



The Breweriana Collector

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OF
BREWERIANA ADVERTISING

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**ROBERT PORTNER
BREWING
CO.**

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THE OLD DOMINION

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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.





National Association Breweriana Advertising

May 21, 1987

PRESIDENT'S PAGE

Dear **NABA** Member:

This is the last issue of the **Breweriana Collector** before the fabulous **NABA** convention to be held at Williamsburg, Virginia, July 31, August 1-2. Each of you have already received your 1987 convention package. If you have not sent in your applications, you can still do so. The response to this year's convention from the mid-West has been very encouraging. At this writing, a total of 30% of all convention applications received are from Wisconsin with Illinois very close behind with 20%. Unfortunately, our Southern and Eastern members are not signing up the way the mid-West has responded. **NABA** has over 150 members from the East and South and we are holding this year's convention in Virginia especially to enable each of you to participate in the best part of **NABA** membership. Please get your applications in **now**. In case you need a little encouragement, let me quote for you some recent statistics regarding travel this summer. 108 million U. S. citizens will take at least one trip this summer. The great majority will go towards the shore. They will spend 1.8 billion nights away from home and the Southeast U. S. will be the most popular spot.

In addition to Washington, D. C., Richmond, Williamsburg, the James River Plantations, Jamestown, and Yorktown, I would also like to introduce you to the Hampton area, midway between Williamsburg and the Chesapeake Bay Brewing Company.

The highlight of a stop in Hampton is a 2½ hour harbor trip to Ft. Monroe. Ft. Monroe was a heavily fortified union emplacement used throughout the Civil War and became a prison for Jefferson Davis after the conflict. Hampton Roads was also the scene of the battle between the ironclads Monitor and Merrimack. The excursion boats leave daily at 11:00 A. M. and 2:00 P. M. from the Hampton Tourist Center, 710 Settlers Landing Road.

The best part of the **NABA** convention, of course, will be the hospitality you will enjoy at the Ft. Magruder Inn and Conference Center. We have programmed some great food and entertainment, as well as two excellent speakers. Best of all, however, is the chance to acquire some of the finest **Breweriana** items ever seen! Don't miss it! In calendar 1987, **NABA** has acquired over 100 new members. This assures that items never before seen will appear at **NABA** 1987, in Williamsburg.

Lastly, with this issue you will receive a ballot for election of **NABA** Directors. Please mark your ballot and return it to Bob Jaeger as quickly as possible.

Sue and I look forward to welcoming each of you to this year's convention at Williamsburg.

Sincerely yours,

Robert J. Chapin
President
NABA

RESTAURANTS

George, the following restaurants are recommended for NABA members:

Williamsburg

Beethoven's Inn - Merrimac Trail - moderate.

N. Y. style sandwiches, subs, pastrami, etc. - great place.

Christiana Campbell's Taverns - Waller Street, in the restored area - moderate.
George Washington's favorite - excellent food, colonial fare.

Chownings Tavern - Duke of Gloucester Street, in the restored area. Great late night spot for singing and drinking - Ram's Head beer.

King's Arms Tavern - Duke of Gloucester Street, in the restored area - moderate.
General Von Steuben's favorite tavern - authentic colonial - good spot.

Kingsmill Restaurant - 100 Golf Club Road - overlooks the James River and Championship Golf Course - good food - moderate.

Le Yaca - in the village shops at Kingsmill - authentic French food - near the Brewery - expensive.

The Trellis - in Merchants Squart at the head of the restored area - moderate to expensive - many people advise this is the best restaurant in town - constantly changing menu - seasonal fare - highly recommended.

Richmond

Frederico's - Corner of Staples Mill and Broad - moderate - traditional Italian.

San Marino - 2845 Stratford Hills Shopping Center (off Forest Hill Avenue)
moderate - large variety of foods.

Tobacco Company - 1201 E. Cary Street, in Shocko Slip - George's favorite - lots of advertising - great atmosphere - good food - moderate to expensive.

Half-Way House - 10301 Jefferson Davis Highway - traditional steak and sea food - Historical site - highly recommended - moderate to expensive.

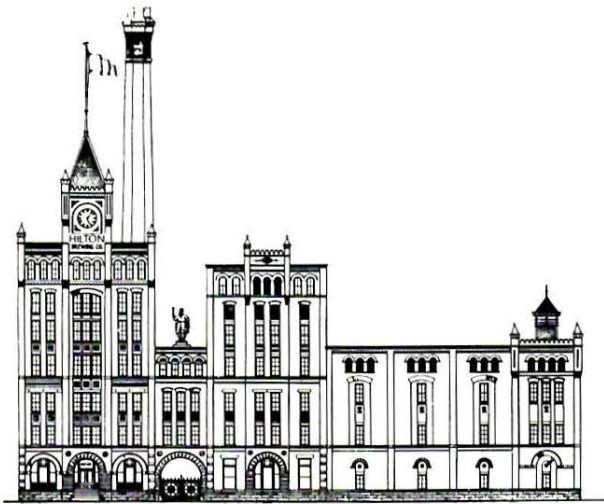
At this time of year reservations are always recommended.

* * *

The foregoing are our President's recommendations of restaurants, presumably on the basis of conscientious high living on the James Peninsula for the past few years. To this we would add two others in the Washington, DC, area:

The Bricksellar, on 23rd Street, NW, between P Street and Massachusetts Avenue, on the border between the West End and Georgetown. This is the classic collectors' bar. The walls are festooned with breweriana, including some very rare cans. Over 100 beers are regularly carried, including the more obscure current canned brands. One is given a paper bag to cart the emptied cans home. Be sure to note the photos of DuBois, Reading and some other long-lasting breweries near the door.

Charlie Brown's, 2219 Old Bridge Road, Woodbridge, VA. Member Vern Bauckman runs this nice traditional American restaurant near I-95 south of Alexandria. If you drive to Williamsburg from the northeast, you may hit this area at dinner time.



FERMENTATION Mixed Feelings toward the Old Dominion

When we have met in Wisconsin the editorial view has been that the state is a great mixture of pleasant people, lovely vistas, charming towns and a social character that brings out the best in us. For Virginia, where we met this year, the honest view is that the state is a mixed bag. It has a puritanical tradition that is not yet entirely dissipated. It was one of the last jurisdictions to legalize liquor by the drink. It prohibits radar detectors. The most conspicuous part of the state, the Virginia suburban area of Washington, DC, during the bad old days of Virginia politics was allowed to become an extreme example of population outrunning infrastructure in roads. The old regime in the state government looked upon the citizenry of the northern suburban area as a suspect group of outsiders, and did not lavish funds on roads for them. Richmond, though always a city of great historical and architectural interest, went downhill badly, and by the 1960s had real problems of race relations. The state's largest city, Norfolk, had a dismal reputation, nurtured by generations of contemptuous American sailors.

Happily, most of this is in the past. Richmond has become a model of successful political integration -- rather a AAA version of Atlanta in more than baseball. The city has always taken its history seriously, but now this goes beyond 19th century mansions and Thomas Jefferson's capitol building. The old warehouse district has bloomed into a delightful area of restaurants and bars. Bob Chapin notes that the editor doted on The Tobacco Company during a notable dinner we had there, and there is no disputing it. The northern suburban area has finally gotten freeways, two lines of the Washington Metro and Dulles Airport to provide it with an infrastructure suitable to its burgeoning population. Even Norfolk has shaken its dreary image, and flourishes architecturally, economically and intellectually.

How did all this come about? In part, the demographic forces tending to make the Sun Belt grow relative to the Snow Belt have worked in favor of Virginia, no less than the rest of the South. In part, the changes are a consequence of the political development in the state. It is now clear what a stultifying force the state had in the old political order of a narrow, self-perpetuating one-party machine. The state now has a lively two-party system that is giving it the benefits that such systems give democratic countries more generally.

But then there are some things that never did need improvement. One is the natural setting of the western part of the state. The eastern escarpment of the Appalachian Mountain chain, the Shenandoah Valley and the Blue Ridge Mountains to the east comprise one of the loveliest parts of the nation. This is usually thought to be at its best viewed from the Skyline Drive between Waynesboro on I-64 and Front Royal on I-66. Be warned, however, that getting there from the west has its problems.

I-64 still has a long gap in West Virginia. The direct route from Wheeling to Waynesboro, U.S. 250, will show you plenty of scenery, but you will be so busy negotiating curve after curve, grade upon grade that it is questionable whether you will notice any of it. You will get a fine education in pre-Civil War standards of highway alignment, and an arm-weariness worse than a boxer in the 15th round.

The other part of Virginia that needed no improvement is the peninsula between the James and York rivers on which we will meet. It is the real Virginia, by any standards. The nation began here, either by the criterion of the first permanent British settlement at Jamestown or the victory over the British at Yorktown, some 15 miles away. For serious sightseeing, the restored capital at Williamsburg is fascinating. For frivolous sightseeing, Anheuser-Busch's Old World theme park adjacent to the brewery is a lot of fun. Cuisine is good anywhere in the vicinity of Chesapeake Bay; the National Brewing Co. used to advertise it as "The Land of Pleasant Living," and there is no dispute about that, either. There is one local attraction particularly worth visiting, the Mariners Museum in Newport News. It was set up by the Newport News Shipbuilding & Drydock Co., but has long since become the largest American marine museum and probably the best in the quality of the collection. If you have any degree of marine interest, don't miss it.

So that is the mixed bag. Be warned on the curves and grades approaching from the west, and watch out for the radar machines, but prepare to be impressed with Richmond and Norfolk if you knew them in the years gone by. Above all, prepare to be delighted with an area that gives you one of the biggest of big-time breweries, possibly the most successful microbrewer, serious historical sightseeing and plenty of good food and fun.

* * *

We have farewells of different sorts to make, but both quite depressing. As noted on pages 16-17, Schmidt has left the industry. This could hardly be less surprising, but it was a fine old firm in a great city. It produced good beer and tirelessly showed pride in its origins in Philadelphia. We will miss it.

On the personal level, we are sorry to report the death of an important figure in the history of NABA, Gordon Dean. As all but our newest members will remember, Gordon was our executive secretary in the late 1970s and early 1980s. Working out of Chassell, MI, on the Keweenaw Peninsula -- hardly a central location -- he ran the club with a speed and precision that was really difficult to understand. He seemed to get the Postal Service to work better from up there than the rest of us can do from major metropolitan areas. Gordon gave up the secretary's position when he decided to drop breweriana from his collecting activities. Breweriana had always been secondary to him; he was mainly a collector of soda fountain artifacts. I never saw his collection, but it was reputedly excellent. We are pleased to report that he arranged for most of his soda fountain artifacts to be deposited in the Ford Museum in Dearborn, MI.

The cause of Gordon's death was a brain tumor, not the way any of us would choose to go. NABA sends its condolences to his widow.

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

May 27, 1987



CONVENTION SCHEDULE
JULY 30 THRU AUGUST 2, 1987
FORT MAGRUDER INN, WILLIAMSBURG, VIRGINIA

THURSDAY, JULY 30

12 NOON - 4:00 PM Convention registration in lobby.

Brewery tours to Chesbay - maps provided.

7:00 PM - 12:00 PM Hospitality Room open for early registration,
complimentary beer on tap, soda and snacks.

FRIDAY, JULY 31

9:00 AM - 12 NOON Registration in lobby.

10:00 AM - 4:00 PM Brewery tours - Busch and Chesbay, on your
own - maps provided.

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

5:30 PM - 6:30 PM Cash bar.

6:30 PM - 8:30 PM Plantation barbeque buffet dinner and
speaker.

8:30 PM - 12:00 PM Hospitality room open.

SATURDAY, AUGUST 1

8:00 AM - 9:30 AM Officers and Board of Directors meeting
with breakfast.

8:30 AM - 9:30 AM Late auction registration.

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

10:30 AM - 11:30 AM View auction items.

11:30 AM - 5:00 PM Auction.

6:00 PM - 7:00 PM Cash bar.

7:00 PM - 8:30 PM Dinner and entertainment - speaker.

9:00 PM - 12:00 PM Hospitality room open.

SUNDAY, AUGUST 2

7:00 AM - 8:00 AM Set up for buy-sell-trade session.

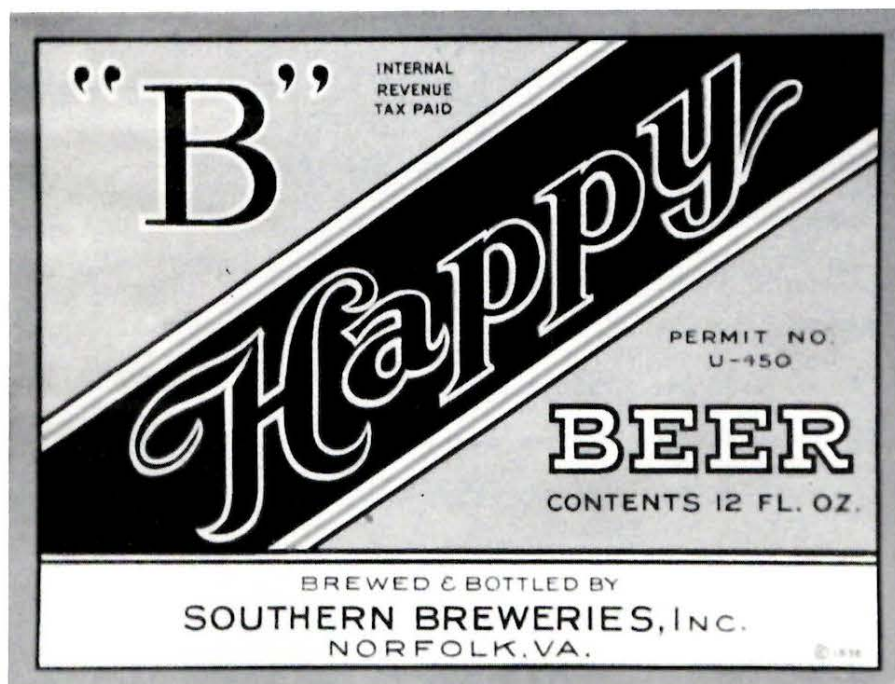
8:00 AM - 9:30 AM Williamsburg brunch buffet and business
meeting.

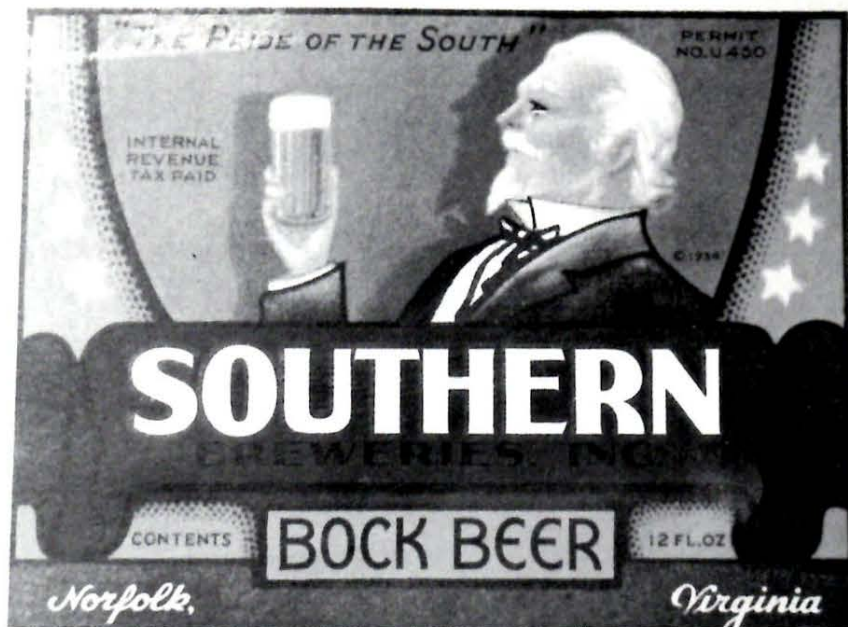
9:30 AM - 10:30 AM Finish setting up.

10:30 AM - 2:00 PM Session opens - (auction 12 NOON).



"B" Happy can hardly be ranked with Nectar and Rhomberg among the great beer names. Southern produced it from 1937 to 1939.





Virginia Breweries

A Selection of Labels from the Collection of Herb Haydock

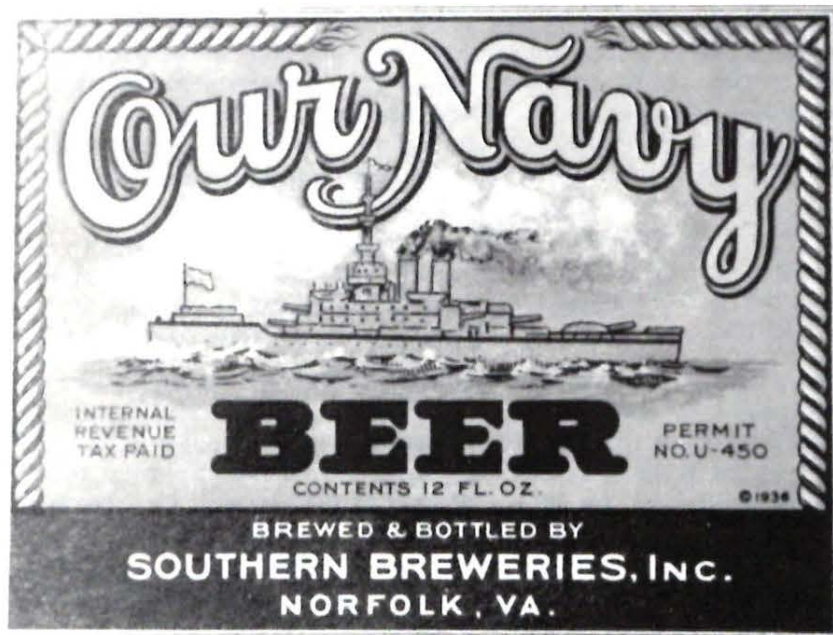
Like the rest of the South, Virginia was never great beer country. The South has historically been mainly divided between whiskey drinkers and total abstainers, neither of whom gave the breweries much of a market. The major cities of the South, of course, were large enough to support breweries, and only Mississippi, which was nominally dry, never had one.

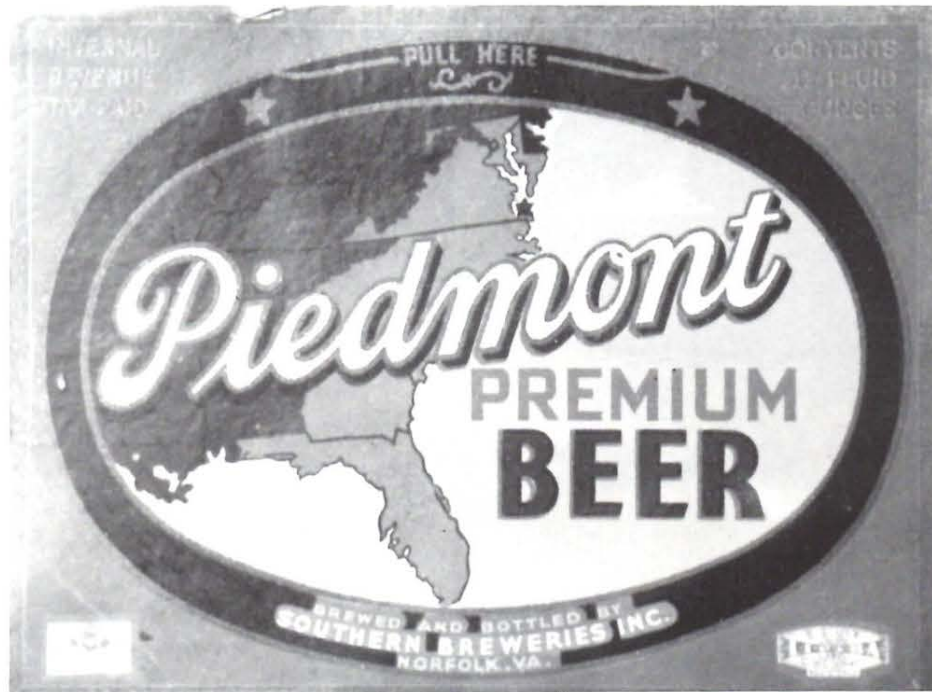
The majority of the labels shown here are from a variously-named brewery in Norfolk, founded as the Consumers Brewing Co. in 1896 at Church and Washington Streets. Consumers shut down in 1918, but the brewery managed to survive Prohibition and was reopened in 1934 as Southern Breweries, Inc. In 1942 Jacob Ruppert of New York Yankees fame bought the plant. It operated as Jacob Ruppert-Virginia, Inc. until 1953, when it began operating as the Century Brewery Corp., which rivalled Eastern of Hammonton, NJ, for issuance of brands under a variety of alternate corporate names. Most of these were chosen for supermarkets' house brands, but among them were the Banner Brewing Co. and Embassy Club Brewing Co., the later to issue what had been the lead brand of Best of Chicago. Champale took over the brewery in 1967 for its specialty products, and operated the plant to 1980.

Robert Portner, which issued the label on our cover, operated in Alexandria from 1862 to 1918, but never reopened after Prohibition. The Virginia Brewing Co., the letterhead of which appears on page 2, operated in Roanoke from 1890 to 1957, and survived to 1959 as the Mountain Brewing Co. The state's only other post-Prohibition breweries were Atlantic, which as the Glasgow Brewing Co. lasted to 1951, and Home, which dispensed Richbrau for the thirst of Richmond until 1969. The cultural, political and social integration of the South into the nation in recent years has applied to beer consumption, as to most else. And, thus, we have had Anheuser-Busch brewing in Williamsburg since 1972 and Chesbay operating at Virginia Beach since 1983. Coor's is in the process of building a major brewery at Elkton in the Shenandoah Valley, but as it stands, our convention will cover what remains of commercial brewing in Virginia.



Southern produced the Monticello brand from 1937 to 1941, but Century revived it from 1955 to 1963, characteristically as a product of the Monticello Brewing Co. The brand bore the name the great Virginia landmark, Thomas Jefferson's estate near Charlottesville. Our Navy apparently dates from the late 1930s, although the brand escaped the eagle eye of Ed Scott when he brought together his compendious Who's Who in Brew.





Southern produced the Piedmont brand from 1935 to 1942, one gathers for a target market of the lower eastern seaboard. Old Virginia was produced by Class & Nachod of Philadelphia in 1933 and 1934 for the Tidewater Beverage Distribution Co. of Norfolk. Note the NRA blue eagle at the lower right.





Richbrau was the dominant local brand of Richmond. Above is a label for bock issued by the Home Brewing Co. in the 1930s. Richbrau was popular enough that Queen City took over the brand, producing it from Home's demise in 1969 to 1973. Below is a label for Bur-No, a near beer of the Virginia Brewing Co. Note the 2 percent alcohol content, rather than 0.5.

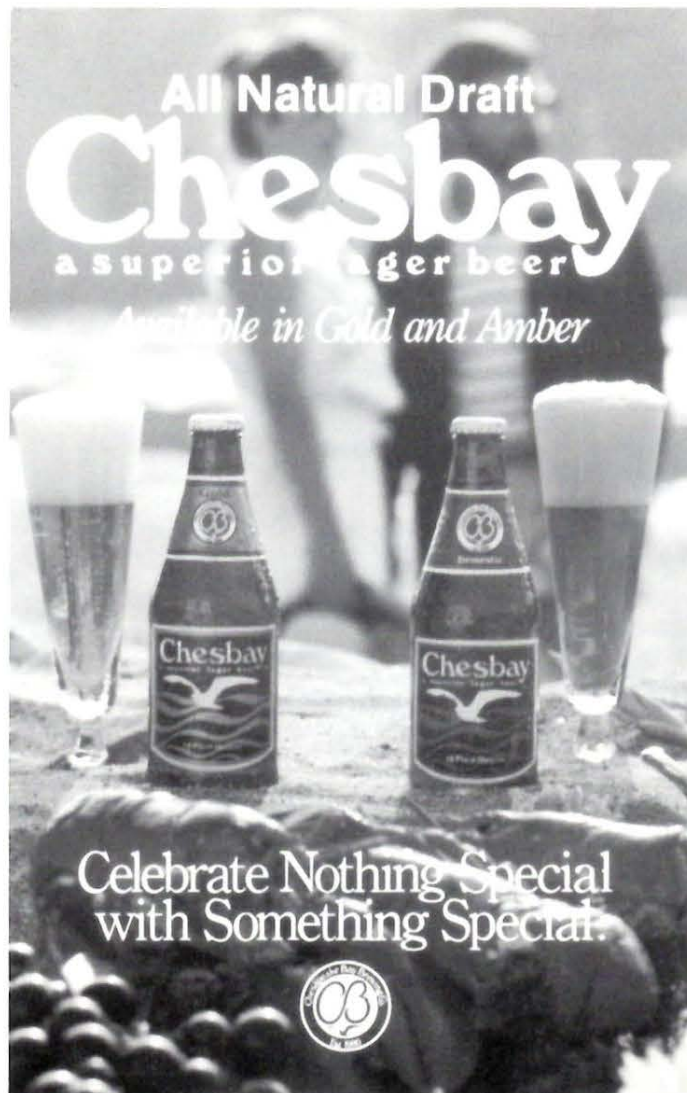


All Natural Draft


Chesbay

a superior lager beer

Available in Gold and Amber



Celebrate Nothing Special
with Something Special.



The advertisement features a black and white photograph of two bottles of Chesbay beer and two glasses of beer on a beach. The bottles are labeled 'Chesbay' and 'a superior lager beer'. The glasses are filled with beer and have a thick head of foam. In the background, two people are standing on the beach. The text 'All Natural Draft' is at the top, followed by the brand name 'Chesbay' in a large, stylized font. Below it, 'a superior lager beer' is written in a smaller font. A line of text says 'Available in Gold and Amber'. At the bottom, the slogan 'Celebrate Nothing Special with Something Special.' is displayed. A small circular logo with 'OB' and 'EST. 1988' is at the bottom center.





Pin-Back Buttons

by Ted Hake

Some were smaller, most were larger, than a beer bottle cap. They were advertising buttons - mass-issued from breweries during the late 1890's through the 1930's, although with an obvious decline between the Prohibition years 1920-1933. The nation's beer brewing industry has long since passed its 100th anniversary, gradually narrowing from hundreds of local producers to the brewing conglomerates of today. The names of many early small breweries are probably only preserved today either in dusty archives or by the advertising pieces they may have issued.

Buttons became a major ad medium simultaneously with the mushroom growth of small celluloid advertising pieces starting in 1896. Buttons were an inexpensive, frequently beautiful, product giveaway memento. They were small, they were personal. Buttons in the early years were usually 7/8" to 1 3/4" in diameter. Larger sizes existed, but normally not more than 2 1/4". The larger size was frequently used for the celluloid button's counterpart, the pocket mirror. Early brewery buttons were among the finest issued by any industry. They frequently excel in choice color, exquisite

detail and eye-catching typography. Some companies opted to impress their customers with depictions of the brewery building itself; others chose to picture solely its product bottled; others elected to use a non-related symbol such as Indians, dogs or clowns. The eagle symbol, although patented by Anheuser-Busch as early as the 1870's, was nevertheless adopted in near logo infringement form by other companies into the start of the 20th century. Other companies that were early button advertisers and have existed by the same name until the present include Pabst, Schlitz and Miller's.

Prohibition, of course, virtually eliminated brewery button advertising although there was a modest revival following Repeal, and the beer button concept has even survived in sporadic form until the modern day. But nevertheless, the era of button magnificence was gone by the mid-1930's, largely for breweries because of the 18th amendment; and for other industries as well, due to the Depression years. As beer advertising revived, it emerged principally in "mass" format through newspapers, billboards and the electronic media until restrictions were again legislated.

Still, enough buttons remain from their glory days to re-construct a good visual history about them--a tribute to the wisdom of early brewing companies which offered small product reminders "too darn pretty to throw away."



(This account of brewery pin-back buttons is extracted from Ted Hake's Collectible Pin-Bac Buttons 1896-1986: An Illustrated Price Guide. This 320 page hardcover is available for \$48.00 postpaid from Hake's Americana & Collectibles Press, P.O. Box 1444, York, PA 17405. Hake also offers brewery pin-backs and related items in each of his bi-monthly mail and phone bid auction catalogues, \$3.00 each.)

Phila. beers had their glory days

With another brewer taking over the Schmidt brands — but not the brewery — as of June 1, the city may be without a brewery for the first time since the days of William Penn.

By Terry Bivens
Inquirer Staff Writer

At a time when it should be savoring its recent tricentennial, the once-proud Philadelphia brewing community is instead pondering its demise.

Last week, officials at Christian Schmidt Brewing Co. confirmed what had been rumored for weeks: Schmidt, Philadelphia's last independent brewery, had agreed to sell its brands to G. Heileman Brewing Co. of La Crosse, Wis.

Financially weakened Schmidt had apparently wanted to sell its red-brick brewery at Second Street and Girard Avenue as well, but Heileman said no. Analysts said the cost-conscious Wisconsin firm, the nation's fourth-largest brewer, can more cheaply produce the Schmidt brands at its Baltimore brewery and ship them north.

That refusal may have sealed Schmidt's fate. Schmidt officials have made no public comment on the brewery's future, but sources said employees were told that the 127-year-old brewery would close its doors on June 1, when its union contracts expire. A sale is still possible, but unlikely.

So come June 1, Philadelphia may be without a brewery for the first time since the days of William Penn.

"It's a sad day for Philadelphia and the Philadelphia beer drinker," said Joe Ortlieb.

Ortlieb should know. His grandfather, Trupert Ortlieb, a German immigrant, founded the family brewery in 1869 at Third and Poplar Streets. Joe Ortlieb swam upstream against the industry trends until 1981, when he sold out to Christian Schmidt.

Schmidt's plight is not unusual. Unable to cope with the marketing muscle of the giant national brewers, most of America's small local brew-

eries have either been bought up or shut down in the past two decades. According to the latest industry figures, the top six brewers accounted for 90 percent of all the beer sold in the United States last year.

If anything, Schmidt bucked that consolidation longer than most. Despite the fact that its owner, William H. Pflaumer, was convicted in 1983 on federal tax-evasion charges, the brewery boasted a work force of 1,400 and an annual production of about 3 million barrels of beer as recently as 1984.

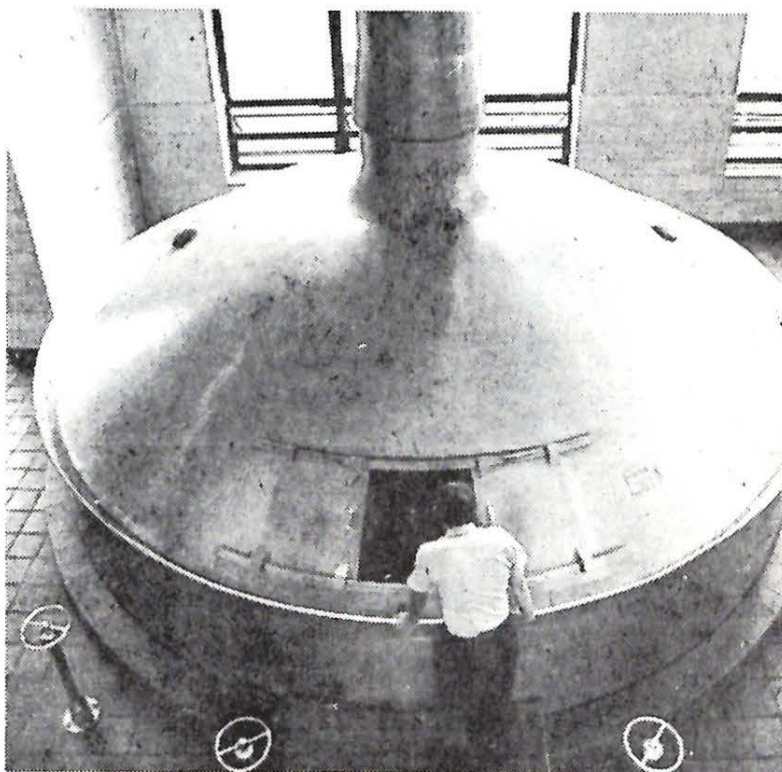
Schmidt's business, however, began to sour rapidly after Pflaumer reported to a federal penitentiary in

Lexington, Ky., last year to begin serving his three-year term. Production slipped to about 1.6 million barrels in 1986 — less than 1 percent of the total U.S. market — and the trickle of employee defections became a flood.

Sources now estimate Schmidt's employment at 250 to 300. Those same sources said the Heileman sale became a certainty when John F. Connelly, the aging and reclusive chairman of Crown Cork & Seal Co. of Philadelphia, and a major lender to Pflaumer through the years, became alarmed at the prospect of losing about \$24 million in loans, and forced Pflaumer to negotiate.

Privately, many members of the local brewing community said few tears were shed for Pflaumer and Schmidt management. The controversial Schmidt's owner had dismayed many with his criminal behavior, and several Schmidt employees were said to be angered when Pflaumer, furloughed from prison earlier this month to make the deal, did not break the news in person.

Local beer-lovers and historians, however, took the long view. The fact that the Philadelphia brewing tradition may end with a whimper, they said, should not obscure its past glories.



The Philadelphia Inquirer / DICK BELL

A vat at the Christian Schmidt brewery at Second and Girard.

"Philadelphia beer was once the best," said Gordon M. Marshall, assistant librarian at the Library Company of Philadelphia and a beer enthusiast. "And it's more than an exercise in nostalgia we're talking about. With every regional food and drink we lose, America's tastes become more homogeneous, more bland."

"That's a big loss. And it's something we can't blame on the Japanese."

Historians agree that Philadelphia brewing began in 1683, when English colonist William Frampton opened the first commercial brewery near Dock and Front Streets. Penn himself narrowly missed out on the distinction. Ever the gracious host, he had his own brew-house built on the grounds of his estate in Pennsbury, Bucks County, several months later.

Frampton's brewery, meanwhile, was an immediate hit. By 1687, a second commercial brewery was opened near Frampton's by Anthony Morris, who would later become mayor. By the 1690s, the city had four thriving breweries.

The real explosion, though, came in the 1700s. By then, the city's beer, ale and porter had acquired a reputation for taste and quality rivaled only by the English brews. Business improved steadily through the years, and by the eve of the Revolutionary War, Philadelphia was exporting more than 1,200 barrels a year to the other colonies and shipping as far south as Barbados.

Indeed, so strong was Philadelphia's brewing trade that even the Revolutionary War disrupted it only briefly. Within a few years of the British surrender at Yorktown, prominent Philadelphia brewers such as Robert Hare and Reuben Haines had business thriving as never before. And the status of Philadelphia beer was such that George Washington, invoices show, insisted on having it shipped to Mount Vernon for presidential consumption.

The English influence in Philadelphia brewing continued in the early 1800s, spreading across the state. But in the middle of that century, a fundamental change occurred.

By then, immigrants from Germany and Eastern Europe had begun to pour into Philadelphia. Before long, the character of Philadelphia brew began to change from the English ales and porters to the lighter German lagers.

Many of the German breweries were small family affairs. But larger breweries also soon emerged, concentrated in the areas now known as Brewerytown and Kensington.

C. Schmidt & Sons — which later changed its name — was among those leaders. Founder Christian Schmidt, a German immigrant, began his brewing business in 1860 with the purchase of an English ale house. He remodeled the brewery for lager in 1880 and soon began acquiring other brewers, such as Peter Schemm. By 1892, C. Schmidt was selling 100,000 barrels of beer a year.

Other major breweries included Engels & Wolf, Bergner, Betz and Bergdoll, some of which later merged. Historians say Philadelphia reached its peak as a brewing center around the turn of the century, with close to 100 breweries. In numbers and varieties of suds, Philadelphia brewing had reached its Golden Age.

Sadly, it has all been downhill since then.

The 20th Century has proven devastating for the small brewer. First technologies such as refrigeration emerged, separating the large breweries that could afford them from the smaller ones who could not. Then in 1920, Prohibition dealt the smaller breweries a mortal blow, particularly those neighborhood German breweries that had served as de facto community centers.

Those local breweries that survived into the 1930s did so only to witness the rise of national brewers such as Anheuser-Busch, Pabst and Schlitz. In the years since, their ascendancy has been relentless, permanently eclipsing their smaller counterparts.

In 1960, Pennsylvania had 26 breweries. Today it has but seven, and only one in Philadelphia. The only

link to the city's past brewing glory is a commercial bus tour that takes visitors past the skeletons of breweries such as Esslinger, Gretz, Poth and Class & Nachod.

The tour starts where Philadelphia brewing ends — at Christian Schmidt.

Beer-lovers say the future of Philadelphia brewing now rests with the "micro-brewers," that new wave of beermen who have pumped life into the industry with their high-priced, high-quality beers. Because of the micros' limited production, however, it is a future of low expectations.

Currently Philadelphia has two micro-beers: Pennsylvania Pilsner and Dock Street beer. Both are brewed elsewhere under contract and trucked in, but their respective founders, businessman Thomas V. Pastorius and ex-Wildflowers chef Jeff Ware, are looking for suitable buildings in Philadelphia to open small "boutique" breweries.

Though competitors, Pastorius and Ware share a passion for beer in general and Philadelphia brewing in specific. Ware named his beer in honor of the colonial breweries, and Pastorius traces his lineage to the beer-loving family of immigrants that founded Germantown.

Even Joe Ortlieb plans to chime in with a micro named Trupert, for his grandfather. Ortlieb said last week that he intended to have Trupert brewed at first by Lion Inc., the Wilkes-Barre maker of Stegmaier and Gibbons beer. But Ortlieb, too, hopes to see his beer one day roll off a Philadelphia line.

"You never know," said Ortlieb, the link between Philadelphia brewing past and present. "A phoenix may yet arise."

Thanks to Joe Flagler for this doleful information. Thanks also to the Philadelphia Inquirer for a complete and reverent job of reporting the end of traditional commercial brewing in one of our oldest and most distinguished cities.

"Look What We've Done!"

by Fil Graff

Most advertising collectors are surely familiar with the paper 1935 Kreuger "BEER IN CANS" piece, with the pop-up cans inside, and with the "instructional cans" that many brewers produced to demonstrate the use of the punch opener. These pieces show products so familiar to us today that we might be tempted to consider this redundant advertising. The change from cork closures (wire bale at first, then the Baltimore Loop Seal, succeeded by the Lightning, and Hutter porcelain stoppers) to the now familiar Crown closure was just as revolutionary a change, and the brewery DID try to educate their drinking public to the new package through advertisements.

Several examples of this announcement advertising come immediately to mind. The earliest such piece in my collection is this litho from Christian Moerlein Brewing Co. of Cincinnati.



The elderly gentleman has a "blob top" bottle on the table in front of him, but is showing his wife the CROWN from the bottle of Moerlein's "National Ale" that she holds..."Look what [they've] done!"

Another example of this transitional advertising is the tray pictured below from Buffalo Cooperative Brewing Co. The "Superior Stock Ale" shows a Baltimore Loop Seal, the clear "Extra 6" bottle shows a Crown.



The famous Stroh Waiter tray, with the yellow and red vested waiter is also likely among the transition announcements. The tray shows the waiter pointing to two bottles of Bohemian Beer on the tray he carries, with the crown from the opened bottle on the tray in front of it. The evidence that indicates the nature of the piece is found in the Stroh brewery archives...a photo of an earlier version of the scene (the photo is badly faded from sun exposure, and the lithograph has evidently not survived).





The older version was probably made to introduce the Cleveland Branch and its new label. The branch opened in 1893, and IT'S label had become the CORPORATE beer label by the 1907 issuance of the tray. It could also be the first announcement in advertising of the medals awarded to Stroh at the 1893 Chicago World's Fair. In either case, the bottles on the waiter's tray are "blob top", with a corkscrew protruding from the top of one of them.

Springfield Breweries Co.'s well-known "Who wants the handsome waiter?" lithograph, familiar today in its' resurrected form from Hampden Brewing with two glasses on the tray, has a Crown closure bottle in the original version.

The thing that reveals this piece as a transition ad is quite easy to overlook. The waiter's right hand holds a "D" style bottle opener, one of the earliest types of cap removers. This accounts for the rather strange position of the waiter's hand on the tray (the pose is identical in both pieces, but the opener was deleted). My guess is that almost any pre-Pro piece that shows some sort of a Crown opener served the same purpose as the "instructional can"...to acquaint the consumer with a new tool.

Look carefully at your pre-Pro trays and lithos showing bottles, and you will often find examples of this "Look what we've done!" style. This close examination will also occasionally reveal pictures of other brewery advertising items...mugs or steins, etched glasses, openers, etc....but that's a whole separate article.





Beverage Museum

Members who plan to include the tourist attractions of Nashville incidentally to the trip to Williamsburg should consider the Museum of Beverage Containers & Advertising of Paul and Tom Bates at Millersville, TN. The museum began as private collection of soda cans, but expanded to a museum of over 16,000 soft drink cans and 8,000 beer cans. There are also bottles and specialized displays on the old Tennessee breweries. The museum is integral with a business in cans and other artifacts, and a shop is maintained on the premises. Admission is \$2 for adults and \$1 for children. Hours are 9-5 Monday through Saturday and 1-5 Sunday. Millersville is at exit 98 on I-65, about 13 miles north of Nashville.

On any southern tour, a stop at Nashville is well worth while. The country music museums and theme park centering about the Grand Ole Opry are well known, but the city has 14 universities and a formstone reproduction of the Parthenon. The state capitol is a Greek revival structure of note by the Philadelphia architect William Strickland. James K. Polk, the president who made us what we are today by conquering the Southwest and adding the Northwest, is buried on the grounds.



BOOK REVIEWS

Jack Erickson, Star Spangled Beer: A Guide to America's New Microbreweries and Brewpubs (Red Brick Press, P.O. Box 2184, Reston, VA 22090, 1987). vi + 155 pages. Paperbound. \$13.95 + \$1.50 postage.

California Microbrewery Beer (Great Fermentations, 87 Larkspur, San Raphael, CA 94901? 1986). Map. \$1.60.

The proliferation of microbreweries and brewpubs inevitably generates a demand for a guide to the movement. Jack Erickson was converted to the philosophy of the Campaign for Real Ale in Britain in March, 1985, and began to apply it to North America. That is, he concluded we really don't want the light lagers that the major brewers provide us, and have a big unsatisfied demand for heavier, higher-calorie, more fully flavored beer, which, of course, is in the main what the microbrewers and brewpubs produce. Thus, the proliferation of these brewers is what he anticipated, and what he confidently expects to continue. He made two transcontinental round trips to visit American and Canadian establishments and produced this book on the basis of his experience.

The first third of the book is devoted to a history of beer, a non-technical account of its production, and a taxonomy of beer types. None of this is very novel, but it is concise and well written. The directory of microbrewers and brewpubs occupies about two-thirds of the book. It is uncritical in the sense that Erickson attempts no qualitative evaluations of the beers. The treatment presents some insights into the economics of the microbreweries. A large number were established with the professional advice of Joseph Owades, a consultant to the industry. Several of the micros were set up with loans from the Small Business Administration and its state counterparts. From what we know of the effects of such loans in the economy more generally, this probably assures a large number of failures of businesses that would not take shape simply from private financing. Several of the early microbrewers are already gone, and of those shown as extant in this book, at least Redwood in Petaluma and the Palo Alto Brewing Co. in Mountain View, CA, are now out of business -- even though this book is dated March 11, 1987. The first brewpub in Southern California, Buster's in Buena Park, is shown as a future brewpub, but it has, unfortunately, already come and failed. Keeping such a directory up to date will be difficult to the point of near impossibility under the circumstances, but Erickson plans a second edition for 1989, and invites reader input. Because one can establish a brewpub for only \$100,000 to \$300,000, as compared with \$1 to \$2 million for a microbrewery, Erickson expects the proliferation to be mainly of brewpubs. He plans a critical evaluation of the beers in the next issue and wants reader opinions. The first edition is good enough that one feels an inclination to help him.

California Microbrewery Beer is not a book but a two-sided map, with one side showing the San Francisco Bay Area with the communities in which microbreweries or brewpubs have been established. The other side has brief descriptions of the breweries, with their logos and small maps of the environs. The map is an indisputable aid to beer-touring, but the cartography and to some extent the exposition are rather sub-professional. As indicated by the question mark in the heading, above, it is not even

clear who published the map, but it is apparently a shop for homebrewers in San Rafael. The map also illustrates the difficulty of keeping abreast of this industry. In addition to the two losses mentioned above, the Roaring Rock brewpub in Berkeley, under pressure from Rolling Rock, had changed its name to the Triple Rock Brewery.

There is not much question that the supply of microbrewers and brewpublicans is mainly homebrewers who become optimistic on the commercial prospects of their beloved products. Even apart from the governmental loan programs, this sort of motivation will inevitably produce a great many short-lived enterprises. They do produce labels, coasters, tap markers and other forms of breweriana while they last, and these are as satisfying to collect as older items. Thus, we should be grateful to authors who provide us with guides, as these have done.

GWH

Will Anderson, From Beer to Eternity: Everything You Always Wanted to Know About Beer (Lexington, MA: The Stephen Greene Press, 1987. Distributed by Viking Penguin, Inc., 40 W. 23rd Street New York 10010). xiv + 162 pages. Paperbound. \$14.95.

Our prolific author, Will Anderson, has followed his Beer, USA of 1986 with another large-format paperback, From Beer to Eternity. For what is, basically, a rather limited subject, Anderson has always managed to generate a good deal of variety in treatment and emphasis. Beer, USA had an unusual chronological format of present-tense accounts, intended to give the reader a feeling of immediacy with the role of beer in American life from the outset to the present. This one is in the format of an album or scrapbook with short photographic essays, typically of one to three pages, on a wide variety of topics, organized randomly without apparent logic. Some of these are quite familiar: Miss Frothingslosh, the washing of beer glasses, and the end of Prohibition. Others are more obscure: insect control by allowing cockroaches to drown themselves in open plates of beer, the R&H blimp, the criteria for evaluating bars of the Bar Tourists of America, and Kharma the Mystic, who told fortunes by reading the foam of Birk's Superb. There is a very nice tribute to Uncle Ernie Oest as the pioneer of breweriana collecting, a good interview with Fritz Maytag on his saving of Anchor Steam Beer, and short articles on Hamms specialist Jim Welytok, Budman Ed Nichols and some other well know collectors. Unlike some of this author's earlier books, this one is not mainly a presentation of artifacts, but there are illustrations of plenty of breweriana -- after all, Anderson coined the word.

There are certain things I like about Anderson's work generally, and one thing I don't -- he does not provide an index. His books have the benign quality that one associates with beer drinking. There is always a lot of stuff on baseball. In this one, he rises above his passion for the Red Sox to have a good treatment of Jacob Ruppert's ownership of the Yankees and the building of Yankee Stadium. On the basis of this book, I have to add that Anderson has excellent taste in women. In his treatment of Miss Rheingold, he states, doubtless correctly, that the promotion would probably never have taken shape for the spectacular beauty of the first Miss Rheingold, Jinx Falkenburg. He shows two photographs of her, one of which is dear to me. I had a larger print of it on my wall in freshman year in college. I wound up that year in the pneumonia ward of the college infirmary, requiring my father to come up to clean out my dorm room for the end of the term. He threw out the picture along with a lot of other

ephemera, and I had not see it since. I am delighted to have a copy again. I can't promise readers that they all will find something they'll be glad to have, but as usual in Anderson's books, there is a great deal of variety and a high probability one will find something to relish.

GWH


Margaret Coel, Jane Barker and Karen Gilleland, The Tivoli: Bavaria in the Rockies (Colorado and West, 2222 Kalmia, Boulder, CO 80302, 1985). vi + 52 pages. Paperbound. \$4.50

This modest pamphlet is an account of Denver's famous Tivoli brewery from its origins in the Milwaukee Brewery of Max Melsheimer to its present incarnation as an international food center and set of boutiques. The property lent itself to redevelopment, for it included a corner store and a Turnverein hall along with the brewing structures. As the Turnverein hall indicates, the building of the complex was integral with the development of German society in Denver in the 19th century. The early portions of the pamphlet are largely concerned with this. In 1890 Melsheimer undertook the ornate brewhouse that is the most conspicuous part of the complex, though not the earliest. He overreached himself with this building and went into default on his debt for it in 1900, losing the brewery to his principal creditor, John Good, another member of the city's German community. Good, his widow and her heirs dominated the history of the brewery thereafter. The brewery closed in 1969, became derelict, but was restored for \$27 million in the early 1980s. Title to the property is held by the Auraria Higher Education Center, an adjacent complex of three university-level campuses. On my visit to the Tivoli in 1986, I had the impression that it was not doing well. We may wish it well, but my guess is that it will eventually become part of the educational complex, perhaps as a student union. A visit to the Tivoli is highly recommended. The architect went to great lengths to preserve the flavor of the brewery, and the current management has festooned it with Tivoli memorabilia, mainly reproductions. The walls bear trays some 3'-6" in diameter and foam skimmers about four feet long, all nicely executed. A chain belt for barrels runs between floors.

The pamphlet, which is the second volume (after one on the state capitol) in a series, "Discovering Historic Colorado," is nicely done, worth having for its own merit or as a guide to the restored brewery.

GWH

(Once again, thanks to Chris Galloway and the lending library of the American Breweriana Association for loan of this volume for review.)



**WHAT'S BREWING
at BUSTER'S?
BUSTER'S BEER, of Course!**

**... in the 1st Brewpub
in Southern California.**

ALSO 70 Imported & Domestic Beers Available
Enjoy our Nostalgic Farmhouse Setting
For Lunch, Dinner & Weekend Brunch

Featuring Hamburgers, Fresh Fish, Cajun Specialties,
Bakery, Homemade Ice Cream

5300 BEACH BLVD., BUENA PARK
(213) 941-3259 (714) 521-7903

WHAT 'S BREWING

THE YEAR OF THE CROCODILE

Anheuser-Busch's "distasteful chapter in our company's proud history" is over. No damage is visible - in fact, A-B is gearing up for its best year ever, having topped 40% of the U.S. beer market during the first quarter. Their wine cooler Dewey Stevens is getting new advertising, and Ireland and Korea have been added to Budweiser's expanding territory.

Miller's new TV ads for Meisterbrau are refreshingly innovative in that they openly accept the brand as a low-to-medium brow beer by poking fun at highbrow situations. A wine cooler will be imported from Down Under.

There is some good news from Detroit: Stroh Light is showing gains, the new Red Bull is helping in the malt liquor segment, and the White Mountain Cooler line had a great year and is being expanded. White Mountain is the major malt cooler, with 1986 sales of half a million barrels (see table below). A line of carbonated natural juice drinks has been test marketed in California under the Sundance label and is being readied for national distribution over the next year.

A dozen years ago Coors had a very modest budget for marketing, but now they are the biggest spender. Sales are still increasing, at a slower pace. Distribution of the Extra Gold brand is being expanded. Heileman did its thing and bought the trademarks of C. Schmidt of Philadelphia (Schmidt, Rheingold, Duquesne and Ortlieb). The brewery was scheduled to close June 1, and the Schmidt brand will be brewed on a royalty basis.

Australian world class yachtsman and investor Alan Bond has started to expand the base of his Pittsburgh Brewing Co. An American brand has been launched, the specialty brands are being promoted, and I.C. beers are showing up in New England. The Bond Corp. Holdings, Ltd. has also invested \$100 million in Manila's San Miguel. But the big international news is Kirin, which moved into North America by an agreement with Molson. An entry by Kirin was expected, and Montreal-brewed Kirin may be here by Labor Day, breathing fire. And on the other end of the scale, Dixie is coming out with an Amber Light, developed by Owades of New Amsterdam fame.

TOP TEN COOLER BRANDS IN 1986				
Rank	Brand	Sales*		Percent Change
		1985	1986	
1	Bartles & Jaymes (Gallo)	7.5	17.0	+ 127
2	California Cooler (Schenley)	10.7	11.9	+ 11
3	Sun Country	5.0	10.0	+ 100
4	Seagram's Wine	4.0	9.3	+ 132
5	White Mountain (Stroh)	3.2	6.8	+ 112
6	Calvin Cooler (now Hiram Walker)	2.8	5.7	+ 104
7	20/20 Wine Cooler	1.6	1.6	-
8	Dewey Stevens (Anheuser-Busch)	-	1.5	+
9	La Croix Sparkling (Heileman)	.8	1.0	+ 24
10	Champale Coolers (now Heileman)	-	.95	+

* millions of 9-liter cases (1m cases = 76,700 barrels). Data from Impact.

NEW RECORD FOR N.A.B.A.

Well its hard to believe but this is the largest group of New Members to join in a quarter of a year period. Welcome to all and hope you will find the N.A.B.A. of great value to you.

DUES YEAR ENDS

MAY 31

Please remember to attend the Williamsburg Convention your 87-88 dues must be paid. Your dues card expiration date should read May 31, 1988. Dues are still only \$15.00. Please make payable to N.A.B.A. and mail to 2343 Met-To-Wee Lane Wauwatosa Wi. 53226.

Sincerely

Robert E. Jaeger
Executive Secretary

NEW MEMBERS

Anfin Larry (Karen)
7133 Church Park
Ft. Worth Tx. 76133
814-292-3443

Arnold George H. (Julie)
51 - 58 Gorsline Street
Elmhurst N.Y. 11373
718-446-5623
All breweriana-coasters-menus
signs-tap knobs-trays
New York City Brwgs.

Baburek Bill
2914 S. 23rd Street
Omaha Nb. 68108
402-346-1840
Stroz, Metz & all
Nebraska Breweriana

Baldinger Charles K.
439 1/2 South Cedar Street
Lansing Mi. 48912
517-482-4484
Books magazines-cans-coasters
labels-matches-mugs steins
All U.S. & Canadian
Breweries & Brands

Basen Richard F. (Judy)
6010 La Cista Drive
Orlando Fl. 32807
305-275-0751
Books magazines-bottles
clocks-history
mugs steins-photos
Anheuser Busch & P.O.S.

Bishop William F.
4131 Croaton Road
Richmond Va. 23235
804-320-7288
Bottles-cans-labels
match safes-openers-signs
Richbrau Brwg.

Bracken Carl R. (Grace)
2512 Ann Way
Lower Burrell Pa. 15068
412-335-0112
Books magazines-cans
history-labels-trays
United States only

Breining Carl C. (Phyllis)
R # 1 Box 80 P
Germansville Pa. 18053
215-767-7919
All breweriana
Neuweiler's Allentown Pa. only

Brent Clayton
4 Emmons Avenue
Newton N.J. 07860
201-579-3917
All breweriana-bottles
coasters-glasses
neon signs
Mackeson XXX Stout

Buckwalter D.K.
216 Rindge Avenue
Cambridge Ma. 02140
617-547-7669
Bottles-cans-labels
paper items-signs
Bock, Christmas & Lancaster Pa.

Chaidez Larry
P.O. Box 4577
Hilo Hi. 96720
808-966-4577
All breweriana
Primo Beer only

Cuddy Joseph (Peg)
206 Seaside Avenue
Stamford Ct. 06902
203-359-2515
Cans-glasses-labels
tap knobs-trays
Rolling Rock

Davis Thatcher (Gail)
116 - 11th Avenue
Menomonie Wi. 54751
715-235-4481
Mugs steins
trays (Only Wi. Mn. & Il.)
Ajax Liquor Store

Della Rocchetta Robert
1138 Rockefeller Drive
Sunnyvale Ca. 94087
408-739-5091
Cans-openers-paper items
Anheuser Busch, Pabst,
& St Claire

NEW MEMBERS

Denmon Charles J.
2070 Lake Harbin Rd. Apt. J-10
Marrow Ga. 30260
404-968-1673
Bottles-cans-mugs steins
pitchers-trays
Wisconsin Brwgs.

Dietl Frank (Sandra)
Rt. #1 Box 298 A
Villa Ridge Mo. 63089
314-583-3960
Mugs steins-trays
glasses-mini beers
Anheuser Busch & Falstaff

Draper Mike
1020 Flintlock Road
London Ontario
Canada N6H 4P1
519-473-5536
All breweriana-cans
lamps-mirrors-neon signs
openers-signs

Edwards Joe
Rock & Roll Beer Co.
6504 Delmar
St. Louis Mo. 63130
314-727-0110
Bottles-mini beers
neon signs

Fashingbauer Raymond W.
1036 W. Minnehaha
St. Paul Mn. 55104
612-487-3788
All breweriana-chairs-clocks
neon signs-statues
reverse paint on glass
All brands

Gitner Fred J.
382 Central Park W. # 8E
New York N.Y. 10025
212-864-2613
Books magazines-history
mugs steins-neon signs
Trommer's Utica Club

Gravenstreter Christopher M. (Jane)
6212 Newberry Road # 623
Indianapolis In. 46256
317-841-8933
All breweriana-glasses-lithos
mirrors-patches-signs
Stroh's & Detroit Brwg. Co.
Champagne Velvet

Grensing Larry (Merriem)
6328 Bluejay Way
Las Vegas Nv. 89102
702-873-5433
Mugs steins-statues

Hearn Michael R.
3706 Parkview Drive
Omaha Nb. 68134
402-571-2042
Books magazines-cans
coasters-glasses-labels

Hess Stanley
2531 Columbia Avenue
Lancaster Pa. 17603
717-397-4402
Coasters-labels
All coasters
Pennsylvania labels

Herling Guy
1420 Ravenoaks Trail
Oregon Wl. 53575
608-835-5855
Ash trays-bottles-cases
paper items-signs-thermometers
All Wisconsin brands
Esp. Fauerbach - Madison
Marathon City
Bock beer bottles & painted
shorties

Hill David B. (Jane)
Rd. 5 Box 416
Johnston Pa. 15905
814-255-3553
Bottles-tip trays-trays
Local Brwgs.

Hoeft Marilyn
223 E. Warrick Street
Knightstown In. 46148
317-345-5389
Barrels-labels-mugs steins
tip trays

Hull Thomas L. (Nona)
Walgreen Brug Store
1529 N. Lewis
Tulsa Ok. 74110
918-583-7591
Bottles-cans-history
labels-signs
Ahrens (Ranger) Progress,
Southwestern Brwgs.
Lone Star, Peter Fox of Ok.

Johnson Rayner M. (Kathy)
6828 Dyer Court
Springfield Va. 22150
703-971-3549
Cans-menu papers
National Bohemian all breweriana

Johnson Robert S.
38272 Wilson Avenue
Waukegan Il. 60087
312-623-5336
All breweriana-clocks
neon signs-signs
Hamm's, Blatz, Old Style
Moose Head

Kessler David H. (Elyse)
20 Daley Place Apt. 220
Lynbrook N.Y. 11563
516-887-5031
All breweriana

Knodel Daniel E.
3115 Cheverly Avenue
Cheverly Md. 20785
301-341-5225
Calendars-lithos-mugs steins
reverse paint on glass
neon signs
Washington & Baltimore Brwgs.

Lapennia Thomas J.
919 Kelsey N.E.
Grand Rapids Mi. 49505
616-363-5085
All breweriana-corkscrews
matches-mirrors-signs
tap knobs

Linkeman Ralph (Irene)
1958 Kimberly Drive
Charlotte Mi. 48813
517-543-3341
Books magazines-bottles
Cans-glasses-labels

Lowe Tom (Barbara)
150 W. Franke
Cary Il. 60013
312-639-3785
Bottles

Lukas Jack (Kate)
182 Essex Street
Lynnfield Ma. 01940
617-334-6777
Crowns-glasses-openers
thermometers-tip trays
New England Brwgs.

Lupiezowicz John M. (Colleen)
2344 South 35th Street
Milwaukee Wl. 53215
414-647-1488
Brewery equipment-history
paper items-photos
Jos. Schlitz Brwg. Co.

Mann Bob (Shirley)
Bob's Bottles & Collectibles
423 Booneville Street
Springfield Mo. 65806
417-831-7316
All breweriana-dealer

Mc Laughlin Peter D. (Jackie)
9909 Zircon Drive S.W.
Tacoma Wa. 98498
206-582-4368
All breweriana-books magazines
brewery equipment-neon signs
signs-tap knobs

Michelson Irvin "Mike" (Ida Jo)
134 Mt. Royal Avenue
Aberdeen Md. 21001
301-272-3438
Cans-coasters-crowns
mirrors-tap knobs-trays
Maryland Brwgs.

Minton C. Ray (Virginia)
2710 N. Sherman
Evansville In. 47711
812-423-7436
Dealer-labels
F.W. Cook Brwg. Evansville In.
Evansville Brwg.
Champagne Velvet Terre Haute In.

Misch George G. (Fran)
1401 Ambleside Court
Naperville Il. 60540
312-355-7836
Barrels-glasses-mugs
steins-post cards-trays

NEW MEMBERS

Mollnow Elmo S.
P.O. Box 139
Lansingburg Station
No. Troy N.Y. 12182
518-235-8482
Books magazines-menus
paper items-photos
post cards-signs
Troy & Albany N.Y.

Olbrys Walt
P.O. Box 704
Clementon N.J. 08021
609-627-0886
Crowns-labels-matches
New England Breweriana

Oleske Mark
30 Nelkin Drive
Wallington N.J. 07057
201-472-2208
All breweriana
menus (inserts)

Perleberg Gary
G. Heileman Brwg. Co.
100 Harborview Plaza
La Crosse Wi. 54601
608-785-3410
All breweriana
G. Heileman, Old Style, Blatz
Schmidt, Gluecks, Gund, Lone
Star & Weidemann

Peterson Pete
Pete's Place
1100 Chestnut Street
Ottawa Il. 61350
815-433-4692
All breweriana
neon signs-tap knobs
All brands

Pfaff C. Robert (Mildred)
631 Yorkshire Road
Winston Salem N.C. 27106
919-725-1449
Bottles (Painted labels)
mini beers-mugs steins
signs-tap knobs-trays
H. & J. Pfaff Boston Ma.

Rathfon Becky
125 West Main Street
Shiremanstown Pa. 17011
717-737-0851
All breweriana

Reuter Dave
1209 Ralston Street
Anaheim Ca. 92801
714-774-5532
Mini beers-mugs steins
patches-pinbacks-trays
All Brwgs.

Riggle Les
3856 Lower Beaver Road
Des Moines Ia. 50310
515-279-0022
All breweriana-cans
Iowa Brwgs.

Rother Hubert (Charlotte)
6969 Lindenwood Place
St. Louis Mo. 63109
314-647-5406
All breweriana-books magazines
mugs steins-openers-trays
Anheuser Busch

Rygg Judy A.
P.O. Box 811
La Grande Or. 97850
503-963-2228
Bottles-cans-glasses
mini beers-mugs steins
openers-signs

Schneider Ken (Alice)
219 Carroll Avenue
Cheyenne Wy. 82009
307-632-7374
Cans-dealer-matches
signs-tip trays-trays
Colorado, Wyoming & Nebraska
Grace Bros.

Schwarz Herb (Gerry)
850 Brentford Drive
St. Louis Mo. 63125
All breweriana
Jos. Schwarz Brwg. &
St. Louis area Brwgs.

Shivey Larry (Bonnie)
92 Rathbun Drive
Marblehead Oh. 43440
419-734-5123
Cans-lamps-neon signs
openers-statues-tap knobs
Pabst, Leisy's Brwgs.

Solis Frank X.
11530 Paramount Blvd. Apt. 214
Downey Ca. 90241
213-861-1862
Mugs steins-signs
reverse paint on glass
tap knobs-thermometers

Strouse James D. (Marjorie)
1312 Butternut Lane
Macungie Pa. 18062
215-395-9190
Clocks-match safes-signs
statues-tip trays-trays
Old Dutch, Horlacher, Supreme,
Seitz, Neuweiler, Daufers

Tesmer Bernard (Mary)
P.O. Box 4422
Westboro Ma. 01581
617-481-1589
Bottles-cans-coasters
crowns-labels-trays
N. England, Canada & N.Y. State

Tyree Vernon D. (Angela)
132 Richards Court
Somerset Ky. 42501
606-679-5322
All breweriana-leaded glass windows
lithos-neon signs
reverse paint on glass-statues
All Kentucky & Lower Ohio Brwgs.

Upham John A. (Jean)
9661 Santa Avenue
Anaheim Ca. 92804
714-772-7308
All breweriana-cans
neon signs-statues
tap knobs-trays

Vick Charles
11767 North Briarpatch Dr.
Middlethian Va. 23113
804-794-0932
Bottles-cans-history
labels-lithos
Atlantic, Atlanta

Vogler Kathy
2423 W. 60th Street
Indianapolis In. 46208
All breweriana
Indiana & Indianapolis Brwgs.
Muessel, Hoosier &
Kamm & Schellinger Brwgs.

Williams Don
1022 Diablo Road
Danville Ca. 94526
415-831-1783
Coasters-glasses-mugs steins
openers-tap knobs-trays

Zandome Frank
7707 W. Valleyview Avenue
Harrisburg Pa. 17112
717-652-8749
Lithos-mirrors-statues
reverse paint on glass



DUES
YEAR
ENDS
MAY 31

Still only \$15
Payable to N.A.B.A.
Mail to
2343 Met-To-Wee Lane
Wauwatosa Wi. 53226

BUY - SELL - TRADE

Wanted: Brewery menu sheets and model railroad beer cars. Ron Moermond, 9036 W. Asbury Drive, Lakewood, CO 80227. (303) 988-5453.

Half-price can sale: Send SASE for lists. List 1: rare and semi-rare cone-tops. List 2: Older foreign tabs. Ray Frederick, 9801 Dahlia Ave., Palm Beach Gardens, FL 33410.

Wanted to buy: Nebraska berweriana, esp. pre-Pro items. Send discription or photo and price. Bill Baburek, 2914 S. 23rd St., Omaha, NE 68108. (402) 346-1840.



Wanted: Anheuser-Busch advertising. Ed "Budman" Nichols, P. O. Box 513, Valley Stream, NY 11580. (516) 285-5821. [Note new address and phone number.]

For sale: Enamel glasses and brewery signs. Send SASE for list. Al Rodemeyer, Box 538, Latimer, IA 50452.

Wanted to buy: Barrel glasses, etched and enameled and any breweriana from Meyer Brewing Co., Bloomington, IL. Rick Sikora, 909 Timothy Ct., Normal, IL 61761. (309) 452-6551.

For sale by author: Beer, USA, illustrated history of beer in America, autographed. Over 300 photographs. Great reading! \$17.95 postpaid. Will Anderson, 7 Bramhall Terrace, Portland, ME 04103.

Wanted to buy: Small Sieben's signs. George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024.

BREWERY COLLECTABLES		
NEON SIGNS	TRAYS	WOOD CASES
LONG NECKS	MIRRORS	MINI BOTTLES
CORK SCREWS	GLASSES	ASH TRAYS
	Jon H. Ruckstuhl P.O. Box 612164 Dallas, TX 75261	
ABA • NABA • ACC • BDI		
817 354 0232		Leave Message

In issue 57 we carried an advertisement for a new mail auction of Brad Vifquain. Brad writes that he has a new address for consignments: 6100 Vine Street, J-53, Lincoln, NB 68505. Brad has adopted the new address partly because of United Parcel Service's unwillingness to deliver to post office boxes, and partly so that he will have a place where items for the auction can be viewed. He reports good response to the announcement of the auction. He has about two-thirds of his target number of items, but seeks somewhat over 400 more before going to press.

Needless to say, we wish Brad well in his venture. The existing mail auctions, Herb Ashendorf in Yonkers, NY, Paul Michel in Buffalo, NY, and Lynn Geyer in Phoenix, AZ, are either in the Northeast or in the Southwest. For a mail auction that might not appear to be relevant, but many collectors, including the editor, prefer to deliver consignments personally to reduce the risk of damage. It is good to have a Midwestern auction.

We also call attention to the fact that what used to be a meeting of the Cornhusker Chapter of BCCA has been upgraded into the Midwest Brewery Convention in Omaha, October 1-13. (See opposite.) Things are simply booming in Nebraska.

EVENTS OF INTEREST

- 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. For information contact Robert Chapin, 14005 Fortunes Ridge Court, Midlothian, VA 23113.
- 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 1-3 Midwest Brewery Convention, Omaha, NE. Show, hospitality room, banquet and pub crawl. Contact Bill Baburek, 2914 S. 23rd, Omaha, NE 68108. (402) 346-1840.
- 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 brewriana 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, Indianapolis: antique advertising, depression glass, toys, dolls, teddybears, paper Americana and miscellaneous collectibles.
- December 6 Brewery Collectibles Show, Red Carpet Celebrity Lanes, Milwaukee.

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Mainly for the benefit of our new members -- who are numerous -- we point out that the fall issue should be expected in mid- to late-November. The editor works on the academic year, and is back at UCLA to work on it only in late September. It typically takes that long to assemble accounts and photographs of the various summer conventions, including our own, in any case.

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

