

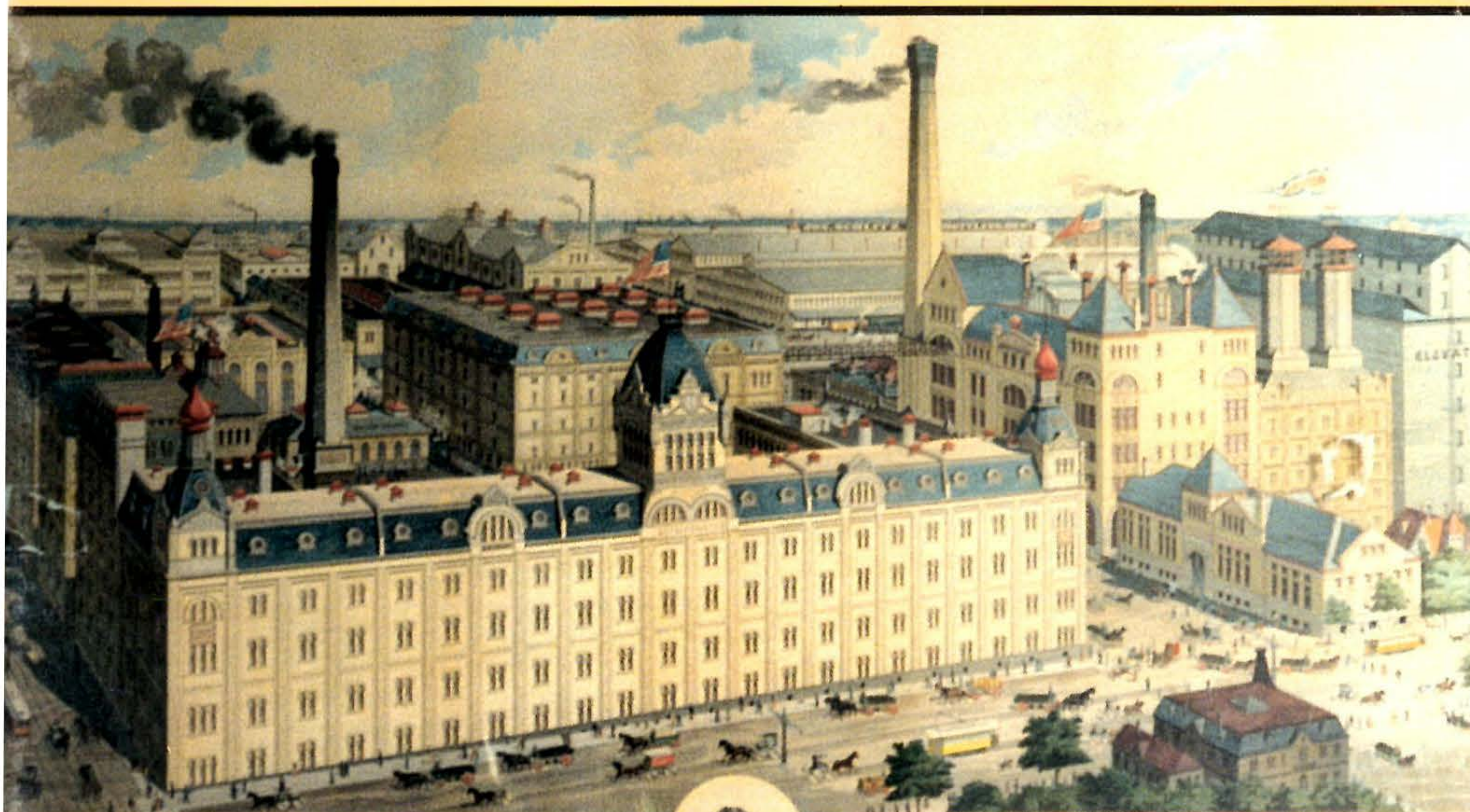
The Bremeriana Collector

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NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING

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CAPACITY
500,000
BARRELS

Beck & Co. Schlitz  *Brewing Co.*
MILWAUKEE, WIS. U.S.A.

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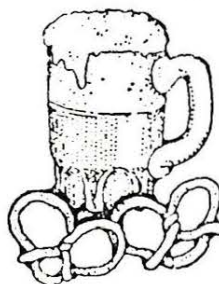
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National Association Breweriana Advertising

January 30, 1987

PRESIDENT'S PAGE

Dear NABA Member:

As I write this letter, Richmond is digging out from under 24 inches of snow. Cabin fever abounds and the grocers' shelves are clean. I would now rather turn your attention to this summer's spectacular convention in Williamsburg, Virginia.

Late July and early August are the height of the vacation season in the mid-South. You may wish to give consideration to a tour that would cover the Washington, D. C. area, Richmond, the James River Plantations, Historic Williamsburg, Jamestown and Yorktown.

America's independence is said to have started at the moment of surrender of Lord Cornwallis in 1781. In addition to a tour of the Victory Center and the Yorktown Battlefields, you can now see the excavation of artifacts from the British ships sunk at Yorktown by the French fleet. Jamestown, depicting the first English settlement, is only 15 minutes from Yorktown and 10 minutes from Williamsburg. In addition to your 1987 NABA convention, Williamsburg features the Pottery with 130 acres of factory outlets offering elegant china, crystal, baskets, jewelry, gourmet foods, soap, candles, linens, etc., all at bargain prices. Old Country/Busch Gardens offers authentic visits to England, Scotland, France, Italy, and of course, Germany. Fine restaurants and beer highlight your visit. Bone chilling rides and the Clydesdales will entertain the kids.

Richmond, the capitol of the Confederacy (45 minutes away) features many museums, cemeteries and battlefields, all highlighting the Civil War. All over Virginia during the summer of 1987 recreations of actual Civil War battles will be taking place. You will get closer to what an actual battle must have been like than you can imagine. The elegant James River plantations provide an opportunity to experience life as it was in the 17th and 18th centuries. Plantations you can visit include historic names such as Edgewood, Shirley, Berkly, Westover, Belle Air, Sherwood Forest, Wilton, Tuckahoe and Scotchtown. Two hours north, Washington, D. C., in addition to the dramatic Vietnam War Memorial, includes a huge array of sights. One that you may wish to pursue is a visit to the White House and particularly to the President's living quarters. For tours of the living quarters you will have to write to your congressman for special tickets. The summer month's tickets generally go fast so write or call your congressman's office soon. Tickets are good for only the day marked on your pass. Both Virginia and North Carolina beaches also welcome you, if you wish to extend your visit.

If you wish for specific information on any of the areas I've highlighted, please drop Sue or me a note. With the next Breweriana Collector you will be receiving your 1987 NABA convention sign-up package. The Fort Magruder Inn and Conference Center features 304 specialty appointed suites or guest rooms. Seven new suites have just been built and contain hot tubs. The Fort Magruder features gourmet dining, excellent meeting facilities, saunas, workout area, lighted tennis courts and a full size pool.

Sue and I look forward to seeing you at the NABA 1987!

Sincerely yours,

Robert J. Chapin
President
National Association Breweriana
Advertising

RJC:bjs

Cincinnati brewers announce merger plan

BY JON NEWBERRY

The Cincinnati Enquirer

The Hudepohl Brewing Co. and Schoenling Brewing Co. formally announced an agreement Monday to merge Cincinnati's two locally based breweries.

The long-rumored merger overcame its last major hurdle when Hudepohl workers approved a new contract Saturday, clearing the way for company officials to wrap up the agreement over the weekend.

The surviving Hudepohl-Schoenling Brewing Co. initially will continue to operate both brewing facilities and produce all existing products, including 10 Hudepohl and six Schoenling beer brands. Many other operational details had yet to be worked out, officials said.

Hudepohl, which celebrated its 100th anniversary in 1985, and Schoenling, founded in 1934 after the repeal of Prohibition, are both private companies owned by local family interests. Terms of the merger were not disclosed, but a spokesman said both families will retain a financial interest in the company.

Schoenling's Ken Lichtendahl, who will serve as president of Hudepohl-Schoenling, said there will be no immediate layoffs other than some "fine tuning" until the separate operations are fully integrated sometime in 1987.

Asked about workers' comments that up to 50 Hudepohl workers would eventually lose their jobs as a result of the merger, Lichtendahl said that figure was "probably on the high side."

Hudepohl and Schoenling now employ about 350 people total in production, sales, marketing and distribution. In the long run, efficiency will dictate how operations will be combined and what duplication is eliminated, officials said.

The first move will be to consolidate all packaging at Schoenling's Central Parkway plant. The plant's current facilities can handle all of Hudepohl-Schoenling's product, but a second shift will have to be added, officials said. Each plant now employs 25-30 people in packaging.

Both Lichtendahl and Hudepohl's Robert Pohl, who has been appointed president of the Hudepohl-Schoenling Distribution Division, dodged questions about Hudepohl's recent financial performance, which apparently prompted the merger.

Lichtendahl said all small brewers are having a difficult time competing against large national companies, including Schoenling and Hudepohl. Pohl said Hudepohl's profitability before the merger was "touch and go."

Both men said the combination of the two brewers will create a stronger company because each has complementary strengths. Hudepohl sells most of its beer locally, while the majority of Schoenling's sales are out of town, Pohl said.

Each brewer's brands, customer base and distribution network are different, Lichtendahl said, so combining them will reinforce existing marketing strengths with minimal overlap or duplication.

For instance, shipping all out-of-town product through Schoenling's Little Kings distribution network creates numerous opportunities for expanding distribution of some Hudepohl brands, he said. Local distribution of all products will be handled out of Hudepohl's Gest Street plant, as it has been since Hudepohl took over Schoenling's local distribution early this year.

Little Kings is now distributed in 44 states. Hudepohl's Christian Moerlein is sold in more than 20 states, but availability is limited. Other Hudepohl products are distributed mainly within a 150-mile radius of Cincinnati.

Hudepohl-Schoenling's combined output of about 600,000 31-gallon barrels, based on 1985 production, would make it the 12th largest brewer in the country. Latrobe Brewing Co. of Latrobe, Pa., was 11th in 1985 with 700,000 barrels and F.X. Matt Brewing Co. of Utica, N.Y., was 12th with 368,000 barrels, according to *Modern Brewery Age* magazine.

By comparison, Anheuser-Busch, the nation's top brewer, produced 68 million barrels in 1985 and will probably surpass 70 million barrels in 1986, said Terry Finnigan, the magazine's editor.

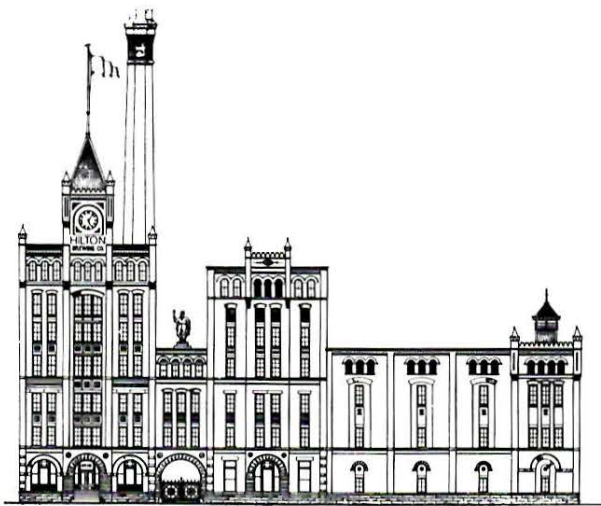
Brewery comparison

Category	Hudepohl	Schoenling
Founded	1885	1934
Employees	209	150
1985 production*	300,000	300,000
President	Robert L. Pohl	Ken Lichtendahl
National ranking**	13	16
Major brands	Hudepohl Gold Hudy Delight Christian Moerlein Burger	Little Kings Ale Top Hat Diamond Coolers Little Kings Light

*Approximate number of barrels

**Modern Brewery Age ranking

Sources: Hudepohl, Schoenling, Modern Brewery Age.



FERMENTATION

Hudepohl, Schoenling and the Economies of Scale

We have repeatedly observed that brewing has comprehensive economies of scale: in general, the bigger one builds a brewery, the lower is its average cost of producing beer. The point is driven home every time we lose a small brewer. This time, mercifully, we have not lost one in the sense of a brewery going out of business, but rather the two Cincinnati brewers have merged to consolidate their packaging, distribution and much else. Both firms are privately held, and thus do not report their earnings, but the rumors concerning Hudepohl in recent years have not been good.

On the previous occasions when we have discussed the economies in scale in brewing, we have simply summarized academic orthodoxy that such economies exist, and that they are based mainly on the increasing speed of the packaging lines. Since modern equipment can close 1500 cans per minute, and because consumers demand a variety of containers, the liquid flow-through to keep several modern packaging lines fully utilized is enormous relative to what the industry considered standard a few decades ago. We now have some data on this point, and by coincidence from Hudepohl itself. Robert Pohl, head of the firm, in 1982 commissioned a study of brewers' relative costs at the Harvard Business School. He delivered the findings at the annual meeting of the Brewers' Association of America in November of that year.

Pohl reported that direct production labor costs of the surviving small brewers were \$6.60 per barrel, as compared with an industry average of \$3.10. If this were not bad enough, his consultants projected that the adverse cost differential would actually rise from \$3.50 to \$4.08 by 1985. This estimate probably assumed that Miller's state-of-the-art brewery at Trenton, OH, would go into service in the interim. This brewery was expected to produce 7,149 barrels per employee per year. Pohl could not report what output per employee of the small brewers was, but it surely did not approach that. He did report that value added per employee for the small brewers in 1982 was \$27,000 as compared with an industry average of \$58,000. Pohl demonstrated the basic disadvantage of the small brewers: their bottling and canning lines operated at an average of 500 per minute, compared with an industry average of 1200.

Pohl concluded, inevitably, that the small brewers simply could not be cost-competitive with the major firms in the industry. They were basically inefficient, he said, and lacked the resources for expansion and modernization. Attempting to sell just plain beer, they would fail as a matter of course. Their only real prospect of survival was selling image, by which he meant specialty products aimed at an import-competitive market, or at least at some prestige segment of the beer market. He stressed getting the product into good restaurants and the higher class cocktail lounges, where the label on the tables made a statement about quality.

The merger is nothing if not consistent with the position Pohl stated in 1982. Kenneth Lichtendahl, president of Schoenling, has been vigorously of the same view, and in truth, appears to have implemented the idea more effectively than Hudepohl has been able to do. Most of Schoenling's output in recent years has been its Little King Ale, a full-flavored specialty product that has done very well, apparently better than Hudepohl's Christian Moerlein super-premium. Schoenling has managed distribution of Little King over a wide geographical area. One may expect the combined firm to base its efforts mainly on using this network to market Little King and Christian Moerlein, with Hudepohl, Burger and Schoenling's Top Hat brand of diminishing significance.

As usual in these instances, we wish them well. Schoenling, which dates only from 1934, may not be a very traditional firm, but it has always produced a fine product, and it is in the most traditional location, Cincinnati's Over-the-Rhine district. Hudepohl is the last of the 19th century Cincinnati brewers. Most of us were thoroughly convinced by Fil Graff's excellent tour of Over-the-Rhine at our 1985 convention that, as he argued, Cincinnati was, in fact, the great American brewing center. In reviving the Christian Moerlein name, Hudepohl showed a fine recognition of that tradition. The truck drivers in their CB lingo refer to Cincinnati as "Hudy City." Let us hope the merger helps it stay that way.

* * *

We noted in the fall issue that the equipment in Heileman's new Blatz brewery in Milwaukee has a technological advance in unification of the mash tun and the brew kettle into a multi-duty vessel. We also noted that the plant planned for Tahoe Beer in the Washoe Meadow of Nevada also has this device. We now find that the new equipment at the Stevens Point Brewery that NABA visited in connection with our convention is rigged this way. We devoutly hope the device is the cost-saving advance it is planned to be, for few institutions deserve indefinite perpetuation more than Point.

* * *

The editor was invited to present a paper at an international transport conference at the Indian Institute of Technology, causing him to divide the holiday period between New Delhi and Istanbul. Neither India nor Turkey is usually considered among the great brewing nations, but beer is readily available in both. The evening sessions of the conference were followed with a coterie of a Brazilian, a Pakistani currently teaching in Canada, three Germans and the editor having beers in the bar of the hotel. We were satisfied with an Indian beer called Black Label, which is apparently unrelated to Carling's product. When the hotel ran out of that, we were served something called Pink Flamingo, which immediately raised our esteem for novices' home brew. The Brazilian became ill and we all agreed that a country largely of total abstainers was unlikely to produce a Spatenbrau or Molson.

Turkey, though a Moslem country, does not take Islamic strictures against alcohol seriously; it tends to be unpopular among Islamic fundamentalists for what they consider a casual attitude. The only beers observed were Tuborg, brewed locally under license, and a local brand, Efes Pilsen. The latter proved very good, with a pleasant mild flavor rather like Coors. It seemed clearly designed for consumption in a warm climate, difficult as this was to conceive during the Christmas week-end, which was a sleet storm with occasional remissions. India and Turkey both appear mainly bottle-beer countries, with no brand-lettered tap markers observed.

Final stop on the trip was London, but the stay was too short for much observation. On the basis of casual eye-balling of the hotel lounge and one pub, the conversion to lager proceeds inexorably, as predicted.

* * *

The American Breweriana Association has inaugurated a nice additional service to its members, a lending library of beer-related books. The initial catalog lists 50 volumes, including three sets of old mail auction catalogues. Members are sent books, with a maximum of two at a time, by UPS at ABA's expense and then return them within two weeks at their own expense. We spotted in the list several books that The Breweriana Collector has not yet reviewed, and plan to make use of the service toward that end. ABA is eager to expand its holdings, and will be glad to receive donated books at its address, P. O. Box 6082, Colorado Springs, CO 80934.

* * *

As we prepare the issue for the press, the news arrives of the death of Paul Kalmanovitz on January 17, 1987. Since he was a very old man, and known to be in poor physical condition, the news is not really a surprise, but it leaves one wondering what the impact on the brewing industry will be. There is probably no individual whose death could so affect the industry. No one has known who will succeed him, given his seclusive ways. He has pursued a course of succeeding by contracting that few others would even conceive, much less follow. Pearl appears to be a viable enterprise, but whether the rest of the Kalmanovitz empire, Pabst, Falstaff, and General, can survive under other managements will have to be demonstrated.

We are sorry to see him go. The individuality of his practices made the industry more interesting than it probably will be without him.

* * *

We are delighted to report that on November 5 the House of Seagram announced the end of its so-called equivalency campaign. This was its series of advertisements arguing that the typical drink of hard liquor, glass of wine and bottle of beer were equivalent in alcohol content. The campaign was widely criticized as being inaccurate, being based upon unstated assumptions about the degree of dilution of the liquor, ignoring undiluted drinks such as the martini, and avoiding consideration of the rate of absorption of the alcohol. The trade associations of brewers and vintners believed the campaign was divisive in an industry that is beset with relatively stagnant demand and considerable public hostility. The campaign was directly rival to the brewers' efforts at portraying beer as the beverage of moderation. Seagram specifically pointed to the divisive effect of the campaign on the beverage industry in its announcement of the end of the campaign.

Unfortunately, the campaign had already been quite successful. One encountered the equivalency argument rather widely. It seemed odd that it should have come from a firm that had otherwise advertised very responsibly, notably with its long-standing admonition, "If you are a problem drinker, please do not drink our products." We trust Seagram continues to advocate moderation in this fashion, and that the brewers continue to promote beer as the beverage of moderation.

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

February 7, 1987

Rare Schlitz Photograph

Joseph Schlitz, as it is well known, was bookkeeper to founder Anton Krug, married Krug's widow and saw to it that Krug's nephews -the Uihlein brothers- had their future in the business. Schlitz himself perished in 1875 on a voyage home, when the S.S. Schiller went down off Land's End. Formal engraved portraits of Schlitz are fairly common, but we have seen nothing which actually places him in the brewery.

Recently a fellow Michigan member of Stein Collectors International, Don Limpert from Manchester, bought a couple of old photographs from the estate of the former owner of the local brewery. One showed the brewery, the other brewery workers in a typical posed setting including two framed posters, which were too faded to show anything. Don lent me both photos to be copied. After surface dirt had been removed, one could clearly read "JOS SCHLITZ" on these posters. And sitting in the front row, next to a man who looks like the principal owner, is Joseph Schlitz himself!

Executive Director Harry Anderson of the Milwaukee County Historical Society identified the three men on either side of JS and to the right of center as the Uihlein brothers August (in shirt sleeves and vest), Henry (behind barrel) and Alfred. We believe this to be the only known photograph showing the owners with the workers, and an important find.

It was not until 1873-75 that all three Uihlein brothers resided in Milwaukee. The photo truly brings history to life: the Uihlein brothers are working well together, the brewery is prospering, and the future seems in good hands. We do not know how the photograph reached Manchester, but Don Limpert is working on that angle. Very likely one of the men who owned the brewery in Manchester had worked for Schlitz , and kept the photo as memento.

Peter Blum



Treasures from the Schlitz Archive

by Peter H. Blum



After Schlitz was officially acquired by Stroh in June 1982, a plane was rented to fly a twice-weekly shuttle to Milwaukee. The first passengers were executives and people in personnel, because staff had to be selected, and one owed Schlitz employees an early decision. Knowing how fast good breweriana can walk away, I hopped aboard to look for booty.

Schlitz employees were determined to treat us savages from Detroit with grace and politeness. It was a class act en masse. A Schlitz personnel executive directed me to Royal Brock, a manager in his early sixties who directed administrative functions with a staff of 50, few of whom would be needed in Detroit. Royal Brock had ordered an inventory of all artistic and historic material throughout the company the year before, and he made sure that everything in Milwaukee would be collected in a locked room.

A quick tour showed some great lithographs and signs, in addition to THE LITHO which hung in the reception room - one of the great factory lithos in captivity, on par with the finest stuff on Pestalozzi Street in St. Louis.

After a nice lunch at Karl Ratsch's - we were all soldiers, and the war was over - he delegated Tracy, an attractive young woman, to show me a hidden store room of archives. First, a ride in a tiny elevator to an abandoned storage floor. Then up a flight to a really deserted area high up in back of the brewhouse. Oh, for the good old days when conquerors looted and raped as standard operating procedure. Tracy unlocked a door to the Inner Sanctum. It was stifling hot, too close to a kettle stack, and no place to store archives. The large room was crammed full with post-prohibition signs, files, old statues (probably from the Palm Garden), all on shelves. We agreed to save it for September.

Royal Brock was determined to do what was right, and in time all was shipped to me. The hot store room had cooled a bit by September. It yielded a complete label collection from 1919 on to 1939 - you will not believe the dozen of variations after repeal, or the many soft drinks Schlitz was pushing during prohibition. A few were pre-pro and rare - several copies of Schlitz Porter, Bock, and the gold rhomboid for export and the dark green rhomboid for dark beers. And in one corner I discovered several pre-pro easels. Yes, easels, three-legged signs, reverse glass label in self-framed black tin, all hop cones and barley sheaves with the back leg on a hinge to fold out. It blows one's mind to think that at one time a saloon could casually prop up such an item out front.

Royal Brock retired when the offices closed for good on Galena Street, Tracy had found a better position before the year ended, and I was left with an inventory listing and a truckload of boxes.





Two corner signs from the Schlitz collection.



Two years passed, a whole economic age compressed into months. Detroit, that flawed jewel on Gratiot Avenue, will shut down, and I am being sent to Memphis to see one of our modern plants, determined to treat the savages down there with grace and politeness. They turn out to be extraordinarily pleasant people. Hospitality manager, Nancy Wyman, was most gracious. I had written that I wanted to check Royal Brock's inventory of the Memphis Belle, the great hospitality room decorated like a river boat, with a "steamboat gothic" ceiling and a large operating paddle wheel. The inventory listed a large collection of Mississippi river boat memorabilia and some Schlitz items behind the bar.

Stroh, it turns out, replaced the Schlitz advertisements with enlarged photographs of the old Stroh brewery, beautifully executed and mounted. Nancy kept the Schlitz pieces safe in her office - two stunning curved corner signs and two tall rectangular signs, one a reverse on glass with globe and label, the other is a brown bottle and "WE SELL IT" in vitrolite. One of the corner signs is tin, gold on black, showing the Train above the belt. The other is newer, reverse on glass with copper rim. They will be hung on one side behind the bar. Schlitz had some great advertising, which deserves to be seen.





This chaste maiden hung for many years in the grouping area for plant tours in the main Schlitz brewery.

BREWERIES - ACTIVE
The Capital Brewery Co.
Middleton, Wisconsin

by John Filson Graff, Jr.



I had made several trips through the Madison, Wisconsin area, after the announcement of a new brewery to be located in the old egg-breaking plant in the western suburb of Middleton, before seeing any sign that the building was being adapted for brewing. But a glance downward, just before crossing the US 12 Viaduct one morning in late April, revealed a new set of windows in the west wall, with two copper kettles clearly visible! I concluded my business in the area, and that evening, made a stop to see what was going on. I was greeted by Kirby Nelson, the Assistant Brewmaster, who was working on some of the myriad of modifications needed at the start-up of any new manufacturing operation. He gave me a quick tour of the building, still in the process of conversion to brewery operation, and invited me to come back in the morning, when the eighth brew was to be made.

I did just that, and was immediately introduced to Ed Janus, the brewery's President, and to Fred Scheer, the German-born and trained Brewmaster. Fred was busy with the last stages of the mashing process of the day's brew, so Ed graciously took the time to tell me about Capital Brewery...past and future.

Ed wasn't at all surprised at my confusion over the lack of any physical changes in the building on my previous "visits", as he has been planning and working on the project for 8 years. The dream of a new LOCAL brewery (Capital isn't really a "micro-brewery", as they will have initial capacity of 10,000 barrels, and should hit pretty close to that in the second year of production; they have invested \$800,000 of the stockholder's capitol in a real production brewery) began with Ed's home brewing, and was inspired by the apparent success of some of the early commercial micro-breweries like Sierra Nevada and Yakima Brewing. Ed and some friends began trying to make the dream a reality. I remember some talk around Chicago of the planned brewery and a stock offering several years ago, but nothing seemed to come of it, and I wrote off the rumor as wishful thinking. But in 1985, a suitable building was found!

Once THE critical point was passed, things began to move quickly, even if invisible from the outside of the structure. A stock offering was prepared,

and as soon as it appeared successfully subscribed, the search for plant equipment and key production personnel began. The two kettles, of German manufacture, were located in Florida, apparently brought to the U.S. by another brewery, whose dream never got off the ground. Fred Scheer, the Munich-trained Brewmaster (his family has been in the beer business for over 80 years, and his brother is also an active commercial brewer back in Germany), who had spent 4 years at ALFA Brewery in Holland, and a few years with Coca-Cola, was Brewmaster at a specialty brewery in Germany, came to Middleton to fulfill a dream that he shares with Ed Janus...to produce truly superior brews in an area with a rich brewing heritage, and to be small enough in size to be able to take the TIME to coax the finest possible raw materials (water, malt, hops and yeast) into brews of as close to perfection as is humanly possible. The proposed bottle label (draught beer only at the start, but bottles hopefully in the fall of 1986) has a "fifth ingredient" listed with the four that the Reinheitsgebot purity law allows, and that is TIME...both Ed and Fred think that a suggestion to add another to the list is a bit "schmaltzy", so "LOVE", the undefinable critical ingredient to a brew of this kind, won't appear, but should be very evident in the finished product.

As the mashing process was almost completed, Ed Janus wrapped up our conversation by talking about his marketing philosophy. As noted earlier, Capital Brewery is careful not to call itself a "micro-brewery". "I guess the best way to describe us is in terms of the old-fashioned LOCAL brewery. When you are in Dane County, I want you to drink one of Capital's brews, just as when you are in Wood and Portage counties, you'll naturally drink "POINT". I've admired the way the folks at Stevens Point have maintained their "local-ness" all these years [even though they have expanded outside of their 30 mile radius]." Capital Brewery plans to do all kinds of innovative packaging, such as a proposed 5 liter "barrel" that can be filled only at the brewery's Stube, or draught beer gallons (purged



The Capital Brewery at Middleton, Wisconsin



Brewmaster Fred Scheer in his office at the brewery. Note the nicely designed graphics for Garten Brau on the wall at the upper right center.



In Capital's brewhouse, the mash tun is at left and the the brewkettle in the foreground. The copper vessels are of a size suitable to a small local brewery. The micro-brewers typically use small stainless steel vessels.

of air with CO₂ gas) like the old "picnic bottle", all aimed at local involvement and participation in the brewery. "Just like the old local brewery [Wisconsin had about 330, enough for almost one for every town...even little Middleton had one from 1860 to 1919, the building finally torn down about 1967 after several fires], you'll come up to the brewery for a fresh brew at the Stube after work, and "rush a growler" for home. We want a sense of community here...local help, local pride, local involvement in every thing we do."

Fred Scheer (whose first brew was made at age 10, with this early "career" abruptly ended by his father when his pressure-cooker "brewhouse" blew up due to lack of attention), later added to the corporate philosophy, saying that the consumer is due something better than the best "mass production" can give. "I make "my children" every day...I give them my best, and I expect the best of them, and know the consumer does too". As the brewing process is just about the same everywhere, "what we do differently is spend TIME...however much is needed to make this beer "right", we can take...nobody is pushing us to meet schedules, or to clear tanks so we can make more. Reinheitsgebot purity does require certain things of us as to ingredients (or more properly, lack of ingredients)...what we do is to add our time and our love to water, malt, hops and yeast. We know this will make the finest beer anyone CAN make, Yas? So, when it's all over, we don't have to worry about the kind of beer we could make, if we only had the time...Verstehen?"

I arrived back on the brewing floor just in time to be appointed Temporary-Assistant Assistant-Brewmaster, and was given the responsibility of adding the Hallertau hops (they give the beer its' "middle", or main flavor) to the wort, now pumped from the mash kettle into the brew kettle, and boiling merrily away.



Fil Graff as Temporary-Assistant Assistant-Brewmaster adding Hallertau hop pellets to Capital's wort.

All the hops used are pelleted (the Hallertau are Cascade, from Washington State, and the second hopping uses imported Saazer); the malt is from Chilton malting, a Wisconsin maltster producing, according to Fred, "as good or better [a malt] for our purposes as anything I could get, or ever used, in Germany".

After a more detailed tour of the facilities, I resumed my duties as T-A A-B, and, in the last 10 minutes of the brewing, added the Saazer hops (to give the distinctive "memory") to the wort, and watched the transfer of the wort to the clarifier, and then to the fermentation tanks in the "cellars". As this was only the eighth brewing made, and Capital ages "hot and short" for 2 weeks, then "cold and slow" for 4 or more weeks, I could only taste brew drawn from the lagering tanks, getting a feeling that the beer that was slowly developing with age will, in fact, be something special. A second visit was planned for June, and I departed full of enthusiasm and anticipation (not to mention the thrill of my very temporary job of hops adder).

On my second visit to the brewery, Ed and Fred had just returned from their first "public unveiling" at a redecorated restaurant in Milwaukee, that had actually delayed its' reopening, until Garten Brau pilsener was available. They were overjoyed to report that about 80% of the guests and patrons drank GartenBrau all night, offered a choice of the two Augsburger beers, Haacker-Pshorr, and the new product from Middleton, GARTEN BRAU!

A quick tasting of the Garten Brau pilsener was arranged for me, from one of the very first kegs produced, tapped 3 days before, and kept none too cold under hand-pump pressure...not exactly ideal conditions! As some of the (naturally Kreusened) gas had escaped with time, the brew was rather quiet in the glass, but it produced a firm, white head to cap its' beautiful red-gold color. The hops aroma was noticable before the glass even got to the nose, and there was a strong sense of the Hallertau hops from the first sip. As the liquid left the tongue, the Saazer literally "kicked in", leaving a pleasant tartness on the sides of the tongue that lasted long, allowing recall of the entire beer experience when the tongue was rolled around the mouth, but which never was cloying, nor dominant enough to override the taste of the beer itself in succeeding drinks. The GartenBrau pilsener is a beautiful, rich and full-bodied German-style lager (about 4% alcohol, a Plato of 11.3), even when served, as this informal tasting was, at 60° F or so (about 15° warmer than recommended).

As of the day I was there last (3 days before the "Grand Tasting" celebration at the Madison Civic Center, the first 170 half-kegs were out in the market place (Madison and Milwaukee, the only two initial markets), and reorders were already coming in. The first 2 brews of GartenBrau Bock (for October kegging) were aging, and the GartenBrau Dark was about 2 weeks away from introduction.

The original plans for a Brewery Stube and restaurant, to be ready at the brewery's grand opening, were postponed, to concentrate on the product itself, but there are still plans to open an outside Biergarten for the public's enjoyment this summer. Plans had also been made to have a keg of GartenBrau available for the enjoyment of NABA-ers at Stevens Point!

For the glass collectors in our midst, Ed Janus has ordered German stemmed glasses, and glass mugs, emblazoned with the GartenBrau label, and "boots" in several sizes will also likely be available, as will tap knobs, coasters and a "point-of-purchase" banner. Several of these items exist now, but Capital Brewery's obvious initial effort is to get what they have out to their trade, before supplying us collectors!

NABA 1996 CONVENTION REPORT

Dear George;

I was sorry to hear you could not attend NABA's first international convention in the Republic De Nueva and am more than happy to serve as your "eyes" for the big event. My report is somewhat delayed since I have been occupied these past several months by my continued quest for the companion piece to the Anheuser-Busch "Custer's Last Fight" sign -- the one with Custer and his troops celebrating the call to battle the night before at a local brothel.

El Presidente Chapin and his wife, Susan, were most charming hosts for the 1996 convention and graciously opened their palatial mansion to show their superb breweriana collection as well as their fabulous stash of Klondike Ice Cream wrappers, circa 1986. It certainly is great to see Bob in a job more befitting his level of refinement after all those years selling those smelly tin cans for Schlitz and whomever. Bob said, incidently, that what helped him the most when he applied for his new job was the fact he had once been president of NABA -- something one should keep in mind the next time we need nominations for that office.

The tour of the brewery was great. We ate beeritos while savoring their export beers, Gottschalk's DeLite (currently only sold in upper New York state) and Ramsey's Ale (big in Kansas). Also on tap was the local favorite, El Presidente's Cerveza El Cheapo, famous for its motto, "A Headache in Every Bottle."

I am sorry to report that Howard Kalt was attacked by a shark while scuba diving for sunken beer cans. Fortunately, he was saved by Dave Mathews who happened to be at the water's edge, honing his auctioneer's skills by speaking with his head under water with a mouth full of marbles. Howard is alright, but his falsetto voice does take some getting used to. I should add that I for one certainly think that the increase in unverified beached whale sightings near the convention motel was merely a coincidence and had nothing to do with our being there.

Incidently, Dave Mathews announced that he had donated his exhaustive collection of Northern Indiana trays to Our Sisters of Donna Church. Both trays will be on display soon in South Bend.

The Saturday auction went very well. There was spirited bidding for a complete set of six place mats from a New Jersey brewery showing the Statute of Liberty, West Point and other patriotic scenes. Top bidder was Herb Ashendorf who, when asked about the \$10,000 bid, responded by saying, "Don't think of them simply as breweriana items; think of them as Americana as well."

Also of interest was the sale of a stack of ten mint condition factory trays for twenty dollars, since prices for these trays have been somewhat soft the last few years. Hopes for a turnaround in pricing, however, were dashed when the purchaser, Bob Jaeger, said he was mainly interested in the naked little cherubs on one of the trays and would probably trash the others.

At the close of the convention, Herb and Helene Haydock indicated that they had bought the local brewery and would immediately begin to dismantle it for transportation to Wisconsin Rapids where it will be part of a breweriana museum they plan to open soon. We all were, of course, happy for the Haydocks but it was a bittersweet happiness since we knew it probably meant this would be our last visit to Republic De Nueva.

At the Sunday business meeting brunch, it was announced that the 1997 convention would be in connection with the Anheuser-Busch brewery in Milwaukee, followed in 1998 by the Kirin brewery in Racine and in 1999 by the Anheuser-Busch brewery in Green Bay. The year 2000 convention tentatively is set for the Miller, Strohs, Heileman, Coors, Pabst microbrewery at Pt. Barrow, with Peter Blum, host.

See you next year at the convention.

Wayne





A Rare Cincinnati Tray

by Henry M. Smith

My friend Jim R. Fath recently bought a very rare tray of the Jackson Brewing Co. of Cincinnati from the Paul K. Michel auction. It may not be one-of-a-kind, but no photograph of it has previously appeared in any of the collectors' publications. It is believed to be post-Prohibition, from the period 1935-1938.

Opposite is another item from Jim's collection, a rare lithograph of the Schaefer-Meyer Brewing Co. of Louisville. If in mint condition, it would probably be worth \$2500 to \$3000, but as the illustration shows, it is damaged and needs restoration. Jim's view is that, although he enjoys the piece, it would be better off the collection of someone who could restore it. Accordingly, he might entertain offers for it.

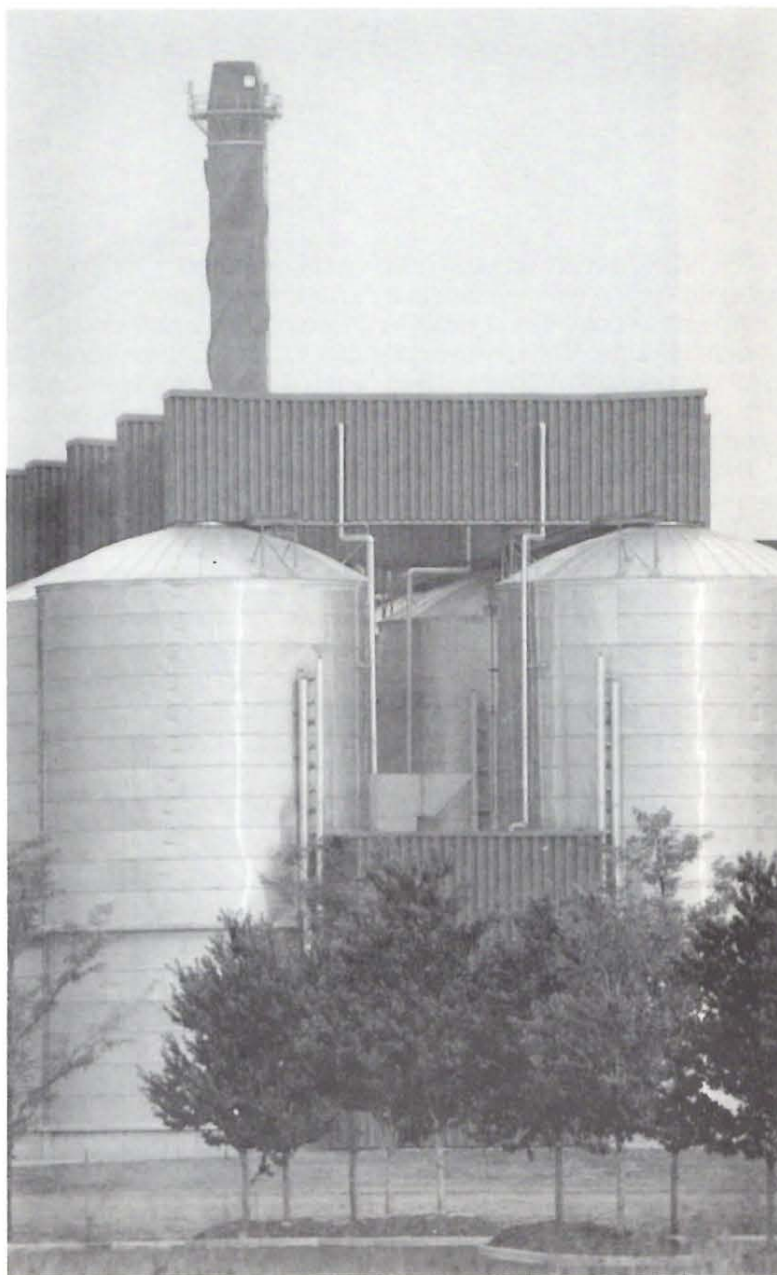
Hubris

IN SHOW BUSINESS it's called believing your own press releases. The Greeks called it hubris. It's the we-are-so-smart-we-can-do anything syndrome. It led the Philip Morris Co.'s Miller Brewing subsidiary in 1980 to construct a \$412 million Trenton, Ohio brewery. With Philip Morris' marketing genius behind it, the sky was the limit for Miller beer. Or so it was thought. Completed in 1982, the brewery has stood idle and unused ever since—dramatic proof that when it comes to market analyses, past is not always prologue.

Miller started building the brewery after a decade of growth that saw its beer volume leap 640%, while the industry as a whole grew by only 40%. But in 1982, just when the facility was slated to open, America's thirst for beer fell flat for the first time in 25 years. Worse, having been stung by Miller's own marketing successes in the 1970s, its chief competitor Anheuser-Busch at last woke up and launched a \$2 billion capital expansion, having already tripled advertising outlays.

Five years later Anheuser-Busch reigns supreme, while beer volumes of Miller High Life, once the number two beer in America, have declined by 50%. Unable to reverse the trend, Miller has now taken a \$280 million writeoff on the Ohio brewery. Today the facility stands ready to start pumping out suds if only someone would flip the switch—a step that does not seem likely anytime soon.

Morals: 1) Don't underestimate the competition; 2) Don't assume things will continue to go well just because they have gone well for a few years.



Time almost stands still in Trenton, Ohio, site of this manicured, fully equipped brewery that never opened. At left on the bench, a father who helped build the Miller brewery relaxes with his son, Trenton-style.

FORBES, DECEMBER 1, 1986

WHAT ' S BREWING

1986 will be remembered as the year when beer more than held its own and U.S. brewers opened up second fronts in Europe on a serious level. Budweiser and a surprisingly viable Schlitz are competing there against imports from Denmark and Germany. A-B even set up a network of tied houses, and strengthened the connection with Guinness from marketing Budweiser to brewing it. Anheuser-Busch is also considered to be a potential purchaser of Seagram's wine unit (Taylor and Paul Masson), which is the current free agent of the beverage industry. Analysts continue to marvel at A-B's performance - a four million barrel gain, and placing four brands among the top ten.

Miller gained about 1.5 million barrels from Lite, Milwaukee's Best and Genuine Draft, which reversed the decline of the Miller brand. There was also more activity on the international scene, and the wheat beer Dakota was launched. Wheat beers are the current hot item among specialty brewers, and competitors will be watching its acceptance.

While Old Milwaukee and its Light extension were holding up well, the Stroh brands have weakened. The expansion of Signature has fallen short of expectations, Schlitz seems a lost cause, and the import Konig is struggling. It will be interesting to see what Stroh will do this year, now that the Schlitz acquisition debt has been essentially retired.

As expected, G. Heileman resumed its growth strategy, and it was for a beer - the Champale brands from Iroquois. Plant assets were not involved, but the labels went for \$20 M minimum. Overall Heileman had a good year. The home brands stayed in style and Colt 45 was hot and gunning after the Bull. Heileman is the dominant domestic brewer of non-alcoholic beer, which is no longer a drop in the bucket and seems a more viable segment than low alcohol beers.

Coors posted a strong advance and may overtake Heileman at year's end with the expansion into New York and New Jersey. The Virginia brewery is expected to be opened this year, and could make Coors a tough force on the Eastern seaboard. Its most recent move on the international level was a licensing agreement with Asahi. And just for the fun of it, their in-house holiday beer went public in Colorado under the name Winterfest. Further west in California death came to Paul Kalmanowitz after an amazing career. In the end he could not take it with him, and he left Pabst a very profitable but severely weakened firm.

Two smaller brewers used ingenuity in their fight for survival. Hudepohl and Schoenling combined operations for greater efficiency, somewhat in the manner of competing newspapers. It makes good sense, and it will take that and good luck. Below are estimated sales data in million barrels.

BREWER	VOL. 85	VOL. 86	%	BREWER	VOL. 85	VOL. 86	%
Anheuser-Busch	68.0	72.0	+ 5.9	Genesee	3.0	3.0	
Miller	37.1	38.6	+ 3.9	C. Schmidt	1.9	1.7	- 10
Stroh	23.3	22.7	- 2.6	Pittsburgh	0.9	0.9	
G. Heileman	16.2	16.0	- 1.2	All others	3.7	2.6	- 29
A. Coors	14.7	15.2	+ 3.4	Imports	7.9	8.8	+ 11
Pabst	9.0	7.0	-22				

Peter Blum

SECRETARY'S MESSAGE

Well its that time of the year when a person thinks about the past year 1986 and then looks ahead to the new year 1987. What was the past and what is the future of N.A.B.A.?

The organization continues to grow. In the past 500 members looked big but now a membership of 1000 looks possible. The 87 Membership Directory again lists more members than ever before.

There seems to be no major changes ahead for N.A.B.A. The dues policy is to give the members the best at the lowest cost. The printing cost and postage to each member almost exceeds the \$15 dues. Due to other revenue the N.A.B.A. is able to hold the 87-88 dues at \$15. Dues for 87-88 are due May 31, 1987.

There are things that could improve in N.A.B.A. For some reason the free ads in the Breweriana Collector Buy, Sell, Trade section are not well received. This is up to the members to help each other add to their collections. Also contact the members who have ads in the Membership Directory.

To those members who never attended a Convention it is now safe to say that there is no place to find more Breweriana. The finest items as well as the largest selection in the country are found at the Convention. The cost of Conventions is very reasonable to all members. Many members bring their entire family and plan their vacation during the Convention. The Convention Motel will give members the Convention Discount rate days before or days after the Convention. The Convention cities always have many tourist attraction take advantage of this deal.

The N.A.B.A. Board meetings will be held at Indianapolis March 28, 1987 and September 26, 1987. Members may attend or send any thoughts on how to improve the N.A.B.A. to any officer. Hope the New Year will bring the Breweriana item you would like most. There are no new members listed in the Breweriana Collector because they are listed in the 87 Membership Directory.

Sincerely
Robert E. Jaeger
Executive Secretary

CLARIFICATION

- A. In the long past, we noted a reference to the Brewery History Society, and asked for more information about it. We now find it is a British organization that publishes a nicely-done typescript publication, The Brewery History Society Journal. The Journal runs historical articles, book reviews, a queries section called "Ask the Archivist," a section on new breweries, and a page of ads for members. Dues are not mentioned, but the Society's address is 16 Marine Parade, Sheerness, Kent ME12 2AP, England.
- Q. The editor has looked for some years for a tap marker for the Best brand of Chicago, but the best current opinion of Chicago collectors is that Best did not put out the Best brand on draft. (If that is incorrect, let me know.) Rather, the draft version was Best Made brand. This raises the question whether some of other markers I seek ever existed. Did Birk have tap markers for Trophy and Superb, or only for T.A.P., which was obviously intended for draft? Similarly, did Koller ever have a marker for the Koller brand, or just for Topaz? Did White Eagle ever issue one for its White Eagle brand? Trying to collect what did not exist can be rather frustrating.

BOOK REVIEWS

Neil Hanson, ed. Good Beer Guide 1987 (Campaign for Real Ale, 34 Alma Road, St. Albans, Hertfordshire AL1 3BW, England, 1986). Paperbound, 320 pages. £4.95.

Brian Glover, CAMRA Dictionary of Beer (Longman Group, Ltd., Burnt Mill, Harlow, Essex CM20 2JE, England, 1985). Paperbound, 146 pages. £2.95.

Michael Jackson's Pocket Beer Book: The Connoisseur's Companion to the Fine Beers of the World (Mitchell Beazley International, Ltd., 14-15 Manette Street, London W1V 5LB, England, 1986). 160 pages. £4.95.

One who had not set foot in England since 1981 naturally arrived with nostril-twitching enthusiasm to see how the real ale movement is doing. CAMRA, its principal organizer, issues an annual Good Beer Guide that serves simultaneously to set forth the movement's philosophy, to chronicle its progress, to provide a directory of the nation's breweries, and principally to publish a guide to about 5000 pubs that meet CAMRA's approval. The philosophy is unchanged: the British drinker wants traditional warm, flat draft beer, hand-pumped from wooden casks in the pubs into pint glasses or mugs; trends to pressurized, carbonated beers, canned beers, and reduction in the number of pubs are consequences of the machinations of major brewers bent upon monopoly. In implementation of this interpretation of events, CAMRA may be said to have won a few and lost a few. CAMRA has grown to 20,000 members, really a remarkable achievement, given the limited scope of the organization. The concentration of the industry, which CAMRA dislikes, has continued with the Big Six brewers growing to a Big Seven, as Greenall Whitley of Warrington absorbed Davenports of Birmingham and passed Scottish & Newcastle in number of pubs. Bass is down to 7400 pubs, now second to Allied. The nation still has some 60,000 pubs, and thus is in no immediate prospect of dehydration. The independent brewers have actually grown in number because of a proliferation of microbreweries, but several firms on CAMRA's approved list have gone out of business, notably Yates & Jackson and Simpkins. Mansfield and John Smith, long on CAMRA's list of undesirables for early conversion to pasteurized beer, have both reintroduced traditional ales. The trend to lager continues unabated, but CAMRA refrains from quantifying it, preferring to emphasize its successes -- as, indeed, do most organizations. This volume's attitude toward the trends in British brewing that CAMRA dislikes is best described as ill-natured resignation.

The main element in the book is the directory of pubs, which as in previous volumes is very well done. Even if one does not subscribe to CAMRA's philosophy, these annual publications are among the best guides to traditional British pubs. All of the entries are consequences of members' recommendations, and given CAMRA's large membership distributed about the country, this makes the sampling process very comprehensive, indeed. At the top of the opposite page we reproduce the sample listing with its key, if only because it makes a political statement relevant to America. At risk of explaining a joke, Grantham is the home town of Prime Minister Margaret Thatcher, who is known as the Iron Lady. The F111 is the American fighter-bomber that Mrs. Thatcher allowed to fly from England for the attack on Libyan guerilla bases. This is rather surprising, since CAMRA is normally apolitical.

The current Guide leaves unchanged our previously expressed view that CAMRA's philosophy is fallacious, since the trends CAMRA dislikes can more accurately be explained by the economies of scale in brewing, shift of consumer tastes, and developments such as television and central heating that make the home a more effective substitute for the pub. Also unchanged, however, is our wish of success to CAMRA in its effort to maintain an important aspect of British individuality.

Dispense	Facilities	
<ul style="list-style-type: none"> Ⓒ by gravity straight from the cask Ⓓ by handpump Ⓔ by electric pump Ⓕ by air pressure (including electric air compressor in Scotland) 	<ul style="list-style-type: none"> Ⓐ real fire Ⓚ quiet pub – no electronic music, TV or obtrusive games Ⓛ indoor room for children Ⓜ garden or other outdoor drinking area Ⓝ accommodation Ⓟ lunchtime meals Ⓡ evening meals Ⓢ public bar Ⓣ facilities for the disabled 	<ul style="list-style-type: none"> Ⓐ camping facilities close to the pub or part of the pub grounds Ⓢ near British Rail station Ⓣ near Underground Station <p>The facilities, beers and pub hours listed in the Good Beer Guide are liable to change but were correct when the Guide went to press. Many pubs do not serve meals at weekends.</p>
Locality	Grantham 26D8	Map reference
Pub name	Rambo's (Formerly The Albion)	Opening hours
Variation in opening hours	Forge Lane, Ironladies Road ☎ 01 219 3000	Address and telephone number
Description of pub	North bar closed except in busy periods Monroe Doctrine; Reagan Redneck, Stout Cortisone, Pekin Darien; Thatcher Iron Lapdog Ⓔ Once thriving old inn of great character, now sadly dilapidated and converted to garish American-style bar. No waiters – contra service only – don't miss the mid-air refilling. Unusual food: star-spangled bangers and M.A.S.H., Chile con carnage, Mom's apple pie with SDI. Beware: Reagan ales contain additive F111, approved in Britain, but banned in Europe Ⓐ	Draught beer available
	Try also: Clint's; Duke's	Facilities

CAMRA, through a major commercial publisher, has issued a Dictionary of Beer by Brian Glover. The book proves in part a lexicon of brewing terms, but mainly a directory of brands of British beer. This necessarily has some loading of CAMRA's philosophy, as in the description of Allied's national pasteurized beer Double Diamond, as "always a weak imitation of Ind Coope's Burton bottled pale ale." This brand has long been high on CAMRA's hate list. For the most part, the book is honestly done, with firms that CAMRA has traditionally not much cared for, such as Watney's and Greenall Whitley, treated in non-discriminatory fashion. Entries on individual brewers list their traditional brands. The entry for "Lager" is a lucid description of the differences between lager production and manufacture of British beers, whether of the traditional or pasteurized types. It ends characteristically with "lager needs to be of higher gravity and body to have any flavour; weak British lagers tend to be low in gravity, body and flavour." In the introduction Glover describes lager as "that drink in which we are all in danger of drowning [,] the golden dream of the marketing men and brewery accountants . . ." It is difficult to see why accountants like it unless the public prefers it. Withal, Glover's dictionary is interesting, but as a technical lexicon, it will probably not tell members much they do not know from earlier reading, and the directory of brands, which is most of its content, renders it mainly of British interest.

A directory of a different sort is Michael Jackson's Pocket Beer Book. This is one of a series of hardbound volumes, about the size and shape of a breast-pocket wallet, intended to accompany a traveller. Other volumes include seven on wine, one by Jackson on cocktails, and two on cheeses. Jackson begins the volume at hand with a plea that the reader treat beers like wines, recognizing that a variety have their places, depending on temperature, the foods they accompany, and other considerations. This is followed by a discussion of the ingredients of beers, and then by a five-page dictionary of brewing terms. Again, this is unlikely to tell members much they

do not already know. The majority of the book is devoted to a guide to world beers, country-by-country for the major brewing nations, and by region for the others. Except for Czechoslovakia, little is done with the Communist countries, and almost nothing with Israel and the Islamic nations. For the ones treated in detail, the show of familiarity is little short of dazzling. Jackson's earlier books seemed competent, but this one shows the consequences of choosing beer as the subject of one's life's work. Over 1000 beers are treated, almost never with judgments that seem superficial. Ballantine's India Pale Ale is treated as having gone downhill since moving to Indiana, for example. The architecture of the Spaten brewery in Munich is criticised, the various Belgian abbey beers are described in detail, Anchor steam beer is praised, and so on throughout most of the world. As intended, the book is a superb guide for international beer-touring. After all, what other work gives one good beer bars in New Orleans, Henley and Münster?

GWH

Lt. Colonel Robert Gayre with Charlie Papazian, Brewing Mead: Wassail! in Mazers of Mead (Boulder, CO: Brewers Publications, 1986). Paperbound, 199 pages. \$9.95.

If you want a serious book on the history of brewing, you'll like this one. The book is beguiling. What would we expect from a joint effort of the irrepressible president of the American Homebrewers Association, Charlie Papazian, and the founding father of modern meadmaking? As a captain in France in World War II, Col. Gayre robbed wild bees of honey and made mead in carboys, conveniently located in the last two or three trucks of the artillery wagon line he commanded. If this sounds medieval, a company of arms roistering around France with mead, what else would we expect from someone who then went on to found a company in postwar Britain to produce mead, but also to lecture on anthropology at the University of Edinburgh. This, clearly, was pre-Dunkirk France; in the France of 1944 this reviewer knew, the trucks of the reviewer's company contained carboys of rum!

In the ancient world, Egypt and Babylonia produced beer and ale, the Mediterranean produced wine and northwestern Europe produced mead, according to the colonel. As Europe developed, there was less wasteland to support bees, and it became cheaper to switch to beer. This is said to have been the overriding factor, although the process was a long one and there may have been other causes. The authors explain that the word "beer" may actually be a corruption of an older word for mead. There are many other interesting nuggets of information. Mead evaporated at 173 degrees Fahrenheit produces a pure brandy that does not require aging, but we are warned it is illegal to do this in the home. We are also told much about ancient drinks with fascinating names: mulsum, pyment, clarre, hippocras, bracket, sack, sack-mead, sherris sack, and metheglin. The book is laced with quotations from old poems and with reproductions of old drawings.

Gayre provides the history, Papazian the recipes. What is in it for the collector? For me it opened a new vista of collectibles, but one surely beyond the reach of most of us: mead jars, sack bottles, and elegant old drinking vessels, horns, mazers and meather cups. Julius Caesar saw the ancient Germans drinking mead from buffalo horns tipped with silver. Perhaps in this day of reproductions, we may have copies to collect. This book puts one in the company of two enthusiasts extraordinaire. "No words . . . can adequately describe the fine qualities . . . of mead, combining as it does the scent of subtle essences and nectars from a thousand blossoms of field and woodland, in its clear, sparkling, light yellow liquid. Such a drink, subtle of flavor and delicate of aroma, well justifies the old English belief that it was served in heaven." And also in His Majesty's Armed Forces!

George G. S. Murphy

REPORTS OF MEETINGS

Monarch Coaster Chapter

NABA's first chapter, the Monarch Coaster Chapter, held its fourth annual show in Palatine, IL, just outside Chicago, on October 24-26. The schedule allowed room-to-room trading for earlybirds on Friday afternoon, a rambunctious hospitality room for frivolities, a Saturday evening auction, and buy-sell-trade sessions on Saturday and Sunday. If you missed this show, you blew it! It was a ball! Clearly, the buy-sell-trade session on Saturday was the high point.

The show had been promoted actively by distributing flyers at other shows. That really paid off, drawing a large number of outsiders on Saturday. About 15 to 20 rooms were open on Friday afternoon from room-to-room trading. The Saturday evening auction, conducted by volunteers, was small but lively. A large tap knob collection was offered, but failed to sell. A newly-discovered three-inch Chicago coaster, Erlanger from Garden City, brought over \$100 and another new discovery, a round Cook's (Evansville) reverse-on-glass sign drew raves, but failed to top the reserve value. Auctioneer Harold Sugarman had some trying moments with a well-oiled crowd, but he did a good job.

One indication of how successful this annual show has become is that the main trading room with 100 tables sold out for next year (fifth annual, October 23-25, 1987) in about four hours. About 15 to 20 tables in the lower level (annex) trading room were still available at the end of the show. If you want a table for next year's show, you had better contact member Paul Zagielski quickly.

Bob Kay

The Great American Beer Festival

The fifth annual Great American Beer Festival was delayed from its usual date in early June to the October 3-4 week-end by problems in arranging insurance. It proved, however, to be a success in the tradition of its predecessors. Some 4,000 people attended and drank about 4,000 gallons of beer -- allowing a simple but impressive arithmetical calculation of consumption. Sixty brewers were represented, mainly microbrewers or firms that plan brewing, but currently contract with established brewers to produce their products. The attenders, as usual, voted for their favorites. The top ten in the poll proved to be Samuel Adams Boston Lager of the Boston Beer Co. (brewed by the Pittsburgh Brewing Co.); Boulder Festival Beer of the Boulder Brewing Co.; Dock Street Amber of the Dock Street Brewery, Philadelphia; Pennsylvania Pilsener of the Pennsylvania Brewing Co.; Portland Lager of the Maine Coast Brewing Co.; XIII Colony Amber by the Savannah Beer Co.; Schooner Double Bock by Chesbay; Vienna Style Lager, Vienna Brewing Co., Milwaukee (brewed first by Hibernia, later by Huber); Olde Heurich Amber Lager, Heurich Brewing Co., Washington, DC (also brewed by the Pittsburgh Brewing Co.); and India Pale Ale of the Yakima Brewing & Malting Co.

The Coors Distributing Co. was the host distributor -- consistently with Coors' support of the microbrewers. In 1987 the festival is expected to return to its June dates. It is a unique opportunity to mingle with other enthusiasts and to taste the products of microbrewers from all over North America. We'd like to see this festival put on the road and mounted in various parts of the country, as its prototype, The Great British Beer Festival, has been diversified, now playing in provincial cities as well as London. We suspect attendance is well worth a trip to Denver, however.

From press reports.



Two photographs from the Monarch Coaster Chapter's annual convention in Palatine, IL. Above, Don Hicks, Peter Blum, Dick Johnson and Bob Hahn. Below, in the grand tradition, tending the store while husband forages for artifacts. (Peter Blum)



BUY - SELL - TRADE

Wanted: Etched-embossed beer glasses and beer match safes. James Maxwell, 601 Park-view, Bryan, OH 43506. (419) 636-3253.

Wanted: Neon signs for London Bobby Ale and Van Bek Beer (Dayton, OH) and Red Top Beer (Cincinnati), and other Dayton breweriana. Send pictures and prices or phone. Mike Hayslip, 1441 Ohmer Ave., Dayton, OH (513)435-2381.

Wanted: Quincy and Warsaw, IL, beer items. Dick Chapin, 2617 Vail Dr., Quincy, IL 62301. (217 222-1400 and 224-7197.

Wanted to buy: Cone top cans, grade 1 or better. Also select flat tops. Tony Steffen, 615 Chester, Elgin, IL 60120.

Free: Six 1930s cork-lined Ruppert bottle crowns with picture of Father Knickerbocker for 39¢ in stamps -- while supply lasts. Uncle Ernie Oest, 55 Grand Ave., Port Jefferson Station, NY 11776.

Wanted: Star-Union items: tap markers, calendars, photographs, foam scrapers, oval trays and miscellaneous. Dusty Johnson, RR 1 College Road, Oglesby, IL 61348. (815) 224-1968.

For sale or trade: Large Hamm's bear helicopter unit. Prefer to trade for Hamm's logger bear or tipping-can bear unit. Jim Welytok, 1218 W. Mitchell St., Milwaukee, WI 53204 (414) 384-HAMM.

Wanted to buy: Old Grain Belt reverse-on-glass or other non-lighted signs. Also any Wunderbar advertising. Mike Hajicek, 4601 Shoreline Dr., Spring Park, MN 55384.

Wanted: Grain Belt, Minneapolis Brewing Co. advertising items. Paul W. Faust, 132 Pine View Dr., Brainerd, MN 56401. (218) 829-0137.



For sale: Ohio Brewing Co., Columbus, 50¢ deposit token, \$3.00 postpaid, or trade for brewery tokens needed. Al Zaika, P.O. Box 65, Bellmawr, NJ 08031.

Wanted: Information and photographs of objects from any Alabama brewery for a book on the subject. Also interested in buying such items from Southeastern breweries. Kip Sharpe, 4009 Old Shell Rd. C-11, Mobile, AL 36608.

For sale: Over 1200 U.S. beer coasters. Send for photocopy list. Also want to buy or trade for quality U. S. beer coasters. David S. Sivak, 11 Marquette Ct., Bolingbrook, IL 60439. (312) 739-1917.

Wanted: Flat figural beer advertising openers. Ed Kaye, 968 Greenwood Ct. S., Sansibel, FL 33957.

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

EVENTS OF INTEREST

- March 12-15 Western States Canvention and Breweriana Show, Showboat Hotel, Las Vegas, NV. Contact Jim Thomas, 4084 Pequeno, Las Vegas, NV 89120. (702) 456-4636.
- March 15 Brewery Collectibles Show, 10 AM-3 PM, Red Carpet Celebrity Lanes, 5727 S. 27th St., Milwaukee, WI. Contact Jim Welytok, 1218 W. Mitchell St., Milwaukee WI 53204. (414) 384-4266.
- March 28-29 Spring Antique Advertising Show, Indiana State Fairgrounds, Indianapolis. NABA will maintain hospitality hour on Friday, March 27, 8 PM - midnight at the Holiday Inn, U. S. 421 at I-465. All members are cordially invited.
- April 4 Eastern Coast Breweriana Assn. Spring Thaw, Macungie, PA. Write Bill Fatzinger, 2212 Baker Dr., Allenton, PA 18103.
- April 23-25 Just for Openers 9th annual convention, with tour of Chicago brewery buildings by Fil Graff. Holiday Inn, Alsip, IL, a south-west suburb of Chicago. Contact Larry Biehl, 448 Crandon, Calumet City, IL 60409.
- June 7 Brewery Collectibles Show, Red Carpet Celebrity Lanes, Milwaukee.
- June 26-28 American Breweriana Association, annual meeting VI, Flamingo Resort Hotel, Santa Rosa, CA. Contact Frederick Littman, 1878 Lakeshore Dr., Lodi, CA 95240.
- June 27-28 Summer Antique Advertising Show, Indiana State Fair Grounds, Indianapolis.
- July 16-18 Eastern Coast Breweriana Association, 15th annual convention, Straub Brewery, St. Mary's, PA. Contact Jeanette Bendula, 30201 Royalview Dr., Willowick, OH 44094.
- July 21-August 2 National Association of Breweriana Advertising, annual convention, Anheuser-Busch brewery, Williamsburg, VA. Convention packet to be mailed in late spring.
- August 15-16 Canadian Brewerianist, annual meeting, Winnipeg, Manitoba. Write Lawrence C. Sherk, P. O. Box 191, Station G, Toronto, Ontario M4M 367, Canada.
- August 29 ECBA picnic, Sinking Springs, PA. Write Scott Parzanese, 140 Beacon Road, Sinking Springs, PA 19608.
- September 13 Brewery Collectibles Show, Red Carpet Celebrity Lanes, Milwaukee.
- September 17-20 Beer Can Collectors of America, Convention XVII, Niagara Falls, NY
- September 26-27 Fall Antique Advertising Show, Indiana State Fair Grounds, Indianapolis. NABA will maintain hospitality hour on Friday September 25, 8 PM-midnight at the Holiday Inn, U. S. 421 at I-465. All members are cordially invited.
- October 23-25 Monarch Coaster Chapter, annual breweriana show and convention, Willow Creek Hotel, Palatine, IL. Contact Paul Zagielski, 6523 S. Kolin Ave., Chicago, IL 60629.
- November 13-15 Special 20th anniversary show at Indiana State Fairgrounds: antique advertising, depression glass, toys, dolls, teddybears, paper Americana and miscellaneous collectibles.

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

