

The Breweriana Collector

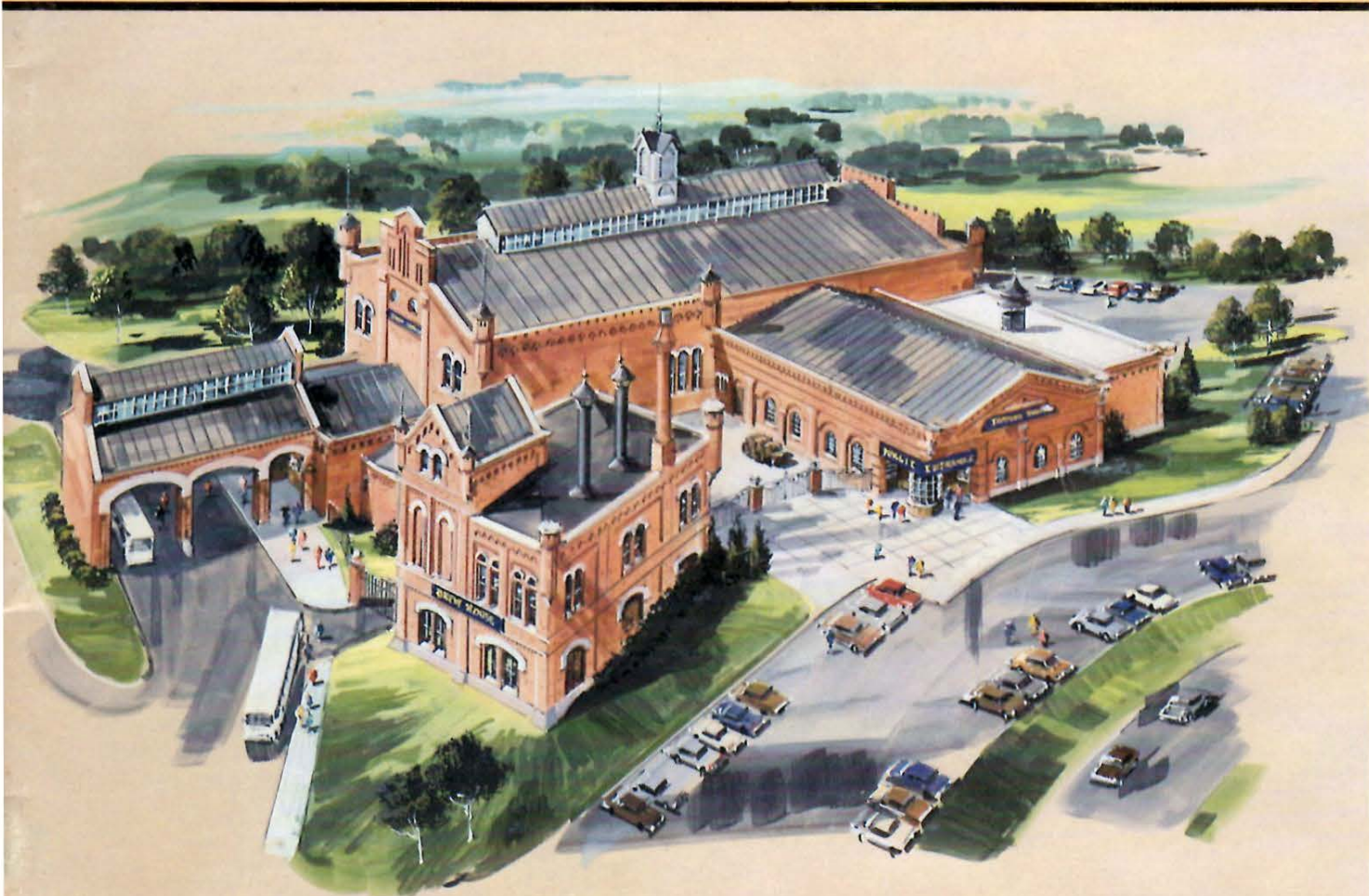
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OLDENBERG

National Association Breweriana Advertising

A not-for-profit organization incorporated in the State of Illinois.

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Dues are \$20 per year domestic, \$25 foreign. Please send applications for membership, dues, change of address and advertising intended for the membership directory to Robert E. Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Please send manuscripts, correspondence for publication, advertisements for this journal, and any other matters concerning The Breweriana Collector to George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024. Advertising rates: full page, \$50; half page, \$40; quarter page, \$20; box, \$10. Advertisements in the Buy-Trade-Sell section (p. 30) are free to members, but are limited to bona fide collecting activity as distinct from members' commercial enterprises. Repetition of free advertisements previously run is dependent upon space availability.

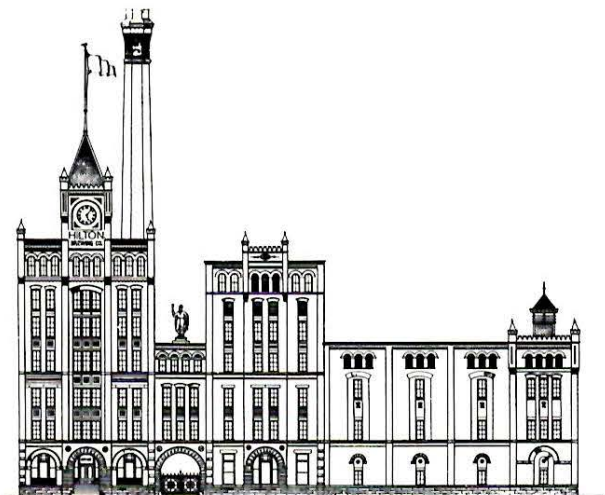


INTRODUCING THE FIRST ANNUAL

OLDENBERG BREWERIANA ADVERTISING SHOW

HOSTED BY: Herb & Helen Haydock
WRITE TO: Nancy Bloemer
OLDENBERG BREWERY COMPLEX
I-75 at Buttermilk Pike
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MEMORIAL DAY WEEKEND - May 27-29, 1988



FERMENTATION

Collect

Microbreweriana

Will Anderson coined "breweriana" some years ago when in need of a word to describe beer-related artifacts in general. The term has clearly served well, being generally accepted in American English and now spreading to British English. We should see it in unabridged dictionaries within a few years. With all respect to Will, we would like to create a sub-class, "microbreweriana," and advise the membership strongly to engage in its collection.

Most industries expand because the rate of return is higher than average and resources are attracted to the activity. No doubt there are examples of this in the microbrewery and brewpub movement. Oldenberg, treated at length in this issue, Sieben's in Chicago, the Water Street Brewery in Milwaukee and doubtless several others are examples of purely rational calculation that there was a market, mainly among the dating crowd, that a brewpub could best serve. Many of the microbreweries and brewpubs, however, have simply been set up by homebrewers who became so filled with confidence at the quality of their products that they decided to go commercial. Some have been proven correct. Plenty of others have not.

Accordingly, there is little presumption that any given microbrewery or brewpub will be around indefinitely. This assures a considerable rarity of the artifacts they generate. The California Steam Beer Brewing Co. perished in a legal action so quickly that we have never seen an artifact from it beyond a single label. And then there was Buster's. Contrary to the apparently honest conviction of the City of Angels Brewing Co. that its new restaurant in Santa Monica is Southern California's first brewpub, the first was Buster's in Buena Park, Orange County, the opening advertisement of which we ran posthumously in issue 58, page 25. Apparently the fates never intended the editor to experience that one. We stopped by about 10:45 one evening after a White Sox-Angels game at Anaheim Stadium, a few miles to the south, but found that the place had closed for the night at 10:30. We could walk about the premises freely, but the bar and kitchen were shut and only a cleaning crew was active. It was a large restaurant with a flamboyant decor, rather like the Flakey Jake's hamburger chain. We headed back for dinner one Saturday not long afterward, but found it closed, partly boarded up and in the process of disassembly. Unfortunate? Yes. Unexpected? No. New restaurants have a high rate of failure, and there is no reason to expect brewpubs to be an exception. Did Buster's generate artifacts? Presumably, but the only one the editor ever collected was that advertisement.

We did quite a bit better with the Redwood Brewing Co. in Petaluma. We visited that one while it was under construction and again in its short period of operation. We have since seen it used as a negative model for microbrewers, since it is said to have encountered both financial and technological problems. We thought the draft

beer had real problems of hopping and clarification, and mentioned this to the proprietor. He agreed and said he thought he needed about four more batches to get the formula right. We presume he got through his four batches, but for whatever reason he did not get far. Too bad, for he was a nice guy, his conception was good, the physical plant appeared modern and well suited to the size of the bar, and a successful brewpub would have enlivened downtown Petaluma.

There is a further matter that microbreweriana is as genuine as anything the brewing industry has ever issued. This is particularly to the point with the micro-brewers who have bought the rights to historic names. What the Sieben Brewing Co. produces in Chicago for its brewpub is as genuine as the Old Crown that Peter Hand produced after the old Centlivre brewery in Fort Wayne closed. One doesn't have to worry that such breweriana smacks of the hated "repro" designation. If the issuer is a brewer with the legal right to the brand name he uses, what he sells is genuine breweriana, with no ambiguity about it.

It might be nice to argue that our patronage will help the aspiring brewpub operators and microbrewers to prosper, but that really isn't true. There are so few breweriana collectors that what we do is really irrelevant to the success of these enterprises. About all we can do is convince the proprietors that there is a market for selling their tap knobs and issuing trays. Their success in any meaningful sense depends on their acceptance in the larger market for beer, food and camaraderie. We simply have to accept the market's decision on their survival -- all the more reason to collect their microbreweriana while we may.

* * *

We have no reason to believe that there is anything very novel about this information, but we recently noted that the chapter of the Beer Can Collectors of America in Wichita, KS, is named for Carrie Nation, the temperance crusader who roamed Kansas attacking bars with her axe. That shows a fine sense of history, about about like the Germans' treatment of the Haus der Kunst in Munich. The Haus der Kunst, an art museum, is the most important Nazi building to survive World War II. As an example of the Nazi's rather cold classical architectural style, it is worth preserving both aesthetically and historically, but we do not doubt there were those who wanted to pull it down as part of the hated memory. Instead, it was made a museum of abstract modern art -- the sort of art the Nazis most detested. Similarly, let us memorialize the wowsers as that BCCA chapter did. If anybody wants to establish a scholarship in the University of California, Davis campus, for students in the fermentation science program in memory of Congressman Volstead, the editor will cheerfully contribute \$10.

* * *

The summer issue will be put together at the Maryland address below during May. We would like to have several articles on Anheuser-Busch or on the former St. Louis brewers. We have none on hand, but are seeking some in correspondence. If any members have material on A-B, Falstaff, Lemp, Hyde Park or any of the rest, this would be a fine time to bring it forth. Anything from a single photograph with a caption to a major article will be appreciated.

George W. Hilton, Editor
9886 Postwick Road
Ellicott City, MD 21043

March 21, 1988

The
Haydock Collection
And the
Oldenberg Brewery

By
Henry M Smith

The Haydocks have proved unusual breweriana collectors. One might think that when people sell a collection of anything they are ready to walk away from whatever it is they are collecting. Not the Haydocks. Herb and Helen turned the collection over to the Oldenberg Brewery in July 1987. Where have the Haydocks been most of the time since July? Why! at the Oldenberg Brewery of course. Doing what, you ask? Making sure that their collection is being properly displayed at the Brew Pub, Great Beer Hall, Brewery Complex in Fort Mitchell Kentucky, about 5 miles from downtown Cincinnati, Ohio.

Since this collector of breweriana lives in Cincinnati, one Friday morning and afternoon we had a small chat about their collection. Want to read all about what Herb & Helen told me? How about what Jerry Deters, the owner of the Brewery Complex, and members of his family told me. Yes you say? Ok! Here we go.

Question. Herb, what in the world possessed you and Helen to part with your beloved collection?

Herb. Well I retired and didn't want the neighbors to baby-sit the collection 6 to 8 months of the year while we were gone.

Question. Herb, how large of a collection did you have?

Herb. Well, there are 2200 beer trays and about 1300 beer glasses and some say that there are over a million pieces in all. It took 2 - 45 feet semi-trailers to transport the collection to Cincinnati from my home in Wisconsin.

Question. How much of the collection are you going to be able to display?

Herb. Room is a problem, we will just see how it goes. The brewery has a curator that will record the collection on a computer to keep track and control of it.

Question. How many foreign countries did you and Helen visit to put this vast collection together?

Herb. I never counted them all, but we visited every western country in Europe, then we have been to South America and Asia.

Comment. I am so glad you decided to put your collection in a public place so I could enjoy it. Hopefully the other collectors will enjoy it too.

Herb. (laughing, with a gleam in his eye) You really need to see it to enjoy it.

Comment. Yes, it's really beautiful.

Question. Helen, while you are working here let me ask you, how many weeks or months have you and Herb been working on putting this collection up on the walls of the Oldenberg Brewery?

Helen. We got here in July and started unpacking and working on the display. We took a little time off to go to the N.A.B.A. convention and to a NABA-ECBA trade session, then we went home once. So, we had about 3 weeks off.

Question. How much more time do you anticipate putting in this year ?

Helen. (Laughs) We intend to work until Christmas or about the 18th of December. Then off for the winter. Then come back in the spring if need be.

Comment. By working up to Christmas time then you will have had about 4 & 1/2 months of work in on this project.

Helen. Yes, that's right.

Question. When Herb started this hobby in 1951 what did you think of it Helen?

Helen. I didn't know Herb when he started collecting. Herb was in the service, in Germany when he started. I met Herb in 1954. We started collecting beer bottles in 1956, then in the early 1960's we started with beer advertising.

Comment. I think all of us collectors have done the same thing. It's called graduation from one phase to another.

Helen. (Laughs), Yes that's right. We were at an antique show looking for bottles, when we saw a whole stack of pretty beer trays and only a few dollars each. We didn't have room for a collection of trays too, but as you can see we did collect them also.

Comment. By todays standards a few dollars a tray was very reasonable.

Helen. Right, but we didn't get them until later.

Comment. Oh! What a shame. That's one of those, "the one that got away" stories.

Helen. (Laughs) Right - Right, that was one that got away. And then we didn't start collecting glasses until much later. We thought we had 400 glasses but when we unpacked them to have them appraised we counted 1300 glasses.

Question. Helen you and Herb seem to really love your hobby. Do you really love it?

Helen. Oh Yes! Its lots of fun, and the thing we like more are the people, Henry.

Comment. Yes, I think the hobby is changing from a "things" hobby to a "People" hobby. What do you think?

Helen. Yes, we look forward to seeing the people and getting together with our friends of the hobby and it's important to get the younger collectors interested in the hobby too.

Comment. I am with you, I hope so.

Question. Helen, are you and Herb going to host a Breweriana Show here at the Oldenberg Brewery this Memorial day coming up in 1988?

Helen. Yes, that's right, we'll do it this coming Memorial Day, then maybe someone else can take it over and make it an annual thing.

Question. Are you going to send out information about the show ?

Helen. Right. Information will be sent to all the clubs including the can collectors too.

Comment. That's great. You are going to invite the NABA, ECBA, BCCA, ABA, ACC. This will be a good show.

Helen. We hope so, we picked Memorial day weekend because it's a three day weekend and people wouldn't need to take time off of their vacation time. People can come in on Saturday and set up in London Hall, so people won't need to trade from their rooms. We will have Security Guards to watch everything in London Hall. Then in the evening everybody will get a chance to visit the Brewery and the Great Hall. There will be a show for everybody to enjoy. It will be a great weekend for all. Then the following year someone else in this area can host the Breweriana Show.

Comment. This sounds like a fun weekend.

Question. Mr. Jerry Deters, how were you able to persuade Herb and Helen Haydock to sell their collection to you for this beautiful Brewery, brew pub you have here?

Jerry D. Well, I think that it was kind of a mutual thing. Herb & Helen needed a home for the collection. If you have a collection and no place to display it, then it kind of becomes a useless thing. So I think what got this started was they were looking for a home for the collection where it would be properly displayed and we were looking for a collection to stimulate an interest in our project here. So it was an excellent marriage there. Herb and Helen may have sold the ownership of the collection but they have been here every day to make sure that it will be well taken care of because to them it will always be their collection.

Comment. Yes, that's right. Its their baby. It's sort of the icing on the cake, you built a nice cake here and they are covering it with beautiful icing.

Jerry D. Yes, that's right. The way I look at it is, they didn't sell it and we didn't buy it and everybody will enjoy the use of the collection. There was no persuasion necessary. We knew what Herb and Helen had and they knew what we wanted the collection for and we worked out the details.

Comment. You know, Jerry, I am in my 40's and a collector and I feel like a kid in a candy store just walking in here and looking at this beautiful place.

Jerry D. Good! Good!

Question. Who did your architecture work on this Brewery, Brew Pub?
I have seen pictures of large beer halls of the 1880's and 1900's and they look very much like your large beer hall.

Jerry D. Well, there was an era when any industrial building was built this way. Including steel plants, court houses or a brewery. This style of architecture was used, but was associated with the breweries. If you look at the old pictures their architecture was this style; it was the industrial type of thing and what we attempted to do was use that style of architecture.

Question. Dave Heidrich, as project director of the newest and most modern Micro Brewery and Brew Pub in the United States. What do you think of your project as it's progressed along to this point?

Dave H. It's like having a baby. You never know how tough it's going to be at the beginning when your going through labor; you don't think it will be any tougher. Now that it's here you forget a lot of the pain.
We are excited about it and hopefully we will get the finishing touches on it in the next couple of months. We have something we can be proud of and a lot of people can share. People that love beer and beer history and memorabilia can come visit us and really enjoy it.

Question. It seems to me this place is going to be a museum piece in its own right in years to come. Do you have any comments on that ?

Dave H. I think to a certain extent you might say that. The building was built with materials and technics and different treatments people don't use any more. The rounded windows, the fine wood work, the tile in the floors and the steel structure, you just don't see that anymore. When you combine that with all the pieces we have on display, yes, you could call it a living museum.

Question. How did a young fellow like yourself become fortunate enough to become project director of such a wonderful project ?

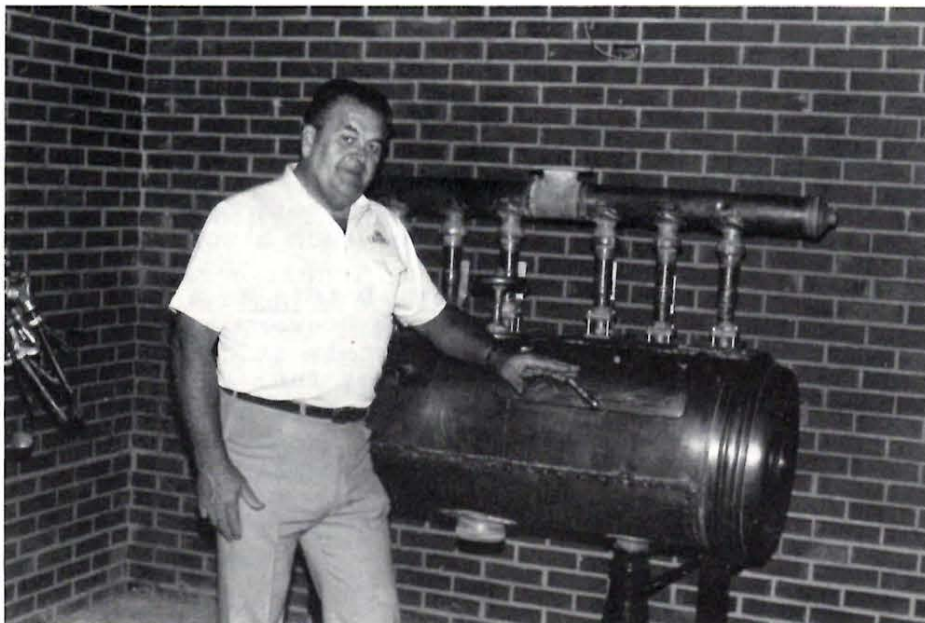
Dave H. My job working for Mr. Jerry Deters as a development director and manager of the Oldenberg Brewery and all the real estate development projects. Fortunately it came under that umbrella and it's been a lot of fun. It's a whole lot more fun than developing office buildings or a shopping center.

Question. Dave, are you also part of the family now?

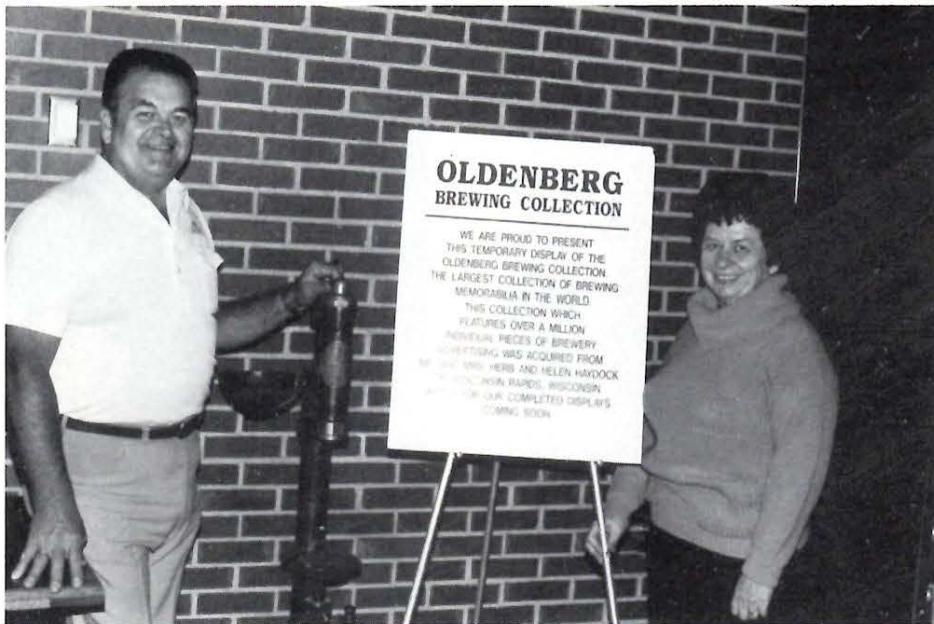
Dave H. Yes, Mr. Jerry Deters is my father-in-law.



Herb and Helen Haydock setting at a complete set of table and four chairs made by the Schlitz Brewing Company of Milwaukee Wisconsin.



This brewery "Grant" is from the Potosi Brewery , Potosi Wisconsin. The Grant had six compartments and aerated the worts before they went into the brew kettle.



This is a early 1892 hand bottle capper. You had to take a cap from the cup, then place it on the bottle then use the foot pedal to put the bottle cap on the bottle.



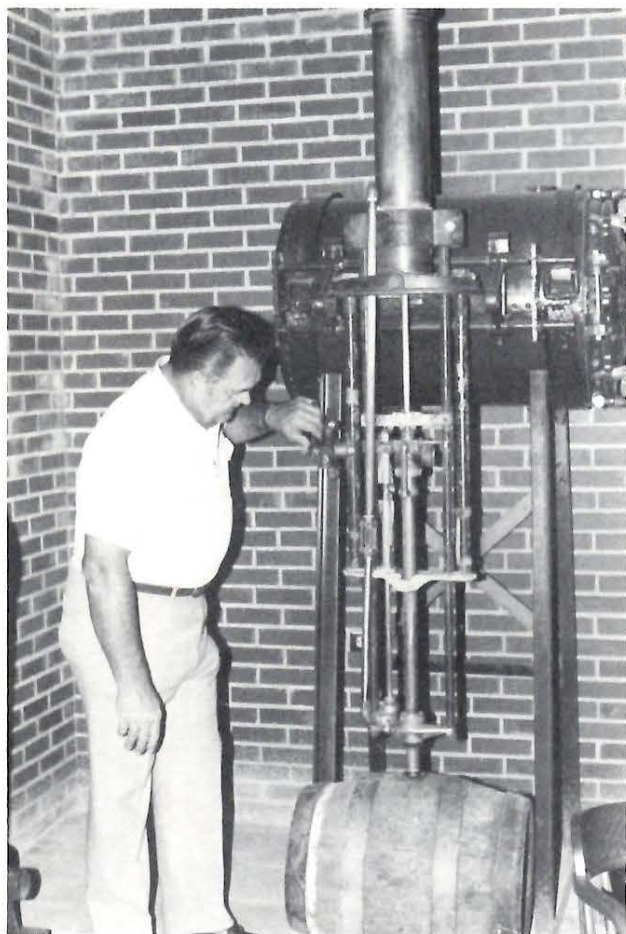
This piece of equipment is called a beer blender and it also came out of the Breunigs Brewery (The Rice Lake Brewing Company) of Rice Lake Wisconsin. You could tap into 4 seperate brews of beer then you could blend it into one blend of beer. For quality control of their beer.

Jerry Deters , Owner of the
Oldenberg Micro Brewery , Brew
Pub , Great Hall.



Dave Heidrich , Project Director
of the Oldenberg Brewery and
Son-in-law of Jerry Deters.

Helen Haydock standing next to a Fermenting Tank from the Stevens Point Brewery. Stevens Point Wisconsin.



Herb Haydock with an old Keg loading racker , or just a Keg Racker. From the Stevens Point Brewery , of Stevens Point Wisconsin.

Herb Haydock with a Labeling Machine. Patent 1909 - 1912.
Brewery that used it not known.



Herb Haydock with a tool called
a keg rocker. Beer and Hops were
put into the keg and the keg was
closed up. Then the keg was rocked
This is called cold hopping.

Herb Haydock with a beer keg
brander from the Effinger
Brewing Co. Baraboo, Wisconsin.



Herb Haydock with a hand bottle
filler taken from the Rice Lake
Brewery, Rice Lake, Wisconsin.

Joshua Deters , son of Jerry Deters, with Herb Haydock inside of the Micro Brewery warehouse. Joshua is working as an assistant brewer in the Oldenberg Micro Brewery.



Herb Haydock filling a barrel of Oldenberg's beer in the new Micro Brewery.



Project director , Dave Heidrich with Helen Haydock admiring a nice piece of breweriana in the Great Hall.



Helen Haydock in the brew house next to the bottle filler , capper , and labeler , holding a finished bottle of Verum beer.

Herb Haydock with a Malt Grinder
from the Marathon City Brewery
Marathon City Wisconsin. Now
part of the Oldenberg Brewery
collection.



Helen Haydock with a wort cooler.
Beer went over the out side and
the coolant was on the inside.

City of Angels Brewing Company handcrafts its beers in small batches using only the finest and purest ingredients available: malted barley, hops, yeast and water. We employ traditional and time-honored brewing methods, to produce the freshest beer available. Make a selection, tip a pint and enjoy the incredible taste experience!

BEER LIST

HEAVENLY GOLD is similar to a European lager. It is made from pale and crystal barley malts and Cascade hops. It is distinguished by a rich, yet refreshing full-malt flavor, hoppy aroma and deep golden color.

ANGEL AMBER is a traditional ale. It is made from pale and crystal barley malts and a blend of Cascade and Cluster hops. Angel Amber is characterized by its complex and enticing hop aroma, full body and flavor, deep reddish color and creamy head.

CITY LIGHT has a third fewer calories and less alcohol than our other beers. It is made from pale and crystal barley malts, plus malted wheat and Cascade hops. City Light bears no relation to other light beers commercially available. Though light and refreshing, City Light still has the satisfying flavor that distinguishes an all malt beer.

SEASONAL/SPECIALTY BEERS City of Angels also features a fourth beer chosen from our selection of seasonal and specialty beers. Ask for details on this week's special brew.

First Impressions *Something's Brewing*

The waitress was standing at the next table, explaining how the beer is brewed. She pointed to the big metal tank behind the glass window, and gestured at the bar. "It comes right out of the tank into the tap," she said enthusiastically. She offered to bring the man a "taster pack" of the four different brews (they range from light beer to stout) made at City of Angels Brewing Co., 1445 4th St., Santa Monica, (213) 451-0096. Meanwhile, I watched, fascinated, while his companion tried to stuff the menu surreptitiously into her purse.

You should understand that this is no easy feat; the menu has a metal jacket. This, after all, is not just the first major brew pub in town. This spare, colorful, trendily designed space is a full-scale restaurant serving all-American food with style. During the day you can munch on spicy chicken wings, baby back ribs, oyster shooters or hefty hamburgers. At lunchtime the menu includes pasta salads, sandwiches and Scotch eggs. At dinner the offerings become heartier—pasta with tomatoes and sausage, whole smoked trout, beer-steamed clams, roast prime rib and the like.

Although the place is dedicated to beer, when I was there the crowd seemed more interested in drinking passion fruit iced tea than anything alcoholic. And, of course, in figuring out ways to steal the menu.

—RUTH REICHL
Los Angeles Times

Mini-breweries give industry a fresh head

By Marj Halperin

It's no longer necessary to travel to Germany, Austria or even Wisconsin for a swig of fresh, home-brewed beer. Chicago is about to become home to at least four new breweries, with three offering draft in their own restaurants and the other planning limited package distribution.

Beer made Milwaukee famous, sent the Clydesdales on a fast trot to spread St. Louis' glory and helped Tampa flower, by way of Busch Gardens. Those who find it hard to imagine Chicago as a hub of the brewing industry need only look to the city's past. Although no major breweries had their headquarters here, a surprising number of beers have been made in Chicago.

In 1911, an industry directory listed 52 breweries in the city, "and that wasn't necessarily the peak," according to Bill Siebel, whose Siebel Institute of Technology in Chicago offers brewmaster classes and serves as analyst and consultant to "probably most everyone" who's anyone in the industry.

Mr. Siebel says Prohibition closed most of the city's small, family-run breweries. Those that reopened later were drowned during the '60s and '70s by national distributors.

"It was much like any other type of business," Mr. Siebel explains. "With people moving to the suburbs and the mass markets working the way they did, people felt they had to advertise in order to gain business. Small breweries tried to compete on the same basis as a large brewery, and they didn't have the economy of scale to do that."

In the 1980s, however, a new factor is shaping the beverage market: wealthy, upscale consumers who know what they like, and are willing to pay for it. That defines the perfect market for specialty beers brewed at small-scale, local breweries, such as the one Jim Krejcie opened last weekend on the trendy Near North strip of Ontario Street.

"I think people are looking for products that use natural ingredients, have fuller flavoring—handmade," says Mr. Krejcie. "They're going back to the way things used to be made."

To make the most of both the nostalgia and natural food trends, he's picked up the name of an old, long-gone Chicago family brewery for his Sieben's River North Brewery, a brew-pub (brewery with on-premise drinking) and restaurant in a converted warehouse at 436 W. Ontario.

The old Sieben's brewery pumped beer and dished out hearty sandwiches at the intersection of Larabee, Clybourn and Ogden from 1865 until it was ravaged by fire in 1967. (It was briefly shuttered during Prohibition, in what one newspaper called "one of the most spectacular raids in the history of Prohibition.")

'Totally fresh'

Although he is not using the old Sieben family recipes, Mr. Krejcie is trying to duplicate the quality of that old home brew. He calls his beer the "Mrs. Field's chocolate chip cookie" of beers, explaining, "We're making it on the premises; it'll be totally fresh. We will be able to totally con-

trol how the beer is served, and when it should be served. Another brewery cannot compete with us on that freshness factor."

By the end of October, Sieben's will have some friendly competition from the Tap & Growler, setting up shop as a smaller, but similar restaurant-brewery at 901 W. Jackson Blvd.

And Goose Island Brewing Co. is set to open a brew-pub in a converted factory at 1800 N. Clybourn by yearend. John Hall, one of two partners in the endeavor, says he isn't fearful of the growing competition. In fact, he welcomes it.

"I think there's room for more," he says, adding that he's thoroughly studied his market. "Look at beer consumption in the Chicago area: 4 to 5 million barrels a year. Look at

import beer consumption: It can be as much as 700,000 barrels. If you take the three (brew-pubs), they represent a very small fraction of this."

Mr. Hall expects the breweries opening before his merely to whet the appetite of local beer aficionados so they'll be ready, willing and eager to sample the array of brews he plans to offer.

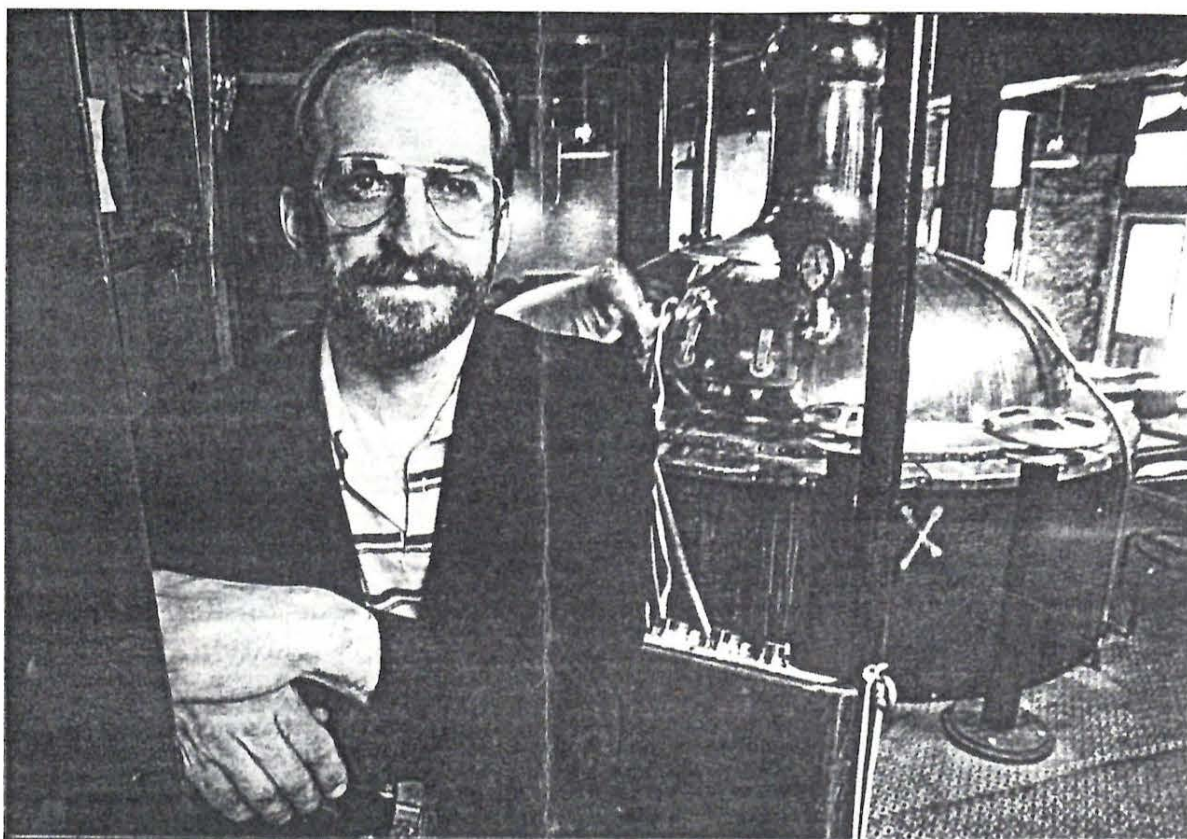
Mr. Hall's theory may well be based on the experience in other markets, where a few pubs certainly haven't washed away customers' desire for handmade beer. The fast-growing microbrewery industry (including breweries with a maximum annual capacity of 15,000 barrels) has shown little sign of wearing out its welcome.

The Institute for Fermentation and Brewing Studies in Boulder, Colo., a microbrewery industry resource and statistical center, reports that the number of small breweries and brew-pubs has grown about 50% annually for the past three years, and there are no signs of a slowdown.

At the end of 1986, there were 46 microbreweries in operation, and as many as 20 more opened in the past nine months. At least 50 are now in some stage of planning or construction, expecting to open within the next year. That includes two more Chicago-area breweries, reportedly scouting locations downtown and near Wrigley Field.

The institute also is headquarters for the Assn. of Brewers, which earlier this month attracted nearly 250 to its fifth annual conference. That meeting was held in Boston but, thanks to the buzz of local interest, next year's conference will convene in Chicago.

The brewers began this year's conference with a nationwide pub crawl, touring seven of the country's foremost microbreweries. Charles Papazian, president of the association, says they were pleased to see evidence that today's beer drinkers are breaking what he calls "the Archie Bunker image of drinking a six-pack of beer in front of the television."



Staff photo by Michael A. Marcotte

Jim Krejcie chose the family name of a long-gone Chicago family brewery for his Sieben's River North Brewery on West Ontario.

Women targeted

Microbrewers are attracting an entirely different market—including more women.

"Many women don't consider themselves beer drinkers because the only beers they've had were American pilsener-style beers," he speculates, noting that microbreweries often serve several specialty beers that give drinkers of both sexes a chance to experiment.

"If they have an opportunity to drink a stout or an Oktoberfest beer or a bock, which has a sweeter palate to it, or a *kriek* (Belgian cherry beer) . . . people who don't normally consider themselves to be beer drinkers will realize, 'Hey! There's a whole world of flavor and variety out there.' "

That's what Jim Krejcie is counting on. He'll start out brewing four kinds of Sieben's beer: a German-style lager, a Canadian-style ale and an English-style bitter and stout.

"I lean toward heavier-bodied beers; I like a little more flavor," he says.

That seems to be the blueprint for microbreweries' success: Carve out a niche, slide in and stay there.

By brewing beer solely for consumption at their own restaurants,

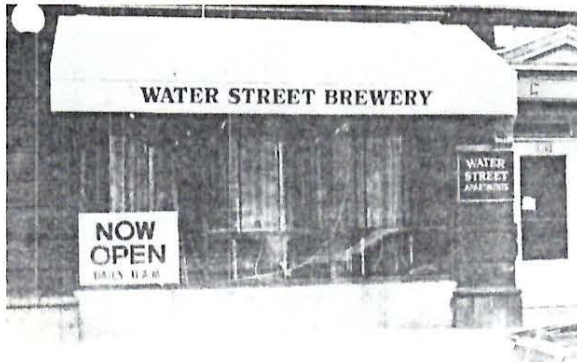
brew-pubs such as Sieben's and Tap & Growler are making their niche as solid as possible. They'll both be "playing hard to get" by not going retail and by selling in a market where no other beers are allowed to compete, on their own premises. They will offer brewery tours and sell souvenir shirts, glassware and other paraphernalia to boost their small-time mystique.

A bit more daring, perhaps, are microbrewers who plan package sales. Oakbrook Terrace's Pavichevich Brewing Co. is going public at the end of this month, hoping to raise \$2.5 million to finance the distribution and sale of packaged Baderbrau.

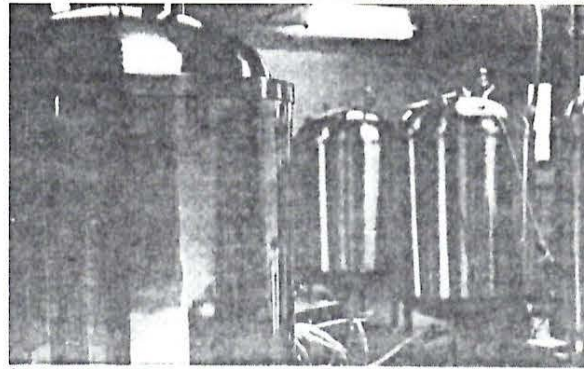
Company President Kenneth Pavichevich plans to market his "super-premium, all natural German-style pilsener beer" to restaurants, nightclubs, taverns and liquor stores.

Potential customers

Mr. Pavichevich's prospectus claims two Rush Street-area bars already are interested in tapping his product. For home consumption, Baderbrau would be offered in 5-liter cans, with a reusable tapping device consumers would be expected to purchase separately. #



Water Street Brewery



Century Brewing Company, located in Century Hall

Microbreweries Tap Milwaukee

BY CINDY BRANDT

Most of the beer-making giants of old Milwaukee have either relocated or cut back operations as they became part of corporate conglomerations. But some local brewmasters are finding a niche for their specialty beers.

The nation's largest beer makers keep competition high for the mass-produced market, yet they have not been able to tap an American beer made with a European taste. Some smaller breweries, called microbreweries, and brew pubs are filling in the gap the beer giants can't.

Sprecher Brewery, located at 730 W. Oregon St., began brewing in January 1986. Sprecher is the first microbrewery to operate in Milwaukee since 1934. Company president and brewmaster Randy Sprecher custom-built the brewery, which produces about 50 barrels weekly. Sprecher, formerly a Pabst brewer, offers about eight different types of beer throughout the year. He says the most popular labels are Milwaukee Weiss, an ale made from wheat, Special Amber, and Black Bavarian, which is a cross between a kumbacher and a mild stout. Sprecher also brews some seasonal beers, such as oktoberfest and a maibock.

Lakefront Brewery, 818A Chambers St., will begin selling its brew December 2. The company's brewmasters have spent the last three years organizing and building the plant. Interest in beer making began as a hobby six years ago for Carson Praefke and Russell Klisch. At a time when Schlitz ceased operation and the future of Pabst was uncertain, Praefke and Klisch read about microbreweries on the West Coast and decided the time was right for Milwaukee.

"We were dead serious three years ago. We were using our funds and we weren't able to purchase people to come out and set it up," Klisch said.

Currently Lakefront is producing three barrels a week to be sold exclusively at Gordon Park Pub. Klisch and Praefke have formulas for three beers: Klisch beer is a light Canadian-style lager, Riverwest beer has a heavier hops taste, and a third beer,

Eastside Dark, is still being developed as a stout.

One corporate venture into small-scale breweries has been launched by G. Heileman Brewing of LaCrosse, which owns the Blatz Brewery at a high-profile location along I-43 in Milwaukee. Blatz opened in September 1986 and is capable of brewing up to 50,000 barrels of beer annually. Blatz also produces several types of specialty beers in less time than the locally owned microbreweries. A batch of Sprecher Black Bavarian needs a full eight weeks for aging, whereas a batch of stout by Blatz can be ready for distribution after just 30 days of aging.

Certainly Heileman's distribution connections help the subsidiary move beer in larger quantities than the microbreweries can. Blatz brewmaster Hans Kestler said the primary market is Milwaukee, Chicago, and the upper Midwest, but that Blatz also has distribution outlets on the East Coast and New York. He said Blatz is also test brewing for two import labels. By comparison, Sprecher is regionally distributed, with about 200 outlets in Milwaukee.



The Ambier Brewing Co., with headquarters at 5325 W. Burleigh St., was formerly Vienna Brewing until a few months ago. A combination of distribution and marketing problems forced Gary Bauer and Dave Hansen to change the label name and find another brewery to produce their beers.

As a home brewer and owner of a beer-making supply store, Bauer became inter-

ested in resurrecting a Vienna-style lager with its characteristic amber color. Bauer's prototype Vienna beer won three top awards, including Best of Show, in an 1984 international competition held in Denver. That's when he got the idea to produce the beer on a larger scale and market it in the specialty market. Hansen says he and Bauer found themselves in competition with the same brewery that was contracted to brew Vienna, and they ran into more trouble when beer distributors on the East Coast confused Vienna beer with Old Vienna made by a Canadian company. Threatened with a lawsuit, Vienna changed its name and label to Ambier.

Ambier, made at Huber Brewery in Monroe, is being sold in draft kegs and bottles. Bauer has also contracted with Century Hall and Brewing Company and with Water Street Brewery to set up their operations and develop in-house brews.

The Water Street Brewery, 1101 N. Water St., held its grand opening November 11 and was the first brew pub/restaurant and deli to open in Milwaukee. Brewmaster John Dallman brews three house beers: Water Street Amber, Sporten European Lager, and Old World Oktoberfest. Water Street Brewery is owned by Robert C. Schmidt and Rick Schmidt, owners of RC's, Andrew's, and Chuck E. Cheese's.

Century Hall and Brewing Company opened a brew pub November 19 in what formerly was a dance floor and an original Milwaukee beer hall. Brewmaster Gary Bauer is making two house brews there: Century Gold and Cream City Ale. The brew pub/restaurant is owned by Skip Blustein and John Sidoff. Sidoff also owns Hooligan's.

Hansen says restaurants with brew pubs offer small brew companies a way to carve a niche into the beer market.

"Brew pubs are a way to let people know what goes into making beer and the distinctive tastes among beers," Hansen said. "There's an incredible market for brew pubs and for small breweries. Any bigger than three to four million barrels involves shortcuts."

But sometimes, very small-scale operations involve making shortcuts, too. Both the Water Street and the Century Hall brew pubs use malts in a syrup extract. Sprecher and Lakefront microbreweries mash the malts on the premises. "The difference," scoffed Lakefront's Praefke, "is like the difference between instant coffee and regular coffee. Instant beer."

Whether or not the average beer guzzler will taste the difference isn't the issue. But to the more serious *bier* connoisseur, the manufacturing process is a fine point of contention. Some brewmasters voluntarily adhere to an almost 500-year-old brewmasters' code of ethics that guarantees their beers use only four ingredients—water, yeast, malt, and hops. Anything more is a disgrace to the art, these masters contend.

"Those mass-produced beers aren't even good for you. They have so many additives and adjuncts," Hansen complained.

"Our beers are so much better for you. Miller says no additives or preservatives. That's a pile of shit. Do you think they could brew up a Lite beer with a head on it?"

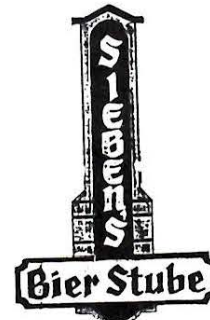
Most tastes probably aren't refined enough to distinguish between a stout and a kumbacher, but more and more beer drinkers are discovering there's more to life than Old Milwaukee. While the market for mass-produced American beers holds its own, the import beers have been growing in popularity. Hansen predicts popular tastes will move away from mass-produced beers.

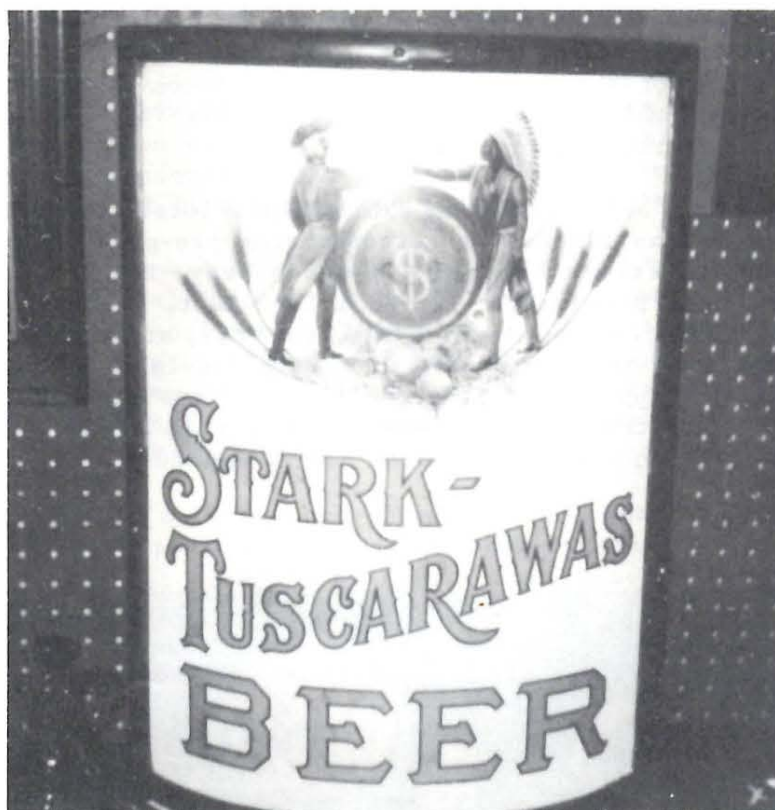


"People think for the last 15 years that the only good beers are imports," he said. "We've got some of the best that are being made right here in America."

These specialty beers tend to be priced along the lines of import beers, but as more people discover the subtleties of, say, a fine pilsner or a hearty oktoberfest, they will be willing to pay a little more than whatever's on special at the corner store.

"They're going to realize that it's something more than what you drink when you're mowing the lawn," Klisch proposed. "Certain flavors accent a meal, like a porter with a steak, or an ale with fish, and a cherry beer for dessert."





A member who unfortunately did not sign his letter reported the following:

What we all dream about became reality for about 12 NABA members on January 16, 1988. On that day we found our way to Carrollton, OH, for the sale of Coley's Stag Bar, a local joint known for 70 years of serving just about any brand of beer available in Ohio, and for never allowing women. NABA member Jim Warwick of Lebanon, OH, is the lucky new owner of the Stark-Tuscarawas Vitrolite sign. The other prizes of the day included a Burger neon and an Augustiner neon, Black Forest, P.O.C., Drwery's, Diehl's and other more recent signs. Checking through boxes of junk paid off, as we soon discovered a box of tap knobs that included Olde Vat, Burckhardt's, P. O. C., and other knobs worth having. A box that included Old Lockport coasters and Old Dutch display cans also turned up. The rear of the building had a stack of wooden cases that included several Webbers from East Liverpool, Maltz from Bellaire, United States from Chicago, an early Budweiser, a Black Forest, and a couple of very nice examples from P. O. C. of Cleveland. One of the Webber cases contained 24 bottles of Webber's Bull Dog Ale. [Ed Scott's Who's Who in Brew reports that Webber produced that brand from 1948 to 1952. Ed.]

STROH DISPLAY CASE SHOWS COLLECTIBLES

A three-tiered showcase has been custom built for the display of breweriana at various shows. It was displayed most recently at the 100th anniversary convention of the Master Brewers Association in Milwaukee last October, and will be used at the BCCA convention this fall in Grand Rapids. The three shelves are illuminated from below.

The photograph below shows an exhibit at a local bottle show. Trays from Detroit breweries are flanked by corresponding pre-prohibition bottles. The trays are (top) a Detroit Brewing Co. stock tray, the Stroh enameled inset brass, a fine Union Brewing Co. for Gilt Edge beer, (middle) the famous four seasons Koppitz-Melchers, a near-mint Pfeiffer, and (bottom) the American prohibition era tray showing bottle with zepellin label, and very rare brass for A. Goebel. A Koppitz and Pfeiffer tip tray are also included. There are many fine bottles; the rarest is the Stroh bottle to the left of the tray, showing a label in good condition from the late 1880s. Peter Blum



WHAT'S BREWING

WAITING FOR THE OTHER SHOE TO DROP

After the Stroh-Schlitz merger it was assumed by many industry observers that another major brewery acquisition would "go down" before the decade was over. This expectation was vindicated when Bond bought G. Heileman and started to set up U.S. headquarters in Chicago. Now observers are waiting for the other shoe to drop: if Bond moves, can Elders be far behind?

John Elliot, head of Elders IXL, is at the age of 46 already the owner of breweries in Australia (Carlton and United), England (Courage) and Canada (Carling O'Keefe), in addition to extensive holdings in Australia in finance, wool, shipping and mining. Both Alan Bond and John Elliot are credited with great abilities, resources, and egos, and nobody expects Elliot to cede a significant U.S. position to Bond uncontested. The only questions seem to be who, when, and for how much.

There are really only two possible brewing companies in the U.S. to consider - Miller and Stroh. A single nice brewery like Genesee may be in the wrong location and not enough. At Coors a new generation has taken charge, and in a short time corrected long-festering problems which limited potential growth. The Coors team seems to be having too much fun after some frustrating years to be even dreaming of selling.

Miller is a different case. In spite of a good performance in '87, the story one hears is that Phillip Morris desires a better return on investment, and is giving Miller one more chance to perform to expectations. A very savvy beer marketing team has been assembled, and their new president came up through sales. If things don't work out, Miller could be bought for about 2 billion \$ according to smoke signals visible only to some; according to Miller this is hot air, but at P-M the embers never get cold.

Privately-held Stroh has vigorously denied any inclination to sell out. There was a chance in 1982 to sell to Schlitz, and the family went after Schlitz instead. Stroh's net worth now must be at least 2 1/2 times greater; the family acquired desirable real estate holdings with the new headquarters. The long-range outlook in the beer industry shows no easy life. The oldest member of the next generation - he is John III, who addressed our banquet at the 1979 convention in Detroit when still a student - has joined the real estate and investment branch of the Company. It would be personally satisfying if he could take his place at the head of the Company someday. He may well, but will there be breweries in it?

With the U.S. beer market being so competitive and increasingly dominated by A-B, and under pressure by neoprohibitionists, one may well ask "why buy into this situation?" What could Bond or Elders do that Miller, Stroh or Heileman cannot? Well, the U.S. beer market is the World Series, it is where you must go to prove yourself among the best, it is where the medals are awarded and the national anthem plays for the winner of the gold. The grass looks greener viewed from Australia and so does the money here, but it is more than that. For men like Bond and Elliot, this mountain must be climbed because it is the tallest.

PHB

BOOK REVIEW

Charles R. Stege, Stege: A Main Trunk and Several Branches (CES Associates, Inc., 511 E. St. Charles Road, Villa Park, Il 60181, 1981). 91 pages. Price not stated.

As the title indicates, this is a genealogical history of Edward A. Stege, a small nineteenth century brewer on the West Side of Chicago, and his various descendants, written by his grandson. The book is clearly intended for the enjoyment of the Stege family and for preservation of its historical record, as distinct from being a history for general consumption. It draws heavily on the manuscript diary of the elder Stege's son, Edward A. Stege, parts of which are photographically reproduced in the text. The illustrations are mainly family photographs, but there is a good picture of the brewery's work force and a very nice one of the brewer's mansion, an unpretentious two-story house on the West Side's limited gold coast on Ashland Avenue. There is no illustration of the Stege brewery itself, but there is one of the Union brewery on north State Street, which Stege operated with George Metz until it was wiped out by the Chicago Fire of 1871. A vivid reproduction of the Stege trade mark serves as frontispiece. The text is well tied in with the history of Chicago and even with the history of Germany in the account of the elder Stege's leaving the homeland for America. It is not, however, well related to American brewing history. The author did not, on the basis of his bibliography, consult the directories of Don Bull, which could have resolved some of his uncertainty about the locations and continuity of breweries, and less defensibly, he does not indicate he consulted One Hundred Years of Brewing. That publication does not have an entry for Stege, though it does mention Metz among the early Chicago brewers. It would, however, have given the author a better perspective of the development of the Chicago brewing industry than any he seems to have found.

Given the author's explicit purpose of genealogy, the book must be accepted for what it is. The extent to which it will be of interest to members is necessarily variable between individuals. We may question how many brewing historians or enthusiasts will want a reproduction of Lyon & Healy's receipted bill of 1906 for the family's piano, or a photograph of the family bathing in the Great Salt Lake in 1928. However, the literature on Chicago breweries is so limited, at best, that a book on a brewer as minor as Stege is definitionally of considerable interest. The most devoted Chicago beer enthusiasts will doubtless feel obligated to have it for completeness in their collections.

GWH



The beer that never was. In its waning days, Schlitz considered bringing out a super-premium under the name of the Uihlein family, which controlled the company for most of its history. The beer actually appeared as Erlanger, a brand that Stroh has recently discontinued. Uihlein progressed as far as the proposed label, above.

LETTERS

Your column about your experiences at Chesbay prompted me to write with some comments. I find that a tour of a small brewery is really rewarding. We [home-brewers] are usually able to meet the brewmasters, and share some of our beers with them. There is nothing like a tour of a brewery when you have to step over hoses, avoid puddles, and can sample a new batch directly from the fermenting tank! I was aware [Chesbay] employed [spunding as a] method [of carbonation]. I thought you might be interested to know that the Summit Brewing Co. in St. Paul employs the same method.

While your prediction about the fate of ale micros may or may not prove true, I think you would acknowledge that some of the country's most successful micros to date (Sierra Nevada, Boulder) are ale breweries, [as are] Summit and the many in the Pacific Northwest. It seems to me that several other factors like the quality of the product and marketing might have a greater influence on success than the type of beer [English or German] brewed. In any event, I welcome the present diversity and wish all the new brewers the best of luck.

Don Hoag
Saginaw, MN

Time for an update on the happenings of the Back Bar Breweriana Collectors [BBBC]. When I reported in a letter last fall we had accumulated 295 photos of different beer statues. Now I am happy to report that through the fine efforts of many NABA and BCCA members, the number has grown to over 450 different photos of beer statues. There have been reports of at least 25 sightings in the past month or so. I hope to get pictures of them in time to include in our first try at publishing a reference [guide] in time for the annual meeting in St. Louis in August.

Keep those cards, letters and pictures coming. A quarterly news report, Chaulk Talk, is being prepared now which will feature some of the latest photos plus [articles by] special guest authors on various aspects of BBBC. I am seeking interested persons who would like to contribute information on restoration, grading, manufacture, photographing, cataloging, finding, displaying, or whatever suits your fancy.

The numbering system being used is totally open-ended and uses as many of the brewery references as possible in the BCCA scheme of identifying breweries.

By the time this letter appears in print the list will have grown to over 500 statues. Once again, if you would like a list, please drop me a note with a large self-addressed envelope and postage enough for two ounces -- 39¢ at this writing. A few people have indicated an interest in acquiring some of the original color photos we are using for reference. I do have a few extra sets of most of the statues, which will be made available to those indicating an interest.

I hope to hear from any members who wish to participate in any way they wish.

George Baley
310 Grandview
Kalamazoo, MI 49001

MEET ME

IN ST. LOUIS



That is August 5 - 6 - 7 for the Convention to be held at the Marriott Airport Motel. Just remember the dates and plan your vacation to see the tourist attractions before or after the Convention. N.A.B.A. has held a Convention years ago in St. Louis so some members have seen some of the points of interest in St. Louis. We will not repeat the same events. Members will receive a list of points of interest and many make their own plans if they choose not to join the Pre-Convention events.

Upon receiving your St. Louis Convention Kit please notice there are deadlines for motel registration and Convention registration. Motel Convention rates will start on Wednesday and continue thru Monday.

To the new Members "Welcome To The N.A.B.A." All members have now received the 88 Membership Directory. Please support the ads in the Directory they are members that would like to help you in your collecting Breweriana.

The dues year ends May 31, 1988. Your 88-89 dues must be paid to attend the St. Louis Convention. Dues are now \$20 after seven years the dues had to be raised. Please make payable to N.A.B.A. and mail to 2343 Met-To-Wee Lane Wauwatosa Wi. 53226.

You have received a notice of the nomination of officers of N.A.B.A. Please read it carefully and notice the deadline date.

Any other questions about N.A.B.A. please write and I will try and find the answers for you.

Sincerely

Robert E. Jaeger
Executive Secretary

ANDERSON KARL
4995 Lambs Road Apt. 25C
N. Charleston S.C. 29418
803-552-7509
Cans-glasses-neon signs
openers-signs-tap knobs

COPE FLOYD J.
626 Demerville
Lemay Mo. 63125
314-892-0861
Brwg. equipment-cans-dealer
mirrors-mugs steins-trays
Anheuser Busch

GENIER FRANCIS
171 North Main Street
Port Henry N.Y. 12974
518-546-7996
All breweriana-bottles-cans
signs-statues-trays
Genesee Brwg. Co.

BOLTON FRED (Sue)
3015 Cadencia Street
Carlsbad Ca. 92009
619-942-5765
Openers-tap knobs

FILIATREAU MIKE
210 Guthrie Drive
Bardstown Ky. 40004
502-348-5426
All breweriana-bottles-cans
neon signs-signs
All Louisville Ky. Brwgs.
Fehrs, Oertels 92, Fall City
Anheuser Busch

HALL JIM (Marcia)
122 N. Lafayette
Macomb Il. 61455
309-833-2363
Cans-signs
tip trays-trays

BROOKS MARK A. (Patti)
1035 S. Main
Frankenmuth Mi. 48734
517-652-9420
All breweriana
Brwgs. from Saginaw, Bay City
Frankenmuth & Sebewaing Mi.

FOOTE JOHN E. (Pat)
1205 Rimhaven Way
Billings Mt. 59102
406-259-8426
Ash trays-bottles-coasters
sogns-tip trays-trays
Montana Brwgs.

JOHNSON GARY W. (Karyn)
3147 Humberside Court
San Jose Ca. 95148
408-238-1518
Mirrors-mugs steins-neon signs
patches-pinbacks-signs
Budweiser



**DUES
YEAR
ENDS
MAY
31**

\$20 Payable to
N.A.B.A.

Mail to
2343 Met-To-Wee Lane
Wauwatosa Wi. 53226

**ST.
LOUIS**



KINNICK JOHN (Terry)
1721 S. National
Springfield Mo. 65804
417-882-2594
All breweriana-books magazines
cans-mugs steins
Budweiser Steins

KUPERSCHMIDT MARTY
3316 S. 9th Place
Milwaukee Wi. 53215
414-747-0330
All breweriana-bottles
glasses-openers-tap knobs

MARCUM SAMUEL A.
4625 Rainbow Drive
Jefferson City Mo. 65101
314-893-3549
All breweriana-history

MARSH JAY (Tracy)
43253 20th Street W. #4
Lancaster Ca. 93534
805-945-0984
All mirrors
All neon signs
Stroh State Mirrors
Test Market Neons
Wish to trade with others

MURAWSKI RANDY (Melissa)
169 Minot
Romeo Mi. 48065
313-752-6842
All breweriana-clocks
mini beers-statues
thermometers-trays

PETULA NICK E. (Susan)
819 Court Street
Scranton Pa. 18508
717-347-6002
Bottles-coasters
foam scrapers-trays
E. Robinson, Anthracite
All Scranton Pa. Brwgs.

RIES JIM (Sally)
11269 Foremark Drive
Cincinnati Oh. 45241
513-489-0272
All breweriana-cans
glasses-signs
Greater Cincinnati Breweriana
Canadian Breweriana

TORKILDSON BILL (Debra)
Route 5 Box 270
Princeton Mn. 55371
Cans (Cone tops)
Signs (Electric with moving parts)
All Brwgs or Brands

SCHUETZ JAMES (Mary Ellen)
3870 Scenic Road
Slinger Wi. 53086
414-677-2696
Brwg. equipment-lithos
neon signs-photos
Charles Stork Brwg.
Schleisigerville Wi.

SETARO LARRY
6 Concord Road
Danbury Ct. 06810
203-743-4094
Matches-menus-paper items
posters-signs-trays
Post cards H.E. Bethe @1910
Beer sponsored Green Bay Packers
schedules- Hagemeister (Pre-1920)
& Green Bay Brwgs.

SZYHOWSKI RAYMOND L.
836 Bella Lane
St. Louis Mo. 63137
314-869-4148
All breweriana-glasses (A-B)
steins
St. Louis Brwgs. only

WILLS GEORGE
U.S.C.G. Lor Sta Iwo Jima
F.P.O. Seattle Wa. 98781
Cans-glasses-mini beers
patches

WITT STEPHEN (Jerilyn)
Box 1130 R.R. 2
Arlington Vt. 05250
802-375-6508
Clocks-signs

WOLANSKI JOHN (Lori)
P.O. Box 166
Scarborough Me. 04074
207-883-6261
Lithos-mirrors-neon signs
reverse paint on glass
signs-trays
New England Brwgs.
Esp. Hanleys & Narragansett

YOUNG GREGORY (Rebecca)
964 Madison Ave. Apt. E
Columbus Oh. 43205
614-258-8407
All breweriana-cans-neon signs
openers-tap knobs
thermometers-trays

AUGUST

5 6 7

BUY - SELL - TRADE

For sale: Large collection of miniature beer bottles, 1 bottle or hundreds. Also, over 400 foam scrapers for sale. Large SASE for list. Garf Steen, 8655 SW 219th Terrace, Dunnellon, FL 32630. (904) 489-4715.

Wanted: Flat figural beer advertising openers. Ed Kaye, 1478 Albatross Road, Sanibel, FL 33957. (813) 472-0004.

Wanted: Menu sheets - Acme, Graham's, Keubler, Manhattan and others. Also seek handled beer bags. Rayner Johnson, 6828 Dyer Court, Springfield, VA 22150.

Free: Newsletter for Anheuser-Busch collectors. Current issue lists embossed bottles. Ed "Budman" Nichols, P. O. Box 513, Valley Stream, NY 11580. (SASE suggested by the ed.)

Wanted: Clips from British pump handles, tap markers from British pressurized equipment. George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024.

CLARIFICATION

Q.: Bob Daniels encountered in an antique shop a bock poster lettered for "Brunswick Bock." Its design, condition and apparent age seem to date it as of the 1940s. Ed Scott's Who's Who in Brew fails to show any post-Prohibition brand of that name. American Breweries of Don Bull, et alia, shows only the Brunswick Brewing & Ice Co., which operated at Brunswick, Georgia, from 1891 to 1893. The poster appears to come from Georgia, but to be not even close to that antiquity. Is anyone familiar with this brand?

AND IN ICELAND: Legislators are trying to overturn a 55-year-old ban on all but the weakest beer — a law that has isolated Iceland from its ale-loving Scandinavian neighbors. The bill would legalize sale of beer with alcohol content above 2.25 percent. Polls show Icelanders favor the bill by a 64-36 majority.

BREWERY COLLECTABLES

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



Jon H. Ruckstuhl
P.O. Box 612164
Dallas, TX 75261



ABA • NABA • ACC • BDI

817 354 0232

Leave Message

EVENTS OF INTEREST

- April 17 Tidewater Beer Can Collectors, Ft. Story Officers Club, Virginia Beach, VA.
- April 21-23 Just for Openers, 10th annual convention, St. Louis, MO. Contact Vic Keown, 10547 Mert, St. Ann, MO 63074. (314) 428-6343.
- May 1 Kansas City Beer Can & Breweriana Show, American Legion Hall, Blue Springs, MO.
- May 27-29 First annual Oldenberg Advertising Show, Ft. Mitchell, KY. Contact Nancy Bloemer, Oldenberg Brewery, I-75 at Buttermilk Pike, Ft. Mitchell, KY 41017 for registration and hotel reservations.
- June 5 Brewery Collectibles Show, Milwaukee. Contact Jim Welytok (414)384-4266.
- June 12 Monarch Coaster Chapter meeting, home of Fil and Bonnie Graff, 322 Warwick Dr., Naperville, IL. Contact Paul Zagielski (312) 284-0149.
- June 16-19 American Breweriana Association, Convention VII, Marriott Hotel, Schaumburg, IL. Contact Dan Potochniak, 1610 Celebrity Circle West, Hanover Park, IL 60103.
- June 25-26 Antique Advertising Show, Indiana State Fairground, Indianapolis.
- June 26 Brewery Collectibles Show, Fischer's Restaurant, 2110 W. Main Street, Belleville, IL. Rick Procasky, RR1, Box 250, Millstadt, IL 62260.
- July 17 Tidewater Beer Can Collectors. Ft. Story, Virginia Beach, VA.
- July 14-17 Eastern Coast Breweriana Association, annual convention, F. X. Matt Brewing Co., Utica, NY.
- July 13-17 Stein Collectors International, annual convention, Omni Hotel, Union Station, St. Louis, MO.
- July 29-31 Canadian Brewerianist, 9th annual convention, Royal Connaught Hotel, Hamilton, ONT. Larry Sherk, P.O.Box 191, Stn.G, Toronto, ONT M4M 3G7.
- July 31 Monarch Coaster Chapter - Prison City BCCA, annual joint picnic. Contact Paul Zagielski (312) 284-0149.
- August 5-7 National Association of Breweriana Advertising, St. Louis, MO. Information and registration packet to be mailed to members.
- September 8-11 Beer Can Collectors of America, Canvention XVIII, Grand Rapids, MI.
- September 11 Brewerv Collectibles Show, Milwaukee. Contact Jim Welytok (414) 384-4266.
- September 24-25 Antique Advertising Show, Indiana State Fairgrounds, Indianapolis. NABA will host a hospitality hour, Friday, September 23, Holiday Inn, I-465 and U. S. 421, 8:00 PM. Members cordially invited.
- Sept. 29-Oct.1 6th Annual Midwestern Breweriana Convention, Cornhusker Chapter BCCA, New Tower Inn, Omaha, NE. Contact Bill Baburek (402) 346-1840.
- October 2 Westmont Stroh's Chapter, Inland Real Estate, 400 E. Ogden, Westmont, IL
- October 16 Tidewater Beer Can Collectors, Ft. Story, Virginia Beach, VA.
- October 28-30 Monarch Coaster Chapter, Fallfest, Howard Johnson's Willow Creek Hotel, Palatine, IL. Contact Paul Zagielski (312) 284-0149.
- November 27 Monarch Coaster Chapter, Hawthorne Field House, Cicero, IL.
- December 4 Brewery Collectibles Show, Milwaukee. Contact Jim Welytok (414) 384-4266.

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.

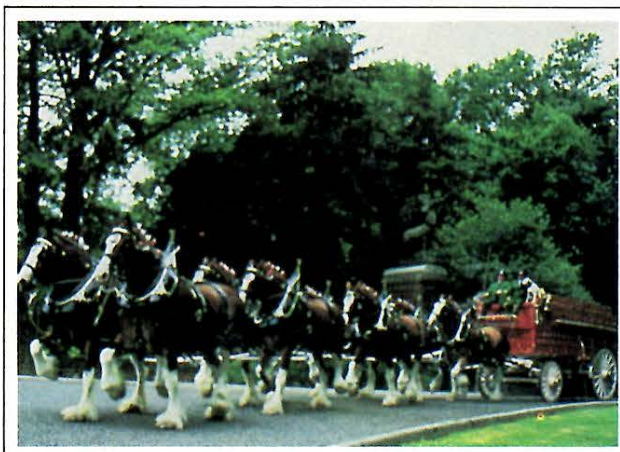
Fun and nightlife along the riverfront at Laclede's Landing.

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

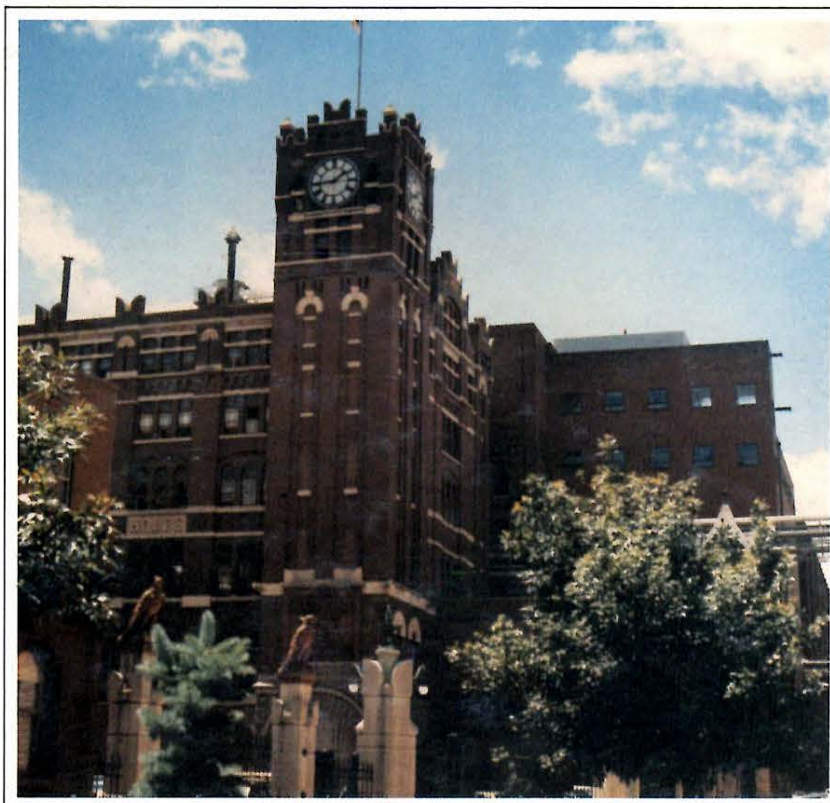
On the National Register of Historic Places, the Cupples House.

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

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