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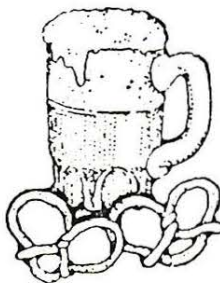
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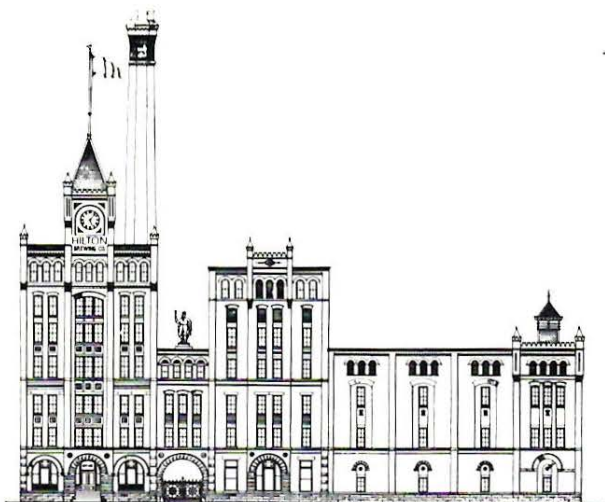
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1988 Convention Chairman

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FERMENTATION

Thanks To Chesbay

When the editor proposed a convention at Williamsburg some years ago, the Chesapeake Bay Brewing Co. was not among the attractions. The editor sang to the directors like a -- what is the state bird of Virginia, anyway? -- of the delights of historical sightseeing in the area, fun at Busch Gardens, comfort in the various hotels in the area, and convenience of access for both eastern and midwestern members. Best of all, we were assured of a brewery, Anheuser-Busch's vast Williamsburg plant, that without question would be around when we met. After meeting at Falls City a month or so before it closed, this, alas, has to be considered.

And it was all there: the historical preservation of the colonial capital, the amusements of the theme park, a luxurious hotel, and the brewery in all the bulky, immaculate grandeur that one expects of an A-B facility. In retrospect, none of these provided the finest memory of the convention, but rather something that was barely in existence when we proposed the convention -- Chesbay. The firm was founded only in 1980 and has been producing only since 1984 -- long after our first suggestion that we meet at Williamsburg.

First, Chesbay provided us with several barrels of really superb beer. Like most of the microbrewers, it regularly produces three brews, with a fourth produced seasonably. In Chesbay's case, the beers are a golden lager, an Oktoberfest, and a doppel bock, all beautifully hopped with a nice balance of flavors. This is, of course, a German line-up, as distinct from the pale ale, porter and stout of the majority of the microbrewers who have based themselves on the British model. We wish all of them well, you understand, but we predict that the microbrewers who do their thing Chesbay's way will ultimately prove the more successful. The idea that there is a big unsatisfied market for British-style ales is at best questionable. Even in Britain lager is now over 40 percent of the market and is expected to pass 50 percent early in the 1990s. In America it is much more likely that a market exists for import-competitive highly-flavored lagers, fresher than most imports can be marketed here. Chesbay works on this presumption, and feels its experience to date is consistent with this interpretation. Its principal market has proved to be Washington's burgeoning suburbia, a stronghold of the young upward mobile population that particularly supports the imports.

Second, Chesbay allowed us to tour the brewery at great length. To our good luck and Chesbay's bad, the supply of bottles intended for the day's bottling operations did not arrive, giving brewmaster Wolfgang Roth and the rest of the staff little better to do than to answer our questions. Roth, with a first rate German technical education in brewing, proved extremely impressive in his command of the technology. Chesbay uses a method of carbonation previously unknown to me called

spunding, which I had some difficulty comprehending. Roth explained that the wort is given a two-stage fermentation: the first ends when the sugar content is down to 3 percent, whereupon the liquid is transferred to a closed tank with a cover of the safety-valve type set for 12 pounds per square inch. This allows a build-up of carbonation to a precisely determined level, analogous to fermentation of champagne in the bottle, with the pressure of carbon-dioxide building up against the cork. The process is used for various sparkling wines, and also by some German brewers, although no other American microbrewer is known to use it. I noted that Chesbay does not use a multi-purpose vessel, uniting the mash tun and the brew kettle, as Point and several microbrewers do. Roth thought the unification undesirable, since one cannot run two batches simultaneously, and the brewmaster is constrained in mixing batches.

Finally, Chesbay provided us with our dinner speakers Saturday night. I confess I turned to the person next to me at the table when Roth came to microphone and said, "This guy knows so much about brewing that I doubt he can make a non-technical speech." I was wrong; he did a great job, and the two speeches gave us a nice insight into both the operation and marketing of a successful microbrewer.

There is a solid reason why Chesbay was so good to us. Dear old puritanical Virginia so restricts what a brewery can do by way of advertising and promotion that personal contacts of the sort they gave us are very important to them. A location in the Washington suburbs would probably be superior for access to the firm's main market, but Chesapeake Beach has the attraction of being a major resort with a great many short-term visitors. Draft accounts with the major restaurants in the town are a major way of familiarizing the public with the products. Chesbay only recently got permission to issue tents for tables at the restaurants. Similarly, tours of the plant and personal contact over the bar at the tasting room are an important promotional device. Similarly, the strong performance of the beer in taste competitions, as at the Great American Beer Festival, where it is almost always in the top ten, gets the word about.

As we said, we wish all the microbrewers well, for they add to variety and generate collectibles, but we would particularly like to see Chesbay flourish. It is a bunch of nice people producing outstandingly good beer, and marketing it very intelligently in the face of some difficult constraints.

* * *

As presidents are wont to do, Bob Chapin has decided to relinquish the office in 1988. Since NABA does not choose presidents as Mexico does -- the outgoing president chooses the candidate of the Institutional Revolutionary Party, who is elected fairly automatically -- we seek volunteers for the office. If you are interested in club office, please write Bob Chapin.

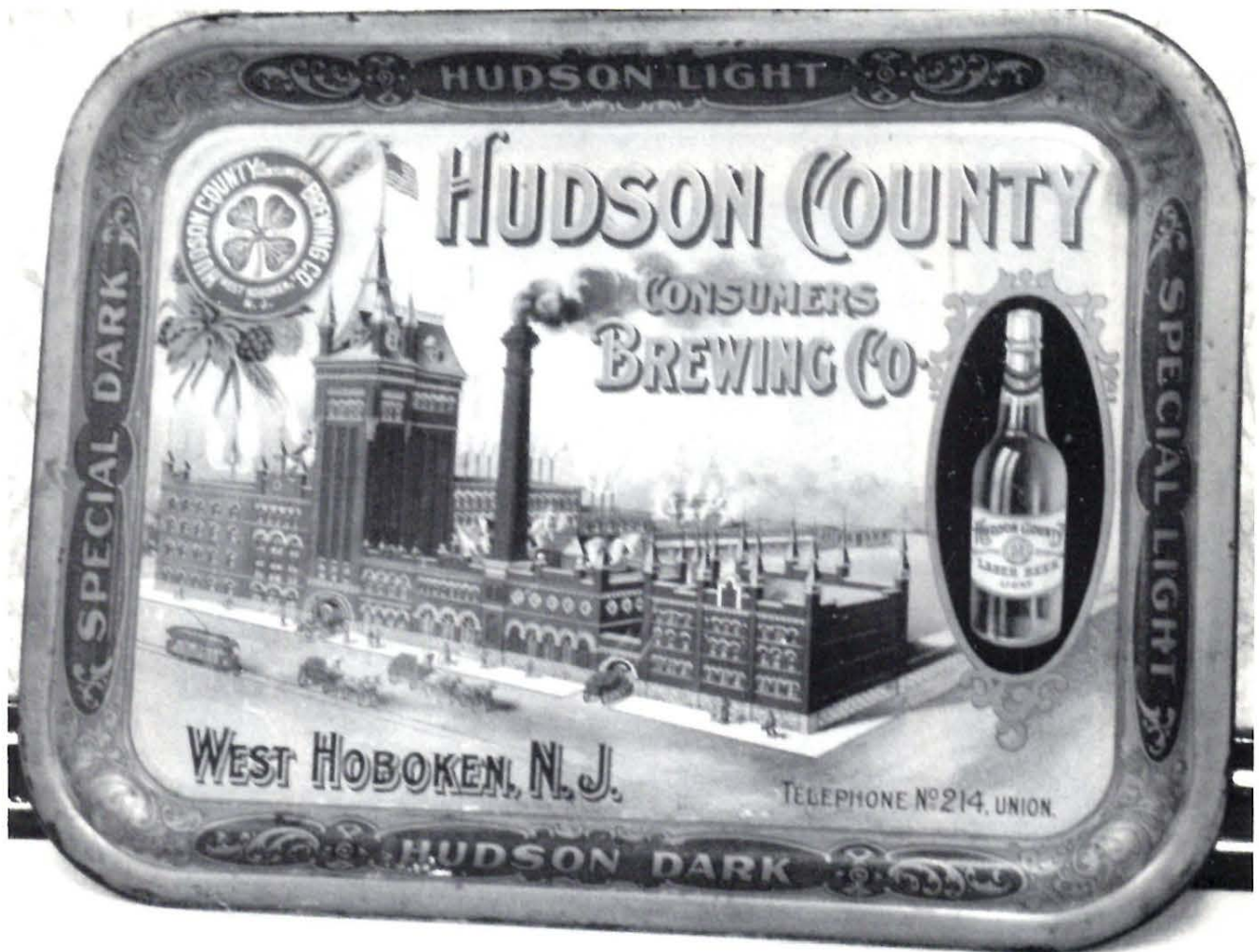
Bob Jaeger plans to do the 1988 directory during the winter. He would like ads for the directory by December 1.

* * *

As members may know, Chris and Stan Galloway have given up their offices as secretary and editor for the American Breweriana Association. Stan wants no big deal made of this, but we do want to congratulate them both for jobs well done, and for their innovations on the levels both of member services and editorial content. We wish them both well in the smaller world of life.

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

October 10, 1987



Items from the Convention

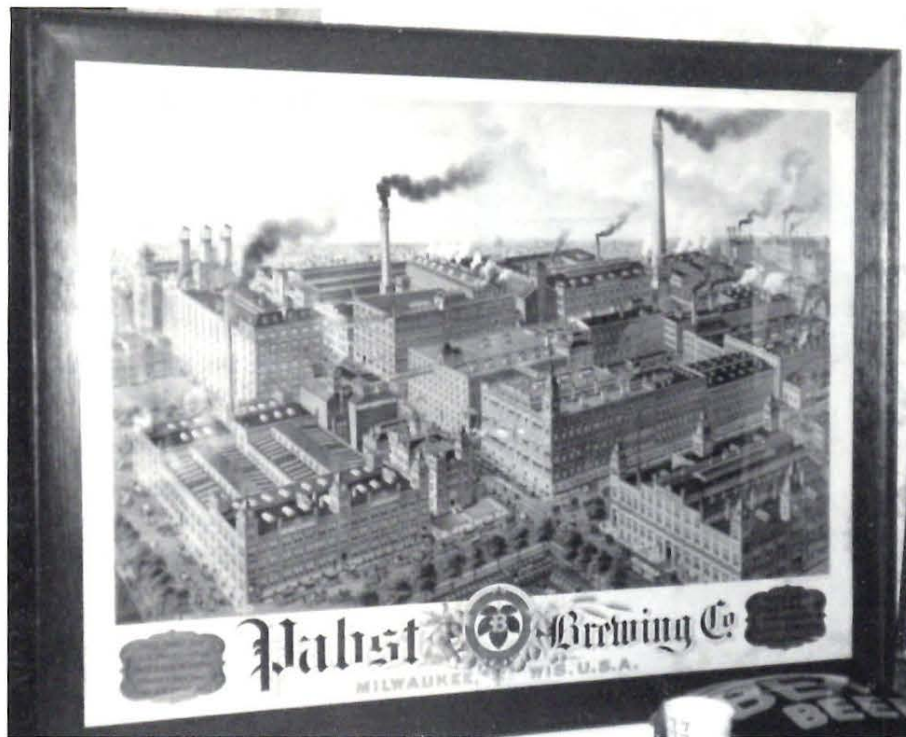
Neither in number of items nor in avidity of bidding was the auction at the Williamsburg convention one of NABA's best. Given the fact that the country was in the midst of a major boom, it was rather surprising that the membership did not appear very liberal in bidding. On the other hand, in quality the items could hardly be faulted. There were several fine pre-Prohibition items, in particular.

As on previous occasions, Peter Blum photographed items awaiting the auction, plus some others that were exhibited in rooms. Above is a factory tray showing the brewery of the Hudson County Consumers Brewing Co. of West Hoboken, NJ. Don Bull, Manfred Friedrich and Bob Gottschalk in their American Breweries report that the company operated from 1900 to 1920, but did not resume brewing after Prohibition. The tray was in impressive condition.

Hoboken, however unlikely, is undergoing a renaissance. Its old loft buildings have been redeveloped as artists' studios and as apartments for the up-and-coming. If a microbrewery emerges there, it could do worse than adopt the name of the old traditional brewery of the city.



The West End Brewing Co., now F. X. Matt, of Utica, NY, issued the lithograph of the young lady and her dog, probably around the turn of the century on the basis of her clothing style. Such lithographs seem an odd theme for a brewery, since children did not provide a beer market. Neither did dogs, come to think of it.



Two very nice Wisconsin items migrated to Virginia. Above is an impressive print of the Pabst brewery in Milwaukee, pre-Prohibition. Below is a self-framed metal lithograph of Heileman's Old Style. On the basis of the automobile, the item dates from about 1910. It is interesting to see how Heileman advertised before the Chicago Cub radio broadcasts came along.





These two prints show brewers' concepts of female beauty in quite different eras. Bartholomay's wasp-waisted belle of 1896 would be considered buxom by the standards of almost any post-Prohibition period. Regal's bathing girl is a good example of the standards of attractiveness in about 1940 -- when Jinx Falkenburg was the reigning beauty.



THE AUSSIES ARE HERE



Los Angeles Times

Bond to Pay \$1.2 Billion for G. Heileman, Its 2nd U.S. Firm

By CARLA LAZZARESCHI, *Times Staff Writer*

Bond Corp. Holdings Ltd., the Australian conglomerate, continued its push into the American beer market Wednesday by agreeing to pay an estimated \$1.2 billion for G. Heileman Brewing Co., the nation's fourth-largest brewer.

The deal, which gives Bond such regional brands as Henry Weinhard's, Colt 45, Lone Star and Rainier, was reached after Heileman rejected a hostile \$1.01-billion offer earlier this month and after the Wisconsin Legislature passed special anti-takeover laws.

The acquisition of the LaCrosse, Wis.-based brewer is Bond's second move into the U.S. beer market in the past 18 months and immediately fueled speculation that the Australian company will use its new purchase to launch a new beer for the U.S. market, and, possibly, for international markets as well.

"They have the capacity now to try something innovative," said Emmanuel Goldman of Montgomery Securities, a

San Francisco brokerage house. "It is clear that Bond has more on its mind than just Heileman's regional markets."

The deal also comes as an increasing number of Australian companies and such high-profile entrepreneurs as Robert Holmes a Court and Rupert Murdoch have been looking to the United States for places to expand their empires from Down Under.

Beer is not the only U.S. interest for Bond Corp. Last month, the company bought a 90% stake in St. Joe Gold Co. for \$500 million from Fluor Corp in Irvine. The conglomerate, which had a profit of \$95.6 million on sales of \$1.82 billion last year, also has international interests in oil, retailing, air transport and television by virtue of a \$1-billion purchase earlier this year of a chain of Australian television stations.

Bond Corp. was founded by Alan Bond, the chunky, 49-year-old sailor tycoon whose yacht, *Australia II*, won

Los Angeles Times

Thursday, September 24, 1987

the America's Cup from the United States in 1983 with skipper John Bertrand at the helm. A high school dropout who maintains offices on his Southern Cross yacht on the Mediterranean Sea and in Perth, Bond is said to have a personal fortune of nearly \$300 million and an extensive collection of Impressionist paintings.

The price Bond was willing to pay for Heileman shocked Wall Street and beer industry analysts largely because Heileman's share of beer sales in key markets—including its own backyard of Minnesota and Wisconsin—has slipped in recent years.

"I'm amazed at the price," said Jerry Steinman, publisher of Beer Marketing Insights. "The question is what do they know that the rest of us don't?"

The hidden prize in Heileman's, some analysts noted, might be its unused 8.5-million gallon brewing capacity, production space that Bond could use to increase its presence in the U.S. and international beer markets.

With Heileman, Bond Corp. will be able to combine its Australian brewing and export operations of its Swan beer with Heileman's U.S. operations to become the fourth-largest brewer in the world. Bond already dominates about 45% of Australia's beer market and is a major exporter to Great Britain, Japan, Asia and the Middle East.

In a Sept. 3 letter to Heileman Chairman Russell G. Cleary, Bond said he plans to boost Heileman brands into foreign markets once the sale is completed. The merger also allows Bond to put Swan beer into Heileman's distribution channels in the United States.

Still, many analysts expect a new national, and possibly international, brand from Bond. In February, 1986, Bond purchased Pittsburgh Brewing Co., which markets Iron City, and is testing a national brand called American Beer.

According to Thomas Pirko, publisher of Bevmark, a beer industry newsletter in Los Angeles, the Bond-Heileman deal will affect the price of future brewery takeovers. Pirko said he believes that the major beneficiary of Wednesday's deal is Philip Morris, owner of Miller Brewing Co., the nation's No. 2 beer maker whose takeover price and acquisition profile was substantially increased by the Bond-Heileman deal.

Keeping Wisconsin Operations

The merger calls for Bond to pay \$40.75 a share for Heileman's 26.6 million shares, compared to the \$38-a-share offer that Heileman earlier rejected. The total price of the deal will be about \$1.22 billion when convertible preferred shares are taken into account.

The agreement, which has been approved by Heileman's board, also provides that Heileman will maintain operations in Wisconsin and corporate headquarters in La Crosse. It further provides for Heileman to honor all labor agreements with workers as well as with distributors and vendors.

The company's stock, which traded as high as \$42.50 a share earlier this month on the expectation of a bidding struggle, fell in heavy trading after the agreement was announced, with many speculators unloading large blocks. On the New York Stock Exchange, Heileman lost 12.5 cents to close at \$40.50.

Pennsylvania's 125-year-old Latrobe Brewing Co. was bought by Labatt Importers of Toronto, a subsidiary of Canada's leading brewer, for an undisclosed amount from privately owned Sundor Group in Darien, Conn. Labatt said it intends to continue to expand production of Latrobe's Rolling Rock premium beer, which is available in 37 states. Production of its own beers, which include Labatt's Blue, John Labatt Classic and Labatt's 50, would continue in Canada.



As architecture, the Stegmaier brewery is right up there with Grain Belt as just a great example of traditional late-19th century design. This photograph by Al Kogoy shows it in its present state. The bottling house in the distance has been restored, but the main building awaits funds for restoration.

Stegmaier of Wilkes-Barre

by Ruddy Heckler

If breweriana collectibles are your pleasure, the Stegmaier Brewing Co. of Wilkes-Barre, PA, could be a one-stop shopping center for outstanding advertising. Collectors can give thanks for that day in 1857 when Charles Stegmaier set up shop in the northeastern Pennsylvania town. He started with a bottling business and by the turn of the century had the largest brewing business in Pennsylvania outside of Philadelphia and Pittsburgh.

Charles Stegmaier, born October 7, 1821, learned his trade in his home area of Württemberg, Germany. At the age of 27, having been brewmaster at several large local breweries, he set sail for America. He quickly found employment at the small Corporation Brewery in Philadelphia. Short thereafter, he gained employment with the Louis Bergdoll brewery, where he met John Reichard of the Reichard & Weaver brewery in Wilkes-Barre. This friendship of 1851 sent Charles packing on a 120-mile trip upstate, where he and John formed a short-lived partnership. This business association produced the first lager beer in their section of Pennsylvania. A longer partnership was also formed in 1851 when Charles married Katharine Baer, daughter of George C. Baer.



An outstanding piece of reverse-on-glass, executed by G. L. Weitzel on March 12, 1884, to the order of Charles Stegmaier for hanging in the office of the brewery. The sign is done with gold leaf inlaid with mother-of-pearl. On the cover is a rectangular piece of reverse-on-glass in silver and black, with three dimensional lettering and vivid blue and light green. It is thought to date from the early years of the century.

Several years later, Charles accepted a position in Pottsville with the George Laurer brewery, but he returned to Wilkes-Barre in 1857 to establish a bottling business. He quickly formed a partnership with his father-in-law, George Baer, to build a small brewery on South Canal Street. They brewed with a wooden kettle and stored their beer in an abandoned coal mine tunnel while a new brewery with underground vaults was built on East Market Street. The new Baer & Stegmaier Brewery was opened in 1863 and lasted until the Panic of 1873.

Out of a job, Charles entered the hotel business for two years before buying the Joel Bowkley Brewery on North River Street at the Canal. Forming a partnership with his son, Christian E. Stegmaier, he successfully increased business to the extent that they could repurchase the Baer & Stegmaier Brewery in 1880. Output continued to grow under the name of C. Stegmaier & Son; a new brewhouse and storage facility were built in 1894, increasing annual capacity to 300,000 barrels. By the standards of the time, this was an extremely large brewery. Charles and Christian incorporated the firm in 1897 as the Stegmaier Brewing Co. Charles, who continued active management of Company affairs until 1902, operated the firm with Christian and his other sons, Fred and George. The Stegmaier family were highly esteemed as citizens of the city; they were extremely charitable and contributed greatly toward the growth and development of Wilkes-Barre. Success this time was not short-lived; the company enjoyed many productive years before closing during long years of slow decline of the local brewers in October, 1974.

Between 1910 and 1913 Stegmaier won eight gold medals at expositions in Paris, Brussels and Rome. After Prohibition it became one of the largest independent breweries in North America, reaching an output of a half-million barrels in 1940. Using a 60-truck fleet and rail services, the distribution area eventually covered the East Coast from Maine to Florida -- a considerable evolution from the days of 1857 when Charles Stegmaier personally delivered each barrel of beer with an express wagon drawn by a husky goat.

The sudden announcement in 1974 by Edward R. Maier, greatgrandson of Charles Stegmaier, that the Stegmaier label was sold to Lion, Inc. of Wilkes-Barre sent shock waves through the brewery's work force. The Company's financial situation was known to be deteriorating, but the notice of sale still came as a surprise to most.

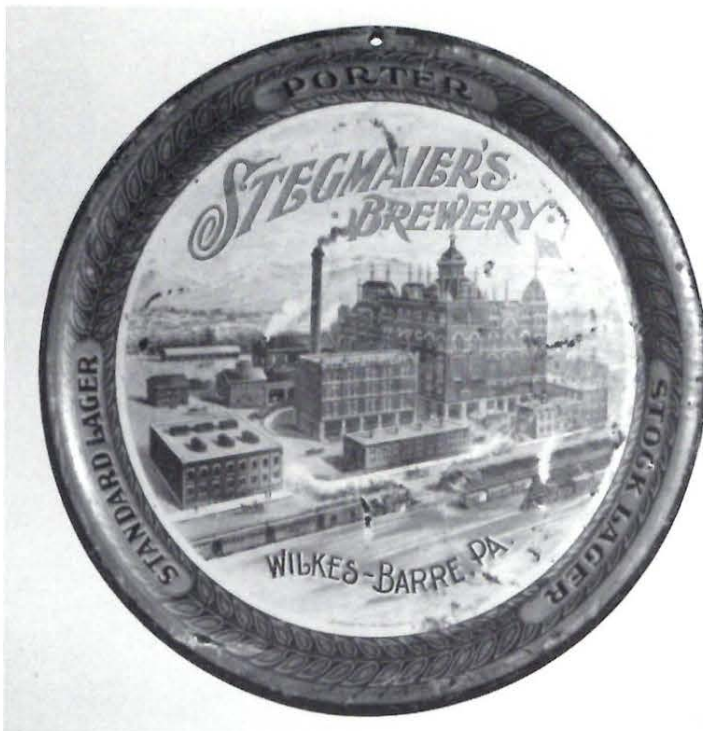


An early self-framed lithograph on tin by the firm of Shonk. Note that the baby is reaching out for the glass of Stegmaier in its mother's hand -- an unusual theme in beer advertising.

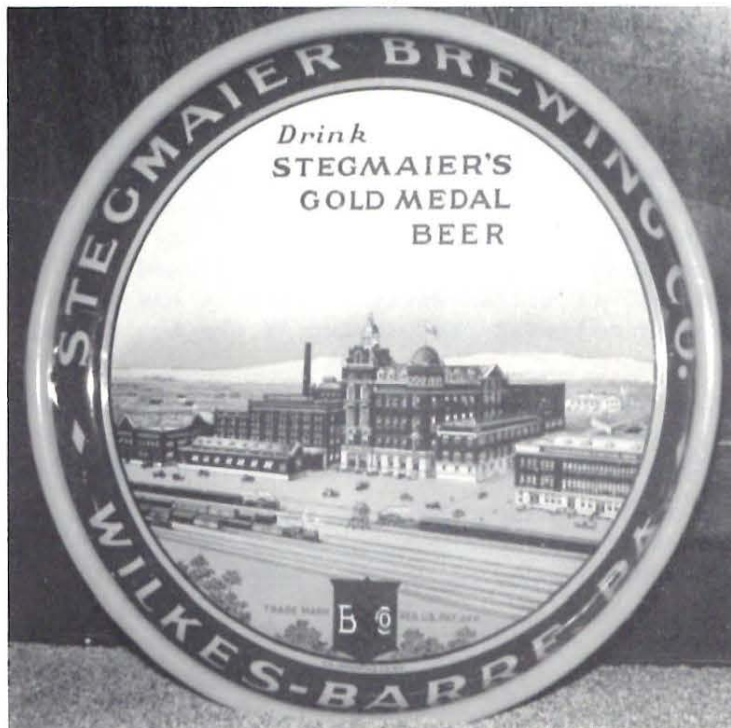
The Company was a family-run business covering four generations, always respected as a "class act" by its loyal employees, many of whom were from families whose parents and grandparents had worked with Charles Stegmaier. About 50 employees, along with Maier as Executive Vice-President, were employed by Lion, Inc., but some 150 workers lost their jobs. The vacated Stegmaier brewery, purchased for back taxes in 1978, is currently owned by the City of Wilkes-Barre. The City has hopes of selling it to a developer who will pursue historic restoration of the buildings.

Stegmaier's many years of brewing brought us not only award-winning beer, but a myriad of advertising memorabilia. A room of considerable size could be filled with historic breweriana with the "Stegmaier Brewing Co." name appearing.

Stegmaier beer is still produced by Lion, Inc., of Wilkes-Barre, and remains one of the firm's best selling products. Enjoy a cold, frosty "Steg" and appreciate the history that the Stegmaier Brewing Co. has left behind.



Two versions of Stegmaier's factory trays. Above is a pre-Prohibition example by the Standard Advertising Co. of Coshocton, OH, which ceased operation in 1901. Below is a post-Pro version. The impending head-on collision between trains on the far track was corrected in a later tray with a straight-edged rim.





Two pre-Prohibition trays. Above is a handsome design in brown showing four of the company's bottles. A tip tray was issued in the same design. The four brands shown are Stock Lager, Malt Extract, Stegmaier's Beer, and Export Beer. Below is what is thought to be a rarer tray, based on three kittens cavorting about a Stegmaier case. The brand is again the Stock Lager.





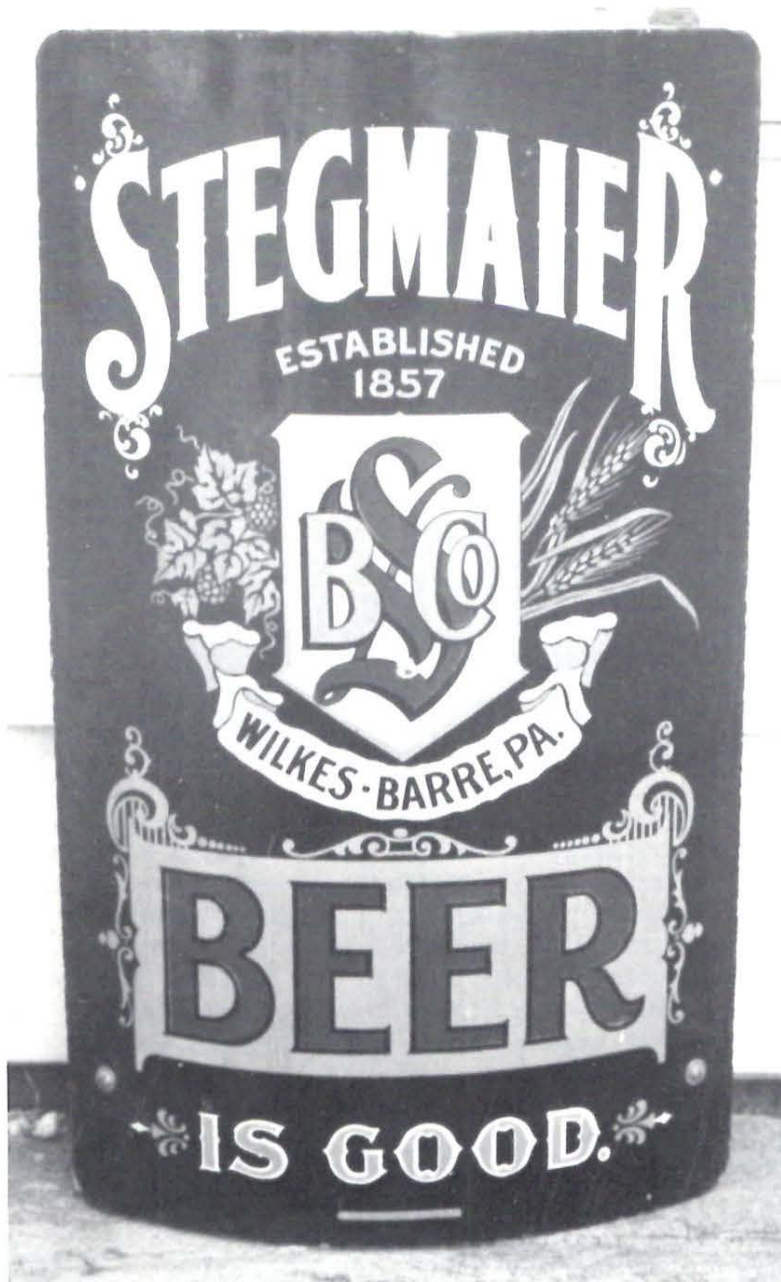
No less than Stroh and Anheuser-Busch at present, Stegmaier endeavored to identify its beers with fishing. Only the containers have changed. The tray above also shows Stegmaier's four basic brands, from the left: Stegmaier Beer, Malt Extract, Export Beer and Stock Lager. Below are two rare plated trays, mounted with a brass plate identifying them as having been issued about 1880. The tray at the left has a copper tone, the other a silver finish. They appear otherwise identical. (Lower photograph by Al Kogoy.)





Above is the Stegmaier Girl tray of 1905, a lovely example of pre-Prohibition lithography. The subtlety of shading in the auburn hair is very impressive. Below are Stegmaier's three known pre-Prohibition tip trays. At left is the version of four-bottles-in-hand tray mentioned on page 12. In the factory tray in the center, the trains have been placed on adjacent tracks to avoid imminent collision.





A rare pre-Prohibition porcelain corner sign. This is a very colorful item, with the central logo in red and yellow on white, "Wilkes-Barre, PA" in black on light blue, and "Beer" in red on gold. (Al Kogoy photograph)



Above are two pre-Prohibition etched pilsner glasses. The glass at left is lettered for Stegmaier Pilsner, not one of the four brands that the firm industriously advertised on its trays and other pieces of the time. The glass at the right has only the Stegmaier shield logo. Below is a brass ash tray with match holder, also a pre-Prohibition piece, manufactured by Shonk.





Above, three rare coasters from the post-Prohibition era. Note the handsome waiter at upper right. Rather like the huntsman in Britain, this stock figure was used by several breweries, notably Trommers. He even spread to Canada. (Photograph by Al Kogoy.) Below is an early post-Prohibition lighted sign with a nice cursive lettering. The sign was apparently intended for indoor display.



Beer's Back!

by Fil Graff

America's brewers and the drinking public held real celebrations in the days and months following April 7, 1933. It might have only been 3.2% at the outset, but Prohibition had been repealed, and BEER WAS BACK! Will Anderson's recent book Beer, USA has pages of pictures of the revelry...brewers and the public packing, shipping or consuming the first legal beer in 13 or 14 years. The brewery's Advertising Departments joined the party with "permanent" advertising pieces, two examples of which are in my collection.



This oval tin lithograph commemorates the April, 1933 Repeal date (Friday, April 7 appears in Red Letter on the calendar behind the musically inclined drinkers), but wasn't produced until 1934 or '35, according to the best estimate of Hudepohl Brewing Co.'s informal historian, Matt Hughes.

My other "Celebration Piece" is a tray from Baltimore's Globe Brewing Co., dating from about 1935. Almost everybody in the picture is drinking or holding a beer, from the Gambrinus figure on the throne, to the lady in the foreground, who slyly sips from a stein.



Everybody but the scowling top-hatted man reading a newspaper at the right foreground (and his dog under the chair, who looks as unhappy as his master). Who is this party-pooper? What kind of person would be pointedly unhappy at the celebration of beer's return? Why, Representative Andrew Joseph Volstead (Minnesota), of course, the author of The Volstead Act that was the cornerstone of the legal structure of Prohibition. The hawk-like nose, frameless glasses and top hat were favorite caricaturing features in the less-than-flattering portraits the "Wets" used to deride the legislator.

I have several other "first-after-Prohibition" ad pieces on the walls, but these are the only ones that make specific reference to Repeal. I'm sure there are others, and would like to know more about such items in other collections.

BOOK REVIEW

Brewed in Philadelphia: A 19th Century View (The German Society of Philadelphia, 611 Spring Garden Street, Philadelphia, PA 19123, 1987). 24 pages.

Although this is not so stated, this is apparently a pamphlet issued for visitors to an exhibit on the brewing history of Philadelphia held by the German Society of Philadelphia in the fall of 1987. It is not, however, a catalog of the displays. Rather, 14 pages of the text are devoted to a chronology of the brewing history of the city by Richard Wagner, ranging from establishment of the first brewery under William Penn in 1683 to closure of Schmidt's in 1987. This is quite thorough and nicely integrated with trends in brewing nationally. The remainder of the pamphlet is filled with advertisements of Philadelphia brewers, mainly pre-Prohibition, probably assembled from old city directories. A bibliography lists standard sources on brewing history.

In sum, this is a nice, unpretentious item that collectors with an interest in Philadelphia brewing would be well advised to acquire. One suspects that a self-addressed envelope sent to the German Society is all that acquisition requires, though again, this is not so stated.

GWH

WHAT'S BREWING

Beer sales for the first six months of this year showed Anheuser-Busch increasing its already commanding lead. Only Coors among competitors posted a modest increase, but no match for A-B. Miller, Stroh, Heileman and everybody else lost volume, and with it also income to promote their products. Such market dominance permits A-B to support whatever brand for however long it chooses, to set pricing patterns, and increasingly, to become the standard American beer flavor.

And as dominance is the mother of mergers, industry observers once again played what-if games. Miller has been linked to talks with Alan Bond and Elders IXL, in spite of statements that Phillip Morris is not unhappy and evidence that Miller is in sound shape and has good prospects. Miller is said to be worth about 3 billions. The brewers below A-B and Miller have been good grist for the rumor mill. Speculators evidently felt that G. Heileman would be vulnerable to the right offer, and were rewarded when Bond bid 1 bi. The bakeries are expected to fetch some 250 million, but consensus is that Bond is paying a high price and assuming a large debt.

It got so hot this summer that some even wondered if A-B could be bought. Far out, but about half the stock is said to be held by institutions and trusts. A deeper analysis indicated a prohibitive price - maybe 12 bi. - but more important is the feeling that Mr. August Busch III is A-B, and without him at the helm it would not be the world-class brewer it is.

Dominance is also the mother of diversification. With beer unlikely to generate higher earnings in the future, second-tier brewers are looking hard for other product lines. Coors, which is already highly diversified, has strengthened its aluminum caster technology by acquisition. Stroh is diving deeper into non-beer beverages, and Heileman was heating up its acquisition of bakeries. Long-range planning had also enticed A-B to branch out into snack foods with the Eagle line and A Sante flavored water.

Once over lightly: A-B is test-marketing Anheuser to oppose imports, either as a Pilsener or a May beer. St. Louis types have been spotted in Georgia looking at real estate, and nobody thinks it was for peach orchards. Miller will introduce Meisterbrau Light to five eastern states. Stroh is a partner in Guelph's Sleeman brewery, which still has to be built. G. Heileman allocated the 1.6 mi. barrels from C. Schmidt to Baltimore (0.9), Perry, GA (0.5), and small amounts elsewhere. Coors has settled its decade-long difficulty with the AFL-CIO. The holiday beer Winterfest will be brewed for wider distribution.

Michigan's Geyer Bros. in Frankenmuth was purchased by two former Schlitz executives, but a fire will delay the new venture. Also on the specialty scale, the grandson of Christian Heurich Sr. is brewing Old Heurich Amber Lager in Washington. The microbrewing segment doubled its volume to 56,000 last year. Profits are said to be difficult to find. Exports are also up. The largest increase was posted by Mexico's Cervearia Modelo, brewer of Corona. This became the second-ranking import (after Heineken) with '86 sales of 190,000 barrels, an increase of 170 %. So successful was Corona - it defies all logic, not to mention taste buds - that a miffed competing delivery driver started a rumor that Corona was contaminated with urine. The story refused to die, like the one about bock beer being made from annual scrapings or Stroh being minority owned. PB.

MEETINGS OF OTHER ORGANIZATIONS

Eastern Coast Breweriana Association

ECB's convention this year was special, both as the 15th anniversary, and as the first meeting at the tiny Straub Brewery of St. Marys in the hills of Elk County, Pennsylvania. The brewery has been a staple of the area for 115 years, and shows strong evidence of being around for 115 more. Over the convention in mid-week and the third week-end in July, the Straub family was the hit for everyone. From Wednesday to Sunday afternoon the convention made its mark on the attendees. Because St. Marys has only about 8,000 people, we had to meet out-of-town, at a hotel in Dubois along I-80. This entailed a 45-minute bus trip to the brewery Thursday. The people of St. Marys were not prepared for the turnout when the buses stopped. The Straub family were all there to act as tour guides and bartenders, to tend the gift shop and to answer all our questions. Everybody loved the buffet lunch at the brewery with its supply of cold Straub draft beer. At the end of the tour we had to force ourselves to return to the hotel to resume room-to-room trading. Friday brought our auction and more Straub draft, with more room-to-room in the afternoon and our banquet in the evening. Our speaker was Jim Straub, but cousin Herb and some others were on hand for moral support. During his short but interesting talk, Jim told of the history of the brewery and the relation between the Straubs. After the banquet the Straubs went room-to-room, and were amazed at how much breweriana we had brought to their little corner of Pennsylvania.

Saturday brought the business meeting and afternoon trading. The big treat came Saturday evening, when the hotel put on a barbecue for the members who stayed over. About 80 stuck around for the barbecue. Not much breweriana changed hands Saturday night, but the conversation was enjoyable. Some of us will have a hard time waiting for the 1988 convention at Utica, celebrating the 100th year of F. X. Matt.

John N. Snyder



Canadian Brewerianist

The eighth Canadian Brewerianist Convention was held in Winnipeg -- our second convention in the metropolis of central Canada. We were host to delegates from across Canada plus many of the northern American states -- and even Florida.

Because Winnipeg has three breweries, the convention committee felt that to be successful we should have participation from all three. This was no easy task because of their keen competition. Molson supplied a Convention Beer label, plus beer for the hospitality room at our hotel. Labatt provided the hospitality room, the Blue Room, at its brewery for the first night. We had a delicious cold plate, followed by a slide show on Manitoba beer advertising. Carling-O'Keefe provided T-shirts, caps and beer for an early-bird golf tournament held a day before the official start of the convention, August 13. At the close of the convention, we enjoyed a river cruise with a banquet on board the ship.

Next year we will meet in Hamilton, Ontario. For the first time, we will meet a week prior to the NABA convention.

Dave Craig

* * *

We are sorry to report that we did not receive an account of the convention of the American Breweriana Association at Santa Rosa, CA. The departure of Stan and Chris Galloway from active management of ABA (see p. 4), left us without our usual source and the other prospective reporters either did not attend or did not respond.

The Great American Beer Festival

The Great American Beer Festival, which in 1986 had gone to a fall date because of insurance problems, returned to its traditional June week-end, but remained in Denver, meeting at the Denver Regency's ballroom. About 4500 people attended, and were exposed to 120 beers, mainly from American microbrewers, brewpubs and contract brewers. In 1986 there had been complaints against stuffing the ballot box, trading of admissions tickets for promises on votes, and violation of the rules for dispense of the beers. These problems were thought ameliorated, but not yet cured in 1987. Some microbrewers have threatened to withdraw if the problems are not entirely reconciled. In a sense, the Festival is the victim of its success: winning a best-of-class award is so important as a promotional device that a brewer has strong incentive to win, even at the cost of some fudging of the rules.

This year's winners were:

American light lager: Jacob Leinenkugel, Chippewa Falls, WI.
Continental amber lager: Golden Bear Dark Malt Liquor, 1000 Oaks Brewery, Berkeley, CA.
Vienna style lager: Vienna Brewing Co., Milwaukee, WI.
Porter: Great Northern Porter, Summit Brewing Co., St. Paul, MN.
Cream Ale: Little King Cream Ale, Hudepohl-Schoenling, Cincinnati, OH.
American lager: Koch's Golden Anniversary Lager, Genesee Brewing Co., Rochester, NY.
Continental pilsener: Samuel Adams Boston Lager, Boston Beer Co., Boston, MA.
Bock and dopplebock: Chesbay Double Bock, Virginia Beach, VA.
Ale: Bigfoot Barley Wine, Sierra Nevada Brewing Co., Chico, CA.
Stout: Boulder Stout, Boulder Brewing Co., Boulder, CO.
Altbier: Chinook Alaskan Amber Beer, Chinook Alaskan Brewery & Bottling Co., Douglas, AK.
Wheat beer: Edel Weiss, Val Blatz Brewery, Heileman Brewing Co., Milwaukee, WI.

From press releases.

9 105 8 7 3 2 4 6 105 5 ANOTHER RECORD

Its hard to believe but this is the largest group of New Members to join the N.A.B.A. in a quarter of a year period. Yes 105 New Members Welcome to the N.A.B.A.

The Convention is over and all one can say is a million thanks to Sue and Bob Chapin for a Super Convention at Williamsburg. The tourist attractions and the Breweriana were the greatest. We all will remember the Chesapeake Bay Brewing Co. and its fine brew.

It was again time for a Board of Directors meeting. The results of the election for Directors was Robert Kay, Jeanette Bendula and Paul Zagielski as Directors. Loren Karacki Recording Secretary was forced to resign. Moving to a new city and a new job we can only say thanks for all the years of service. Thanks again Loren. The Board appointed Fil Graff to the office of Recording Secretary. Robert Jaeger was appointed Executive Secretary.

The N.A.B.A. is not responsible for advertisements in the Collector or Directory or by actions of its members. Each member must use good judgement in transactions.

1. Auctions - Get a receipt stating items in the Auction and value of the items.

2. Trades - Write an I.O.U. for items to be delivered with value stated.

The Board of Directors has heard problems about Auctions, Trades not being completed and now fake enameled beer glasses. Please use good judgement the N.A.B.A. has no legal staff. Some cases could involve Postal fraud or Civil Courts.

The Board reviewed the dues and due to the increased printing costs and postage took the following action. As of January 1, 1988 the dues will be \$20 for U.S. members and \$25 for Foreign members.

The Board then agreed to poll the membership as to their interest in a California Convention. Thus another meeting ended. The next meeting will be September 26th at Indianapolis.

Again Welcome to the New Members. Breweriana ads are free in the Collector and what a great way to help other members add to their Collection.

Sincerely

Robert E. Jaeger
Executive Secretary.

NEW MEMBERS

Allen Hubert (Charletta)
614 Palmer Street
Anderson SC. 29624
All breweriana-cans-clocks
mirrors-signs-tap knobs

Ammons James R. (Rita)
2495 Chico Lane
Yuma Az. 85364
-726-6841

Bange Web E. (Angela)
88 Van Buren Street
Dodgeville N.Y. 13329
315-429-9541
Bottles-neon signs-signs
statues-tap knobs-trays

Barthlow Tom
Box 10150
Pittsburgh Pa. 15232
Neon signs
Iron City & Rolling Rock Brwgs.

Bassett H. Bud (Sally)
P.O. Box 477
Cedar Ridge Ca. 95924
916-272-1776
Calendars-dealer-lithos
signs-tip trays-trays

Benjamin Marc (Pat)
54 Lakeview Road
Carmel N.Y. 10512
914-225-4702
Openers
Any and All Types

Bentsen Kurt A. (Dorothea)
559 75th Street
Brooklyn N.Y. 11209
718-748-8120
All breweriana-medals
mini beers-tap knobs

Birdsey Robert (Cindi)
112 High Hill Road
Wallingford Ct. 06492
203-269-9053
All breweriana-coasters
crowns-dealer-labels-menus

Binkley Richard
3500 Fernandina Rd. Apt-M-6
Columbia SC. 29210
803-731-0160
All breweriana-glasses
openers-signs-thermometers
trays

NEW MEMBERS

- Bonanno Peter (Susan)
11 Indianfield Court
Mahwah N.J. 07430
201-327-1714
Books magazines-glasses
pitchers-trays
- Bracken Kevin (Geri)
298 Charles Street
Southampton Pa. 18966
215-322-8756
Coasters-history
- Boul Peter J. (Barbara)
W. 6202 Dividing Ridge Rd.
Monticello Wi. 53570
608-938-4458
Bottles-cans-mugs steins
signs-tap knobs-tip trays
Miller & Theo. Hamm Brwgs.
- Campbell David M. (Darlene)
2140 Valente Court
Martinez Ca. 94553
415-228-5340
Ash trays-clocks-lithos
neon signs-signs
reverse paint on glass
- Cooper Donald E. (Dolores)
6303 New Jersey Ave.
Wildwood Crest N.J. 08260
609-522-9099
Tap knobs
Anheuser Busch
- Crane Mark (Teena)
122 Pennsylvania
Jacksonville Ar. 72076
501-988-4790
All breweriana-cans
Terre Haute Brwg. Co. &
All Indiana Brwgs.
- Daniels Bob
412 E. Colonial Hwy.
Hamilton Va. 22068
703-338-2220
All breweriana-calendars
dealer-lithos-paper items
reverse paint on glass-signs
- Derousseau David L.
1510 Pine Grove Ave.
Rice Lake Wi. 54868
715-234-6147
All breweriana-glasses
neon signs-pitchers
salt shakers-signs
Hamm's & Blatz Brwgs.
- Deusterman Terry L.
2834 Bender Avenue
Akron Oh. 44319
216-644-8081
Bottles-glasses-mugs steins
signs-tap knobs-trays
Akron Ohio Brwgs.
Budweiser mugs
- Dikeman Larry G. (Joan)
2169 Arbor
Muskegon Mi. 49441
616-755-1881
All breweriana-calendars
glasses-signs-statues-trays
Muskegon Brwg. Co.
- Dlouhy William R. (Beverly)
7 Eastern Drive
Kendall Park N.J. 08824
201-297-2321
Calendars-lithos-mugs steins
reverse paint on glass
signs-trays
All New Jersey & New York Brwgs.
- Doelger Peter
Box 4378
Warren N.J. 07060
201-469-0446
Doelger or New York
or New Jersey Family
Brwgs. Breweriana
- Dole Gerald L. (Betty)
2906 S. Gidds Road
Kent Il. 61044
815-947-2176
All breweriana
Potosi Brwgs.
- Dolwick Karen
4 Harshman Blvd.
Springfield Oh. 45504
All breweriana
- Donovan David L. (Veronica)
2900 Cedarcrest Ave.
Baltimore Md. 21219
301-388-1228
All breweriana-glasse-lithos
mirrors-reverse paint on glass
signs
Free State, National, Arrow
Bruton & Gunther
Any Pre-Pro Brwgs.
- Elliott Bruno Kendra (Joseph)
Dixie Brewing Co.
2537 Tulane Avenue
New Orleans La. 70119
504-822-8711
All breweriana
Dixie, Jax & Regal
All New Orleans Brwgs.
- Elliott Stephen (Barbara)
1600 Tennessee Street
Vallejo Ca. 94590
707-552-8400
Steins-openers
Anything from Solano Brwg.
of Vallejo Ca.
- Evans Ralph (Gerda)
717 Richards Street
Geneva Il. 60134
312-232-4779
All breweriana-books
magazines-calendars
(Sport Schedules)
coasters-corkscrews-openers
- Farley Thomas R.
Ridge Road
West Orange N.J. 07052
201-736-0814
- Feather Donald (Margaret)
553 Turner Street
Emmaus Pa. 18049
215-965-4164
9" round signs
tin over cardboard
- Finkel Charles S.
Merchant du Vin Corp.
2505 Third Ave. #324
Seattle Wa. 98121
206-448-1228
All breweriana-books
magazines-bottles-history
labels-signs
- Fry Robert E.
8800 E. Harry Apt. 911
Wichita Ks. 67207
316-651-0895
Bottles-corkscrews
- Gillen Kevin (Sandy)
823 S. 6th Street Apt. 3
Terre Haute In. 47807
812-235-4431
Books magazines-labels
lithos-paper items-signs
- Gluesing Dean (Gail)
308 2nd Avenue
Clarence Ia. 52216
319-452-3090
Clocks-glasses-neon signs
paper items-signs
Hamm's
- Graw Michael A. (Chris)
5537 N. Linwood Ave.
Davenport Ia. 52806
319-391-8764
Glasses-signs
statues-trays
Hamm's, Pabst & Blatz Brwgs.
- Grilliot Michael
2442 North Burling
Chicago Il. 60614
312-525-6535
Leaded glass windows-lithos
signs-tip trays-trays
Central Ohio Brwgs.
- Hagerstrand Milt (Marilyn)
1140 Aldoro Drive
Waukesha Wi. 53186
414-542-7049
Bottles-paper items-photos
post cards-trays
reverse paint on glass
Waukesha Wi. Fox Head, Weber
& Local Soda Companys
- Hager Richard A.
4712 Redland Drive
San Diego Ca. 92115
- Hajicek Robert A.
1620 Spy Glass Hill N.E. Apt. 18
Cedar Rapids Ia. 52402
319-395-7025
All breweriana
Minneapolis Brwg. Co. Hutchinson
Brwg. Glencoe Brwg. (Located in Mn.)
- Handy Lawrence F. Jr. (Virginia)
5456 Tollgate Road
Pipersville Pa. 18947
215-297-5326
Cans-coasters-labels
neon signs-show promoter-trays
Horlacher, Gretz, Esslinger
- Hastings John (Barbara)
17706 De Oro Place
Cerritos Ca. 90701
714-523-0447
Cans-dealer-labels
neon signs-mugs steins-signs
California & Canadian Brwgs.
- Hatzenbehler Eric (Louise)
2441 Cobblestone Dr.
Hayward Ca. 94545
415-783-5163
Mini cans-mini beers
mini "Back Bar" chalk
pieces
- Hostetter Kenneth (Marie)
4855 Hanover Road
Hanover Pa. 17331
717-632-5789
Ash trays-signs-statues
tip trays-trays
- Johnson Michael G.
1901 N. Hoywe
Chicago Il. 60647
312-276-4340
Glasses-mugs steins
openers-pitchers-signs
trays
All Chicago Brwgs.

NEW MEMBERS

- Keithline Harry (Chris)
343 Crawford Road
St. Louis Mo. 63137
314-868-5025
Cans-mirrors
tip trays-trays
Pennsylvania Brwgs.
- Kenny John (Roselle)
Latrobe Brwg. Co.
5085 Ravenwood Drive
Marietta Ga. 30066
404-924-0479
Bottles-brewery equipment
glasses-mugs steins
Rolling Rock & Rheingold
- Kieran John F. (Betty)
2210 Greensboro
Bellevue Ne. 68005
402-292-4024
All breweriana-cans-glasses
neon signs-signs
Leisy, Stroz & Metz Brwgs.
- Kikta Ron (Bobbi)
R.D. 6 Box 231
Johnstown Pa. 15909
814-749-7183
Cans-statues
Goenner's
- Kuhn Jeff (Sue)
170 Warren Avenue
Tiffin Oh. 44883
419-447-7621
Ash trays-clocks-lamps
mirrors-signs-statues
Old Dutch
- Kuhser Robert
2511 W. 46th Street
Davenport Ia. 52806
319-388-9007
Signs-statues
Pabst, Blatz & Hamm's
- Kuzma Joseph (Alice)
102 Sharon Lane
North Aurora Il. 60542
312-892-9269
Ash trays-cans-mugs steins
openers-signs-trays
Pabst, Miller, Fox Head & Hamm's
- Lander Dee (Linda)
13892 Grey Colt Drive
Gaithersburg Md. 20878
301-251-1566
Cans-crowns
- Lang David M. (Pam)
11 Denonville Ridge
Rochester N.Y. 14625
716-381-7466
Books magazines-cans-labels
All New England Brwgs.
- Langdon Cort
P.O. Box 147
Bemidji Mn. 56601
218-751-5752
All breweriana
Minneapolis Brwg. & Bemidji Brwg.
- Leese Ronald (Sally)
Rd # 7 Box 393
Hanover Pa. 17331
717-637-1983
Coasters-crowns-menus
statues-beer bags
Rolling Rock
- Le Gros Jum (Kathy)
6145 Stratford Drive
Parma Heights Oh. 44130
216-886-1927
Cans-post cards
Miller, Genesee, Molson
& Heineken Brwgs.
- Marks Doug (Natalie)
3186 E. Thousands Oaks Blvd.
Thousand Oaks Ca. 91362
805-497-7793
Mugs steins-tap knobs
thermometers
Budweiser
- Mc Clellan Lauriston W.
4 Mayhill Street
Albany N.Y. 12205
518-869-7710
Tokens
Brwg. Tokens of U.S. & Canada
- Mc Kinney J.R. (Phyllis)
108 E. Chicago Box 408
Britton Mi. 49229
517-451-2155
All breweriana-cans-mugs
steins-neon signs
Stroh's
- Mensch Jim (Karen)
94½ Massachusetts Ave.
Lockport N.Y. 14094
716-433-4811
Labels
Cans from Buffalo N.Y. Brwgs.
All items Lockport N.Y. Brwgs.
- Millman Jay (Joan)
28 Orchard Street
Bloomfield N.J. 07003
201-748-8640
Dealer-lithos-pocket mirrors
paper items-post cards
playing cards
New Jersey Brwgs.
- Mizer Richard C.
2647 Berwyn Road
Columbus Oh. 43221
614-486-9292
Glasses-lithos-neon signs
signs-tip trays-trays
Consumers Brwg. Co. (Newark Oh.)
& Columbus Ohio Brwgs.
- Mlady John B. (Jackie)
1506 S. 25th Street
Omaha Ne. 68105
402-345-7909
All breweriana
Metz, Stroz, Jetters &
Nebraska Pre-Pro Brwgs.
- Moermond Ron
9036 West Asbury Drive
Lakewood Co. 80227
303-988-5453
Cans-labels-menus
Model Railroad Beer Cars
- Murphy Michael E.
47 E. Downer Place
Aurora Il. 60505
312-898-7309
Aurora breweriana
Aurora Il. Brewers
- Myers Timothy F. (Ronnie)
67 Haswell Road
Watervliet N.Y. 12189
518-272-0946
Cans-foam scrapers-lithos
signs-tap knobs-trays
Albany & Troy N.Y.
- Nichols James (Fran)
3130 N. 73 Terr.
Hollywood Fl. 33024
305-981-0729
Coasters-glasses-openers
tokens-tip trays-trays
Anheuser Busch (Budweiser)
- Nortavage Walter E. (Margaret)
P. O. Box 54
Reeders Pa. 18352
717-629-0344
Bottles
- Ortiz Joseph M.
818 Rio Vista Street
Santa Fe NM. 87501
505-988-1448
Ash trays-bottles-cans
(Full or empty)
mirrors-openers-trays
All Brwgs. All Brands
- Osorono John B. (Mary)
11127 Mace River Court
Rancho Cordova Ca. 95670
916-638-7109
All breweriana-openers
- Otto Martin (Maryellen)
1427 Hazelwood Lane
Bethlehem Pa. 18018
215-691-5309
Cans-coasters-trays
Yuengling, Mt. Carbon,
Pennsylvania
- Oyama Kazuma (Helen)
38 Lauone Loop
Wahiawa Hi. 96786
808-621-7169
Ash trays-bottles-cans
coasters-openers-tokens
- Parzanese Scott (Sandy)
140 Beacon Road
Sinking Spring Pa. 19608
215-678-4508
All breweriana-lithos
reverse paint on glass
signs
Pa. Brwgs. (Reading Pa.)
- Peters David
1026 SW 9th Street
Wadena Mn. 56482
218-631-2769
Labels-mirrors-mugs steins
tip trays-trays
- Porter Gerald L. (Shirley)
3823 N. Linwood
Davenport Ia. 52806
319-391-5275
All breweriana
Anheuser Busch (Budweiser)
- Rea Brian F.
221 W. Alameda Ave. Suite 102
Burbank Ca. 91502
818-954-0222
Books magazines-history
menus-tap knobs
- Rendl George (Carol)
1921 W. Warner
Chciago Il. 60613
312-528-3042
All breweriana-cans-coasters
glasses-matches-mugs steins
Jos. Schlitz Brwg. Co.
- Roy Roger D. (Barb)
210 Apple Road
Amelia Oh. 45102
513-732-1495
All breweriana-glasses
Whiskey shot glasses
All Cincinnati area
Brands & Brwgs.
- Schenk Tom
2625 Ravenswood Court
Evansville In. 47714
812-476-5650
Books magazines-mirrors
neon signs-signs-statues
Schlitz Brwg. Co.
- Schlitter William
4135 Hooker Street
Denver Co. 80211
303-433-7045
Labels-mugs steins
Breweriana from Budweiser
Grain Belt of Minneapolis

NEW MEMBERS

Schmidt John G.
1256 Ellsmere N.E.
Grand Rapids Mi. 49505
616-361-0724
All breweriana-neon signs
openers-pinbacks-statues
All Schmidt's Breweriana

Sexton Bill
7 York Avenue
Towanda Pa. 18848
717-265-2975
All breweriana-books magazines
bottles-history

Sonnemann John C. (Mary Ann)
1905 Dixie Drive
Waukesha Wi. 53186
414-542-3275
All breweriana-brewery equipment
history-leaded glass windows
match safes-signs
Schlitz & Miller Brwgs.

Spencer Richard A. (Marcy)
125 N. Prospect
Clarendon Hills Il. 60514
312-325-1319
Books magazines-coasters
glasses-neon signs
tap knobs-trays
National Beer American Beer

Spradlin Robert N. (Mary)
201 Minuteman Drive
Forest Va. 24551
804-525-4568
All breweriana
Pabst & Budweiser

Stanley John
3706 - 207 Chimney Ridge Pl.
Durham N.C. 27713
919-493-9802
Corkscrews-openers-playing cards
Chattanooga Brwg. Assn. &
Virginia Brwg. Assn.

Staron Tim
5743 Hawthorne Ave.
Berkeley Il. 60163
312-544-7983
All breweriana-cans
Wisconsin & Chicago Brwgs.

Steggall Stuart N. (Judy)
1143 Crim Road
Bridgewater N.J. 08807
201-526-3813
Feigenspan Inc. Newark N.J.

Sullivan Daniel L.
2916 Weisman Road
Wheaton Md. 20902
301-946-3668
Animated lite-up signs showing
movement or optical illusion
mirrors-signs-thermometers

Tarbell James R.
3732 Clifton Avenue
Cincinnati Oh. 45220
513-621-3978

Ted's Antiques
4515 N. Division Street
Davenport Ia. 52806
319-391-4626
All breweriana-bottles-cans
openers-signs-trays
All Breweries & Brands

Thorsen Glenn B. (Evie)
3604 Pine Place
Eau Claire Wi. 54701
715-834-1810
Bottles (Painted labels)
cans-mugs steins-openers
tap knobs-trays

Theberge Edward J. (Sally)
One Pine Lane
Warren R.I. 02885
401-245-5037
Mugs steins-neon signs
Roger Williams, Hanley,
Narragansett, What Cheer
& Providence

Ttenhouse Peter R.
308 Mill Road
Oreland Pa. 19075
215-884-7720
Labels
Worldwide labels

Turgeon Gerald
Santa Cruz Brwg. Co.
516 Front Street Pub
Santa Cruz Ca. 95060
408-429-8838
Brewery equipment-history
Santa Cruz Ca. neon signs
Anything local to Santa Cruz

Ursomano Patrick D. (Patricia)
4037 42nd Street
Sacramento Ca. 95870
916-456-7650
Leaded glass windows-lithos
reverse paint on glass-trays
Special interest in Western States

Veselsky Joseph (Berenice)
105 James Street
Farmingdale N.Y. 11735
516-249-4689
All breweriana-cans-labels
neon signs-tap knobs-trays
All Brwgs.

Vetter John (Polly)
4300 San Juan Drive
Fairfax Va. 22030
703-591-3060

Vick Jeff
P.O. Box 27121
Golden Valley Mn. 55427
612-545-2467
Bottles-cases-glasses
openers-post cards-signs
Mainly Minnesota

Wild Donald E. (Harriet)
2520 Traver Blvd.
Ann Arbor Mi. 48105
313-761-1871
Cans-signs
All Michigan Breweriana
Instructional Cans

Witt Charles
4991 Ridge Road
Stevensville Mi. 49127
616-429-7473
Mugs steins
Any Brwg. or Brand

Wolf James K. (Jane)
118 Prospect Avenue
Easton Md. 21601
301-822-6023
All breweriana
Cumberland & Queen City Brwgs.
All Baltimore Md. Brwgs.

Wolfe Jack (Char)
4993 Speak Lane
San Jose Ca. 95118
408-723-3597
All breweriana-clocks
neon signs-openers
signs-tap knobs
Lucky Lager, Burgermeister,
Regal, Palstaff & Western Brwgs.

Wright Dennis L. (Vicki)
731 Oak Street
Hamilton Il. 62341
217-847-2234
Tap knobs
Wright Robert B. (Marie)
725 Silver Spring Ave.
Silver Spring Md. 20910
301-585-5381
Coasters-mugs steins

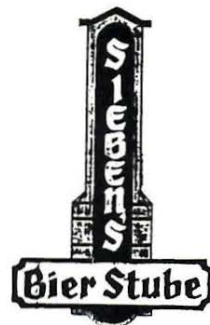
Zuiderhof Terry
22 S. State Street
Zeeland Mi. 49464
616-772-2391
Cans-mugs steins
Belt buckles
Heileman, Stroh's, Miller
Pabst, Hamm's & Anheuser Busch

If any of the above listings are not complete
or incorrect please send information to the Ex-
ecutive Secretary. This information will also be
printed in the 88 Membership Directory.



SIEBEN'S
River North Brewery

Grand Opening
September 18, 1987



BUY - SELL - TRADE

For sale: Obsolete British party cans (2.2 to 4 litres), make great Christmas gifts. My choice, 8 for \$67, 16 for \$115, 24 for \$170, plus \$3 for each 4 cans, UPS. Also German 5 litre metal kegs and Australian-New Zealand Big Money boxes. Send \$1 (refundable) for list. Robert Pfaff, 631 Yorkshire Road, Winston Salem, NC 27106.

Can sale, new list: 50% off on rare and semi-rare flats and tabs, some cones. SASE for list. Ray Frederick, 9801 Dahlia Ave., Palm Beach Gardens, FL 33410.

Wanted: \$125-plus for pre-Pro mini-beers and later rare mini-beers with 100% labels in excellent condition. John Wyss, 43 Western Hills, Coralville, IA 52241. (319) 645-2961.

For sale: 1 Budman stein and 1 set of Budman salt and pepper shakers for \$325 or best offer. Beau (Tom) Watson, 120 Churchill Pl., Gilroy, CA 95020. (405) 847-4058.

Wanted: Steins from Peoria and Pekin, IL, breweries: Gipps, Leisy, Union, American of Pekin. Jim Searle, 1003 Illinois, Pekin, IL 61554. (309) 346-7804.

For sale: Ceramic beer mugs and steins: Stroh, Budweiser, Miller, etc. Send SASE for list. Rich Castro, Box 258, South Elgin, IL 60177.

Wanted: Grain Belt Bock advertising, Grain Belt or Minneapolis Brewing Co. etched glasses, any Grain Belt plaster fish, birds, deer, etc. Mike Hajicek, R2, Hutchinson, MN 55350.

Wanted to buy or trade: Michigan ball knobs and statues: Bosch, Phoenix, Goebel, E&B, Haas, Alpine, Heidelberg, Stroh, Big Mac. Send list to George Baley, 310 Grandview, Kalamazoo, MI 49001. (616) 382-3767.

For sale: Primo place mats from Primo Hawaiian Gardens, Honolulu, 1971. Paper, 12" x 18". \$6 each. or will trade for other Primo items. Larry Chaidez, P. O. Box 4577, Hilo, HA 96720.

BREWERY COLLECTABLES

NEON SIGNS LONG NECKS CORK SCREWS	TRAYS MIRRORS GLASSES	WOOD CASES MINI BOTTLES ASH TRAYS
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Jon H. Ruckstuhl
P.O. Box 612164
Dallas, TX 75261



A.B.A. • N.A.B.A. • A.C.C. • B.D.I.

817-354-0232

Leave Message

Budweiser items:

*Fancy Liquor Decanters—Wild Turkey, Beam, Etc.
Collector Plates
Beer and Whiskey Advertising
Bob's Bottles & Collectibles
"Largest Selection In Missouri"
423 Boonville Street — Springfield, Mo. 65706
Nights call 417/831-8093
Days call 417/831-7316*

Beautiful Regal China	
Clydesdale stein, under 2000 made	\$85
Clydesdale coaster holder	20
Fox baseball paperweight with Stan	
Musial's number, 6	20

All items from a St. Louis convention, and very limited. Package deal: all three \$109

Bob's Bottles & Collectibles, address at left.

LETTER

Perhaps you could put a call out in one of the upcoming issues to help me solicit input for a project I have undertaken. I am attempting to identify, catalog and photograph as many as possible of the known beer statues, regardless of country of origin. I am also attempting this for chalk beer wall hangings, which are basically signs. I have built a set to shoot pictures to assure that the pictures will be of professional quality. To date I have photographed about 295 different statues. I need input on what else is out there. The listing will include specific brewery information, a numbering system, a general description of each statue, plus a presentation of the four major colors in descending order. Each item will have its height, width and length shown. I will also show the owner of each one, but only if he wants to be identified.

One problem I have with this project is dealing with collectors who decline to participate because they think there is great profit to be made of this effort. I know from conversations with Bob Kay on the basis of his book on miniatures that there is little or no profit. I want to do this for the fun of it, and will appreciate any help you can give me.

Any collector who would like a copy of the latest list -- due out in about eight weeks -- can have one by sending me a SASE with two stamps. If any of the readers have pictures of statues not shown on the list, I would appreciate a good color print, or at least a written description of the item, including the information mentioned above.

George Baley
310 Grandview
Kalamazoo, MI 49001

Needless to say, the foregoing is the sort of thing we are most pleased to run. This project gives us some prospect of having a list of statues parallel to Bob Kay's work on miniatures, and the various listings of cans. Our only suggestion is the one we customarily make: be sure the numerical classification is open-ended. An author may think he has every Hamm's statue, but when his list is published, somebody will crawl out from under a rock with one the author never heard of. This is not undesirable; it is one of the ways in which a book advances knowledge. An author ought to be prepared for such revelations, however.

EVENTS OF INTEREST

- | | |
|------------|--|
| December 6 | Breweriana trade session, Burdy Park, Golden West and Warner, Huntington Beach, CA. Details from George Ettenheim, 1499 Carroll Drive, Altadena, CA 91001. |
| December 6 | Brewery Collectibles Show, Red Carpet Lanes, 5727 S. 27th Street, Milwaukee, WI 53204. |

Except for NABA's own convention in St. Louis on the week-end of August 5-7, we do not yet have the dates of events for 1988. We will have these in the winter issue, which as usual will appear around March 1.

* * *

Additional advertisements:

For sale: Mini beer collection, over 280 bottles, inc. Spearman, Doreschuech, Apache, Patrick Henry. Over 100 small mugs and go-withs. \$2 for 14-page list. Paul Stookey, 3015 W. State Route 571, Troy, OH 45373. (513) 698-3392.

Wanted: Any advertising for Solano Brewery, Vallejo, CA, also quality antique beer steins, such as Mettlach. Also wood carvings and terra cotta statuary of Dwarves. Stephen R. Elliott, 1600 Tennessee Street, Vallejo, CA 94590.

ST. LOUIS

THINGS TO DO & SEE

The Gateway Arch, the nation's tallest and most elegant memorial.

St. Louis Centre, the largest urban enclosed shopping mall in the nation.

Historic St. Louis Union Station, a dining and shopping extravaganza.

The brewery that's a National Historic Landmark, Anheuser-Busch.

Two spectacular riverfront sights, the Delta Queen and Mississippi Queen.

A pre-Civil War Missouri farm, Hanley House.

Grant's Farm, home of the world-famous Clydesdales.

Mississippi cruises aboard the Huck Finn and Tom Sawyer riverboats.

Laumeier Sculpture Park, one of only two contemporary sculpture parks in the United States.

The Magic House, a participatory museum for children and adults.

Beautiful botanical gardens founded by Henry Shaw, the Missouri Botanical Gardens.

The National Museum of Transport, the largest collection of antique locomotives in the world.

A new Star Theatre and hands-on exhibits at the St. Louis Science Center.

Six Flags, one of the country's most exciting amusement parks.

The world-famous St. Louis Zoo.

Hilarious melodrama aboard the Goldenrod Showboat.

Outdoor musical theatre at The Muny.

The Fabulous Fox Theatre, a beautifully restored performing arts center.

Home of the National League Baseball Cardinals, Busch Stadium.

A tribute to America's most popular participation sport, the National Bowling Hall of Fame and Museum.

St. Louis sports history on display at the Sports Hall of Fame.

The Campbell House Museum, a mid-Victorian townhouse.

The largest collection of mosaic art in the Western Hemisphere at the Cathedral of St. Louis.

Chatillon-De Menil House, an ante-bellum mansion.

The most exciting entertainment center afloat, The Admiral.

Two museums of military history at Jefferson Barracks Historical Park.

The McDonnell Douglas Prologue Room, a unique aerospace museum.

Museum of Westward Expansion, a display of pioneer life.

An extensive collection of antique toys and dolls at the Eugene Field House and Toy Museum.

A stunning example of Federal architecture, Sappington House Complex.

The Taille De Noyer Home, a 23-room mansion built in 1790.

Victorian house and craft shops at the John B. Myers House and Barn.

Wabash, Frisco & Pacific Mini-Steam Railroad, a two-mile steam railway along the scenic Meramec River.

Fun and nightlife along the riverfront at Laclede's Landing.

Jefferson Memorial, Missouri Historical Museum and home of the Lindbergh Trophies.

On the National Register of Historic Places, the Cupples House.

A scenic cruise aboard one of the country's largest riverboats, the President.

ATTEND 1988 CONVENTION AUGUST 5-6-7



CLYDESDALES



BREWHOUSE ANHEUSER BUSCH