" oval,vase & flowers....	\$150.00
2.COORS, Golden, CO, 13" diam,c1910, Coors Mountain trademark.....	\$200.00
3.BUFFALO BRWG, Sacramento, c1913, 12"diam, lady straw hat, mint.....	\$400.00
4.HARVARD BRWG, Mass., c1910, 12" diam, lady in yellow dress.....	\$375.00
5.STROHS BRWG, Mich, c1910, 12" diam, man holding tray.....	\$135.00
6.OLYMPIA BRWG, Wash, c1934, 12" diam, Cavalier with beer.....	\$ 75.00
7.MILWAUKEE BRWG, San Francisco, c1910, 12" diam, men drinking.....	\$125.00
8.DIEL BRWG, Ohio, c1934, 12" diam, topless lady, mint.....	\$250.00
9.PACIFIC BRWG, Tacoma, 1912, 12" diam, pix Mt. Tacoma, mint.....	\$ 60.00
10.FALSTAFF BRWG, c1950, 12" diam, Falstaff holding tray, mint.....	\$ 25.00
11.MILWAUKEE BRWG, San Francisco, c1915, 11x13", view of Exposition.....	\$165.00
12.FRANK JONES BRWY, Portsmouth, NH, c1905, 9" diam, monk.....	\$125.00
13.WIELAND BRWY, S.F., CA, c1910, 11x13", lady reading letter, green.....	\$165.00
14.WIELAND BRWY, S.F., CA, c1910, 11x13", lady reading, tan.....	\$150.00
15.COLUMBIA BRWY, Tacoma, c1905, 9" diam, Liberty lady & eagle.....	\$350.00
16.RANIER BRWY, Seattle, c1910, 13" diam, lady & bear.....	\$220.00
17.RANIER BRWY, Seattle, c1910, 11x13", witchy lady on pedestal.....	\$175.00
18.HAUENSTEIN BRWY, MN, c1904, 12x17", factory tray.....	\$800.00
19.GERMAN AMER BRWY, Buffalo, c1905, 12"diam, factory tray.....	\$850.00
20.HEURICH BRWY, Wash, Norfolk, Balt, 13" diam, lady & factory.....	\$550.00
21.LA GRANDE BRWY, Oregon, 12" diam, lady w/long hair & low cut dress....	\$300.00
22.BURKHARDT BRWY, Akron, 1910, 11x13", factory tray.....	\$450.00
23.LEISEN & HENNES BRWY, Menominee, MI, 1905,13x16" oval factory tray....	\$600.00
24.CENTRAL BRWG, NY, c1905, 13x16" oval factory tray.....	\$800.00
25.SCHNEIDER BRWG, Trinidad, CO, c1905, 13x16" oval, lettering & scene...	\$400.00
26.KOPPITZ-MELCHER BRWY, Detroit, c1905, 11x13" oval, elves.....	\$300.00
27.MILLER BRWG, 1915, 13" diam, lady on moon, mint.....	\$140.00
28.AMER BRWG, New Orleans, 1910s, 13", lady & tiger.....	\$150.00
29.RANIER BEER, Seattle, 1910s, 13", bottle & glass.....	\$275.00
30.STAR BRWG, Boston, 1930s, 12", old time beer truck.....	\$225.00
31.FELSENBRAU, Cinci, 1930s, 12", 16 waiters walking.....	\$ 75.00
32.BUFFALO BRWG, Sacto, 1910s, 12", beauty contest.....	\$235.00
33.SEIPPS BRWG, Chicago, 1910s, Dutch couple, N. Mint.....	\$155.00
34.RANIER BEER, Seattle, 1910s, 13", Evelyn Nesbitt, N. Mint.....	\$380.00
35.BARTELS BRWG, PA, 13" 1905, lady w/ bottle, rare.....	\$700.00
36.IROQUOIS BRWY, NY 4½" tip, full color Indian, mint.....	\$140.00
37.SCHNEIDER BRWG, Trinidad, CO, 4½" tip, old couple, mint.....	\$155.00
38.BARTELS BRWY, Syracuse, 4½" tip, Norsman with mug.....	\$ 85.00
39.UNION BRWG, Peoria, IL, 4½" tip, large labeled beer bottle.....	\$ 75.00
40.MUEHLBACH's BRWY, K.C., MO, 5" diam, tip, bottle on shield .....	\$ 85.00
41.WEINHARD BRWG, Portland, 4½" diam, Kaiser in spiked helmet.....	\$175.00
42.PENNA BOTTLING CO, Phila, 4½" diam, 2 bottles of brew.....	\$ 75.00
43.LIBERTY BEER, Rochester, 4½" diam, tip, Indian and arrows.....	\$125.00

\*\*\*METAL SIGNS\*\*\*

44.CONSUMERS BRWG,New Orleans, 1910, 14x17" oval, factory.....	\$1000.00
45.HARVARD BRWY, Mass, c1905, 15x25",embossed fancy corner sign .....	\$800.00
46.OLD JOE's STEAM BEER, San Jose, c1905,c17x20" tavern scene.....	\$550.00
47.BUFFALO BRWG, Sacramento, c1910, c20x30", bottles & table scene.....	\$550.00
48.BUFFALO BRWG, Sacramento, c1910, c7x20", looks like giant label.....	\$275.00
49.PERU BEER CO, Peru, IL, c1910, c20x30", brewery picture & train.....	\$850.00

MISCELLANEOUS

50.PRE-PROHIBITION MUGS:(A)Royal Beer, K.C.,\$65;(B)Keeley Brwy,Chi,\$140;  
(C)Weinhard,Portland,embossed,\$130;(D)Lehrig Brw,Joliet,\$135;(E)Olympia,9"w/lid  
\$175;(F)Kuebler-Stang,Sandusky,\$135;(G)Dick Bros,Quincy,lady,\$140;(H)Indep.  
Brw.Assn,Chicago, Lady w/wreath,\$150;(I)Ranier, Seattle,old judge,(\$50;(J)Everett  
Brwg,Wash,full color brewery,\$275;(K)Acme,San Fran,5"emb,\$50;(L)Pabst,Milw,  
elves,\$95;(M)Olympia,color pic w/gold,\$120.

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



# Colonial Williamsburg

WILLIAMSBURG, VIRGINIA

## Plan on attending the 1987 NABA Convention Williamsburg, Virginia July 31 August 1-2

- Colonial Williamsburg
- Anheuser Busch
- Busch Gardens
- Historic Jamestown & Yorktown
- Civil War Plantations
- Fort Magruder Inn & Conference Center

