

# The Breweriana Collector

JOURNAL  
OF THE  
NATIONAL ASSOCIATION  
OF  
BREWERIANA ADVERTISING

VOLUME 60

FOUNDED JANUARY 1972

WINTER 1988





# National Association of Breweriana Advertising

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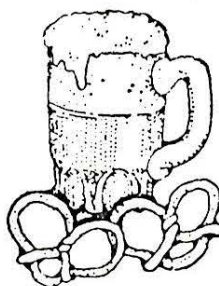
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# Miller Brewing will acquire Leinenkugel

CHIPPEWA FALLS, Wis. (AP) — The family-owned Jacob Leinenkugel Brewing Co. will continue its traditional operations after the firm is sold to Miller Brewing Co. of Milwaukee, officials said.

But Steve Forsyth, a Miller spokesman, said the company would try to strengthen Leinenkugel's distribution in the states where the beer is sold.

Forsyth said Miller might consider expanding the distribution at a later date, but Miller has no plans to expand the Chippewa Falls brewery itself.

Miller and Leinenkugel officials agreed Wednesday afternoon to a letter of intent on the acquisition, Al Easton, vice president of corporate affairs for Miller said.

Easton, who said the purchase should be completed within 30 days, would not disclose the price. "This is a private transaction for a family company," he said.

"The key point is they're not going to get swallowed up by Miller," Easton said. "They will continue to operate with the same people. One of the things that attracted us was the tremendous heritage associated with Leinenkugel."

Leinenkugel President Paul L. Mayer, a great-grandson of founder Jacob Leinenkugel, said Leinenkugel will be a wholly owned subsidiary of Miller Brewing Co. and the officers will remain the same.

"They are not just interested in the Leinenkugel brand name," Mayer said of Miller, which sold 38.7 million barrels of beer last year compared with 61,000 barrels by Leinenkugel. "They are interested in the physical plant and actual brewing equipment."

Easton said Miller hopes to capitalize more on the specialty beer market through the acquisition.

"We think there is a future in high

quality, specialty beers," he said.

Leinenkugel employs about 50 people, including about 32 Teamsters Union members, and is distributed in Wisconsin, Minnesota, Illinois and Michigan.

William Kurtz, union steward for Teamsters Local 662, said workers have been told the current employment level would be maintained.

"How long, I don't know," he said. "I don't think anybody knows."

Despite a four-day 1985 strike, the first at the company since it was founded in 1867, Kurtz said labor relations between the union and management have always been good.

"Miller has given us their firm word that the brewery, its employees, its distributors, will remain here in Chippewa Falls," said J. William Leinenkugel, past president and now vice-chairman of the brewery's board of directors. "We have a lot of land we can expand on here in Chippewa Falls."

Leinenkugel said members of the family were surprised when approached about a possible purchase.

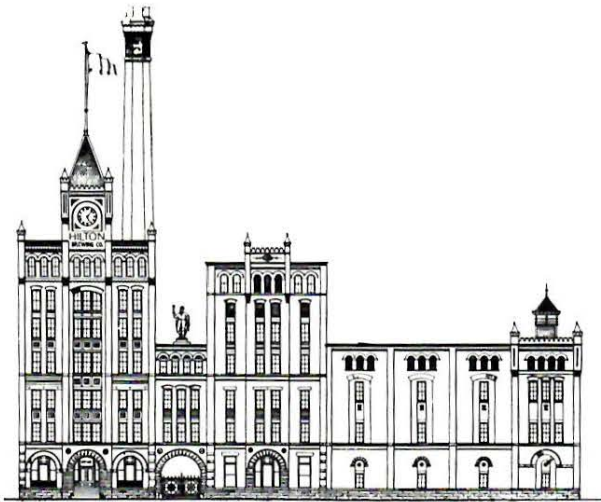
The family is not selling because of financial difficulties at the brewery, Leinenkugel said.

"We're not in difficulty. Our sales were up last year 6 percent. This year it will be 10 to 12 percent while the industry sales as a whole are down 1 percent," said Leinenkugel, also a great-grandson of brewery founder Jacob Leinenkugel.

Chippewa Falls Mayor Bernard Willi said he fervently hopes the brewery does not move.

Other Leinenkugel brewery products, besides its mainstay Leinenkugel brand, include Leinenkugel Light and Chippewa Pride. The brewery also produces a limited quantity of special bock beer each year in late winter.





## FERMENTATION

### The Leinenkugel Solution

It has long been an open secret that Leinenkugel was not doing well. The firm is still privately held by the Leinenkugel family, so that its earnings were not made public, but Bill Leinenkugel had indicated that the performance was not favorable. The output figures have been flat, although more promising in the past two years than earlier.

This is a brewery that most enthusiasts were most eager to see survive. It has long been one of the four remaining traditional local breweries in Wisconsin, though neither the largest nor the smallest. It is remarkable for such a small brewery in operating a large and modern hospitality room with an extensive and varied shop for sale of Leinenkugel breweriana. Unfortunately, little else about the plant was either large or modern. The tour of the brewery revealed a small operation with relatively slow filling lines. Dubuque Star, for all its publicity in movies as an obsolete facility, proved to be a considerably more modern plant than Leinenkugel when the editor visited it. Leinenkugel was apparently not profitable enough to undertake a modernization of the impressive character that we saw at Point when we convened in Stevens Point. There is a further problem that Chippewa Falls borders on the Upper Great Lakes region that is one of the nation's major depressed areas, so that at least the northern portion of Leinenkugel's own home territory is very unpromising. The management handled its situation as effectively as it could, gaining a fine reputation for the quality of the product, and expanding its market area to Milwaukee and Chicago.

Unfortunately, there seemed no obvious solution to Leinenkugel's problems. Neighboring Walter's in Eau Claire, which had many of the same problems, was saved only when a Chicagoan converted it into a specialized microbrewer, taking advantage of Eau Claire's passion for bars by setting up a beer garden for draft sales. It seemed more likely that Leinenkugel would go the way of Oconto, Princeton, and nearly all the rest of the Wisconsin local brewers.

The solution could hardly have been expected. As noted on the opposite page, late in 1987 Miller bought out the firm from the Leinenkugel family in the explicit intention of keeping the brewery in operation. It is not obvious what advantage Miller gets from this acquisition. The firm that owns the huge stillborn brewery in Trenton, OH, can hardly need the output of this brewery of some 60,000 barrels annual output. The more obvious solution would have been closing the brewery and shifting the brands to the Milwaukee brewery, which has recently been modernized extensively. Even that would not clearly be to Miller's advantage. After a flat period, Miller is again doing quite well, largely with its Miller Draft. The marginal significance of Leinenkugel's brands could not be great.

The press report indicates that Miller plans to use the Leinenkugel brewery for specialized products. This would parallel what the Hibernia management is doing with Walter's or what Heileman does with its new Blatz brewery in Milwaukee. The Blatz brewery's state-of-the-art computerized feed mechanisms were designed to produce a variety of specialized brews simultaneously. To put it mildly, the Leinenkugel brewery would require a great deal of investment before it could rival Blatz as a producer of specialty brews.

Let us wish Miller well if that is what it attempts. The brewery is a fine old traditional one, a long-standing part of the life of the Eau Claire-Chippewa Falls area. The product has always been excellent, and the management most cooperative in dealings with collectors. Both the local population and the collecting fraternity would be the poorer if the brewery perished.

\* \* \*

Several members, including the editor, would like to buy stock in Point if it were available. Herb Haydock has the reputation of hovering over Point like a hawk, flapping his checkbook instead of wings, awaiting the prospect of buying into the firm. Unfortunately, we appear to be moving in the opposite direction. Ken Shibilski has reportedly bought out the minority owners and now owns the firm individually. Again, we can only wish him well. Point, though the smallest of the four Wisconsin local breweries, gives the superficial impression of doing the best of any of them. Long may it flourish.

\* \* \*

It may appear a minor point, but we would like to request that members who send us clippings from newspapers or Xerox copies of labels and similar material refrain from using colored markers for emphasis. This is difficult for the printer to filter out, and may appear as a dark smudge after the material is photographed for lithography. We have received some material that we thought it impractical to use because of extensive yellow markings.

\* \* \*

Once again, and for the last time, the spring issue will have to follow hard upon this one. The editor is about to go on his last sabbatical leave spring quarter, and wants to get out the issue before doing so. The issue will be dummied in March, if all goes as hoped.

This is to be the editor's last sabbatical because he plans to go into a phased retirement in 1989, returning to UCLA only to teach fall quarters. The Breweriana Collector will be shifted to the Maryland address. Exactly how the fall issue will then be handled is yet undecided, since it probably cannot be gotten out between the NABA convention in early August and the Labor Day week-end, when the trip west will begin. As the report on the Stein Collectors' International meeting in this issue, which did not arrive in time for the fall issue in 1987, demonstrates, gathering the material on the summer conventions is quite time-consuming.

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

February 1, 1988



## The Kalamazoo Brewing Company

Much of our brewing history is being researched and safeguarded by descendants of early brewmasters. In the spring of 1983 there appeared an article about Kalamazoo breweries in the Antique Trader Weekly, and specifically about the Kalamazoo Brewing Company. The author, Donna Allgaier Christian, is the granddaughter of Albert Allgaier, its last brewmaster. We are indebted to her for the story of her grandfather and the brewery in which he worked. The article has been abridged and edited by Peter Blum, and some information has been added from the Kalamazoo entries in American Breweries.

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Research has shown that there were eleven breweries in the city of Kalamazoo, Michigan, but most of them were in business for only a few years. The Kalamazoo Brewing Company lasted the longest. The firm which advertised "The Brew from Kalamazoo" was the giant of a local brewing industry which began about 1860 and ended with local prohibition in 1915. This brewery also changed owners and names most often.

The brewery began in 1860 in a small cement block building with a false front at the corner of Walnut and John Streets in downtown Kalamazoo. It was built by Frank Bauman, a prominent real estate dealer who was a butcher as well as builder. Old city directories show that Peter Heirsboldsheimer was the owner for the first year. From 1861 to 1879 the business was run by Barney Locker (Bernard Loecher originally), and by his wife Sarah.

According to the author, George Neumaier, who owned the Kalamazoo Steam Brewery during the mid-1870's, acquired the brewery in 1886, and moved his plant to the corner of Lake & Portage Streets into a large brick building. This still is standing today, although greatly altered. The original name at the new location was Cold Spring Brewery. Its name was changed to City Union Brewery in 1896 (Photo 1). Business grew and the brewery was greatly expanded in the 1890's. In 1904, when it was the last surviving local brewery, the business was incorporated as the Kalamazoo Brewing Co. with new capital (Photo 2). Albert Doll was listed as president, Karl Schanz vice-president, and Alfred Neumeier general manager.

Old timers remember the corner where the brewery stood as "Grab Corners". It was said that a person could fill any need on the corner of Lake and Portage. A Baptist church was on the northeast corner; across from that, a house of ill repute. To the southwest there was Duffy Waggoner's winery, and southeast the brewery that brewed some of the best lager in town.

The location was ideal. Behind the building was the Old Mill Pond which provided water for the brewing process and also could carry off the effluent. All ingredients for successful brewing were present - the building, water supply, and people who desired beer. All that was needed were workers with brewing expertise.

Neumeier, himself a German immigrant, knew where to get the missing ingredient of skilled labor. He made a practise of sending over to Germany for fellow countrymen who were looking for a better way of life in the new world. Many of them temporarily lived with him and his wife at 6 Lake Street and no doubt worked for him.

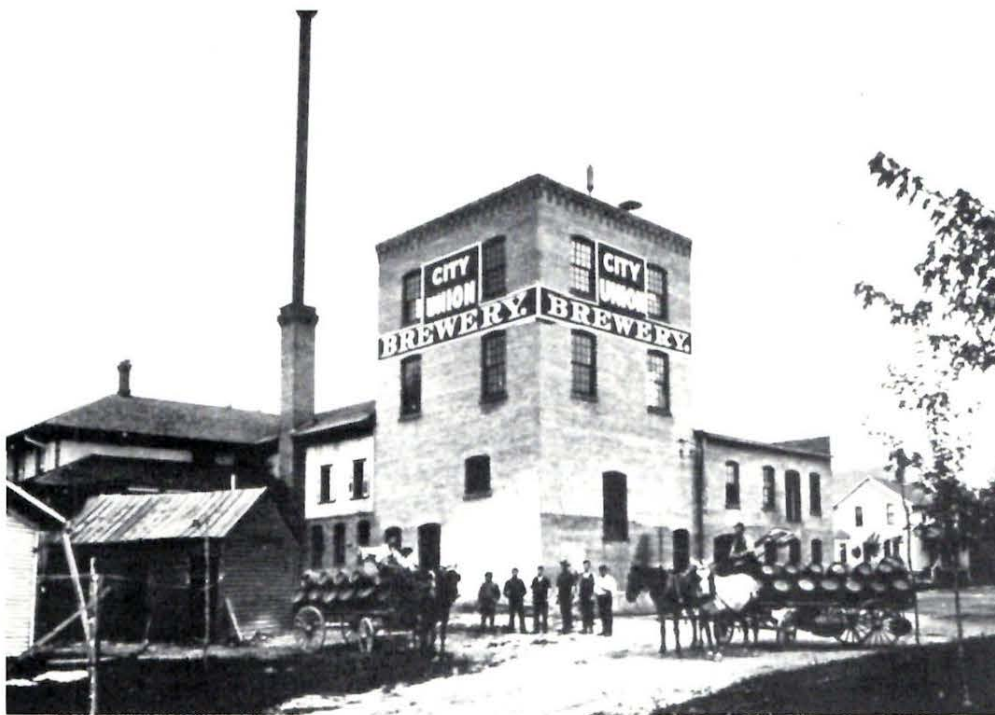


Photo 1 The earliest photograph known of the Lake Street site, circa 1880. Reproduced from Labadie's Souvenirs of Picturesque Kalamazoo, Local History Room, Kalamazoo Public Library.



Photo 2 The expanded brewery circa 1890 with original brewhouse and smokestack incorporated in the greatly enlarged building. Courtesy Jack Short, commercial Kalamazoo photographer.



One who answered Neumaier's call was Albert Allgaier, grandfather of the author. Albert arrived in 1893, a young man of only fifteen. He traveled from Freiburg in the province of Baden in the company of two aunts. Family legend says he had already begun training in the time-honored craft of brewing. He quickly went to work for Neumaier; his first job was helping to care for the horses which pulled the beer wagons.

During his career Albert Allgaier married, raised a family, and built a home on Egleston Avenue, less than a mile from the brewery. He grew more skilled and traveled to Chicago to receive training at the American Brewing Academy. Later he was promoted to brewmaster and held that position when local prohibition was voted in. He moved to Detroit, where he stayed with his wife's relatives, and worked as a night kettleman at Kling's brewery. Within a year prohibition became the law nationally and also closed all the Detroit breweries. Allgaier moved back to Kalamazoo and went to work in the same building, which had been converted to a dairy.

Bill Steers and Bob Shields of the Kalamazoo Creamery Company have several photographs of the brewery's interior. The most interesting one shows the racking room (beer barrels are not filled, they are "racked"), with brewmaster Allgaier in the doorway (photo 3). The equipment is probably typical of a small brewery with a local business. Beer enters from the lager cellar behind Allgaier, through a meter at far left, and to the horizontal racking tank just above the two racking arms, which are held upright by ropes leading to counterweights. Carbon dioxide counterpressure is supplied above the tank and to each arm, to prevent foaming. The absence of a bunghammer and bungs indicates that the photograph was posed.



Photo 3 Filtration and racking were simple in a small brewery before prohibition. Courtesy Bill Steers and Bob Shields of Kalamazoo Creamery Company, which occupies the remodeled building.

Several members of the family have kept some breweriana. There is a City Union Brewery round stock tray with three friars, and an oval one showing a lady facing left, roses in her hair, with lace and ruffles on her gown. Her cool and regal expression is balanced nicely by lacy décolletage (Photo 4). Glasses are also known, and a bottle with a label coded 4 + 7 + 15 is in the family (Photo 5). Both the glasses and label show a KB monogram.

Mrs. Christian is very interested in mementos of the brewery which provided the career of her grandfather and started the Allgaier family in Kalamazoo. Her Address is 154 Fairview Street, Kalamazoo 49001.



Photo 4 The oval stock tray in the collection of Donna Allgaier Christian is worn but cherished and rare with City Union Brewery text.



Photo 5 Crown top bottle with 1915 Royal Beer label in very good condition is the only one known according to article in Antique Trader Weekly.



## The Munich Child in America

by Fil Graff



There are several collectors who, like Jack Lowenstein, collect nought but items picturing the Munichkinder, a boy wearing a black monk's robe and gold surplice, usually carrying a horseradish or two, a large pretzel, and a foaming stein of beer. He (the Munichkinder, or Munich Child) is the representation of the first child born in Munich after the Great Plague, and was adopted as the symbol not only of the City of Munich, but of one of it's largest brewerys, The Hoffbrauhaus (hence the "HB" seen on many Munichkinder portrayals). He appears on all sorts of breweriana, from the plaster German tavern statue shown above, to signs, glasses and mugs and steins. Villery and Boch (Metlach) did 6 or 7 Munichkinder vessels, from full-figural steins, to simple Paint-under-glaze mugs.



The above shows three modern German portrayals of the child, the first from a tavern evidently a customer of Hoffbrauhaus, the next a small souvenir of Munich (the banner reads, translated "Welcome to Munich"), the third, a stoneware mug from The Hoffbrauhaus itself.

I suppose it was inevitable, given the large number of expatriot Germans who became American brewers, that the symbol of Munich would cross the Atlantic and find a new home in America with his countrymen.

Several US brewerys used the Munichkinder just as he appeared in their native land. This early Pabst tray shows him standing next to a Falstaffian elf in a cellar scene.



The same characters appear in a much larger Pabst lithograph, with many elven



employees scurrying around the entire cellar in the picture. The pretzel is missing in this portrayal, but the radish is tucked under one arm [note that brewery apprentices apparently weren't paid very well...they allegedly lived on free beer, pretzels and radishes, hence the inclusion of these items in the Munich Child's portraits. Elves evidently didn't get much pay either; according to early brewery ads, many brewers employed them, and in great numbers!].

One New York area brewery is alleged to have used the black-garbed Monk (I've not seen the piece myself), but the character seems to have been a favorite of the second generation of Detroit Strohs. In 1895, The B. Stroh Brewing Co. ordered this die-cut display card from The Gugeler Lithographers of Milwaukee.



This (so far the only known example) was handed out by Stroh's Cleveland branch. They rubber-stamped "CLEVELAND BRANCH" and their Bond Street address at the bottom, and stapled on an 1896 calendar pad (the piece wasn't evidently designed as a calendar, as the pad covers part of the first "S" in Stroh's, printed on the wooden case the boy stands upon). Again, no pretzel. The Monk character, appearing only in a Gibson-esque cartoon outline, was also used in 1895, on the Brewery's regular calendar.

The Americanized Monk was first used by Stroh, in his red and white dress, in the first two Schonk trays (round and oval) they bought, sometime between late 1893 and 1898, and again on the early 1899 square version.



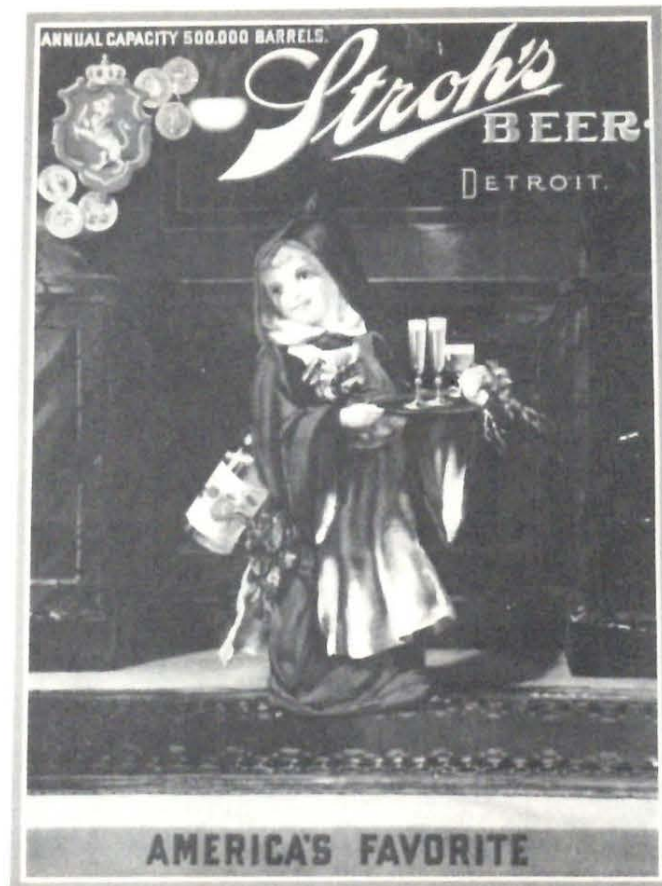
All three trays show the same scene, the "Americanized" boy, lugging a case of quart bottles up onto a front porch. This potrait alters the Munich-Kinder costume, but maintains the youthfulness, his essentially human character (as opposed to the elfen qualities on the Pabst tray), and his MALEness. [Sorry, Mr. Ashendorf, "it" may be cute, but NOT "Little Red Ridinghood", and NOT a "she"!] Strohs apparently prefered the human child size, and it is speculated that the Brewery may have used apprentices (boys as young as 8 or so worked in breweries as runners, delivery boys and case packers, in these days before child labor laws), dressed in Old World style Monk's garb, for special occasions (parades or such). Hence, friends, the origin of the term "brewer's monk", an apprentice to the brewery trade, that i have adopted as a persona and nom-de-plume. The Stroh monk is dressed in a red (or reddish-brown, in the early versions) monk's cassock (or robe), a rope cincture around his waist, and a white surplice (or stole) hanging front and back. Still clerical garb, but without the religious symbolism (the cruciform stole). He often appears with an over-sized bottle, as in the five poses on the "four seasons" (so called because of the 4 pictures in the corners: Spring (upper left), with flowering trees, Summer (lower left), with rie grain stalks, Fall (upper right), shooting a turkey with the bottle's exploding cork, and Winter (lower right), with a Christmas tree; in all of these scenes he is smaller than the bottle he poses with, evidently of less-than-human size.)





The scene on the left side of the trade card was also issued as a full sized lithograph, with only minor copy changes. Both the trade card and litho date from before the end of 1893, for there is no mention of "Highest Award and Medal...World's Fair 1893" (Chicago's Columbia Exposition). The same concept of expanded copy was used on the trade card with the delivery-boy Monk, showing more of the scene from the square Schonk tray, and issued in about 1908 [see the 57th issue of The Breweriana Collector, my article "The Rest of the Story"].

In the scene pictured below, the Brewer's Monk appears in front of a black marble fireplace, looking almost like his Munich-born forebearer, except for the red and white costume. This lithograph dates from between 1898 and 1903 (from change to 500,000 bbl. capacity to the adoption of Crown closures).



Other than a lithograph of just the center pose (the Monk crouching behind a large bottle with a popping cork) from the "four seasons" scene, shown in a photo of the brewery's 1901 Bottling Department staff, this article shows or describes all of the Stroh Brewery pieces featuring the Brewer's Monk that Peter Blum (the brewery's historiographer) and I (a primary Stroh collector) know of.

Perhaps y'all out there in literary-land know of other Stroh items, or other American uses of the Munichkinder or his progeny. I would love to see (or at least have a photo of) any other American piece featuring this character.

The 1895 calendar from the Stroh Cleveland Branch has only been known to me for just over a year, and has just come into my collection, and the large lithograph of the Monk and the popping-cork bottle, known ONLY from the 1901 photo, HAS to be out there SOMEWHERE; there may well be other items, Stroh or not, that Peter and I would appreciate at least knowing about. I, particularly, would like any information or photos of the alleged New York area piece with the Munichkinder on it. Can anyone out there help?

### Monarch Coaster Chapter's Show



Unfortunately, this year no one sent us an account of the Monarch Coaster Chapter's annual fall breweriana show. Peter Blum did send on this photograph of a young man with conformist tastes in baseball teams looking through a collection rich in Anheuser-Busch tap markers and Hamms bears. The Monarch Chapter's annual fall affair closes the season about as Neil Wood's Antique Advertising Show in Indianapolis in late March kicks it off. Having shrewdly gotten the subject around to that, why not plan to end the winter hibernation with a trip to Indianapolis, and especially to stop by the NABA hospitality room at the Holiday Inn on March 25? See page 31. And then, plan to finish it off with the Monarch Coaster Chapter's show in October -- and feel free to send the editor a report on it!





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~~FOR IMMEDIATE RELEASE~~

5/15/87

#### THE GREAT TASTE OF WISCONSIN RESULTS

Madisonian's recently had the opportunity to vote for their favorite beer brewed in Wisconsin at "The Great Taste of Wisconsin" held on Thursday, May 7, 1987 at the Italian Workman's Club. Approximately 250 people attended the event, along with a celebrity tasting panel made up of retailers, tavern owners, homebrewers, media representatives and beer specialists.

Voted the best in the light beer category was Walter's Light, brewed by Hibernia Brewing, Ltd. of Eau Claire, WI. Second place in the light beer category went to Eagle Premium Pilsner brewed by Stevens Point Brewery. Third place went to Leinenkugel Light brewed by Leinenkugel Brewing of Chippewa Falls.

There was a tie for first place in the Premium Category between Point Special and Walter's, brewed by Stevens Point Brewery and Hibernia Brewing, Ltd. respectively. Second place went to Leinenkugel's brewed by Leinenkugel Brewing.

Super Premium Grain Blend first place was awarded to Blatz Old Heidelberg, brewed by Val Blatz Brewing of Milwaukee. Second place went to Walter's Special brewed by Hibernia Brewing of Eau Claire.

In the Super Premium All Malt category first place was awarded to Gartenbrau Dark, brewed by Capital Brewing of Middleton. Second place went to Eau Claire All Malt, brewed by Hibernia Brewing with third place going to Gartenbrau Special brewed by Capital Brewing of Middleton.

Speciality beer awards were first place to Val Blatz' entry of Edel Weiss, and second place to Vienna Style Lager brewed by Vienna Brewing of Milwaukee.

The Great taste of Wisconsin represented 8 speciality and regional Wisconsin breweries. It was sponsored by Hibernia Brewing, Ltd., Isthmus Publishing and The Madison Homebrewers and Tasters Guild. All proceeds from the event went to the Madison Literacy Council.

"WISCONSIN'S GREAT TASTING HOMETOWN BEERS"

## Why Do You Collect This Stuff?

by John M. Brandt, Collector of Old Stuff

Do you have "antiqueitis"? "flea market pox"? auction-o-phobia"? Recently I came upon a sign printed as a public service by SFRONSCOACTH, (Society for Relief of Neglected Spouses and Children of Antique Collectors, Traders and Hunters). The indication is that "THERE IS NO KNOWN CURE (It sometimes becomes dormant through bankruptcy)... symptoms include:

- (1) Victim becomes either effervescent and animated or glassy-eyed and trance-like in the vicinity of old furniture, glassware china, firearms, tools, jewelry, books, bottles, signs, beer trays, etc.
- (2) "Victim prefers almost anything old to money.
- (3) Victim is happy when acquiring (buying); depressed when selling objects."

What causes these needs or desires?

Ivor Hume, Director of Archeology at Colonial Williamsburg in his book All the Best Rubbish states that "the objects in any collection generally reflect their owners taste and interests". Hume says further that there is "tremendous fun and satisfaction to be derived both from finding and fending out, and that can be a far cry from collecting objects for what they may be worth or the impression they may make on ones peers".

William C. Ketcjum Jr. in his book Collecting Bottles for Fun and Profit (1985), says that "Bottles are America's third most popular collectible, following coins and stamps. Bottle collecting is popular for many reasons, like other antiques and collectibles bottles are interesting because they tell us about our past".

Containers such as pottery, bottles and cans and the advertising that breweries utilized to market various brands of beer is what interests many of us collector/dealers associated with N.A.B.A.. Hume says that "many of the pots, bottles, miscellaneous odds and ends are no great artistic merit, but they are typical or evocative of their times, and that is what makes them worthy of one's attention". This old stuff, as Hume would agree, has and evokes aesthetic value, artistic style and achievement, technological achievements and evolution. Marvin and Helen Davis in their 1975 book Collector's Price Guide to Bottles, Tobacco Tins and Relics state: "We the bottle collectors can relive a part of our colorful pioneer history and share it with others through our bottle collections".

Yes, I did a little research to investigate a rational, or rationalization as some would prefer, as to what is motivating you and me to collect this memorabilia. If you will note above I do believe the words: "profit", "price" and "coins" as the number one collectible" have some kind of correlation. Numismatics is the study and collecting of coins. Rare, gem quality coins have appreciated in value better than any other investment you can make. According to the Beverly Hills Coin Gallery, Beverly Hills, California \$1,000 invested in 1970 could be worth \$61,273 by 1982 and \$245,092 in 1987. Its no wonder coins are the number one collectible!



Financial benefit and the potential for appreciation of value has to be a primary motivator for many collectors. Dealers must be in business with the profit motive in mind. Awareness to price and value is further complicated by fads, appreciation, rarity, competition and an ever-escalating battle of prices and availability. Do price guides help? If price guides are based on auction figures which oftentimes reflect the mood of a group of buyers on a particular day.... probably a little bit!

Collecting is fun, entertaining - "It's something to do." There are euphoric sensations both "ups" and "downs" depending upon what is discovered (up), and than (down), if the price is too high.

Aesthetically we fall in love with various items possibly due to some psychological idiosyncrasy or happening in our past. I've always wondered why I like old paper labeled bottles...as my 3 year old son Ryan said one day: "Daddy likes bottles!" I think I enjoy collecting for all the reasons above and more.

As misery enjoys company, associating with others with similar vices, reinforces our behavior. Tin Types of Northweird, California in its September 1987 edition "believes collectors of artifacts of antique advertising obviously need professional help, and this (the publication), is cheaper than a shrink!"

I believe belonging to a group such as N.A.B.A. and associating with the fine people in this group has given me a perspective of normality. I do have a desire to clarify my values as to why I collect this stuff! Collecting old beer stuff does not make me, or you, "a bad person".

Various collectors and/or dealers seem to have obsessions in acquiring various objects, a compulsion, a single minded focus that leaves a balanced life out of focus. I asked one collector recently at Jim Welytok's Brewery Collectibles Show in Milwaukee why he collected. He told me "It's a sickness!!!" He told me that this beer junk collecting addiction had replaced sex in his life!

\* \* \*

We appreciate John Brandt's article on the motivations of collectors, above. We find that a sociologist at the University of San Diego who is himself a collector has undertaken a study of the motivations for collecting breweriana and other aspects of the activity. We hope to run a summary of his findings when they are available.



Label courtesy of  
Uncle Ernie Oest

## MEETINGS OF OTHER ORGANIZATIONS

### Stein Collectors International



For their 21st annual convention, Stein Collectors International picked Washington, DC. Some 250 collectors assembled at the Marriott Crystal Gateway Hotel in Alexandria, VA, just across the Potomac. Activities began with an early bird auction on July 22 that set a new record, a total of \$372,966. A set of Mettlach plaques of dwarves brought \$22,550, and a Mettlach 5.8 litre "Thirsty Knight" stein \$6,600. A second auction, the members' auction, was held Friday, two days later. In this one, the SCI members themselves supply the goodies, and try to upgrade their collections. Members attended from about 40 states and three foreign countries.

Thursday we heard outstanding lectures on 19th century glass and "Westerwald Jugendstil." These were followed Saturday by talks on steins in Washington museums and "A Day and a Year in the Life of a German Soldier" as shown on Regimental steins. On Thursday we had a deluxe dinner at the National Press Club, followed by a tour of the capital, highlighting the illuminated buildings. Friday night the hotel's grand ballroom was miraculously transformed into a Bavarian village, with an authentic German repast of Sauerbraten, Bratwurst, Kartoffelsalat, Sauerkraut, Aufschnitt und Apfelstrudel. Miss Beer Stein 1987 was crowned and Gemuetlichkeit reigned supreme. Saturday evening we had our annual convention banquet, a black-and-white ball in which most members wore evening dress. At the close the Master Steinology and Jack Heimann Service awards were given out, along with recognition to your reporter, Jack Lowenstein, upon retiring as Executive Director after 10 years service.

Sunday was devoted to good-byes, swearing of eternal friendship and pledges to meet again in July of 1988 for the 22nd convention in St. Louis. We gave a tip of the hat and a sincere "Well done -- and Prosit!" to the host chapter, the Gambrinus Stein Club, for a lot of hard work and dedicated effort.

Jack Lowenstein





## BREWERIES - ACTIVE

### Xcelsior Brewery

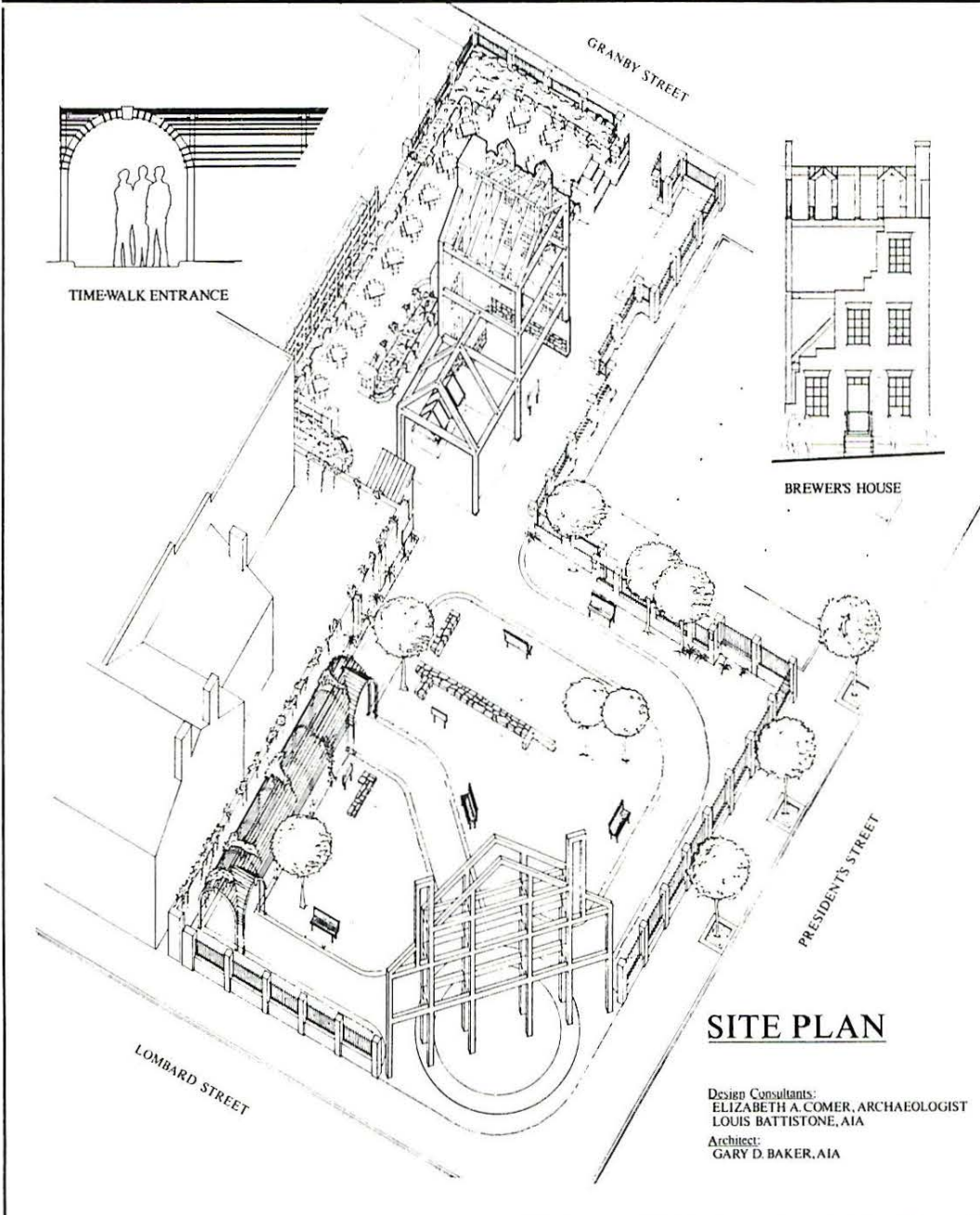
Nestling in an old flour mill -- apparently one of the nation's smallest flour mills -- in downtown Santa Rosa is the new home of Acme, one of California's traditional local brands. Peter N. Eierman, John C. Senkevich and their associates bought the Acme name and arranged use of the flour mill, a low brick building that adjoins the railroad station, rather like a brick freight house. Santa Rosa is one of the major towns in what has been called "the wine country" north of San Francisco Bay. By now it ought to be called "the wine and beer country" in view of the large number of microbrewers attracted to it. Tours for wine-tasting have long attracted day-trippers to the region, creating a demand for restaurants and other tourist-related facilities. In addition, Santa Rosa has expanded greatly in population, in common with the rest of California. It is a good place to brew.

Currently, Xcelsior produces only one product, a bottled Vienna-style dark lager, similar to Sprecher and Ambier of Milwaukee. This is dispensed gratis to the wine-tasters who drop by, and six-packs are on sale for about \$5. I told brewmaster Brian Hunt, who led the tour of the plant, that it is a good brew but that I question how broad the market is for that sort of beer. He replied that the firm planned a well-hopped light lager, also. The current product is kreusened and nicely hopped with Nugget and Chinook hops. It is made with 80 percent pale and 20 percent roasted malt. It is not yet available on draft. Currently, the brewery produces two batches of 100 barrels each, three days per week. The plant also bottles wine coolers, mineral water and soft drinks.

Over the counter, the brewery sells T-shirts, one-liter commemorative bottles, and flare pilsner glass lettered for Acme. Other forms of breweriana are projected as the firm expands -- and we sincerely trust that it will.

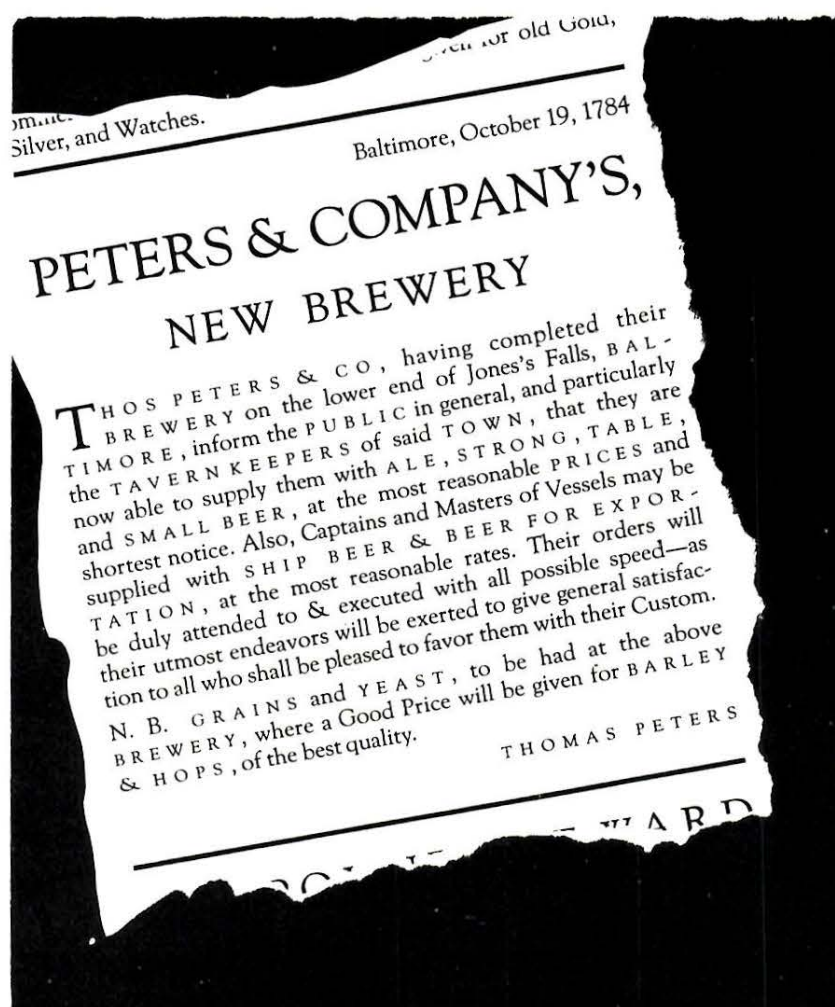
# ARCHAEOLOGY PARK

MUSEUM ROW BALTIMORE, MD.



**BALTIMORE CITY LIFE MUSEUMS**  
800 EAST LOMBARD STREET  
BALTIMORE, MARYLAND





Baltimore, which is nothing if not conscious of its impressive history, has embarked upon a partial reproduction of its pioneer brewery, Thomas Peters & Co. The plan, oddly, has southeast at the top. It is based on some industrial archeology of old breweries in which the city's Center for Urban Archeology has engaged for some years. The partial restoration is a technique already used with some success by Philadelphia. As shown on the plan by architect Gary D. Baker on the opposite page, the brewer's house will be partly reconstructed on its original site. About two thirds of the facade will be erected, along with a portion of the east wall. The rest of the house will simply be outlined by a metal framework. The facade of the brewery will be outlined in similar fashion at the corner of Lombard and President's streets, but the rest of it will be left to the imagination. The entire site will be a park for the use of local residents. The park will apparently be unattended, and the reconstruction is intended to be vandal-resistant.

Ground was broken on July 29, 1987, by representatives of the Baltimore City Life Museums, and the then-mayor, Clarence Burns. The Olde Heurich Brewing Co. of Washington provided its Vienna-style dark lager, and someone whom the editor did not identify provided lemonade. It was a most pleasant episode on a lovely summer afternoon, a fine reminder what a civilized city Baltimore is. We suspect that Thomas Peters' customers in 1784 thought it was quite a fine place, too.

As of December, work on the project was not apparent.



This is a brand new neon sign that came out as part of an advertising blitz of the Miller Brewing Co. On October 15, 1986, a local Cincinnati newspaper had a full-page advertisement that stated:

Straight from the Heartland  
Dakota -- The Wheat Brewed Beer  
Born Wild                      Raised Proud

The beer was test-marketed in three mid-sized cities in the United States, one of which was Cincinnati. By March of 1987 the beer was pulled from the market as an under-achiever. There were many signs left, but very few of the neons survived. A beer distributor, who said the neons cost about \$150 each to produce, reported that the signs were rounded up when no longer useful and salvaged for parts. The glass tubes were broken up and thrown out, and the electrical equipment retained for other use.

Now that is no way to treat a neon!

It was reported that only 50 of the neons were made, and that they were used only in the Cincinnati area. This assured that the sign would be quite scarce. It took this Cincinnati collector three months to find his first one.

The sign is beautiful. Dakota is in bright red, Wheat Brewed in white and Beer in yellow. For neon collectors, even if this one is hard to come by, it is well worth seeking as a collectible.

Henry M. Smith

The editorial view is that Dakota was simply ahead of its time. Wheat beer, or weissbier, is a superb summer drink. In fact, in good Washington-Baltimore 90°-90 percent humidity weather, I defy you to find anything better. A weissbier, it will be remembered, was one of the products Heileman planned from the outset for the new Blatz brewery in Milwaukee. We predict weissbier advertising will become quite common -- although this Dakota neon won't!



## WHAT'S BREWING

In a surprise move the former Schlitz plant in Tampa, which Stroh traded for Pabst's St. Paul brewery five years ago, was bought from Pabst. The agreement includes some cross-brewing by Stroh for Pabst in Tampa, and by Pabst for Stroh in the Tumwater Olympia brewery. The origin for these agreements was an attempt two years ago by Stroh to acquire the Tumwater plant without Heileman gaining an advantage. When the dust had settled, Paul Kalmanowitz ended up by getting Pabst and Stroh nothing. Well, Mr. K is now history, G. Heileman is part of Bond, and thus a deal could be cut.

Stroh, once a leader in innovative and memorable advertising, did not have a particularly good year (-5%) and restructured its marketing staff. Some new non-beer products were launched, and Erlanger was dropped after a noble but futile effort.

One sees several cases of brand substitution to combat declining market share. The Miller High Life brand has lost perhaps 10 million barrels in that many years, but Genuine Draft is growing and picking up part of that volume. Miller's total barrel sales last year were up 1-2%. Over at Anheuser-Busch, Michelob Light has recovered the 2 1/2 million barrels lost by Michelob in recent years. The success of Michelob Light has given impetus to other brewers. Miller is testing Pub Light, and Coors has HJ Light on trial.

Another trend seems to have been started when Heileman built the Val Blatz midibrewery in Milwaukee. Miller bought Leinenkugel for a similar purpose, and Coors was also reported to be interested getting a small plant.

The non-alcoholic segment has been active lately. A-B is testing LAX, a likely successor to the dormant LA. Several imports - Moussy, Birrell, Caliber, Barbican - and beers by Heileman and Falstaff are in this segment. It looks like another case where a small slice of the pie will be contested.

A popular spectator sport has been Bond-watching, after the purchase of Heileman for big bucks. Competitors do not sell him or Mr. Cleary short, but it will not be easy sailing (volume is down 7-8%). Pittsburgh Brewing, also owned by Bond, could get nowhere with the American brand and struck the flag. Most observers expect something with a Down Under image in 1988. Coors let it be known that it sold more beer than Heileman, but Bond countered by combining it with Pittsburgh's volume, placing Bond firmly into fourth place.

The cooler market is slowing and producers continue to shake out. Seagram's is catching up with Gallo's Bartles and Jaymes. Brown-Forman has been reported trying to sell California Cooler, which has a 15% share. Canandaigua is getting ultra-contemporary ads for Sun Country. Stroh's White Mountain lost volume and has been reformulated to be more competitive with wine coolers, and Anheuser-Busch has dropped Dewey Stevens. Miller is promoting Matilda Bay; the cooler is made for Miller in Australia to ride the Crocodile Dundee wave.

A-B had another great year (+5% to 76 million barrels, 40% of U.S. production) and hardly needs a cooler. What seems needed is the 13th brewery, and Georgia's Bartlow county was selected. One unwelcome trend is a rekindling of the Miller-Busch feud, once about ingredients and now on the pasteurization issue. The problem is how to compete with A-B; Miller chose to fight.

PHB



## BOOK REVIEW

Ralph and Terry Kovel, Kovels' Antiques & Collectibles Price List for the 1988 Market, 20th ed. (Crown Publishers, Inc., 225 Park Avenue South, New York, NY 10003, 1987). 755 pages. Paperbound. \$10.95.

Idem., Kovels' Bottles Price List (Crown Publishers, loc. cit., 1987), 167 pages. Paperbound. \$12.95.

Idem., Kovels' Guide to Selling Your Antiques & Collectibles (Crown Publishers, loc. cit., 1987). 216 pages. Paperbound. \$9.95.

The prolific Koves, who have brought forth over 40 price guides or other books for antique collectors, produced these three paperbacks in 1987. The most basic is their annual Antiques & Collectibles Price List. As we have opined concerning another of their books, this volume spreads itself so thinly that it is of limited interest to collectors who specialize narrowly. This book provides space for 20 beer cans in a section of their own, plus some other beer items in sections on bottles, calendars and possibly other collectibles. This is much less than 1 per cent of a rather fat volume. The book may serve a useful function for general antique dealers in making estimates of what their stock items are worth; if it has gone through 20 editions, my guess is that it does. There is little in it that would render it worth buying to breweriana collectors, however. We can estimate the values of what interests us much better from the reports on prices received in the several breweriana mail auctions.

The Bottles Price List is likely to be of more interest. Two pages are devoted to beer bottles, and others appear in a longer section on miniatures, most of which are hard liquor bottles. There are additional beer items in a concluding section on go-withs -- one of the this editor's least favorite locutions. The subject matter encompasses Jim Beam bottles, pitchers and other items which some of our members collect incidentally. Again, the book is probably not worth buying only for its beer-related content, but if one's interest range more broadly in containers, it may be worth having.

The Guide to Selling Your Antiques & Collectibles is something different. It is not a price guide, but a set of short essays, mainly of about 300 to 800 words, giving elementary directives for selling artifacts, apparently mainly directed to people who have acquired items of unfamiliar nature. Our area of interest gets a section of about 250 words, "Beer Cans & Breweriana," plus a little incidental treatment in a section, "Advertising & Country Store Collectibles." The authors apparently accept the Beer Can Collectors of America's evil ways, and state that most cans are transferred by barter, with a strong pecuniary market only for cone-tops. There is very little on general breweriana. The book has a long appendix of 56 pages on reference works, organizations, periodicals, auction houses and other institutions helpful in selling unfamiliar items. This appendix is the best thing in any of the three volumes under consideration. In our field, it lists ABA, NABA and BCCA, but not ECBA, an omission few of us would condone. Similarly, it shows Lynn Geyer's mail auction, but not the equally meritorious ones of Herb Ashendorf, Paul Michel and Brad Vifquain. Actually, the most interesting part of the book is listing of organizations in fields we do not practice. Here we learn of the International Al Jolson Society, the National Shaving Mug Collectors Association, the Wooden Desk Owners Society, the Society of Inkwell Collectors, the National Privy Diggers Association, and enough others to verify the late Mark Jacobs' view that there is somebody to collect anything. Even this list is partial: the Omnibus Society of America seems to me as meritorious as the American Truck Historical Society, but only the latter is listed. Any good public library will provide one with a more comprehensive directory of organizations in America, including all of the oddball ones the mind could desire.



The Guide does not recommend individual dealers. It has reproductions of advertisements of many dealers, but in each case the name and address are replaced with fictional identifications. An advertisement clearly of the Old Print Shop of New York is relettered for The Old Pin Shop, 12 Wrestling Trail, Football, OK 00000. If the authors felt it was unfair to provide free advertising for some dealers, while others were ignored, we may sympathize with them. On the other hand, someone who bought the book intending to sell a collection of brass spittoons he had inherited would probably appreciate knowing the origin of the advertisement for spittoons, rather than having the address on it "Bob Camp, Nowhere, Maine 00000."

In sum, these are better books than the previous volume of this couple that we have reviewed, but we stick with the previous judgment that the authors spread themselves too thinly to be of interest to specialists, whether of breweriana or anything else. Necessarily, the price lists are a very small sample of the entire antiques market, based on a limited number of mail auction reports and catalogues. There is a further matter that one may question whether any authors could maintain high standards while producing as many works as these do. Admittedly, Anthony Trollope, Edgar Wallace and some other notable literary figures managed to produce novels at a rate that astounds one, and their works remain of interest to society. They had a greater or lesser degree of genius working for them, but the majority of society would do well to pitch attainments to a lower output, a greater degree of care and specificity, and a much higher target level of specialization than these works of the Kovels demonstrate.

GWH

## National Association Breweriana Advertising

**DUES  
YEAR  
ENDS  
MAY 31**

\$20

Payable to  
N.A.B.A.  
Mail to

ROBERT JAEGER  
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Wauwatosa, WI 53226

Once again WELCOME to the almost 50 New Members. There is no listing in the Collector but they are included in the 88 Membership Directory. Hope the N.A.B.A. will be of help to the New Members in their collecting Breweriana.

Dues are due May 31, 1988 but will now be \$20. The N.A.B.A. dues were raised to \$15 in 1981 and now to \$20 for 1988-89. That's seven years with no raise in dues. Please remember dues are \$20 for 1988-89.

If any member still would like a 1987 Williamsburg Convention Mug there is still time. Send check payable to N.A.B.A. and mail to the Executive Secretary. Please do it now do not delay. Only \$20.

My wife Marion and I went to visit the Oldenberg Brewery at Fort Mitchell Kentucky. This is the brewery that has purchased Helen and Herb Haydock's Breweriana Collection. Just too much to write about you will not believe your eyes. It is located next to the Drawbridge Inn across the river from Cincinnati.

Hope the New Year will bring you all your dreams of Breweriana. Also remember the ST. LOUIS CONVENTION is August 5-6-7 1988. Leys make it the largest Convention ever?

Sincerely

Robert E. Jaeger  
Executive Secretary





Mark Shields

Washington Post, December 22, 1987

# Undemocratic Drinks

*Only Babbitt picked a beer.*

It's time for loyal Democrats everywhere to give two cheers to former Arizona governor Bruce Babbitt and a noisy Bronx cheer to the rest of their party's 1988 field. This testimonial to Babbitt is totally unrelated to his lonely candor on important public questions. No, by his answers to a magazine survey on personal data, the Arizonan has revealed himself to be the only 1988 Democrat who is faithful to his party's heritage.

On his inaugural day, unless he is a terminal ingrate, President Babbitt will personally thank Life magazine for asking all the 1988 presidential candidates (before Gary Hart's return to the race), among other questions, what their favorite drink was. By his answer, Babbitt proved to be that rare politician, one with a sense of roots and an understanding that historically his party has been the home of the immigrant, of religious and economic dissidents, of the outsider. Most respectable elements of society have belonged to the party other than the Democrats, first the Whigs and later the Republicans.

Here are the candidates' responses to the drinking question: Rep. Richard Gephardt might have been expected to answer Budweiser, which is brewed in his home town of St. Louis; instead he named milk. Massachusetts Gov. Michael Dukakis' reply of "not a drinker" may explain his dry platform style. In an obvious bid for support from his Dixie base, Tennessee Sen. Albert Gore named "Gatorade." Sen. Paul Simon turns out not

to be a shot-and-a-beer man; Pepsi-Cola is his choice. Rev. Jesse Jackson, perhaps not surprisingly, left the question unanswered. But Babbitt belied right up to the bar and named his preference: Tecate beer, a truly democratic beverage and a popular choice among southwestern truck drivers.

Apparently the other Democrats forgot that, with one exception, the nation elected nothing but Republican presidents from 1856 to 1912. The only Democratic winner was Grover Cleveland, who owed his 1884 victory to the Rev. Samuel Burchard, a bigoted New York clerical error, who publicly censured Cleveland for belonging to the party of "Rum, Romanism and Rebellion." That was enough to enable the Democrats to carry New York State by 1,149 votes out of more than a million cast.

That same class fight broke out again during World War I when the strongly nativist anti-Saloon League skillfully pushed the Prohibition Amendment to the Constitution. Shrewdly investing their political arguments with the glow of patriotism, the Drys turned their campaign into a crusade against German brewers (Anheuser-Busch, Schlitz, Pabst). The outlawing of alcohol meant the closing of saloons where working people (read Democrats) stopped after work and the opening of speak-easies for the affluent, while sales of silver flasks skyrocketed among the children of the country club set (read Republicans). Prohibition, which had

effectively raised the price and lowered the quality of booze, was enacted over Democrat Woodrow Wilson's veto and repealed by Democrat Franklin Roosevelt. And it's a good bet that Democrat Harry Truman's definition of "wine and cheese" would have been Velveeta and muscatel.

And what about the 1988 Republicans? Boy, they are a salty crowd. Sen. Bob Dole's favorite is coffee; Rep. Jack Kemp, like Simon, prefers Pepsi; Al Haig chooses orange juice; Pete du Pont relaxes with a tall iced tea; Rev. Pat Robertson favors tea, no temperature specified; and Vice President George Bush, with an uncanny sense of symmetry, names milk as his favorite drink. The only Republicans who wouldn't order a sarsaparilla are not running: former Nevada senator Paul Laxalt favors Scotch, and Jeane Kirkpatrick, a former Democrat, likes "a good red burgundy."

It's time for the Democrats, having lost both power and their way while nibbling on nouvelle cuisine and sipping imported water, to remember who they are and where they came from. They can start by recalling the story about the woman temperance candidate whose stump speech ended with the line: "I would rather commit adultery than take a glass of beer." From the back of the crowd came the logical question, "Hell, who wouldn't?" If Americans want an Eagle Scout in the White House in 1989, they won't elect a Democrat. Won't you drink to that?





Uncle Ernie Oest has sent on two artifacts from his museum and beer hall of fragrant memory. He attempted to operate it as Museum of Beer and Brewing, but ran afoul of a New York state regulation that a museum must have the holder of an A. B., at minimum, as curator. He then set it up as Uncle Ernie's Enterprises, dba Memories of Beer and Brewing. The firm operated for two years, 1974-75, and then with the artifacts thinned out, for two more as a beer-wine-cheese hall. The coat of arms, above, was painted by a local specialist in decoration of truck and taxis as the logo of the proposed museum. The design below shows the same coat of arms emblazoned on the small paper coasters used in the bar. Needless to say, we wish the enterprise had survived and flourished. It might have done for suburban Long Island what the Bricksellar does for Washington. Even meritorious projects have no assurance of longevity, alas. We also wish we had gotten there while it lasted.



## BUY - SELL - TRADE

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

For sale: 1950s label collection from Hansa Brewery, Bergen, Norway, 15 oval beer labels, 20 soft drink, 4 postcards of brewery. Peter Blum, 1030 Balfour, Grosse Pointe Park, MI 48230. Anyone interested in Schaefer magazine, 1970s, contact me.

Wanted: Anything and everything from the Oconto Brewing Co. James J. Hanna, 3630 County SS, Oconto, WI 54153. (414) 834-4629,

For sale or trade: Old Reading Crowntainer, BCU #39-21; Sunshine like BCU #121-29 (f/t-12ox. up side); 37 Sunshine #121-30. All dumpers. Bill Kimmel, 401 Hotel St., Pottsville, PA 17901.

Wanted: Berghoff items, neon clocks, old Coca-Cola advertising, any early bubbling signs (except plaster). Top \$ paid. Robert Newman, 911 S. Idaho St. #87, LaHabra, CA 90631. (213) 691-2262. Call collect.

Wanted to buy: Carlsberg labels, old ads, postcards or pictures with swastika logo. Seek to correspond with Carlsberg collectors. Douglas Youngblood, 1018 E. Evergreen St., Wheaton, IL 60187.

Wanted: Schlitz breweriana, all types, and historical information on the company. Leonard Jurgensen, 1025 Squire Court, Oconomowoc, WI 53066. (414) 965-3281.

For sale: Porcelain Blatz Old Heidelberg sign, pre-WWII, 36"x46". Photo \$1, refundable. \$300 plus shipping. (Sign is too big for UPS.) Matched pair of Kreuger pre-Pro tip trays, one "50 years," one "Newark." Mint. \$250. Ray Frederick, 9801 Dahlia Ave., Palm Beach Gardens, FL 33410.

For sale: Big cans, foreign cans and sets, glasses, mugs, steins, mirror and reverse-on-glass, metal and other advertising signs, tap knobs and handles, trays, ash trays and Coca-Cola items. Lists \$1, refundable. State interests. Robert Pfaff, 631 Yorkshire Rd., Winston-Salem, NC 27106.

Wanted: Chicago beer labels, esp. house brands and private labels, Chicago photos and letterheads. Kurt M. Kuhlman, 4236 N. Damen Ave, Chicago, IL 60618. (312)528-0347.

Wanted: Pre-Pro California trays and signs. Mark Schwerz, 1021 Goettingen, San Francisco, CA 94134. (415) 467-6339.

Wanted: Items from Lehigh Valley, PA (Allentown, Bethlehem, Easton): menu covers, inserts, signs, postcards, trays, glasses, steins, slide-out openers, etc. Would like to hear about unusual items even if not for sale. Barry Hunsberger, 2300 Meadow Lane Drive, Easton, PA 18042. (215) 253-2477.

Wanted: Breweriana and information on Moehn Brewing Co., Burlington, IA, other Iowa breweriana. David Moehn, 503 Ave. D, Fort Madison, IA 52627,

## BREWERY COLLECTABLES

NEON SIGNS	TRAYS	WOOD CASES
LONG NECKS	MIRRORS	MINI BOTTLES
CORK SCREWS	GLASSES	ASH TRAYS



Jon H. Ruckstuhl  
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Dallas, TX 75261



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## EVENTS OF INTEREST

We are presenting Events of Interest in abbreviated fashion because we have not yet received notice of several of the summer events, notably ABA's convention. We will endeavor to have a full account of the summer's activities in the spring issue.

Antique Advertising Shows, Indiana State Fairgrounds, Indianapolis, March 26-27, June 25-26, September 24-25, November 11-13. NABA will maintain hospitality hours at the Holiday Inn, U.S. 421 and I-465, March 25 and September 23, 8:00 PM.

Eastern Coast Breweriana Association, spring trade meet, Macungie, PA, April 9; annual convention, F. X. Matt Brewing Co., Utica, NY, July 14-16.

National Association of Breweriana Advertising, convention, Anheuser-Busch Brewing Co., St. Louis, MO, August 5-7.

Beer Can Collectors of America, Convention XVIII, Grand Rapids, MI, September 8-11. For meetings of BCCA chapters, see its Beer Can Collectors New Report. We have been requested to note general breweriana shows by the Tidewater Beer Can Collectors at the Sandpiper Recreation Center, Fort Story, Virginia Beach, VA, April 17, July 17 and October 16, and the Westmont Stroh's Chapter, April 10 and October 2 at Inland Real Estate, 400 E. Ogden Ave., Westmont, IL, from 10:00 AM, with an outdoor meeting at Rolling Oaks Campground, R. R. 1, Sheridan, IL, Aug 12-14.

Stein Collectors International, Omni Hotel, Union Station, St. Louis, MO, July 13-17.

Please let us have notices of other events of general breweriana interest by March. As noted elsewhere, the spring issue will have to be ready for the printer early this year.

\* \* \*

Please note that on pages 24 and 29 we have run single-page articles on individual artifacts. We would like to do much more of this. If you have single pieces you particularly like, send us photographs and short accounts, as Henry Smith and Uncle Ernie Oest did this time.

## Wanted to Buy

All choice breweriana advertising and old beer cans. I especially like factory scene signs and trays, pretty girl pieces, and rare items in any category. I seek all Anheuser-Busch pieces and anything worth over \$1000. I buy only top grade, and am willing to pay best prices or exceed any previous offers by 10 percent for the right piece or collection. Please make offer to:

**Paul Michel, 1152 Kensington, Buffalo, NY 14215. 1-716-838-Beer (2337).**

A deal is only a call away!!!!

I can make you money!!!!

---

## 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.



# 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