

# The Breweriana Collector

JOURNAL  
OF THE  
NATIONAL ASSOCIATION  
OF  
BREWERIANA ADVERTISING

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STROH OUTDOOR SIGNS



# National Association of Breweriana Advertising

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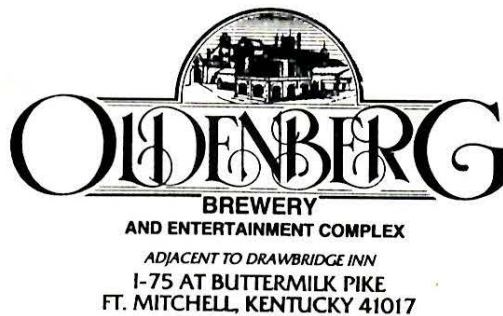
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Dues are \$15 per year domestically, \$20 foreign. Please send applications for membership, dues, change of address and advertising intended for the membership directory to Robert E. Jaeger, 2243 Met-To-Wee Lane, Wauwatosa, WI 53226. Please send manuscripts, 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.

## **OLDENBERG COMES TO LIFE!**

The excitement is building throughout 1987. Soon Oldenberg will open its doors on the first entertainment complex of its kind in the world. Discover the centuries old art of beer making in the fully operating **Oldenberg Brewery**. Experience the delight of truly international fare in a festival atmosphere of unforgettable live entertainment -- **The Great Hall of Oldenberg**. Enjoy hearty refreshments to lift your spirits in



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# National Association Breweriana Advertising

## PRESIDENT'S PAGE

Dear NABA Member:

With this issue of the Breweriana Collector you will find, enclosed, your 1987 NABA convention package. The dates are July 31, August 1-2. As you review the convention highlights you may note that each of the menus for the four convention meals has been selected to reflect a colonial atmosphere. The entertainment at the Saturday night Grand Banquet will also feature a colonial theme.

In addition to the close proximity of the Anheuser Busch Williamsburg Brewery we are only a few miles from Virginia Beach, home of the Chesapeake Bay Brewing Company, an award winning successful microbrewery, Chesbay, has agreed to welcome NABA members at their facility throughout the convention period and will offer, right at our convention site, a selection of Chesbay memorabilia. We anticipate the presence of Chesbay's president as a speaker during our convention as well as some of their fine product.

We also anticipate the presence of Mr. Frank Sellinger, former president of the Joseph Schlitz Brewing Company, as a featured speaker to this year's gathering. Mr. Sellinger has been associated with the industry for many years and reportedly makes a great presentation on the demise of the small brewery.

Although the enclosed Fort Magruder Inn and Conference Center Reservation Request lists our meeting dates as July 29 - August 3, 1987, the actual dates are July 31, August 1-2. I am pleased to announce that the Fort Magruder Inn has offered NABA convention rates to NABA members attending this year's convention beginning on Monday, July 27. This is a very nice accommodation on their part and reflects their genuine interest in making this year's convention a success.

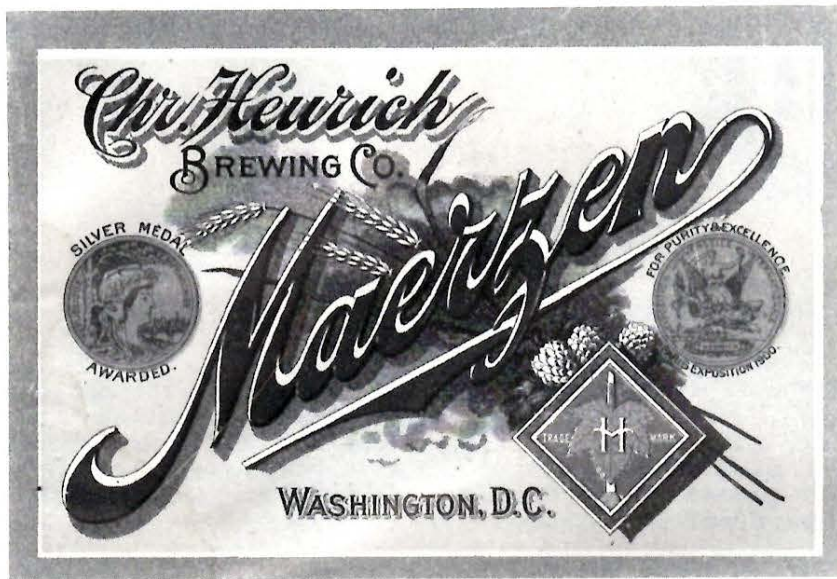
In addition to Anheuser Busch, Chesbay, Colonial Williamsburg, Washington, D. C., Richmond, the Confederate Capitol, Jamestown, the James River Plantations and Yorktown, we have not increased the cost of your 1987 convention.

We have all the ingredients necessary for a good meeting. All we need is for you to send your 1987 convention application back to me as soon as possible. Also, don't forget to send the Reservation Request form back to the Fort Magruder Inn. In order to have a really great convention, we need the support of the Eastern members as well as the support of the core of our members in the big states of Wisconsin, Illinois, Michigan and Minnesota. Don't let us down.

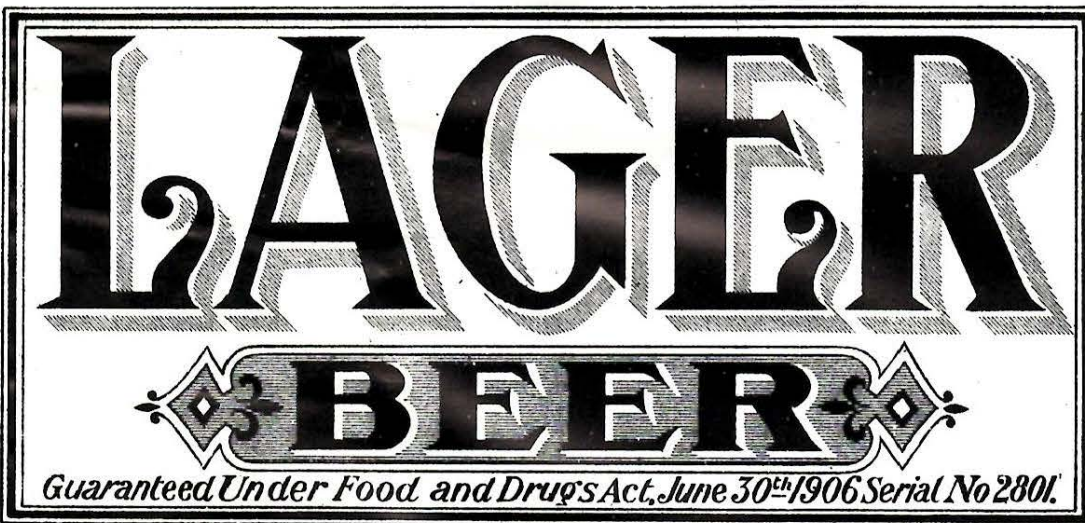
Sincerely yours,

Robert J. Chapin  
President, NABA

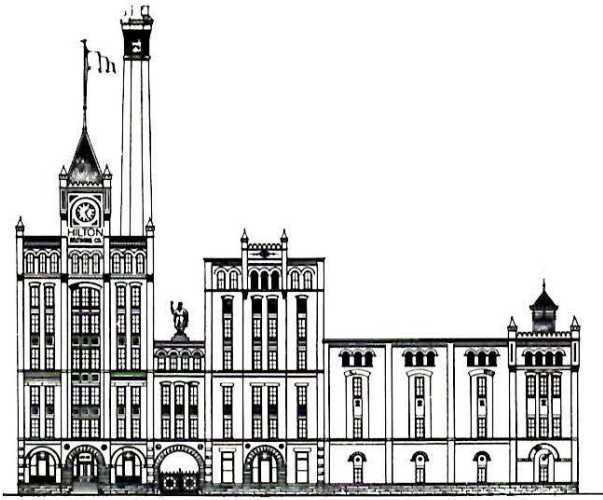




Two pre-Prohibition labels from the Christian Heurich Brewing Co., Washington, DC. Two other Heurich labels in this issue are from the same collection. We are indebted to Robert Vogel, Curator of Engineering, of the National Museum of American History, The Smithsonian Institution for these labels.







## FERMENTATION On Other Forms of Alcohol

In the fall of 1985 the editor switched from beer to champagne. Others might interpret this as the consequence of an elevation of tastes, or increase in income. It was, or course, neither, but rather an effort to lose some weight. After all, champagne is the drink of ballerinas and jockeys, and accordingly, why not of the editor? No weight loss was noted, needless to say, and the editor returned to his normal habits by early 1986, but the experience provided an opportunity to ruminate on the attractions, or lack thereof, of other forms of alcohol.

It is reasonably well established that alcohol is not a stimulant but a depressant. The reason that it has gained its reputation as "joy juice" is that it lowers inhibitions. This manifests itself in a variety of fashions, ranging from unleashing one's sense of humor to greater willingness to run yellow lights. How attractive one finds this effect depends on how extensive are the inhibitions one has to lower. There is a further matter that the various forms of alcohol differ in the speed with which they provide this function. Gin and vodka, which do not require much digestion of unfermented carbohydrates, provide their effect very rapidly. This accounts for such disparate phenomena as the popularity of the martini as an end-of-the-working-day drink here, and of the ubiquity of vodka in the Soviet Union among a population that, in general, just wants to be knocked out quickly, cheaply and completely. By the same logic, a martini will take its effect most rapidly on an empty stomach. It is also quite well established that the release from inhibitions operates on various levels, ranging from the initial effect on the sense of humor and the like to release of some pretty negative behavior. The more alcohol one ingests, or the more rapidly one ingests it, or the less food one takes with it, the more likely the release is to make one dwell on emotional problems that worry him chronically, or to let out hostile impulses.

In addition, if one is habituated to beer, other forms of alcohol can be an irritant in that one seeks from them something that is not there. Hops are, obviously, the source of bitterness and fruitiness in beer, typically the elements in the flavor that one most admires in a good beer, but hops also provide a systemic effect on the mood of the drinker. Hops contain a resin related to cannabis which produces a benign feeling fairly rapidly, after about a pint. This effect manifests itself in common statements such as, "Two beers and everybody sings," and in the British conviction that a pint is the suitable measure for beer. Devotees of marijuana when explaining their preference to non-users often say that the stuff produces a feeling of well-being similar to beer drinking. That must be true, since what they are ingesting is similar. The statement, usually made by people who do not drink beer habitually, that the quality of a beer can be measured by the adherence of the foam to the side of the glass is also a recognition of this. The foam



adheres to the glass because of the hop resins, which being oily, do not mix with the water in the beer. Thus, the hoppier a beer is, the more its foam will cling to the glass. Hops are also a soporific; they put one to sleep. Other forms of alcohol may also put one to sleep, but from their toxic properties rather than from what is in hops. This is probably most obvious in red wine, the esters of which are highly toxic -- as its habitual drinkers are typically aware in the morning. Beer and red wine may both help one go to sleep, but from different properties, of which those in beer, if not taken in excessive amounts, leave one relaxed and with a clear head in the morning.

These considerations also explain why light beer is so widely thought unsatisfying. It is low in malt, one of the major elements in the flavor of beer, but most of the major light beers are also lightly hopped. Thus, they give one neither the slow release of the alcohol from digesting the unfermented carbohydrates, nor the benign effect of the hops to the extent that standard beers do. They are more like other forms of alcohol in their effect -- even though they contain lower percentages of alcohol than standard beers. These considerations are also relevant to the offense the brewing industry took to Seagram's equivalency campaign -- the advertising series the demise of which we noted here in the fall issue. This campaign ignored any consideration of the rate of absorption, the effect of the hops, or indeed anything but the absolute amount of alcohol.

To revert to the point at the outset, these considerations explain why one is unlikely to lose weight by switching from beer to other forms of alcohol. One may find himself ingesting 1000 calories in wine as a substitute for 600 calories in beer seeking the psychological effect of something that is in the beer but not in the wine. In this connection, we call attention of the readership to the review of The I-Like-My-Beer Diet of Dr. Martin R. Lipp in the reviews section of the current issue.

\* \* \*

That invariable source of information and satisfaction, Brewers Digest's annual Buyers Guide and Brewery Directory, as arrived for 1987. As usual, it contains a directory of brewers of the Western Hemisphere, an alphabetical listing of brand names, a directory of suppliers to the industry and a list of trade organizations.

The directory of brewers shows 108 firms or breweries, of which 54 are now microbreweries or brewpubs. These figures are not exact, since some of the breweries shown as temporarily closed, such as the Kalmanovitz plants in Vancouver, WA, and Omaha, are very unlikely to reopen. The Vancouver plant is apparently long since beyond a point of no return in being dismantled. In addition, several of the microbrewers are not yet in operation, or are having their beer brewed for them by other firms. The fact remains that this movement is spreading rapidly -- remarkably, given the fact that no one has argued the microbreweries have proved particularly profitable. By 1990, the number of microbreweries may exceed the number of traditional large-scale brewers. The closed Kalmanovitz plants will presumably disappear from the listing, and some of the smaller brewers are reportedly in weak condition. Geyer Brothers, the tiny brewer in Frankenmuth, MI, is said to be in the bankruptcy courts and may be liquidated. Cold Spring is said to be brewing only one day per week and keeping its plant occupied mainly with bottling mineral water. A legal action has been instituted challenging Pennsylvania's remission of taxation for small brewers. If successful, this may close some of Pennsylvania's surviving independent brewers.

This consideration leads us to repeat our oft-stated warning to visit the remaining small brewers while one can. Jones in Smithton, PA, is a nicely proportioned traditional brewery in a photogenic riverside setting. The Lion in Wilkes-Barre may not be photogenic, but it is a traditional brewery in an industrial setting that takes one back to the 19th century like little else. That is the way



things were in 1899! Straub in St. Mary's is a tiny brewery, not particularly traditional in form, off in a delightful town in a remote area of Pennsylvania. This year the Eastern Coast Breweriana Association meets there for its annual convention. Last year we noted in three consecutive issues that the Canadian Brewerianist had an exceptionally attractive convention celebrating Molson's bicentennial in Montreal. This year our equivalent recommendation is ECBA's meeting at Straub. It amazes me that anybody found the arrangements to stage a convention off in the wilds to that extent! Let us hope not, but if that legal action has its widely-expected consequence, it may be a last-chance outing, too.

In 1987 NABA meets in a mixture of the biggest of big-time brewing, the Anheuser-Busch plant at Williamsburg, plus Chesbay, one of the most highly regarded micro-breweries. The American Breweriana Association meets at the Xcelsior Brewery, a newly-established micro-brewery in Santa Rosa, CA. Anyone who attends all three conventions can take pride in a real education in the various levels of current American brewing.

\* \* \*

Since assuming the editorship in 1979, we have run at the top of this section the familiar cut of Louis Lehle's design -- apparently never executed -- for a traditional gravity-flow brewery in 100 Years of Brewing, lettered for the Hilton Brewing Co. This is, of course, a harmless fantasy of the editor. We are pleased to



report that the Hilton Brewing Co. has begun canning. At the left is a cut of an aluminum can of Hilton Lager from the Beer Can Collectors of America's Beer Can Collectors' News Report. This one is not a fantasy. BCCA reports that it was issued for the reunion in 1986 of the old boys (in American usage, alumni) of Hilton College, a private preparatory school in Natal, South Africa. The college's old boys organization is known as the Fleur-de-Lys, apparently after the institution's logo. The college, not the lager, dates from 1872. BCCA describes this as "Obsolete, impossible can to acquire." We wrote to the Fleur-de-Lys alerting them that there would be a lively market for the cans internationally, even among people not named Hilton, and that the proceeds could be used for the club's educational or benevolent activities. We suggested an air-filled version if the club issued the brand for another reunion. The secretary responded quite positively, but reported that there is no present plan to have a lettered can for the 1987 reunion. The can has no identification of the brewer, but one presumes it was filled by the ubiquitous South African Breweries, Ltd., whose Castle and Lion brands dominate the country. As of 1961, on our only visit to South Africa, we were told by several people that Lion and Castle were exactly the same beer, and if that situation persists, one would be surprised if Hilton Lager were not, also.

Previously, the editor always thought his greatest good fortune was having graduated in the only class in the 218-year history of his alma mater to have its own reunion beer can, but at the appearance of Hilton Lager, the beer stein runneth over.

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

April 6, 1987

## Early Stroh Outdoor Signs

by Peter Blum

Few breweriana items are more dramatic than pre-pro outdoor signs. They are always scarce. Only two old Stroh signs have been described, both by Jeff Cameron. One is a great 2'x 3' brass plate made for F. Kuhn, which is among the finest pieces in our collection (Photo 1). It is likely that similar signs were made for other tavern owners; we know of no others.

The other sign is enameled and also rectangular. It has a fancy lion crest in a circle, advertising STROH'S DETROIT LAGER BEER. Two examples are known; the one shown in Jeff's article is from the Ted and Carol Martin collection, and there is also a good example in our archives (Photo 2). One other sign, probably also enameled, is known from a very interesting group photograph of Stroh employees. This photo is brewery historian's delight because the men are holding so many of their tools. The sign is also flat and has the same caption, but there is a fancy top and double border (Photo 3).



Photo 1. The unique F. Kuhn brass sign has lettering typical of 1910-1915 period. Wm. Gabriel & Co. produced sign.



Photo 2. Rectangular white enamel sign has early lion with scimitar in shield. Sign is by Intern. Advert. Co., New York.





Photo 3. The brewery crew poses with tools and a pair of flat signs, probably enamel. Original framed photo was saved in Stroh brewery.

Our earliest photograph showing a sign dates from the Lion Brewery period, 1862-1882 (Photo 4). Near the center and sitting at attention is Julius Stroh, younger son of the founder and grandfather of present chairman Peter Stroh. In the background is a matched set of Lion Brewery curved corner signs for amber Tivoli beer. However, a keg with the tag Pale Bohemian has been tapped in the foreground.



Photo 4. The Lion Brewing Co. employees about 1885. Original print is in Michigan State photograph collection. Tivoli beer had amber color.



Photo 5. The Maggs Saloon has proud owner standing with arms akimbo, flanked by rectangular signs gleaming of polished brass with "snake" S.

We have been successful in collecting several photographs of pre-prohibition taverns with Stroh beer signs. These illustrate two texts on curved signs for tavern entrances. Both have the lion crest in the center, with STROHS above. One type has a straight top, and Detroit/BEER below the crest, and fancy large letters S (Photo 5). The other type is larger and has a scalloped top with the caption Detroit/LAGER BEER below the crest. Two versions are known. The letters in STROH'S can be of equal size (photo 6, see also photo 3), or the letters are larger at both ends (photo 7).



Photo 6. Detroit tavern owned by Frederick Schultz has an interesting sign of foaming glass on barrel. Saloon was on Fort Street near Hubbard.





Photo 7. Three men in leather aprons suggest a bottling operation. Location is unknown. Sign clearly shows squared-off S in Stroh's.

To complicate matters, the Stroh archives have an interesting group picture of employees posing behind a small blackboard with the text "Employees of Stroh's Bottling Department / Detroit / 1901" (Photo 8). Both types of curved signs are displayed at the top corners. Close inspection shows that neither sign quite matches those shown on tavern posts. The larger sign with curved top at left seems to have been stamped, to give a relief effect to the crest and letters, while signs in the tavern photographs appear flat. The smaller sign at right is difficult to see, but the letters are lighter than the metal, in contrast to dark letters on the Maggs tavern signs.

The bottling department group is also posing with a poster known only from this photograph - a large version of the boy monk, who appears in the "Four Holidays" poster and advertising card as centerpiece. There are five young fellows in the photograph, a reminder that a working life began early in those years. The patriotic bunting suggests a holiday, but everybody assumed a blank or somber expression for the camera.



Photo 8. The bottling department poses stoically in 1901 with two shiny metal curved signs and a great framed poster in background, known so far only from this photo.

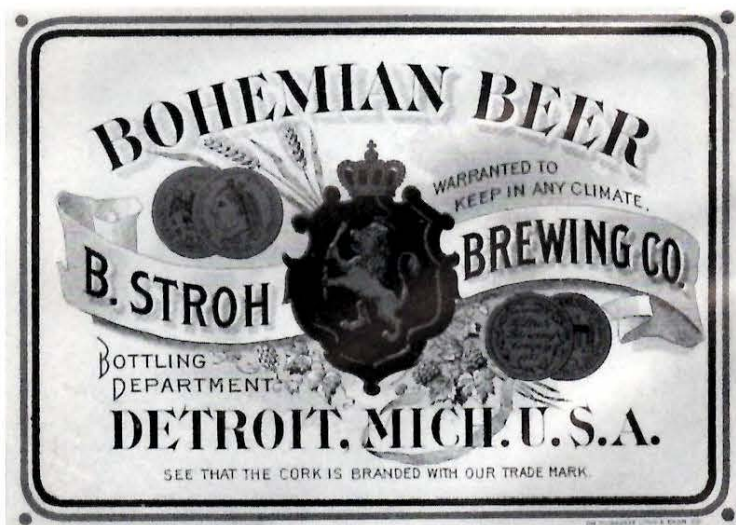
One of our most winsome old photos (9) shows a relaxed group posing outside Tonie & Curtis' Bel Boa Pleasure Club - bartender, customers, three fellows with baseball gloves, and two women with a piano on a cart. It comes as close to being a snapshot as a posed photograph could be. The photo is not only rich in human interest, but also shows the smaller curved signs and a hanging sign with a wavy metal border. That sign has the crest at top left, Stroh's Beer in a dark color, and a word in small letters which cannot be read.





Photo 9. Corner and signs unusual hanging piece, and a relaxed mixed group add up to a picture which has something for everybody. Location is unknown.

Collectors do occasionally win the lottery and find that rare piece. It keeps us hoping and hooked. What do you think the odds are that a person will come through the door and offer such a sign for sale, two-sided with wavy metal band and all? Not very high, but it happened a few years ago. So far it is the only one known (Cover). Colors are black on yellow porcelain; the word in small letters is Detroit. Other signs no doubt are out there, and we would like for them to come in from the cold.



## The Rest of the Story

by Fil Graff

Thanks to Will Anderson's early effort, The Beer Book, I suppose that the two best known pieces of Stroh Brewery advertising are the "waiter" tray, and the tray with the youth, garbed in a red monk's robe, with a case of Stroh's Beer in his hands. They both appear in color AND black and white photos in the book, and the "waiter" tray, at least, is one of the most colorful Pre-Pro trays. Although friend Herb Ashendorf called the monk's-robed child "Little Red Ridinghood" in the catalogue of a recent Brauhouse Auction, it will hereinafter be referred to as "the Brewer's Monk" tray. The exact logic of this will have to await a future article.

Having acquired excellent copies of both these trays (I own the very same "Brewer's Monk" tray that Will pictured... not quite "MINT", as the rim nicks that show clearly in his pictures are the tray's signature), I was quite content that this was All She Wrote. Sure, the Brewer's Monk appears in several other ad pieces by Stroh (more on them in the promised future article), and the volume freak can find the Brewer's Monk tray in round, square AND oval shapes, with the same copy. I think that's kind of overkill, but I'm sure the stone litho plate maker was happy!







A year or so ago, on a visit to Peter Blum's lab in the old Detroit brewery (he's found in much fancier digs in the new Corporate Offices on the riverfront, these days), I was very surprised to be shown photographs of two Stroh trade cards; the waiter on one, the Monk on the other. The characters pictured on the trays are only half the picture, according to the cards.

The waiter is at the left of a restaurant scene, serving his Stroh's to two ladies and a gentleman, seated at a table in the right half of the picture. The foreground gal is dressed in a shocking pink dress, that leaps out of the picture!...I'd felt that the red and yellow-striped vest the waiter wears was gaudy!

The Brewer's Monk is, as on the tray, climbing a porch to make a delivery (the right side of the card); on the left half is an open front door, with a lady in a electric-arc blue dress, who is beconing the Monk to come in.

Examining the tray's pictures versus the trade cards, I'd guess that the cards came first. The background (porch and railings) in both the card and tray are the same, with the tray being slightly more detailed. On the "waiter" tray, the wallpaper and fern are somewhat more vague than on the card, but the curtain and doorway that appear behind the waiter on the card are not on the tray. Looking at the trays, they DO appear to be part of a larger scene...the waiter's eyes look off to the middle right



(just where the diners are sitting on the card), and he is pointing out the beer bottle to someone...the child's eyes look to the top left, just about where the card has the beautiful blue-frocked lady's beckoning finger. So it makes sense that the trays were derived from popular earlier artwork.



THis "sectioning" of scenes may well have been common at the turn of the Century...I recall an Edelweis tray with a German peasant girl on it, and a litho with the same girl, in the same pose, but in an expanded scene...but I wasn't even aware of the possibility of enlarging from a central scene, or contracting artwork, until I saw these photos.

I now own originals of both of the two trade cards, displayed next to "their" trays, on the wall behind me as I type. Peter Blum recently sent me a photo of a third Stroh trade card, with 5 poses of the Brewer's Monk on it. OH, God...does that mean there is a tray to go with it, too? Where is "the rest of the scene" for Springfield Brewing Co.'s "Handsome Waiter"? Where does it ever STOP?



## BOB LEVEY'S WASHINGTON

## Miller Time for Both Sexes, Please

**"B**ob Levey speaking."  
 "Bob, this is a faithful reader of yours out in Fairfax County."

"Hello, faithful reader of mine out in Fairfax County. What can I do for you?"

"You can explain to me this religious attraction that America has for beer."

"Yeah, I suppose I can. Beer is cold. It's relatively cheap. It goes well with food. It has alcohol in it but not too much. All in all, I'd say it beats the daylight out of Classic Coke."

"But why is it such a male beverage?"

"How do you mean that, sir?"

"Well, I watch a lot of TV, and all you ever see are beer ads that show men drinking beer in a bar, men yanking cans of beer out of ice chests on a fishing boat, men drinking beer after they've finished roping colts, men smirking at girls in a bar and drinking beer at the same time. Don't women drink beer? Don't women have just as much of a right to Miller Time as men?"

"Sure they do. I wouldn't call this one of the great constitutional issues of our time, but I wouldn't object if you wanted to carve it in marble and put in a temple beside the Potomac: 'In America, beer knows no bounds of gender. Miller Time of the people, by the people, for the people, shall not perish from the earth.'"

"Bob, I'm serious about this. The ads on TV are reinforcing the worst kind of sexism there is. These ads are telling little boys that the only way you can feel like a real man is to drink beer in a crowded, smoky bar where pretty waitresses wink at you as you signal them for two more cold ones. And what are these ads telling little girls? That the only way you ever belong in one of these bars is if you're the waitress, not if you're a paying customer."

"Sir, let me play devil's advocate for a second. Has it occurred to you that most women just don't like beer?"

"Sure, it's occurred to me. But beer is not exactly mother's milk. It's an acquired taste for men, too. I mean, think about the taste of most light beers. They aren't sweet. They aren't very malty. They aren't full-bodied or filling. They taste a little like soapy water, if you want to know the truth."

"I'd say that's true of most regular beers, as a matter of fact."

"Then you see my point."

"But I don't see why you want a beer manufacturer to stand on his head and pretend through his ads that women are a major part of his market when they aren't."

"What I'm saying, Bob, is that women could become a major part of his market. If a beer manufacturer advertised beer in a way that would attract female customers as well as males, he'd not only be able to dodge any accusation of sexism, he'd sell a whole lot more beer."

"Hmmm. Interesting. I'll bet you a beer manufacturer would decide to do that the same way the cigarette manufacturers did—by inventing a new line of products with a feminine gloss to them. Can't you just see it? A woman dressing for the evening in her boudoir. She puts on a dab of perfume. She takes a swig of beer. She fastens her diamond necklace. She takes a swig of beer. And as the violin music comes up, some smooth-voiced announcer says, 'Frothy. For a woman's most private moments.'"

"Or why not just steal from Virginia Slims? A woman marches into a redneck bar, orders a can of something-or-other, pops the top and smiles at the camera as the announcer says, 'You've come a long way, Baby!'"

"I love it! But I think it's a bigger idea than just one TV spot. I think we could revolutionize the beer industry. Instead of just another light beer, we could invent a whole new line, for women, called Slim. Emphasize the vitamins and the nutrients. Write some gobbledygook ad copy like, 'Slim Beer. The beverage for the active woman.' But there'd have to be a star behind it . . ."

"I've got it, Bob! Jane Fonda!"

"Perfect! She spends the first 15 seconds of the ad doing sit-ups. Then she looks seductively at the camera, picks up a can of Slim and says, 'I believe in fitness. But even fit people have to cool off. Try Slim. The beer that won't give you a belly you have to work off.'"

"And no one could say that the ads promote drinking-to-get-drunk, because Jane would sip the beer, not try to slug it down in three seconds the way the sweaty, dirty guys always do."

"Faithful reader in Fairfax County, I've got to go. But thanks for an excellent discussion. I'm going to write a column about this. Maybe Madison Avenue will see the wisdom of Slim."

"Just promise me one thing."

"What's that?"

"Promise me that Slim will not come in six-packs that fall apart so the cans drop on the floor and erupt when you open them. That's the only thing worse than beer ads."

"It's a deal, my friend. I'm toasting you. With the one beverage that's more valuable than beer. Black coffee."



# LETTER



24 February 1987

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

Dear George:

As you know I attended the HEILEMAN AUCTION, as did the other 514 persons who had bid numbers. It started Sunday, February 15th at the warehouse on Front Street, COLD FRONT I might add, you know how warehouses without heat can be in the winter time. Then Monday, February 16th a complete opposite, the Factory Outlet Mall.

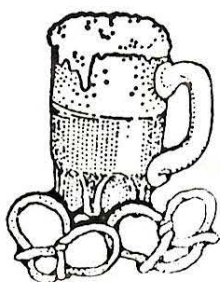
Some of the prices realized are as follows:

GAMBRUNIS WOODEN STATUE Aprox. 24" high - they had 40 made (12 years ago) and only 3 were offered for sale. The highest priced on that I saw went for - -	575.00
OLD STYLE - small framed cardboard sign.	9.00
GLUEK - cases of glasses. (Price per glass realized)	1.25 - 7.00
OLD STYLE - Etched glass mug.	2.50
MEIDLEBRAU Oil Painting - hung in the lobby of the Sioux City Brewing Co. 3' 4" X 6'	427.50
HEILEMAN 9 Mug collectors set from the late 70's & 80's.	275.00
MILLER ceramic mug - 70's.	30.00
GLUEK Plaster - Wall Plaque or stand up, aprox. 8" high.	9.00
GLUEK Oil Painting of the Brewery - very bad condition, 20" 90° angle rip.	410.00
GLUCK'S BOCK sign, framed, glass was broken - but for it's age was in good condition.	700.00

I only acquired one item for my collection and that was the HEIDLEBRAU Oil Painting which hung in the lobby of the Sioux City Brewing Co.. A mountain setting in the back ground, three hunters, their dog, gun, canoe, fishing pole and antique car by the lake side. The hunters are seated (one on a case of HEIDEL-BRAU) at the camping table playing cards and of course partaking of the Heidel-Brau. There are two other cases - one in front of the players and one in the door way of the tent. I was very pleased to add this to my collection, considering it hung in the lobby of the Sioux City Brewing Co. and how many items do you find from Iowa.

A thrill for me was to acquire the BEER BARREL WEATHER VANE (8'8" tall) and the two extremely large BRASS COACH LITES along with the matching over the door center lite - these items were from the WIEDEMANN BREWERY, Kentucky. These items have gone home to Kentucky and in the future can be viewed at the OLDENBERG BREWERY AND ENTERTAINMENT COMPLEX adjacent to the DRAWBRIDGE INN AND CONVENTION CENTER, Ft. Mitchell, Kentucky.

Rumor has it that Heileman's might have another sometime in the future. I do have one suggestion for them and that would be to have a day for the junk, broken desks, chairs, obsolete office equipment, etc.. Then a day for the BREWERIANA - I do have to admire the endurance of the Collectors in quest of Breweriana - but the reward, preservation and the addition to one's collection, was well worth the effort.



Sincerely,

**HERBERT A. HAYDOCK**

■■■■■■■■■■

# **HOUSTON**

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**OCTOBER 9, 10 & 11**



## WHAT'S BREWING

Warm weather brought forth many plans and events, some quite unexpected. It could be a very significant year for many brewers.

Anheuser-Busch, much to everybody's surprise, seemed to have found evidence of misconduct among its senior staff, and several officers have resigned, some who were held in high regard. A-B is rolling along outwardly unperturbed, acquiring an ancillary business here, launching a new product there - the latest is Zelter Selter - and sponsoring mega-events. Of course, these decisions were reached before any resignations, but industry observers credit A-B with a deep bench. Far more serious misconduct occurred in another unlikely brewing company. This winter Guinness was reeling from a major financial scandal. Some British merchant bankers are even reported to expect Guinness to come on the block, and would not be surprised if A-B bids.

Another player on the international scene is Elders IXL Ltd., the parent company of Carlton United from Sydney (Foster Lager is their export to us). Last year Elders purchased Courage Ltd. of London, making it one of the ten largest brewers in the world. At this time they are in the process of acquiring Carling O'Keefe, which has been brewing Foster's in Canada.

Miller is spending a lot of money for major sports - the Chicago White Sox this year, and the Summer Olympics next year, and Miller will be the exclusive beer advertiser on NBC for the next three years. This should quell any rumors that Phillip Morris is anxious to sell Miller. Genuine Draft is doing well and will take over much of the ad budget from High Life. Tests with the wheat beer Dakota evidently indicated little interest from consumers, and the brand has been pulled.

This year may well set the pattern for the third tier brewers. Three years ago Stroh, by virtue of its size, modern plants, and savvy management had little to worry. The plants are still modern, but little else has been seen lately to impress competitors. Heileman would very much like to continue its policy of smart acquisitions, and makes no secret of liking Pabst for the next step. Coors is on a roll. If the move into the New York metro area is successful, Coors will be hard to stop. However, the East has a lot of touchy labor unions, who are not necessarily impressed by anybody west of the Hudson

Pabst, according to president Lutz Issbein, will live, and funds are allocated for advertising. This is good news for Pabst distributors, who had a very tough time under Kalmanowitz, and for Milwaukee. Keeping Pabst alive is easier said than done. Let's wish them well. I wrote about Pabst in "Blue Ribbon Memories" four years ago in volume 48, and said it all then.

We hear little about the smaller brewers, except that Latrobe is being more widely distributed by its new owner, the Sandor Corporation, and sales are said to be up by ten percent.

Peter Blum

The oft-stated editorial view of The Breweriana Collector is that beer is the beverage of moderation, and that, as in the present issue's Fermentation, the attractions of other forms of alcohol are not much. In intellectual honesty, we ought to present an opposing opinion. The following is an undated clipping from Dick Spiegel of Caledonia, MI.

## Most drunk drivers are beer drinkers

Los Angeles Times

Drunk drivers most often tank up on beer.

Drunk or sober, beer drinkers are less likely to support drinking and driving laws than liquor and wine drinkers.

Those are among the findings of a survey of 1,000 American drivers conducted by two psychologists at the Claremont Colleges in Claremont, Calif., about 40 miles east of Los Angeles.

Dale F. Berger of the Claremont Graduate School and John R. Snortum of Claremont McKenna College said that their study reinforces previous investigations of links between beer drinking and higher drunk-driving rates. But they add that their study has taken a closer look at the "attitudes and beliefs that may be tied to beverage preference."

In their survey, conducted in 1983 but just now being released, Berger and Snortum determined that 28 percent of beer drinkers generally drink enough to exceed drunk-driving limits in most states. For liquor drinkers the rate was 16 percent and for wine drinkers it was 8 percent.

Beer's image as a semisoft drink that is less dangerous than liquor does not wholly explain the significantly higher rate of intoxication for beer drinkers, the two reported in the *Journal of Studies on Alcohol*.

By their own admission, more than half of beer drinkers said that they had recently driven while slightly intoxicated while the percentage dropped to 31 percent for liquor drinkers and 23 percent for wine drinkers.

Furthermore, after a statistical analysis, Berger and Snortum concluded that no matter what their age, sex, education, income and marital status, beer drinkers still came out as the top group among drunk drivers.

That analysis put the brakes on the popular conception that the link between beer and drunk driving is largely due to the fact that young males have the highest drunk-driving rates and their most popular beverage is beer, Snortum and Berger said.

Asked about their attitudes regarding drunk-driving laws, only about one-third of beer drinkers "thought that first offenders should spend some time in jail" compared with about 50 percent of wine and liquor drinkers. Beer drinkers also were least likely to favor random roadside breath testing of drivers.

"For men of all ages and women in the middle-age group, beer drinkers were the most likely to drive after drinking," the Snortum and Berger wrote. "For women under 25, spirits drinkers reached about the same violation levels as beer drinkers. Women over 45 had extremely low violation rates in all alcoholic beverage groups."

Snortum and Berger offered a number of suggestions on why beer drinkers stand out in their study. Generally, beer has enjoyed special treatment in this country when compared with other alcoholic drinks, they noted.



## Western States Convention, Las Vegas

The Las Vegas show in the middle of March has gotten bigger, but not necessarily better. The show had outgrown the room of prior years, and the larger hall seemed cheerless by comparison. Vegas still has what every breweriana show needs - casinos, lavish entertainment, \$5 prime ribs, and a tricycle race. Western dealers and collectors were out in force with lots of good stuff, and there were some high rollers from the Midwest at the tables. Jim Shoulter won two nice mugs: a White's Utica saltglaze from Fauerbach in Madison, Wisconsin, and a very attractive Lemp stein of German manufacture. A unique, great Pabst self-framed tin litho shown by Harold Mann had everybody's admiration; it was spoken for by the time Harold reached Indianapolis. The Vegas show will unfortunately coincide with the Indianapolis show for the next three years, and most of us from the Midwest are committed to Indy. Peter Blum



Restorer Craig Retchless and Marcia Butterbaugh of BCCA fame, who was honored for her contribution to the show. Early Old Milwaukee sign went to Stroh archives.



Jim Shoulter's Lemp mug has nicely painted monk scene and an exceptionally detailed pewter lid, with the Lemp shield and a pineapple thumb lift.

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## BOOK REVIEWS

Martin R. Lipp, M. D., The I-Like-My-Beer Diet (M. Evans & Co., Inc., 216 E. 49th St., New York, NY 10017, 1984). 251 pages. Price not stated.

Here is an author who has defined his market well: people who drink a lot of beer are typically interested in reducing their weights, but they also dislike the prospect of giving up the beer. Dr. Lipp has produced a short book setting forth a 12-day diet intended to lower weight by five to 15 pounds without foregoing beer. It proves to be a rather standard low-fat, low-carbohydrate diet targeted at 1000 calories per day, novel only in that 300 of the calories are allocated to two 12-ounce beers. Lipp's reasons for this are varied, but quite compelling. He argues that individual beers are not particularly high in calories; beer's reputation for being fattening stems from people's tendency to drink it in large volume over long periods. He considers it a better social beverage than other forms of alcohol, which typically are no better in calories and provide a more immediate release in their effect. In addition, beer is rich in niacin and the B vitamins more generally, whereas other forms of alcohol amount mainly to empty calories. Beer is also more filling because of its high water content and its carbonation. Both this property and the soporific effect of the hops are helps in getting to sleep, which is a major problem on most diets. Finally, he argues that two beers at the end of the day are something to look forward to during the discomfort of the dieting period. His diet requires that 12 ounces of water be drunk before any beer to assure that the beer is drunk only for its taste and not to quench thirst.

The book spells out the diet in some detail, providing recipes for meals over the 12-day period. More surprisingly, the book has 12 daily diversions, questions and answers about beer to take one's mind off the hunger pangs. Most of these will not appear particularly novel to the membership, and some of the answers are of at least questionable accuracy. Dubuque Star is said to be defunct, for example.

Will the diet work? My guess is not. Lipp is explicit that one is expected to return to one's usual dietary habits at the end of the diet. That seems likely to produce exactly the consequence described in the biographical account of the author:

Dr. Lipp knows about diets: he has a collection of 250 diet books in his own library and customarily loses the same ten to fifteen pounds several times a year.

That is not to say that the book is not recommended. It is interestingly written and well edited. Members who cannot think of any possible way to lose weight without beer as part of the regimen may wish to give it a try. Lipp provides his address (P. O. Box 26393, San Francisco, CA 94126) with a request for additional beer trivia that he might use in future books, but no doubt he would also be glad to learn of the success or lack of it of people who have tried his diet.

GWH

[Thanks to Chris Galloway for lending us Dr. Lipp's volume from the American Breweriana Association's circulating library.]

Chum Grinder and Newton Heaps, 501 Bars around Baltimore (Grinder-Heaps Publishing, Box 11316, Baltimore, MD 21239, 1986). viii+214 pages, paperbound. \$4.95+\$1.25 postage.

The famous guide to the bars of Reading published a few years ago brought forth several similar volumes, of which one on Baltimore was inevitable. The city is a traditional brewing center, and about like Milwaukee, remains a place where the population still largely gathers at local bars to drink beer, watch television and converse. Baltimore is a great favorite of the Bar Tourists of America on mixed grounds of architectural excellence and social compatibility.



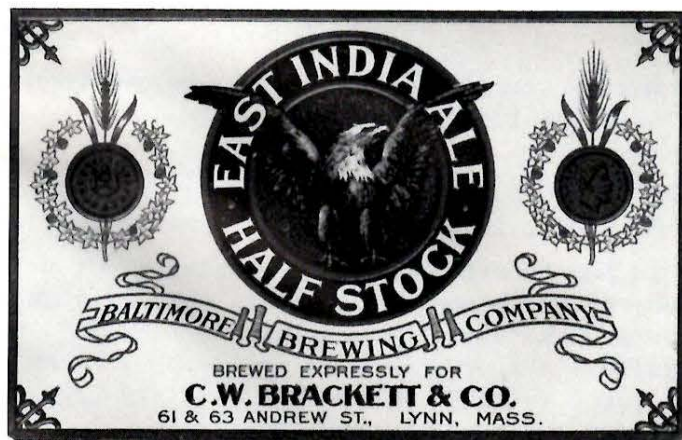
Given the riches available to a pub-crawler in Baltimore, the authors of this book did a rather unsatisfying job. Although the title promises a treatment of only a finite number of bars, rather than a complete coverage, the choice of bars is strange, indeed. There is almost no treatment of the west side of the city or the western suburbs. As one would expect, the coverage is most intensive for the ethnic neighborhoods just east of the central business district, but even there the treatment is spotty. Double Dan's, which appears to be the most popular neighborhood bar in the area between Broadway and Patterson Park is not mentioned, although most its rivals in the area are. The China Clipper, a chop suey parlor of no particular distinction on Charles Street, on the other hand, is included, even though it has no real pretensions to being a general bar. The city's numerous strip-tease joints are listed and evaluated, probably inevitably, given the city's identification with them. Bars are evaluated on a scale of one to five glasses, ranging from "real losers" to "rare places with just the right combination of atmosphere, people and good beer." The evaluation is necessarily subjective, but certainly seems defensible.

The book is in a typescript, lithoprinted format with about three bars to the page. Although this should have been an easy format to revise before publication, the book was released with a great deal of obsolete information, corrected with a six-page section of errata and addenda at the back. Hochrein's, one of the best examples of a local bar in the Patterson Park area, is praised highly, but the errata and addenda show it as closed. To my knowledge, it has been closed for at least three years, indicating that the text of the book was quite out of date upon issue.

There is further matter that the prototype on Reading had considerable literary quality. As we observed in our review of it, the text is a masterpiece of concise exposition. It also conveyed the atmosphere of an industrial town very effectively even to those who had no particular experience with it. There is nothing notable about the style or exposition of this one, and ultimately nothing extremely Baltimorean. It does have some drawings of Baltimore's characteristic piece of breweriana, a top-mounted glass globe hung out front to show the brand of draft beer, but there is little indication otherwise of what the city talks about, eats, drinks or does. All those are quite individual, in truth. One suspects the authors are too familiar with the city to recognize how individual it is.

The shortcomings of the volume are difficult to excuse. As stated, Baltimore is about all authors could ask as a subject city. The existence of one guide on this subject may inhibit other authors from doing bar guides to Baltimore. In all honesty, someone ought to try the job again, to do the city more thoroughly, with better discretion on what to include or reject, and with a better sense of currency.

GWH







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## HOPE YOU'RE THINKING ABOUT WILLIAMSBURG ?

Welcome to another group of New Members hope the N.A.B.A. will prove to be of value to you. All members should have received the 87 Membership Directory which is the "Who's Who" in the Breweriana World. Some of the members have paid for ads in the Directory or Breweriana Collector with the idea they have items to sell or trade or would like items to add to their collection. Please try and help other members with Breweriana items by answering all letters or phone calls.

Upon receiving the 87 Williamsburg Convention Kit please notice there are deadline dates for Convention registration and Motel rooms. The motel will only hold rooms at the special Convention rate until the deadline date.

Your dues must be paid to attend the Convention. Check your dues card expiration date it must be May 31, 1988 to be able to attend the Convention.

To any member who has any questions about N.A.B.A. please write to me. I do not know all the answers but will find out for you.

Sincerely

Robert E. Jaeger  
Executive Secretary

## NEW MEMBERS

BALL THOMAS R. (Donna)  
RD #2 Box 467  
Hellertown Pa. 18055  
215-838-7998  
Coasters-crowns-matches  
post cards-trays  
All Pennsylvania breweriana

CANFIELD ROGER (Sadie)  
166 Barkentine Street  
Foster City Ca. 94404  
415-574-9276  
Books-magazines-corkscrews  
lithos-match safes-photos  
reverse paint on glass

CAPPS JAMES H. (Sandra)  
Rt. 3 Box 332  
Idaho Falls Id. 83401

CAREY JOSEPH  
42 Folly Brook Blvd. Apt #1  
Wethersfield Ct. 06109  
203-563-6513  
Statues  
All brands

CARLISLE WILLIAM  
5055 Medhurst  
Solon Oh. 44139  
216-248-1934  
All breweriana-bottles  
labels-signs-trays-photos  
Leisy, Wooden Shoe

FELDHAUS RON (Vernie)  
6724 Xerxes Ave. S.  
Edina Mn. 55423  
612-866-6013  
All breweriana  
South Dakota Brwgs.

GRIFFIN HUGH O. Jr. (Mary)  
P.O. Box 1492  
Portsmouth Va. 23705  
804-398-9146  
Coasters-crowns-labels  
menus-mini beers-paper items

HARRY THOMAS R. (Darleen)  
13446 Tucker Drive  
De Witt Mi. 48820  
517-669-3155  
Mirrors-signs-tap knobs

HOMAN THOMAS  
840 South Miami Ave.  
Sidney Oh. 45365  
513-492-6582  
Cans-neon signs  
openers-tap knobs  
Wooden Shoe & John Wagner

JONES MICHAEL L.  
3893 S. Wayne Drive  
La Porte In. 46350

JONES ROBERT E.  
501 Tipton Street  
La Porte In. 46350

JUST STAN  
623 Mc Intosh Road  
La Crescent Mn. 55947

KAMP STEVE  
6733 W. Edgewood Rd.  
Palos Heights Il. 60463  
312-361-0535  
All breweriana

MANCUSO PHILIP A.  
5087 Brian Blvd.  
Boynton Beach Fl. 33437

Mc CLENAGHAN GARY R. (Susie)  
206 S. 3rd Avenue  
Yakima Wa. 98902  
509-575-9513  
Mirrors-mugs steins  
Neon signs-tap knobs

MERITCH ARNOLD  
Helmet & Horn Antiques  
602 Highie Lane  
West Islip N.Y. 11795  
516-661-1828  
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Pre-Pro New York City,  
Brooklyn & Staten Island

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MERTZ GRANT E.  
2856 Main Street  
Schnecksville Pa. 18078  
215-799-3343  
All breweriana  
Lehigh Valley Brwgs.  
Allentown, Bethlehem,  
Eastern section  
Spec. Neuweiler & Sons Of  
Allentown

NACHEL MARTIN J.  
9136 S. Mayfield  
Oak Lawn Il. 60453

PRZBYLSKI JERRY (Sue)  
6601 S. Keeler  
Chicago Il. 60629  
312-767-2019

SCHWERY MARK  
1021 Goettingen Street  
San Francisco Ca. 94134  
415-467-6339

SULKOWSKI RICHARD E. (Jeannine)  
4543 South Mozart  
Chicago Il. 60632  
Dealer-mirrors-mugs steins  
neon signs-signs-tap knobs



\*\*\*\*\*  
**CONGRATULATIONS TO ANHEUSER-BUSCH FOR PASSING THE**  
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NO ONE IS SURE WHICH PLANT HAD THE HONOR OF ROLLING OUT THE MILESTONE  
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ONLY TOOK 134 YEARS TO DO IT. ANHEUSER-BUSCH.....  
**THIS BILLION'S FOR YOU.**  
\*\*\*\*\*

The foregoing is from a newsletter, Collecting Anheuser-Busch & Budweiser, issued by  
member Edward N. Nichols, Box 513, Valley Stream, NY 11580. Remarkably, the  
newsletter is free to those who write Ed applying for it. You might include some  
22¢ stamps to help Ed along.

After nine months of operation with its beer brewed at Hibernia in Eau Claire,  
the Vienna Brewing Co. of Milwaukee decided to give up, and announced a sale of its  
remaining breweriana, including its tap marker for \$15, a case for \$30 and a case for  
\$30. The tap marker is a very nice one, medium height, wood and plastic, mainly in  
red and white. The company then reversed itself and decided to continue with the  
beer brewed by Huber. We presume the breweriana is still on sale. Prices include  
shipping charges, except for the case. We have two addresses for the firm, 5325 W.  
Burleigh Street, Milwaukee, WI 53210 in its flyer and 532 W. Burleigh Street,  
Milwaukee, WI 53212 in the current Brewers Digest Buyers Guide & Brewery Directory.  
The firm endeavors to market a medium-dark lager on the order of what the first  
brewers of lager in Vienna produced in the mid-19th century. Like most such firms,  
it hopes eventually to brew its own.



## 20 years later, brewer revives defunct brand

Chicagoans are about to get a taste of Sieben beer for the first time in 20 years.

James Krejcie is developing new recipes to sell under the once-familiar label as the main attraction at a new restaurant and bar to open along with the Sieben brewery in May.

The brewery/restaurant complex, at 436 W. Ontario, is the former site of the Hinckley & Schmitt Inc. bottling plant.

Mr. Krejcie, an engineer, went to school to study beer brewing. For the past 10 years, he owned a North Side liquor store.

He says the original recipe for Sieben beer no longer exists, so he is developing his own formulas. Eventually, he hopes to offer up to nine

### Food/Beverages

draft beers at the new Sieben's including regular and light

"We will be like a restaurant. Where they run specials on food, we'll run specials on beer patterned after German beer halls and English pubs," Mr. Krejcie says. He also will serve food in the 400-seat bar, limiting the menu to hamburgers and sandwiches.

The original Sieben brewery, located on the city's West Side, operated from 1890 to 1967. At one time, it was owned by Al Capone. It closed, along with other local breweries, when large national chains swept the country. #

—Marj Halperin

### CLARIFICATION

- A. In response to our query concerning tap markers for the more obscure Chicago brands, Dean B. Reed writes that he has never seen any knobs lettered for the Best or White Eagle brands.

We remain eager to ascertain whether tap markers exist for Birk's Trophy and Superb, Koller brand, and McDermott's brands.

### BREWERIES - ACTIVE

Microbrewer Jim Schleuter did not, unfortunately, succeed with his River City Brewing Co. of Sacramento, even though his River City Gold was one of the most highly regarded products of the microbrewery movement. He is back in business, this time as operator of the Hogshead Brewing Co., a brewpub at 114 J Street, Sacramento. The new enterprise is a basement restaurant and bar in the restored Old Sacramento area. This collection of brick stores and hotels was Sacramento's central business district in the mid- to late-19th century. It was in this neighborhood that Mark Hopkins and Leland Stanford sold hardware while planning the transcontinental railroad. The business district moved east and this area descended to being an outright skid row. It was then redeveloped as a tourist area, along with establishment of the state railroad museum immediately to the north. The effort was quite successful, so that a brewpub has an assured market. The restaurant does a good luncheon business, mainly of sandwiches. The beer, now called Hogshead Lager, is brewed to the River City Gold formula, and remains very good, though somewhat in need of clarification. Nearby, Fan Fever at 1023A Front Street, a shop mainly devoted to sports artifacts, deals on an incidental level with breweriana, mostly contemporary neons.

## BUY - SELL - TRADE

Wanted: Brewery photographs. Send list. Dean B. Reed, 441 Waterford Drive, Willowbrook, IL 60521.

Wanted: Neon signs for London Bobby Ale, Van Bek and Nick Thomas beers, and other Dayton breweriana, also Red Top neons. Call or send pictures and prices. Mike Hayslip, 1441 Ohmer Ave., Dayton, OH 45410. (513) 435-2381/

Wanted to buy: DuBois Budweiser items, and Budweiser coasters. Robert Bus, 74145 8th Avenue, South Haven, MI 49090. (616) 637-1740.

For Sale: Per-Pro and early post-Pro beer trays, tip trays, ash trays and miscellaneous breweriana. Send SASE for list. Ray Frederick, 9801 Dahlia Ave., Palm Beach Gardens, FL 33410.

For sale: Canadian Ace red and blue enameled glass, \$65. Bruce Marks, 9829 S. 51st Ave., Oak Lawn, IL 60453.

For sale: Ceramarte Molson's 200th anniversary lidded stein, French and English versions, \$50 (U.S.), inc. shipping. "Cheers for 200 years" pins \$5.00 each. Greg A. Fitz, 6 Cheyenne Dr., Scarborough, ONT, M1J 2Y6.

Wanted: Hamm's moving animated bear signs and displays. Send photo and price. Craig Ventzke, 1837 Park Blvd., Fargo, ND 58103. (701) 293-1547.

For sale: Franklin porcelain set of 35 tankards of world's great breweries, inc. historical literature on each and wall-mounted display rack. \$350. L. D. Jordan, 4169 Driscoll Dr., The Colony, TX 75056. (214) 370-5939.

For sale: 1982 and 1983 Heileman Old Style Chicagoland limited edition ceramic steins, \$16 + \$3 postage. Rich Castro, P. O. Box 258, South Elgin, IL 60177.

Wanted: Any Berghoff advertising: clocks, neons, trays, wall signs, cardboards. Robert Newman, 911 S. Idaho St. #87, La Habra, CA 90631. (213) 691-2262.


Wanted: Bowler Bros., Worcester Brewing Co. and other pre-Pro Massachusetts brewery items. Paul Gibson, 11 Downingwood Dr., Franklin, MA 02038.

Wanted to buy: Tap markers of foreign brands with the word "Chicago" on the insert. (Yes, they exist and I have a few.) George W. Hilton, Dept. of Economics, UCLA, Los Angeles, CA 90024.


Wanted: Siebens items and any breweriana from South Chicago Brewing Co. Robert Swiatkowski, 2852 193rd St., Lansing, IL 60438.

Juke Boxes  
Neon Brewery Signs

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Dallas, TX 75261



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N.A.B.A.

A.B.A.

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Jon H. Ruckstuhl

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## EVENTS OF INTEREST

- May 31           Breweriana XII, Fischer's Restaurant, 2110 W. Main St., Belleville, IL. Contact Rick Procasky, RR 1, Box 250, Millstadt, IL 62260.
- June 7           Brewery Collectibles Show, 10 AM- 3 PM, Red Carpet Celebrity Lanes, 5727 S. 27th Street, Milwaukee, WI. Contact Jim Welytok, 1218 W. Mitchell St., Milwaukee, WI 53204. (414) 384-4266.
- June 7-19       Brewing tour of Britain led by Michael Lewis, University of California extension, Davis, CA 95616.
- 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 31-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 14-24   Beer and Brewery Tour of Bavaria led by Jerry Smart, President of the Boulder Brewing Co., 2880 Wilderness Place, Boulder, CO 80301.
- 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 9-11      Houston Beer Can and Breweriana Show, The Hilton Southwest, 6780 Southwest Freeway, Houston, TX. Contact Howard Jones, 5514 Beverly Hill #1, Houston, TX 77056.
- 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

