



N.A.B.A.
NEWSLETTER

NO. 6

WINTER EDITION

HISTORY OF

AMERICAN CAN CO.

BARNESVILLE, PA.

BAVARIAN BEER BUST

HAPPY COLLECTING

IN 1974

BOCK TALK
John Murray

Here we are in 1974 and lots of new and somewhat exciting things are happening for N.A.B.A.

We are pushing the 250 membership number and we now have over 30 states involved. Most of this work has been done by a handfull of officers and active members.

How about the rest of you. You must come in contact with other collectors and interested people in your collecting or dealing situations. How about a New Year's resolution of each member getting one new member this year.

We have a special rate for someone joining after February 1st. His \$7.50 will be good for this year, until August 1st plus the next year - August 1st, 1975. He gets the Newsletter, local gatherings, plus the convention.

Look around your local area and let's get that new collector or that old one hiding in the woods.

If you want membership blanks, drop me a line at 475 Old Surrey Rd. Hinsdale, Illinois 60521.

1975 CONVENTION SITE

One of the big decisions the N.A.B.A. has to make every year is where we go for the next convention. On the questionnaire that was sent with the directory information blank we listed 14 cities with a strong brewery background. Our intention is to take the top five and let the membership each have one vote as they pay their 1974-75 dues. At this writing (and not official) the top cities are:

- 1) San Francisco, California
- 2) New Orleans, Louisiana
- 3) Cincinnati, Ohio
- 4) Philadelphia, Pennsylvania
- 5) Milwaukee, Wisconsin

We will contact the breweries involved and see about their willingness to cooperate and also see how the local group will support the convention. Bob Gottschalk and other east coast members have done some early research and it is hoped others will do the same.

THE RELATIONSHIP OF THE AMERICAN CAN
COMPANY TO BREWERIANA ADVERTISING

John D. Burroughs

This article is primarily concerned with the production periods of advertising pieces related to the beer-whiskey industries by the American Can Company. Although this organization was formed in 1901 from a conglomeration of over a hundred can making companies, I have been unable to verify brewery industry until it acquired the production abilities and facilities of the Charles W. Shonk Company in 1906. As we are aware, the Shonk Company produced many diversified advertising materials for the beverage industries from its inception in 1878 until it combined with the American Can Company. From 1906 the variety of items would indicate that America was involved in the dissemination of tinware breweriana of all types throughout the country and this situation continued at least until 1919--the advent of prohibition. There is one small area of controversy and that pertains to the time of our country's involvement in W.W.I. The American Can Co. produced wartime materials; however, I have not been able to ascertain whether the advertising materials were suspended during our participation in this war or not and whether, if suspended, was it resumed after the war until 1919. As to the prohibition era I was able to determine that the production specifically of beer trays was discontinued from January 1, 1920 until March of 1933.

With the passing of the 18th Amendment in 1933 the production of alcoholic advertising pieces was again instituted. In 1937, the company decided to cease the production of large display items although the tray and counter type displays were continued.

These operations continued until 1942 when the equipment was again converted to wartime use. In fact, the containers for 30 caliber machine bullets were then produced on this equipment. This interim lasted until 1946 when the peacetime production again reverted to tinware advertising pieces. The advertising field lasted until 1959 when a new line of host-hostess type of trays was introduced, which was devoid of advertising. This facet of the field lasted until 1961 when all production of varied miscellaneous items both trays and otherwise was ceased by the American Can Co.

The production of advertising pieces by American Can had been limited to one factory which was located in Maywood, Illinois. This particular plant has been known by various designations over the years--the "Shonk Works", the "Manufacturing Specialties Division", the "Proviso Plant", and also the numerical code number of "71A".

Items that have been produced have included indoor metal signs with cardboard backs, plain indoor metal plate signs and those with pressed frames in oval, round or oblong shapes. The outdoor metal signs included pressed frames, beaded edges or flanged frames in rectangular or round shapes with or without brackets. Other metal specialties included ashtrays, wall racks, adjustable door signs, thermometer signs, price card holders, metal tags and license plate emblems. The metal trays were deep or shallow, straight or flared sided, round, oval or oblong shaped. Included were both the serving and change trays.

All of the items were basically produced from cold rolled black steel plate. Some aluminum trays were produced experimentally in the 1940's but the old role of economics crept in and none were produced commercially.

JOHN SCHORR'S SUDS - ONCE THE KING OF MEMPHIS BEERS

About 1900 one of the favorite success stories of Memphis was built around John W. Schorr and his brewery. At age 6 he was brought to this country where he made a name for himself in St. Louis. He rose to be manager of the Excelsior Brewing Company. In 1885 Schorr came to Memphis with several associates and they opened the Tennessee Brewing Company.

There were other beers here in a city of 62,000. Competition was strong. The Schorr company opened with a brand called simply Pilsener, of which they gave away thousands of glasses as they showed off their plant.

In 1890 when it was only five years old, the Schorr plant had to be rebuilt and enlarged. When the brewery was 15 years old it had a capacity of 100,000 barrels a year and a payroll of 1,500. There was a fleet of 20 wagons for delivery of the kegs (Half-barrels) to saloons.

That was in 1900 when the advertising showed the Tennessee Brewing Company operating the largest brewery in the South. In 1903 the Commercial Appeal said production had moved up to 250,000 barrels a year. In 1908, although keg beer was still popular, there were three bottling machines with capacity of 1,250 pints an hour.

When nationwide prohibition came in 1920, there was an effort to keep going with near-beer, but after two years of losses, the Tennessee Brewery was silent.

Mr. Schorr died May 20, 1932. He was 80. If Schorr had lived only a little longer he would have seen the end of national prohibition.

After prohibition the Tennessee Brewing Company reopened its doors and now his son Jacob B. Schorr became president.

In 1938 the name on the bottle was changed to Goldcrest 51. It was the 51st year of business, the company said, although records show it was slightly older.

Goldcrest 51 became the biggest seller in the Memphis area. But in 1949 sales began to slacken. There were complex reasons, including nationwide advertising of a few brands.

In the old days most big cities had a beer brewed for local taste. Each was big in its own city but few were known at a distance. The local brands withered after World War II. Nashville and Atlanta lost their local brews and eventually Memphis had the only brewery in a vast area from New Orleans to St. Louis.

In 1954 doors of the Schorr brewery were closed again and the legends that go with about 12,000,000 barrels of suds were ended.

WOULD YOU BELIEVE A BAVARIAN BEER BUST
IN BARNESVILLE, PA.

That's right--an authentic thigh-slapping, stein-hoisting, pretzel-bending version of Bavaria's Oktoberfest right at home in Eastern Pennsylvania's anthracite coal county. Barnesville's Bavarians--both true sons and ersatz - get a jump on Oktoberfest by beginning a 17-day celebration every year on the weekend before July Fourth. The whole thing is the brainchild of beer salesman Kermit Dietrich who, in addition to looking for ways to sell more beer, thought Schuylkill County could use "an economic and psychological boost." In 1969, he planned a modest celebration for Barnesville's Lakewood Park--too modest, it turned out, when more than 100,000 Bavariaphiles poured into town from all over the U.S. and proceeded to consume every drop of German beer available in the state east of Pittsburgh. Since then, attendance has more than doubled and Barnesville's beer bust is one of the biggest and most spectacular of America's Germanic festivals.

It takes more than beer to make a Bavarian festival. More than 30--count 'em--oompah bands blast away on the Barnesville breeze: "schuhplattler" folkdance groups are flown in from Bavaria and when boistrous tourists get into the act it's a maze of dirndl skirts, lederhosen and Bermuda shorts. Native German craftsmen like woodcarver Gustl Eich display their singular talents. Giant Alpine horns blow the works out of tourists' tape recorders; bellringers tinkle out favorite lieder on their tiny instruments. Wurst and pretzels are followed by more good beer. And when the last drinking song is over, it's back to the bus for a short ride to another country.

NOTE: The above article appeared in the October issue of Signature magazine. Kermit Dietrich is a fellow N.A.B.A. member. I am sure he would be more than happy to forward you further information on the Oktoberfest if requested. His address is: Rt. #2, Kempton, Pa. 19529.

3rd ANNUAL BEER CAN COLLECTORS CONVENTION

The 3rd annual BCCA Convention was held September 14-16 at the Netherland Hilton Hotel, Cincinnati, Ohio. Some 500 members attended, with more than 1000 persons attending overall. Schlitz provided beer for the festivities, as the local breweries did not respond to the BCCA need, although Hudepohl did offer hospitality at their Bier-Stube Friday afternoon and evening. Most of the festivities centered around the unofficial trading session, which began sometime on Wednesday, with an official session Saturday afternoon wrapping things up. A business meeting was held Saturday morning and a banquet Saturday evening. As usual, there were special cans, including a commemorative cone top Schlitz, Budweiser M.L., and Tree Frog Beer cans; also a Miss Beer Can, and lots of interesting displays. The major awards went to Denver Wright, Jr., Collector of the Year, and Jos. Huber Brewing Co., Beer Can of the Year--Our Beer. A highlight of the event was national TV coverage on the CBS Sunday Night News, September 16th. Next year's Convention will be held in Denver, with 1975 in Des Moines.

BOOK REVIEWS

John Murray

THE BEER BOOK

Will Anderson

"An Illustrated Guide to American Breweriana"

The Pyne Press, Princeton, \$17.50

As one might expect, Will Anderson "has done it again." This book has to be the most interesting one ever written on the overall breweriana scene. Will tends to bring out all sorts of unknown bits of breweriana for the advanced collector and will cause the beginner to rush for a quick beer.

The first part of the book is devoted to exploring not only the better known advertising items such as trays, mugs, signs, and glasses, but he had found room for calendars, cans, tap knobs, labels, and many more items.

Second comes the examples of advertising from representative American breweries. This included 37 breweries, both past and present. Some very good color shots of Lemp brewery material here.

The last section covers the Great Brewery Cities of America. Twenty pages covering some of the lesser known breweries in Boston - Chicago - Cincinnati - St. Louis and others. The color and black and white photos are sharp, the research is good, the information well presented and this should help to make this book the best starter book in the field.

If you cannot find the book at your local book store, write to Will, a fellow N.A.B.A. member at:

Possom Ridge Road
Newtown, Connecticut 06470

This 199 page hard board book with hundreds of pictures is not another price guide, but a volume any serious collector will want on his shelf.

HOW TO DEFEND YOURSELF AT AUCTIONS

Leona Rubin

Westover Publishers

CAVEAT EMPTOR - "Let the buyer beware" is the general theme of this book on how to handle yourself at an auction. Never, never buy anything you have not examined before the auction.

Ms. Rubin suggests many ways to defeat your biggest enemy at an auction, yourself. Follow a good set of rules (she suggest many) and you may come out a winner.

Some of her examples are priceless and should not be missed. Excellent reading before the next farm auction or estate settlement.

HOW TO RECOGNIZE PERFECTION IN BEER

The perfect glass of beer. Would you recognize it if you saw it?

The foam should be firm, fine-textured and creamy. The beer should be bright and clear, with no small bubbles clinging to the side or bottom of the glass.

To pour a perfect glass of beer, brewers say, splash it smack into the middle of the glass.

Drinking from a bottle or can is a mistake, they say. It doesn't give the carbon dioxide produced by fermentation a chance to escape. Drinking from bottles or cans is just about the fastest way to get that bloated feeling and accompanying burps.

The perfect glass of beer starts with a clean glass. The slightest film of grease, soap or whatever on a glass will cause a beer to lose its foam, zest and flavor, brewers said.

Clean glasses are a must. Here's how you wash them. Use any type of soapless or greaseless detergent. Rinse thoroughly in fresh, preferably running, cold water. Dry upside down on a wire screen or surface where the glasses can drain freely. Do not dry with a towel.

A simple check to see if you've done the job right is called the salt test. Rinse the cleaned glass with clean water. Drain off extra water. Sprinkle the entire inner surface of the glass with table salt. If the glass is truly beer-clean, salt will stick evenly to the entire inside surface. Any small spot to which salt doesn't stick indicates a greasy film. NOTE: Rinse salt from glass before pouring beer.

Beer is a perishable item. So don't buy several cases just because it's on sale. Unless you're a big beer consumer it will go stale before you get to it.

Beer, particularly bottled beer, should be stored in a cool, clean and dark place. Even a couple of minutes of sunlight can murder a brew in a bottle.

Draft beer must be stored in refrigeration.

Beer should not be chilled too cold. The taste of a beer can't be appreciated if it's much colder than 40 degrees. Cooling beer on the bottom shelf of the refrigerator is better than keeping it near the freezer or chilling it on ice, brewers say.

A knowledgeable beer drinker would drink stuff made fairly close to home. A beer made and bottled or canned nearby is fresher, better tasting and usually less expensive.

There were 126,896,600 barrels of beer sold in the United States last year. In this country there are 31 gallons in a beer or ale barrel, so that's close to 251 billion 12-ounce glasses of beer drunk last year. How many of those could claim to be perfect glasses of beer?

SCHLITZ TO BUILD WORLD'S LARGEST
NEW BREWERY NEAR SYRACUSE, N.Y.

The Jos. Schlitz Brewing Company has selected Syracuse, N.Y. for its new Northeast brewery. With a capacity set for 5.8 million barrels, the new plant will be the world's largest ever built at one time. Construction site is actually 12 miles northwest of Syracuse in the new community of Lysander. The site area covers 193 acres.

Chairman Robert A. Uihlein said construction would begin soon with an on-stream target date of early 1976. He added that the cost of the brewery would be over \$100,000,000 and employment would be in the 600 person range.

The new brewery is part of an already announced five year \$300,000,000 expansion program which will boost Schlitz to an annual capacity of about 35 million barrels of beer by 1978, nearly double the sales in 1972. Schlitz now operates eight U.S. breweries.

With an annual production capacity of 5.8 million barrels, Schlitz Syracuse will be the largest brewery in the world built at one time. However, it will not be the largest of the Schlitz breweries. The main plant at Milwaukee has a capacity of 6.5 million barrels a year and the Schlitz plant at Memphis, opened in 1972, is now being expanded to 6.2 million barrels and is expected to be raised to 8.1 million barrels by 1977.

Uihlein said the Syracuse brewery would welcome visitors upon completion and would provide guided tours. A hospitality center will be part of the facility.

The largest single brewery in the world is the Adolph Coors Company plant in Golden, Colorado with a capacity of over 10 million barrels per year.

At current prices, it's literally cheaper to drink beer than milk. For the nutritional content of the two, here is a comparison for 100 grams of each, compiled for you by the American Institute of Nutrition:

100 Grams of Whole Milk

87.4% water
65 calories
3.5 grams protein
3.5 grams fat
4.9 grams carbohydrate
No fiber
.7 grams ash
118 milligrams calcium
98 milligrams phosphorous
A trace of iron
50 milligrams sodium
144 milligrams potassium
140 International units Vitamin A
.03 milligrams thiamin
.17 milligrams riboflavin
.1 milligram niacin
1 milligram ascorbic acid

100 Grams of Beer

92.1% water
42 calories
.3 grams protein
No fat
3.8 grams carbohydrate
No fiber
.2 grams ash
5 milligrams calcium
83 milligrams phosphorous
A trace of iron
7 milligrams sodium
25 milligrams potassium
No Vitamin A
A trace of thiamin
.03 milligrams riboflavin
.6 milligrams niacin
No ascorbic acid

How does this sound?-- corn flakes, bananas and beer for breakfast?

EDITOR'S NOTE

Reminiscing over the past year brings back fond memories of fine times in collecting, meeting many wonderful people, and acquiring some great items for my collection. What hobby could be greater than breweriana collecting?

Besides driving down a back country road and coming across a terrific beer item (which I have heard about but doesn't happen to me), I think the Advertising Shows plus our own Convention are the greatest places to acquire that longed for beer item.

I had the good fortune of attending five Advertising Shows plus our Convention this past year. I only hope with the new year approaching you can plan to attend one or more shows, and most of all our Convention! Wherever your location may be, I am sure there will be a show within your reach. As of this printing following are the dates of the shows I know of:

February 8, 9 & 10

Northern California Show
San Francisco, Calif.

Don Henry, Promoter

February 23 & 24

Mid Atlantic Show
Gaithersburg, Maryland

Hubert Bellman, Promoter

March 30 & 31

National Advertising Show
Indianapolis, Indiana

Niel Wood, Promoter

July 12, 13 & 14

Southern California Show
Anaheim, California

Don Henry, Promoter

August 2, 3 & 4

National Association Breweriana
Advertising Annual Convention
Minneapolis-St. Paul, Minnesota

September 28 & 29

Mid Atlantic Show
Gaithersburg, Maryland

Hubert Bellman, Promoter

So, come on! -- Plan to attend one. And a tip that might help is to bring along a few trading items, if possible. This seems to work out well for most people.

I hope that you and yours had a very happy holiday season and hope the New Year brings whatever you wish for most your way. Who knows, you may be driving down that old lonely road and come across an auction that will bring good fortune to you.

Happy collecting in 1974 from your Newsletter Editor!

BUY-TRADE-SELL SECTION

WANTED - Embossed beer glasses; also any items from the E. Becker Brew. Co., Lancaster, Ohio. Jim Crampton, 437 Catalpa Ave., Brea, Calif. 92621

WANTED TO BUY - Paper label and/or blob Cincinnati beers. Bob Blum, 2437 St. Albans, Cincinnati, O. 45237

WANTED - Trays, signs, papers, etc. from Connecticut breweries; especially Basserman, Fischer, Fresenius, Hartmann, Quinnipiac, Yale. Buy or trade. Tom Cebula, 5 Clintonville Rd., Northford, Conn. 06472

WANTED - Advertising signs or labels from small Wisconsin breweries as Boscobel, Highland, Platteville, and Reedsburg; after 1932 only. James Schuetz, R.R. 1, Slinger, Wisconsin 53086.

WANTED - Information and prices on NEW beer lights, clocks, 3-D signs and other barroom paraphernalia. Michael D. Baier, 1215 N. Westfield St., Oshkosh, Wisconsin 54901.

BEER CANS WANTED - Will buy or trade - for cans or bottles or other beer items - John P. Paul, 807 Depot St., Cincinnati, O. 45204.

Have many Post-Prohibition trays for trade. Excellent condition. I also buy trays and other brewiana. Bob Gottschalk, 115 Peachtree Rd., Penfield, N.Y. 14526.

BUY-SELL-TRADE - U.S. Beer Labels paper or printed "Prompt Response" Jim O'Brien, P.O. Box 867, Aurora, Illinois 60507.

Want to BUY or TRADE for cone tops or Chicago miniatures. Have coasters signs, misc. for trade. Jim Rubly Box 147, Richmond, Ill. 60071 815-678-4237.

WANTED - embossed glasses - need Cook's, Anton, Meyer, Windisch, Wainwright, Tenn. & Dixie Pale. Paul Haudrick, 14860 Carrollton Dr. Bridgeton, Mo. 63044. Phone: 314-739-2937.

I'm COLLECTING, BUYING, SELLING these beer items: cans, glasses, miniature beers, openers, pocket knives, lighters, coasters, etc. Don Sarver Fleamart, Carroll & South, Frederick, Md. 21701.

WHOLESALE-RETAIL-BUY-SELL-TRADE Latest 60 page catalog featuring many collectibles. Beer, soft drinks, etc. Send 50¢ coin or stamps to Palmetto Antiques. Ulmer, South Carolina 29849.

FOR SALE - Match safes, brass embossed Anheuser Busch \$30.00, Pabst, nickel/brass \$15.00, Schlitz \$18.00, Schlitz ceramic mug, Swiss scene \$15.00 - Harvey Miller, 32 Spring, Wallington, N.J. 07057.

Obsolete Texas bottles, cans, glasses & corkscrews. SASE list for cans, glasses, mugs, trays, openers, misc. Bob Heinsohn, 543 Woodhurst, Houston, Texas 77029.

Will BUY or TRADE for Chicago Brewery items; also specialize in old beer cans. Jon E. Simpson, 236 Big Peninsula Rd., Elgin, Ill. 60120.

WANTED - Miniature Beers - will buy, swap, or trade for glasses, cone tops, openers, coasters, or what have you. Bill Odell, 20422 79th Pl. W., Edmonds, Wash. 98020.

WANTED - Items from the following breweries: Schoenhofen-Edelweiss, Ruppert, Indianapolis Brewing Co. John Murray, 475 Old Surrey Rd., Hinsdale, Ill. 60521 (312) 323-2450.

WANTED - Advertising signs or trays on the following Cincinnati breweries: Banner, Germania, Herancourt, Kauffman, Niehaus, Walker & Wetterer. Dick Hinds, 313 Poplar Ave., Cincinnati, O. 45215.

NEW MEMBERS

Jim Grenwelge
7243 Linda Sue Way
Citrus Heights, Calif. 95610

Jerry Coppola
3 Savin Park
West Haven, Conn. 06516

Charles F. Robinson
Box 114
Austin, Minn. 55912

Don Groves
3709 Marshall Rd.
Dayton, Ohio 45429

Charles C. Miller
2722 Superior Ave.
Baltimore, Md. 21234

Dean C. Blake
6627 Yale Rd.
Westland, Mich. 48185

Howard P. Fertig
24 Berkeley Pl.
Livingston, N.J. 07039

Frank D. Fraietta
1242 Ingham St.
Pittsburgh, Pa. 15212

Charles P. Weswig
12150 S.W. Bowmont St.
Portland, Ore. 97225

Ted Wahlfeld
1104 W. Oakglen Dr.
Peoria, Ill. 61614

Tom Dallman
8028 Jackson Park Blvd.
Wauwatosa, Wis. 53213

Harley S. Miller
32 Spring St.
Wallington, N.J. 07057

William B. Murray
12 Park Ave.
Pennington, N.J. 18534

Boyd A. Hitchner
23 Colonial Ave.
Haddenfield, N.J. 08003

Phil Atkinson
R.D. 4
Mercer, Pa. 16137

Burton Spiller
169 Greystone Ln.
Rochester, N.Y. 14618

William S. Sanger
12014 Canter Ln.
Reston, Va. 22091

Dick Ralston
1670 Orchard
Boulder, Colo. 80302

Rick Tenney
5840 Cameron Run Terr.
Alexandria, Va. 22303

George Yanocko
1974 S. Delaware St.
Allentown, Pa. 18103

Kermit Dietrich
Route 2
Kempton, Pa. 19529

J. B. Masson II
1700 N. 82nd
Kansas City, Kansas 66112

John E. McCaffrey
3143 Valley Lane
Falls Church, Va. 22044

E. L. Melchior, Sr.
Box 416
Kennett Square, Pa. 19348

Phillip W. Robison
506 W. Clark St.
Freeport, Ill. 61032

Paul Richmond
Rt. #2
New Philadelphia, Ohio 44663

Donald B. Boles
2618 W. Starr St.
Peoria, Illinois

Leon Rigg
Nora Package Liquor
1080 E. 86th St.
Indianapolis, Ind. 46240

NEW MEMBERS (cont'd)

Barney Schwan
House of Schwan, Inc.
902 E. Indianapolis
Wichita, Kans. 67211

Reino Ojala
209 River Woods
Burnsville, Minn. 55337

J. P. Shoulter
33 Bunting Lane
Naperville, Ill. 60540

Al Halpern
P.O. Box 75924
Los Angeles, Calif. 90075

Ron Lago
2360 Craig Ave.
Sacramento, Calif. 95832

Michael D. Baier
1215 N. Westfield St.
Oshkosh, Wis. 54901

James D. O'Brien
P.O. Box 867
Aurora, Ill. 60507

Rob Earhuff
Theo. Hamm Co.
720 Payne Ave.
St. Paul, Minn. 55165

James A. Schuetz
Route 1
Slinger, Wis. 53086

CHANGES OF ADDRESS

Fred Anderson
1939 Tennyson Lane
Madison, Wisc. 53704

Ted Hake
1753 Westwood Rd.
York, Pa. 17403

Gary L. Voelker
R.R. #1, Box 312T
Washington, Mo. 63090

Don Worthen
P.O. Box 1614
Pittsfield, Mass. 01201

Bryant D. Truitt
P.O. Box 313
Glenview, Ill. 60025

Jeff Drogue
4944 Xerxes Ave. South
Minneapolis, Minn. 55410

John Drawczyk
1705 S. Calhoun Rd.
New Berlin, Wis. 53151

Herb Haydock
1660 - 2nd Avenue, South
Wisconsin Rapids, Wisconsin
54494



NABA Newsletter
Dick Hinds
313 Poplar Avenue
Cincinnati, Ohio 45215