

The Breweriana Collector

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LABELS

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PRESIDENT'S PAGE

Bob Chapin ended a six-year tenure as president at the St. Louis convention. We have been very fortunate that we have had such able presidents as Dave Mathews and Bob Chapin in the last decade. They provided steady leadership during a period of tremendous growth. We obviously have been doing something right, and I do not plan to fix something which is not broken.

The fragmentation of our hobby underscores the need for quality in our actions. Our position should be that no matter what geographic region or specialty brings a collector into other groups, he or she will be remiss not to be also a member of NABA. Here is where one can find the best the hobby has to offer: the most knowledgeable collectors, a great journal, professionally run auctions and the best conventions. Let us continue to strive for high standards in all endeavors - we will have greater satisfaction and better collections.

The 1988 convention in St. Louis will be remembered by its participants as one of the best ever. It was greatly influenced by our official host Anheuser-Busch, who provided an evening visit and meal, beer, and an unusually qualified speaker.

Sometimes saying "thank you" is hard. There was a time 18 years ago when my position at Falstaff in St. Louis was eliminated. With 20 years experience in malting and brewing I called on A-B. But in those years A-B recruited brewing people from Germany, and although I speak the language and was born there, it was not on the right side of the ethnic tracks.

Today all this is social history of a bygone era. A door closed and other doors opened. The years at Stroh brought great satisfaction and an unexpected second career path as historian. The decades changed A-B a great deal: recruitment emphasis has focused on gender and ethnic minorities.

So let me thank Anheuser-Busch for their support and courtesy at our convention. They were a gracious host, and archivist Bill Vollmar showed us some of the best the brewing industry has produced.

Thank you very much, Anheuser-Busch!



Peter Blum
President

LETTER

If response to published articles is a sincere form of flattery -- at least, someone reads them -- then for the second issue of The Breweriana Collector in a row I am flattered!

I mentioned in my article on the Anheuser Busch logotype that A-B had not built its volume and reputation by acquiring other brands of beer, as is so often the case in this age of consolidations and acquisitions. Uncle Ernie Oest, whose knowledge of breweries and breweriana predates probably 95 percent of us now collecting, sent me two labels to dispute at least partly the point on brand acquisition. The case in point is Regal Beer and Ale, produced in Miami, FL, from 1958 to 1961. A-B bought the Miami brewery from American Brewing Co. of New Orleans as that company began to shrink back to its core market, and then sold the brewery to the National Brewing Co. of Baltimore, which was in its pre-Carling expansion phase. A-B had its Tampa brewery when these labels were printed -- it opened in 1959 -- and National operated the old Atlantic plant in Orlando. It appears that A-B bought Regal to get a head start in producing beer in Florida, and then sold it to National when National outgrew the Orlando brewery.

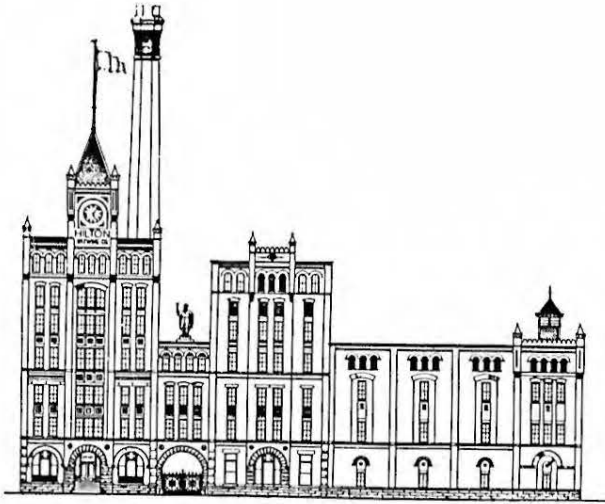
It appears that the Regal brand was a good seller at the time, as both A-B and National maintained the label. Here is a curiosity question: Is there a Budweiser label from 1958 or 1959 with Miami and not Tampa on it? Also, did A-B ever brew Budweiser at Miami?

I want to thank Uncle Ernie for pointing up this very interesting exception to the rule. I'd best learn never to say "never" or "always" or even imply them in print!

Fil Graf



We agree that this is a very interesting exception to A-B's usual practice. The matter underscores a point we made in connection with can collecting: we hope somebody out there is collecting A-B labels in all their variants, not observing some label-collectors' version of the five foot rule. Neglect not the Big Brewer. Ed.



FERMENTATION

Of Beer and Cats

The editor has argued in The Breweriana Collector and elsewhere that society got going with the beginning of brewing and the domestication of cats. Now there is some serious academic basis for this interpretation. Some anthropologists have recently argued that mankind gave up nomadic life because it was necessary to stay in one place until the barley was harvested for making beer. If so, this must have been integral with the domestication of cats. The animals are not well suited to nomadic life, for they become attached to areas which they protect as their turf. It has long been thought that they became domesticated by being drawn to campfires, because they are attracted by warmth. They then demonstrated their usefulness by keeping caves and camps free of rats and other rodents. But this must have been integral with the growing of barley, for stocks of grain attract rodents. Even in modern times, a cat to deal with rodents has been a traditional part of the equipment of a brewery. One of the editor's favorite photographs is of the house cat sitting quietly in a doorway of the Maclay brewery in Alloa, Scotland.

The editorial cat, Glinda, has always seemed something of a mystery. How can there be a little animal that sleeps 16 hours a day, spends most of the rest of her time cleaning herself, makes no messes, and seems to derive her principal pleasure from going around loving people? When the question was put to a zoologist, he responded that the answer lay in the short generations of cats. The typical mother is under two years of age when she has her first litter. If cats have been domesticated for 8000 years, people have been weeding out the nasty ones, the aggressive ones, and the ones that do not adapt to human society for about 4000 generations. At this late date, we get something that is ideally suited to human companionship.

Beer has had a parallel development. It is not a matter of selective breeding by generations, but rather one of continuous experimentation with ingredients over a period of about the same length. Woodruff, cherries, raspberries and much else have been used as flavoring, but hops have long since established themselves as ideal. Wheat, corn, rice and other source of fermentable carbohydrates have been tried, but barley remains the basic ingredient. Here one does observe something in the nature of selective breeding, as agricultural faculties develop hybrids that suit the demands of the industry better than earlier barleys. The most common barley currently used for malting was developed by North Dakota State. Beginning with introduction of the thermometer and hydrometer, technological advance over the course of the past two centuries has given brewing a high degree of precision. Frankly, it is probably a good thing that cats are, in general, not bred with the computerized precision of a modern brewery. The fact remains that the taste of modern beer represents several millenia of experimentation, and a precision that can adapt itself quite precisely to human demands. We get something that suits human taste about as well as cats accommodate themselves to human companionship.

There is a further parallel between cat haters and people hostile to beer. In both instances, such people are denying the the results of several thousand years of development. Also, they tend to isolate one element in something complex. Cat haters typically have one thing they dislike: Johnny Carson has repeatedly said that he dislike cats because they do nothing but sit on top of the television set and look at one. A girlfriend of mine of the long past characterized cats as furtive, sneaky animals, and never considered their positive characteristics. People who dislike beer similarly usually have one objection, such as "Beer is bloating," or "Beer is bitter." They are, however, to be pitied, not derogated. The twin pleasures of a cold beer at the end of the day with Glinda curled up on the editorial lap are bliss indeed.

* * *

Miller is reported in the advertising trade press to be considering dropping its famous series of advertisements featuring washed-up athletes. There is little question that the recent versions of such ads are less ingenious than their predecessors of a few years ago. The glory days of Bob Uecker being banished to the far reaches of right field, or Boom Boom Geffrion arguing furiously in Canadian French the relative merits of tasting great or being less filling with Jacques Plante are now in the past. In establishment of a new product and development of brand loyalty, that series was one of the great historical triumphs of advertising. Of late, Anheuser-Busch's series for Bud Light starring the dog Spuds MacKenzie has apparently been more successful. It has identified Bud Light with partying, and has been tied in nicely with a campaign for moderation in alcohol consumption. That theme has always seemed an odd innovation: how did anyone think of that use of a dog? But then, as evident above, the editor thinks in terms of cats. In any event, we hope Miller rethinks it and tells its agency to continue with the athletes. We can't believe that its agency's ingenuity has expired, given the variety of old jocks available, and the number of situations conceivable for them.

The recent progress of Bud Light is yet another facet of A-B's amazing success. It may produce over 40 percent of the nation's beer output this year. We have often observed that dominant firms historically have found it impossible to maintain that degree of dominance indefinitely. If the forces for decline of dominant firms are acting on A-B, they have a long way to go. A-B has opened its new brewery at Fort Collins, CO -- finally bringing Busch Beer to the mountains. A-B has acquired land for its next brewery in Cartersville, GA, between Atlanta and Chattanooga. As the South pursues its present rapid path of convergence to the political and social structures of the rest of the nation, one would expect its consumption of beer to rise relative to whiskey. Thus, it is not surprising to see major brewers expanding their plants in the South, while we lose breweries in Wisconsin, Illinois and elsewhere. One suspects Miller wishes it had built the stillborn Trenton, OH, plant at its Albany, GA, location.

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

October 13, 1988



PRE-PROHIBITION CHICAGO LABELS

Henry M. Smith sent the editor a set of superb color photographs of a collection of Pre-Prohibition Chicago labels. The identities of the breweries appear to indicate that the collection dates mainly from the 1890s.

Invigorator, above, was a malt tonic of the Gottfried Brewing Co., which operated a big brewery on the South Side on the Chicago & Western Indiana Railroad at Archer Avenue.

The label for Premium Pale, below, is something of a mystery. The brewer is not identified, but only the bottler. Some bottlers were separately incorporated, but this may possibly be a consortium. Was there ever anything known as the Chicago Beer Bottling Establishment? If so, it has escaped the attention of the Bull directories and One Hundred Years of Brewing. If anyone can identify it, we'll run the information in a future Clarification column.





Above is a most interesting label, Nectar issued by the West Side Brewery Co. Nectar in its later days was a South Side beer, a brand acquired from a brewer in Elmira, NY, and made the lead brand of the Ambrosia Brewing Co.

Below is the logo of the South Chicago Brewing Co., a firm that generated very little breweriana. Originally the Brand & Hummel Brewing Co. of 1880, the brewery operated until Prohibition, and perished in 1922. In that period, South Chicago considered itself a separate community; "downtown" meant South Chicago's own business district, not the Chicago Loop.





O'Donnell & Duer operated a brewery on East 25th Street under the name of the Bavarian Brewing Co. from 1884 to 1891. Built in 1878, the brewery operated under various names until 1897.

Atlas was one of Chicago's most conspicuous and long-lived brewers. The name dates from 1896. The brewery on Blue Island Avenue in the brewing district on the near Southwest Side lasted until 1962. This is a very handsome label in red and blue. "Half and Half" in Chicago usually meant half beer, half ale.





Chicago's version of the National Brewing Co. operated a brewery at 1900 W. 18th Street in the city's specialized brewing district. The brewery was built in 1889 and went into operation in January 1890. The labels illustrate two of National's brands, Export and Crystal. The brewery operated under National's name until Prohibition, and afterward as Schoenhofen-Edelweiss' plant, replacing Schoenhofen's architecturally distinguished pre-Prohibition brewery at 18th and Canalport.





The big concentration of Czech immigrants in Chicago's southwestern neighborhoods made Bohemian an attractive brand name to West Side brewers. Above is the West Side Brewing Company's Bohemian Export and below is Ernst Tosetti's label for the same name. West Side was at 916 N. Paulina and Tosetti at 40th, Wright and Butler. Tosetti gave up in 1915, but West Side operated until Prohibition. Neither attempted to revive after Prohibition. West Side issued a very nice print of the brewery which we'd like to run in The Brewiana Collector if someone could provide us with a photograph of it.





Malt Marrow was a successful brand of the South Side brewer, McAvoy. Indeed it was so successful that there was an incentive to emulate it. There never was a Malt Sinew Co. Rather, Malt Sinew was a brand of the West Side Brewing Co. in 1907. The Malt Marrow brand survived into the canning era, as late as 1960.





Conrad Seipp was the second largest brewer -- after Schoenhofen Edelweiss -- in pre-Prohibition Chicago. Trays showing Seipp's daughters are fairly common pre-Prohibition artifacts. The Seipp family accepted Prohibition philosophically, spotted automobiles as a growing industry, and took out a Chevrolet dealership. It did well enough that they showed no interest in returning to brewing after 1933.

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The NABA Convention in St. Louis

St. Louis will be remembered as a convention with many facets, and one where little or nothing seemed to go wrong: a success on many levels. The many sides of St. Louis included, in addition to the usual core activities, also a play on a riverboat, a tour of defunct breweries, and a city with a distinct personality.

My impressions of the St. Louis Marriott are very pleasant staff, excellent meals, the nicest pools, and the feel of a happy ship in spite of a lot of activity.

We chose to attend "Nunsense" on the Goldenrod Showboat. For us it was a mistake, and we left during intermission. There was some excellent jazz before the performance, but the meal was indifferent and the play too long.

Fil Graff's brewery tour filled two large buses Friday morning and was most interesting. High point was Falstaff's Plant No. 5, the former Colombia Brewery, which had been turned into apartments by inspired design effort; the low point Plant No. 10 on Shenendoah, the old Consumers Brewery where I used to work. The buildings were left unsecured; pigeons were flying out of brewhouse windows and a tree is growing in a downspout. It never was a handsome plant but it had a certain no-nonsense character, the brewhouse has fine brickwork, and there were some hidden attractions: the metal stairs in the brewhouse had CONSUMERS designed into every step, and there was a rathskeller lunch room where former owners ate and entertained.



The Brewery apartments, formerly the Colombia Brewery and later Falstaff's Plant No. 5.



Neglect is the sad fate of Falstaff's Plant No.10, the former Consumers Brewery on Shenendoah.

From all accounts the visit to Anheuser-Busch met all expectations, in particular the attractive new hospitality center with its displays of steins and memorabilia. Archivist Bill Vollmar can be justly proud of the fine setting for some of A-B's collection. The following night at the banquet he showed slides which made everybody sit up straight, and he stayed long after the dinner ended to answer questions.

It was of course the auction which generated the most interest. While no single item dominated the event, there were many noteworthy fine pieces on the block. Dave Mathews and his crew were on top of the action as usual.



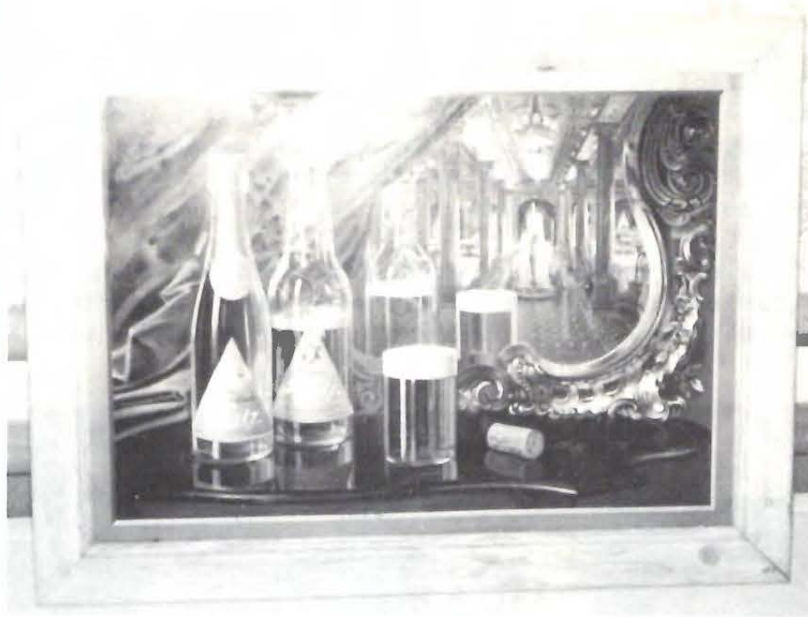
A small part of the auction display showing several fine St. Louis and Milwaukee pieces.



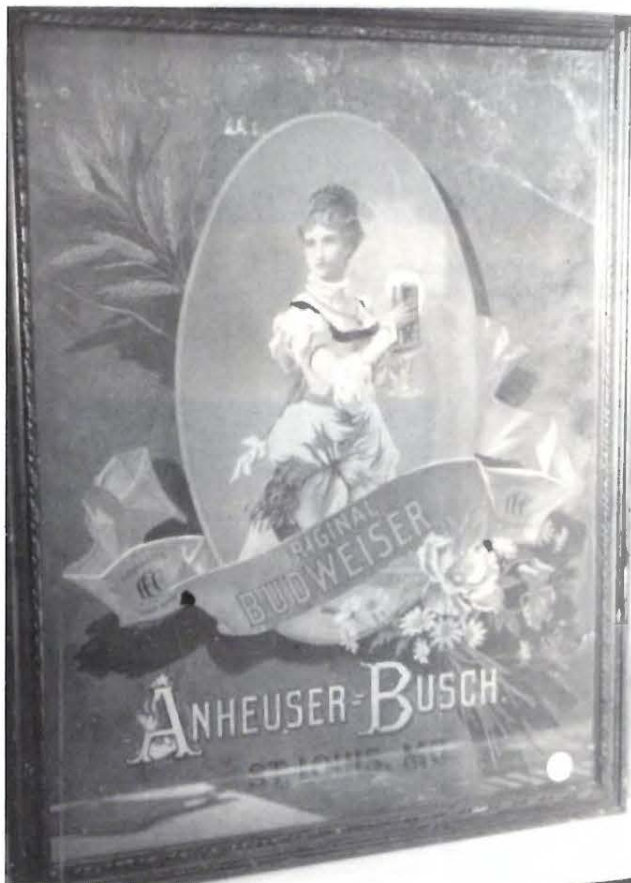
Dave Mathews in action, flanked by Mike and Rondi Jones, with Donna at right.



This Egyptian Malt Extract mug generated very spirited bidding.



Blatz beer seen in a mirror could make your mouth water with its fine foam and fresh bright colors.



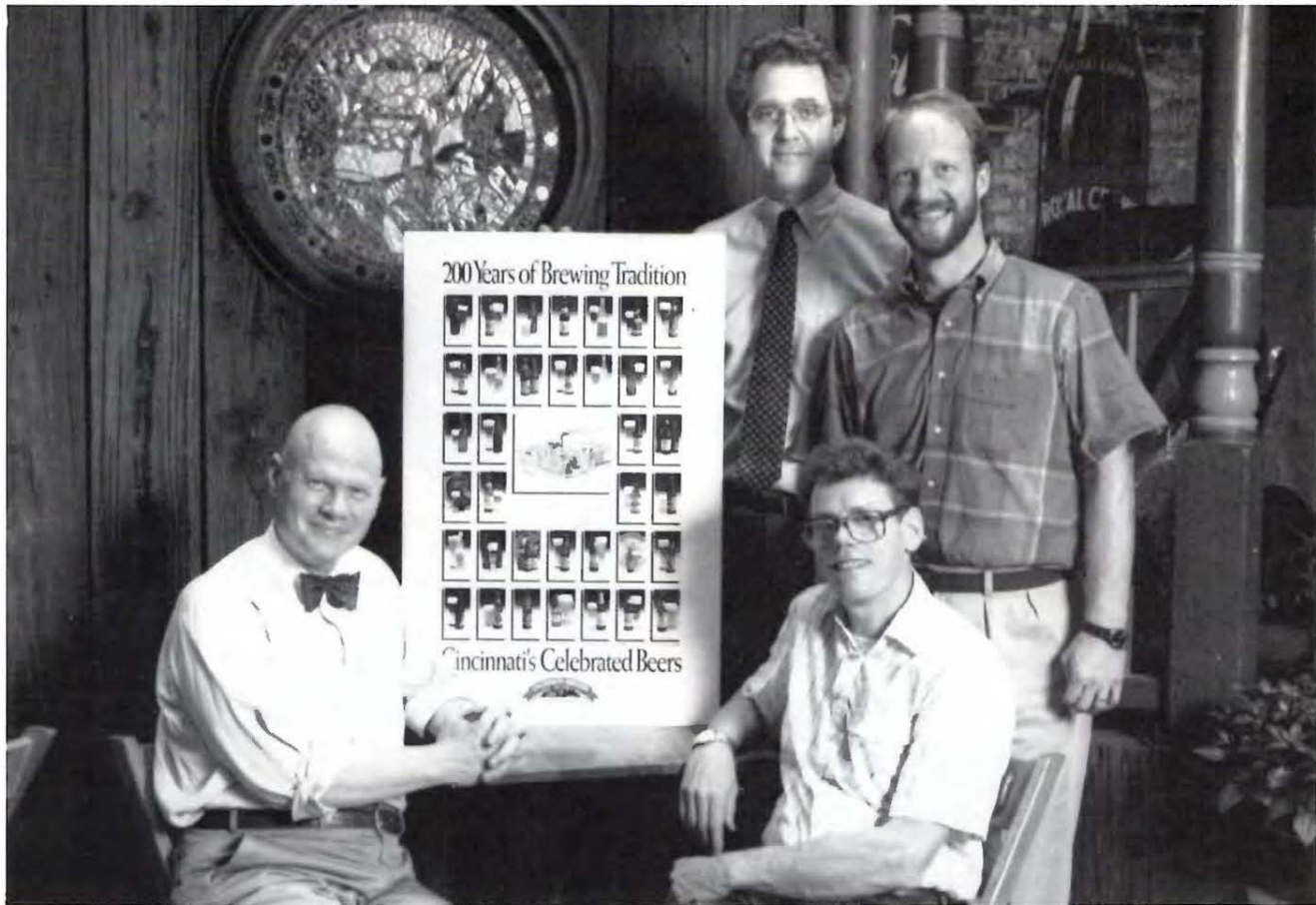
The lesson of these two St. Louis ladies might be a choice between a tall glass but strictly business, and a smaller glass but perhaps more to come.



Two very attractive self-framed tin signs from Louisville and St. Louis. The Fehr piece was meant to demonstrate clarity and purity even under critical examination. The Budweiser girl shows some wear but she is pretty.

Sunday brought the breakfast-business meeting. The 1989 convention will be in the Minneapolis - St. Paul area, also at an airport Marriott hotel. Our host brewery will be the St. Paul plant of Stroh, which was the Hamm Brewery originally. The Twin Cities area can be quite hot in the summer but is not as humid as St. Louis, and lends itself to many vacation activities and short trips to scenic places.

Bob and Marion Jaeger received a well-deserved ovation for organizing a most enjoyable convention. Then it was time to take in the more than 100 tables at the Beer Show for a last chance before packing up. Because of the long drive ahead, we could not stay and headed for home, with some very good memories and several acquisitions for the Stroh archives. Peter Blum



Seated: Jim Tarbell, (seated, left) and Henry Smith (seated, right) pooled their beer memorabilia collections to help John Geoghegan (standing, left) and William Magness (standing, right) produce "200 Years of Brewing Tradition."

Beer history on tap

Cincinnati's history is steeped in beer. And two Cincinnati collectors of beer memorabilia and historic tidbits have combined collections to produce a print highlighting the city's brewery history.

Called "200 Years of Brewing Tradition," the limited edition of 500 signed and numbered prints is available at taverns,

galleries and restaurants around town. In addition, 4,000 posters also have been printed.

The poster, produced by John Geoghegan and Associates, is also on display at taverns; it may be purchased by sending a check or money order for \$3.95 to Brewery Poster 501, c/o Geoghegan and Associates, 225 E. Sixth St., Cincinnati, Ohio 45202.

GOEBEL'S GERIATRIC GANG

P. Blum

People over 45 years of age do not exist in today's beer marketing world - in fact, it is hard to find beer advertising directed toward anybody past 35. About 3/4 of all beer is consumed by those under 35, and the other 25% - who drink as much as all the beer consumed in Germany - are ignored.

There was a time when grey hair and a lined face implied wisdom, and good judgement, and not false teeth or failing tastebuds. Pre-prohibition Goebel understood this as well as anybody. One of the few interesting pieces which reached Stroh from the aquisition of Goebel in 1964 was a 20 x 15" lithograph showing three white-haired men debating over a tome.



Recently we were contacted by a local collector who showed me a diecut "tin" with two oldsters clinking glasses. The collector did not wish to sell, so all I could do was take a photo. A very interesting item, which suggests there may be other old boys out there who appreciated a good glass of Goebel.



The 1988 Conventions of Other Organizations

The Great American Beer Festival

The Seventh Annual Great American Beer Festival was, like its predecessors, held in Denver, this time on the week-end of June 11. Over 160 beers of about 70 breweries were served to an appreciative attendance of nearly 5000 people. In the annual consumer preference poll, the top finishers were:

1. Chinook Alaskan Amber, Chinook Alaskan Brewing & Bottling Co., Juneau, AK.
2. Erin Brew, Cleveland Brewing Co., Cleveland, OH.
3. Pete's Wicked Ale, Pete's Brewing Co., Los Gatos, CA.
4. Premium Verum, Oldenberg Brewery, Fort Mitchell, KY.
5. Mai Bock, Sprecher Brewery, Milwaukee, WI.
6. Big Foot Barley Wine, Sierra Nevada Brewing Co., Chico, CA.
7. Redhook ESB, Independent Ale Brewery, Seattle, WA.
8. Thomas Kemper Helles, Kemper Brewing Co., Poulsbo, WA.
9. Sierra Nevada Pale Ale, Sierra Nevada Brewing Co.
10. (tie) Darryl's Original Premium Lager, Alabama Brewing Co., Huntsville, AL.
Wasatch Premium Ale, Schirf Brewing Co., Park City, UT.

Medals were given by a panel of professionals in 18 categories. Most were won by microbrewers, but Anheuser-Busch took the gold for an American pilsener with Busch brand and for an American premium dark pilsener for its Michelob Dark. Stroh won in the American premium pilsener category for its Signature.

From a press release.

American Breweriana Association

The ABA this year verified the common view that Chicago is a great place for a convention. ABA met at the Marriott in the northwestern suburb of Schaumburg. Highlight of the convention was one of Fil Graff's tours of surviving breweries. For Chicago this is not easy, for few have survived intact, most only in fragmentary form. The tour covered 15 breweries, or the remnants thereof: Best, Brand, City, Henn & Cabler, Home, Peter Hand, Independent, Manhattan, McDermott, Mutual, William Pfeiffer, Prima, Schoenhofen-Edelweiss, South Side/Ambrosia, and White Eagle. The tour included a stop at the Tap & Growler, one of Chicago's growing number of brew pubs. ABA then had an early banquet at the Berghoff Restaurant on Adams Street in the Loop, probably the best remaining example of a traditional brewery restaurant in the country. The Berghoff was very cooperative, issuing a version of its standard enamelled glass lettered for the convention as a souvenir for attendees.

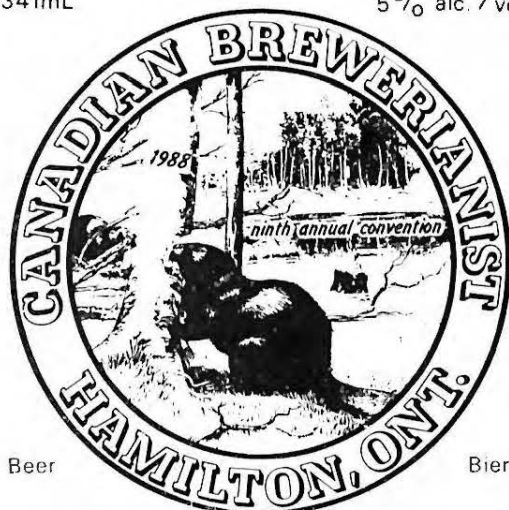
Condensed from American Breweriana Journal.

Stein Collectors Internationals

Like ourselves, the Stein Collectors International met in St. Louis. The meeting place was the hotel-restaurant-shopping complex built in St. Louis grand old Union Station. Although we have not received a report of the convention, how could it do other than flourish in a setting like that?

341mL

5% alc. / vol.



JULY 29,30,31 1988

Amstel Brewery Canada Limited Hamilton, Ontario

Over 125 Canadian Brewerianists and their guests attended the 9th convention on July 29-31 at the Royal Connaught Hotel in the centre of Hamilton, Canada's steel city. Seven provinces from Nova Scotia to British Columbia were represented, along with several states. Highlights of the convention included a tour on Saturday to the Brick Brewery, the Huether Brewpub in Waterloo, the Wellington County Brewery, and Sleeman Brewing & Malting Co. at Guelph (at that time still not open). Andrew Peller, now 86, and his wife were guest of honour at the CB banquet. Peller founded the Peller Brewery (1946-1953), now the home of Amstel in Hamilton. Everyone at the banquet received an autographed copy of his autobiography. Other souvenirs included a convention programme with an extensive history of Hamilton breweries, a convention coaster, labelled beer mug and T-shirt. Much breweriana changed hands over the week-end, especially labels, cans and openers.

Next year's convention will be held in London, Ontario and 1990's in Halifax, Nova Scotia, both one week after NABA's convention.

Lawrence C. Sherk

Eastern Coast Breweriana Association

For the second time in ten years ECBA met at F. X. Matt's in Utica, NY. On this occasion it met to celebrate the Matt brewery's centennial. Founder F. X. Matt established the West End Brewing Co. in 1888. The firm renamed itself for the founder in 1981.

Friday most of the membership went on Matt's brewery tour, which is one of the best anywhere. The convention coincided with Utica's "Good Old Summertime" festival, with arts and crafts displays in the streets, wirst vendors and much else. Friday afternoon the annual auction was held. There was some feeling that this event has become more a social hour than a serious breweriana market, and at the business meeting at breakfast Saturday morning, there was considerable discussion of a change in the rules to return it to its original purpose.

Friday evening at the annual banquet the current F. X. Matt spoke, giving the club a rare opportunity to hear the head of a traditional family-owned brewing company. A trade session was the principal event Saturday. The convention closed with a barbecue Saturday evening.

Summarized from the ECBA Newsletter.

BEER CONVENTION XVIII

In September Beer Can Collectors of America met for their "Convention" in Grand Rapids. It was my first exposure to this annual migration of more than 600 can collectors and spouses, brought about by multiple friendships, proximity to Detroit, and having helped to provide a special convention can. I also entered a display of representative Stroh breweriana and cans.

B.C.C.A. is a very different group from N.A.B.A. In spite of a dozen mature collectors with whom I had memorable conversation, in spite of increasing interest in general breweriana - there was even a floor session devoted to it - and in spite a growing joint membership. To paraphrase H. Scott Fitzgerald: B.C.C.A. is different; they collect cans.

A convention is much bigger and busier, a mix of a giant trade session and flea market, and a veteran's get-together, spiced with campaigns for board seats and future convention sites, and colored with T-shirts and vests. It is difficult not to enjoy it, and I soon acquired a bright Stroh vest. There was the usual room visiting, with sales mostly on the low end of the scale. One does not attend for fine breweriana; it is for friends and for a free-wheeling good time, and to trade cans and go-withs.

B.C.C.A. also showed a serious side during the business meeting. It is a well-run organization, with many standing committees involved in research, publications etc. There was a room devoted to exhibits, some expertly assembled and demonstrating determined collecting.

A number of N.A.B.A. board members also attended. It was good to see familiar faces, and also to become acquainted with fine men and lovely ladies.
P. Blum



A fine display of Pabst cans and signs provides a colorful exhibit

WHAT'S BREWING?

SON OF WORLD WAR II

It was not exactly Pearl Harbor, but our friends in Japan staged another attack, this time with Dry Beer. Introduced two years ago by Asahi, Dry captured a 40% share, and has also been taken up by Kirin and Sapporo. Dry is essentially a highly endfermented normal beer, something like Light without dilution.

Every brewer at one time or another probably asked to taste a sample of the house Light before dilution (in light beers more carbohydrates are fermented to alcohol, which does not change calories, but adding 1/3 water does) and made a grimace. But lots of old and/or slightly skunky imported beer is drunk with a smacking of lips. Fifteen years ago nobody would have expected one out of every four beers to be a Light or Lite. Shōgun Busch felt that the new Japanese type had sufficient promise to have a Michelob Dry ready to place against Kirin Dry. Actually, Michelob Dry is not as bitter as the Japanese counterparts, and easier on the taste buds.

Bond, owner of breweries in english-speaking countries (G. Heileman and Pittsburgh in the U.S.), continues to make news by playing global brand ball. Heileman's Lone Star and Rainier are being introduced to Great Britain and France, while Castlemaine 4X will be marketed through Heileman distributors. Also on the domestic scene there is a new theme for Old Style ("Reach for the best") and for Schmidt. The Belleville plant was closed in September. It was formerly owned by a Griesedieck family branch, and the Stag brand had a strong local following at one time. The brewery was required to add a pre-treatment sewage plant, but its market could not support such an investment.

One Bond effort ended in a "crashing failure". Sigmund Freud's oft-quoted rhetorical question "What do women want?!" was left hanging in the market place after 6 million \$AUS were spent in a futile effort to sell Swan Gold exclusively to women, who happen to drink very little beer down under. "We thought to hell with the research," said Bond's brewing director Bill Widerberg, "We took a gamble and lost." Now that is a gutsy way to face a tough situation. He has since been transferred to Tasmania (just kidding). One reason for the willingness to gamble on a long shot is Bond's improved income from breweries.

Marketing is also crucial to Miller, Stroh and Coors. Miller wants to hear new ideas from agencies, while Stroh switched without waiting to hear anything, when one of A-B's agencies withdrew on good terms, feeling it was not utilized enough. Miller hooked up with a Korean company to sell its beers during the Olympics. Stroh will produce the Augsburg brands and help expand their marketing. Unfortunately the Huber Brewing Co. in Monroe has few other viable labels. Coors is pleased with what it has and is using its engineering to develop better packaging. Objectives include export kegs with a longer keeping quality and an improvement over the plastic picnic sphere which F.X. Matt has been using for some years.

Reports of the passing of Pabst were greatly exaggerated; a number of vital signs have been detected of late. The long-term outlook is anybody's guess. In the short run all U.S. and Canadian brewers are being hit by very high malt prices as result of the drought. Until A-B increases beer prices these costs cannot be passed on, and some brewers are hurting. PHB

BREWERIES - ACTIVE

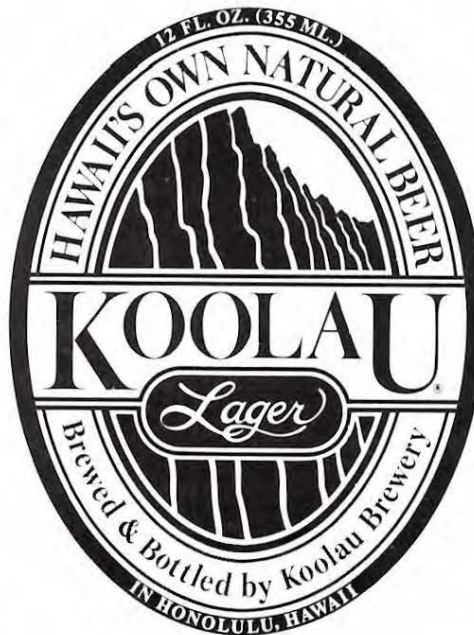


Pacific Brewing Co., Imi Kala Street, P. O. Box 1137, Wailuku, Maui, HI 96793.

The editor this year visited Hawaii in slavish devotion to university business -- following our women's volleyball team to a tournament held on Maui and in Honolulu. By one of the remarkable coincidences with which the editorial life is filled, there is a microbrewery on Maui and another in Honolulu. The older and apparently more advanced is the Pacific Brewing Co. in Wailuku, the county seat of Maui. The brewery is in a modern building constructed of blue and white metal siding, reportedly a former sugar mill. It is rated at 120,000 barrels per year capacity, making it a relatively large microbrewery.

The brewery has a rather odd history. Aloysius Kirk, a German-born real estate developer on Maui, sent his son Michael back to Germany for his education, but linguistic difficulties caused the young man to drop the education and to take a job in a German brewery. The family that owned the brewery and the Kirks soon decided upon establishing a brewery on Maui to produce a German-style lager, with a milder flavor suitable to Hawaii's hot, muggy climate. The first batch of Maui Lager was bottled in June, 1986. It is an excellent lager, brewed with a German two-row barley, yeast from the Weihen-Stephan Institute in Munich, and Hallertau hops, both in extract and pellet form. To date it is only bottled, but the firm plans draft sales, mainly on the resort coast of Maui at Lahaina and Kaanapali. It also plans to can, mainly to secure airline sales. Airlines, being very weight-conscious, dislike flying bottles around, and would even like to go to canned wine. The beer is widely sold around Hawaii, and is marketed in the continental U. S. The beer is not pasteurized, and appears to have a rather short self-life; the one bottle I drank in Baltimore was badly oxidized.

The brewery sells glassware and T-shirts, and provides tours from 9:00 AM to 2:30 PM Mondays through Fridays. My inclination is to be quite optimistic about this microbrewery. It is very professionally operated, produces an exceptionally fine product, and can take advantage of Hawaii's rapidly growing tourist market. As everyone knows, economic development in Hawaii has been highly concentrated on Oahu, but this is changing. Maui now has a big resort development and both Lanai and Molokai nearby are getting their first resorts. This brewery is in the right place.



Koolau Brewery, Inc., 411 Puuhale Road, Kalihi-kai, Honolulu, HI 96819.

Nestling inconspicuously in an older building across the street from the state prison in western Honolulu is the Koolau Brewery. The brewing operation is about a year old, but it has had a considerable change in direction. Originally, the founders planned to sell mainly on draft at bars in the Waikiki resort area of Honolulu, but they found this difficult to crack. They closed down early in 1988 and then reopened with a bottling line, hoping to sell mainly bottled beer. When I visited the brewery, it had been issuing bottled beer only for a few weeks, and the staff felt there were still some problems to be worked out. I could only agree, for the beer had a harsh hop flavor. I remarked to the gentleman who had poured a draft beer for me that the problem seemed worse in bottled beer than draft. He remarked uncomfortably that I was the second person who had told him that in one day. Unfortunately, working out one's problems after the beer has been marketed is a risky approach: the old axiom that one bad batch can kill you works fast.

Koolau plans a souvenir shop with glassware, clothing and other items. It proved willing to sell me a tap marker, but was uncertain what to charge me. I conscientiously set the same price Oldenberg charges for a similar plastic imbedment type.

Let us wish this enterprise well, also. One of Schlitz' early foul-ups was wrecking Primo's traditional domination of the Hawaiian market. It ceased brewing in Hawaii in favor of producing a concentrate at the Los Angeles brewery, an approach that gave the local personnel on Oahu no control over the taste of the beer. This was followed by closing the Oahu plant entirely and brewing Primo in Los Angeles -- and that didn't work out either. One of the things Hawaii has to offer is an exotic quality, and one aspect of this ought to be beers of its own. Honolulu has some nice bars, notably Murphy's in the financial district in downtown Honolulu and the Rose and Crown, a British style pub in Waikiki. Both sell the Hawaiian microbeers, and report a respectable sale at about \$3 per bottle. (Unless one like pineapple, Hawaii is not a cheap place.) The idea that when in Hawaii one ought to drink Hawaiian beer ought to be quite marketable with mainland tourists and the rapidly increasing number of foreign visitors who come to the islands.

BOOK REVIEW

Nicholas E. Petula, Brewed in Scranton (Scranton, PA: Nicholas E. Petula, 1988). v + 123 pages. Looseleaf plastic binding. Price and address of publisher not stated.

Mr. Petula is one of that mysterious group, collectors who dislike beer. Rather than being a beer enthusiast, he is a local historian of Scranton who drifted into bottle collecting incidentally to local industrial archeology. This led him into enquiry into the local brewers in spite of his own apathy toward the beverage: "Beer, as a beverage, never appealed to me personally, but it has a vast and loyal following in the coal regions." Indeed, he appears to be something of a wowser on the basis of a later passage: ". . . the high school and college age groups . . . have come to believe that a party or gathering has little merit without kegs of beer and over-indulgence by those present." Both these passages occur in the introduction and the text proper reflects none of such views.

The text opens with a short history of beer and a longer exposition of the brewing process. Neither is particularly distinguished. Three pages are devoted to working conditions in 19th century breweries. Petula launches into an account of the early brewing history of Scranton and then continues into a treatment of the individual local brewers, beginning with Philip Robinson. This is based on local histories, city directories, Stanley Baron's Brewed in America and some other histories of the industry, plus very extensive newspaper search. From the directories and newspapers Petula has assembled an exceptionally large set of advertisements of Scranton brewers, which convey an immediacy and familiarity that does not particularly come through from the text. Briefly Petula takes up Stegmaier, Bartels and some other brewers in nearby cities.

The book is valuable, mainly for the reproduction of the advertisements, but it is considerably short of a thoroughly satisfying treatment of brewing in Scranton. In all honesty, the treatment of Stegmaier and Bartels suffers badly by comparison with articles we have run on those breweries in The Breweriana Collector. If the author were a general brewing enthusiast, he would probably have begun his research with One Hundred Years of Brewing and the directories of Don Bull, but these sources do not appear in the bibliography. I have often made the observation in reviewing books on railroad history that there is no substitute for enthusiasm: writers on railroading who are not enthusiasts typically write flat history, lacking in detail and often embarrassing in treatment of the technology. The logic applies equally to brewing and no doubt to many other subjects of enquiry. The book adds to society's knowledge, but one suspects an enthusiast would have done it better.

GWH

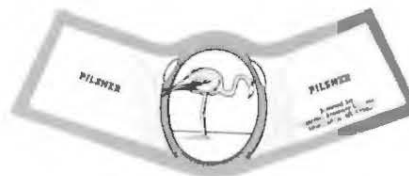
Brew Pubs of California and the West (American Brewer, Box 510, Hayward, CA 94541, 1988). Map, single sheet. \$3.00.

The microbrewery/brew pub movement proceeds so rapidly that it is difficult to keep up with it. This map shows the locations of 49 micros or pubs in the three states along the Pacific Coast. It is well worth having, if only to avoid missing pubs in one's travels. I seem to have passed through Mountain View, CA, last month without knowing of the Tied House Brewery there -- if it was there at the time. There is simply no way such a map could stay accurate for any long period. This one shows the Truckee Brewing Co. and the Golden Pacific Brewing Co. of Berkeley, neither of which was at its location shown here when last visited. Truckee hopes to reopen, however. The map does not show Gorky's in Los Angeles, which is probably too new. The map is valuable as an historical source, if only to document where the short-lived operations were. As oft opined in these pages, the rational collector covers such enterprises quickly, and this map facilitates one's efforts.

GWH



WHATS THE NEWS



The results of the Election are President Peter Blum, Vice President John Filson Graff Jr. Recording Secretary Robert Brockman, Treasurer Stan Loula. Directors John Ferguson and Herb Haydock. Robert Jaeger was appointed Executive Secretary.

There still are a few 1987 Williamsburg Convention Mugs for Sale. This will be the last chance to buy one. Please send \$20 and mail to N.A.B.A. 2343 Met-To-Wee Lane Wauwatosa Wi. 53226.

The Board of Directors meeting at the St. Louis Convention reviewed the dues and as well as the expenses of N.A.B.A. The Board then voted to increase the number of Directors by one as the By-Laws allow to avoid a tie vote of the Board. John Brandt was appointed to a two year term as a Director. Jeanette Bendula was appointed Publicity Director. Then because of local California support which the N.A.B.A. hope would have developed but did not the 1992 Convention will be at Ft. Mitchell Kentucky. The Board then Thanked Rick Procasky, Marion and Robert Jaeger for their efforts at the St. Louis Convention. The Convention registration states that the Motel will only hold rooms up till 2 or 3 weeks prior to the Convention. If you are late you may not have a room. Also if it states do you wish to take the bus please answer and give the number of seats needed or there will be no room for you. On future Convention Registration forms please fill out completely with no or yes and the number and watch the deadline date.

The Board then thanked Bob Chapin for his six years as President of N.A.B.A. It must be a record for a job well done.

Looking down the road might find the Convention at Memphis, Detroit or New Orleans.

The N.A.B.A. Board of Directors then met again September 24th at Indianapolis. President Peter Blum appointed a Ethics Committee to review the ethics of the N.A.B.A. and its members. Three members have agreed to serve. They are Herbert Ramsey David Mathews and Charles Merrill. The Committee will submit their report September of 89. The Board also reviewed the results of the last Convention Auction. The Auction Committee also will report how to improve the future Auctions.

Again its that time of the year to start the 89 Membership Directory. Each member has received information as to correcting their listing or to place an Ad in the Directory. Please respond before the deadline.

Once again a large number of new members have joined N.A.B.A. It must be their hope that the organization will aid them in collecting Breweriana. This I hope would be the aim of all members to help each other. Please answer their ads or letters. Again WELCOME to the following members.

Sincerely

Robert E. Jaeger
Executive Secretary

NEW MEMBERS

ADAMS DONALD G.
522 Vermont
Quincy Il. 62301
217-224-4242
Glasses etched & barrel
trays factory scene Caricature
Dicks, Ruff, Ruff-Reidel &
Schanz Beer of Quincy Il.
Gresidieck Bros. of St Louis

AMBROSE MARTIN J. (Elaine)
14077 Yale
Livonia Mi. 48154
313-591-3161
Glasses-mugs steins
reverse paint on glass
tip trays
All Michigan Brwgs.

BELLMAN MIKE (Judy)
1454 E. Third
Ottawa Oh. 45875
419-523-3562
Mirrors-neon signs
reverse paint on glass
signs-statues-tap knobs
All Brands

ALPERS HUGO (Bernadette)
P.O. Box 81
Chesterland Oh. 44026
216-281-2333
Books magazines
mugs steins

ARRINGTON THOMAS A. (Susan)
Neon Specialties
1031 Warwick Court
Sterling Va. 22170
703-444-6507
Clocks-neon signs

BESSER DAN
Plainfield Road
Willowbrook Il. 60521
312-789-8463

NEW MEMBERS

BRINKMEYER GARY (Sharon)
910 Tenth Street
Charleston IL. 61920
217-345-4684
All breweriana-bottles-cans
menus-paper bags-signs
Griesedieck Bros, Bluff City
Brwgs.

BURKE EUGENE P. (Oonna)
14155 Creekwood Court
Elm Grove WI. 53122
414-784-0224
Books magazines-cases-lithos
paper items-trays
Milwaukee Brwgs. only

CHERRY J.C. (Ruth)
12705 Montana # 406
El Paso Tx. 79936
915-855-0358
Cans-coasters-glasses
labels-openers-tokens
Texas Brwgs. only

CHRISTOPHERSON ROBERT H.
3976-B 26th Street
San Francisco Ca. 94131
415-282-8052
Bottles-cans-neon signs
signs-tap knobs-trays
East Coast Brwgs.

DOSTER HERMAN F.
1534 Jefferson Street
Anderson In. 46016
317-649-3436
Books magazines
mugs steins-tokens

DI NICOLA JOHN M.
152 Adam Road
Massapequa N.Y. 11758

DAWSON RICHARD L. (Rosalind)
2 Huntington
Belleville IL. 62223
618-397-9259
Mugs steins-signs-tap knobs
Anheuser Busch mugs steins

DOBECK PHILIP (Carol)
64472 Cooks Run Road
Cambridge Oh. 43725
614-439-1173
Bottles-coasters-labels
mini beers
Labels-bottles from Midwest
Brwgs & West Virginia Brwgs.

COUZENS ED (Anne)
Box 1077
Morton Tx. 79346
806-266-5269
Ash trays-cans-lamps
signs
Gottelman & Miller Brwgs.

CUMMINS LARRY (Kim)
#2 Burcham
Fairview Heights IL. 62208
618-398-2173
Bottles-glasses-lithos
mugs steins
reverse paint on glass
Anheuser Busch & Lemp

FOGLE RICK
2655 Okemos Road
Mason MI. 48854
517-349-1016
Mugs steins-neon signs-signs
Budweiser

GALLOWAY CHRISTINE (Stan)
P.O. Box 11157
Pueblo Co. 81001
719-544-9267
Walter's (Pueblo Co.) breweriana
Model trains
Colorado cans & Bottles

GORALEWSKI EDWARD H. (Carol)
19807 Sussex Drive
St. Clair Shores MI. 48081
313-773-0836
Neon signs
All brands, must be unusual,
unique, new in box.

GREENVILLE JOSEPH W. (Sisan)
3818 Boteler Road
Mt. Airy Md. 21771
301-829-9253
All breweriana
Baltimore Md. breweriana

GREVAS JOHN J. (Laura)
3935 E. Dallas Court
St. Louis Mo. 63125
314-631-6908
Bottles-cans-coasters
lithos-signs-trays
St. Louis breweriana

GRAY JOHN
6 Congress Avenue
Sioux City Ia. 51104
712-252-5559
Cans-lithos

GUTTERUD DUANE C.
2509 N. Campbell #375
Tucson Az. 85719
U.S. Beer glasses-coasters
patches-button-post cards
E 14 openers-history

HAUSER EDWARD J.
9525 Durand Avenue
Sturtevant WI. 53177
414-886-3777
Clocks-lamps-led glass
windows-mirrors-signs
reverse paint on glass

HAYWOOD BERRY
463 Shady Glen
San Dimas Ca. 91773
818-969-5927
All breweriana-mugs steins
American Brwgs.

HAYWOOD GENE
700 Riverside Drive
Parker Az. 85344
602-669-2252
All breweriana-mugs steins
American Brwgs.

HEETER WILLIAM B.
1730 Briarcliff Drive
Appleton WI. 54915
414-730-9562
Neon signs

HENKEL JEFF
112 Highway Street
Horicon WI. 53032
414-485-4516
Bottles-coasters-glasses
matches-signs-trays
Dodge County Wisconsin

HERLIHY LYNNE (Tom)
HR&P 735 Battery Street
San Francisco Ca. 94111
415-981-0950
All breweriana

HOOKE DAN (Mary)
13110 S. Brandon
Chicago IL. 60633
312-646-6258
Glasses-mugs steins-patches
Any Brewery or Brand

HURAS DAVID W.
2745 Islington Avenue Apt.803
Rexdale Ontario
Canada M9V 5C1
416-747-7542
Cans-mugs steins
signs-tap knobs-trays
Stroh's

JOHNSON STEVE (Maria)
116 Clarenton
Clemson SC 29631
803-654-3360
Books magazines-bottles
coasters-labels-menus-signs

KALLAND STEVE
1775 Ithala Lane
Plymouth Mn. 55447
612-476-4960
All breweriana-signs
Hamm's, Royal 58, Fitters,
& Northern Brwgs.

KELICHNER RON (Diane)
2753 Owens Street
Fairfield Ca. 94533
707-425-6594
All breweriana-mini beers
openers-pinbacks
post cards-tokens
Anheuser Busch Inc.

KILLEEN THOMAS E. (Ruth)
460 Algonquin Place
St. Louis Mo. 63119
314-961-0236
Calendars-lithos
paper items-signs
St. Louis Brwgs
Anheuser Busch & Lemp

LANDERS CAREY R.
11328 W. 29th Avenue
Lakewood Co. 80215
303-237-9633
All breweriana-ash trays
neon signs-signs-tap knobs-trays
All Brands

LEGENDRE ROY
1814 Sidney
St. Louis Mo. 63104
314-664-0493
History-lithos-paper items
photos-playing cards-post cards
Any item from E. St. Louis &
New Athens IL.

NEW MEMBERS

LOPINA JAMES P.
2134 N. 93rd Street
Wauwatosa WI. 53226
414-453-6908
Glasses-neon signs-paper items
photos-signs-statues
Miller & Wisconsin Local Brwgs.

MARTINETTO JIM (Cheryl)
1507 3rd Avenue S.W.
Grand Rapids Mn. 55744
218-327-3212
Glasses-mugs steins
Minnesota Breweriana

MARQUART GREG
5062 Washington Avenue
St. Joseph Mo. 49085
616-429-9224
Lithos-mirrors-mugs steins
neon signs-signs-statues

MAXWELL H. JAMES
1011 West 103rd Suite 211
Kansas City Mo. 64114
816-942-6300
Glasses-labels-pitchers
Palstaff

MC CORY MURRAY
4727 147th Avenue N.E.
Lake Stevens Wa. 98258
206-334-3154
Paper items-signs
thermometers-tip trays-trays

MERRILL ROBERT T. (Diana)
215 S. Mills Street
Madison WI. 53715
608-256-4013
Thermometers
Weather related beer adv.
pieces ie: hurricane charts,
pictures

MONTGOMERY MARK W. (Lynn)
18850 270th Street
Eldridge Ia. 52748
319-285-4874
All breweriana-calendars
labels-lamps-signs
thermometers
Hamm's, Schlitz, Lienenkugel,
Schmidt odd and or unusual signs

MUGRAGE BILL (Ellen)
3819 190th Place S.W.
Lynnwood Wa. 98036
206-774-9849
All breweriana-books-magazines
history
Northwest Brwgs. Esp. Ranier

MULLER THOMAS (Michelle)
HQ USAEUR Box 726
A.P.O. N.Y. 09063
011 49
Coasters-mugs

NELSON KIERON (Yvonne)
1527 Forest Street
Sarnia Ontario
Canada N7V 3P8
519-542-6812
Coasters-labels-matches
All Brwgs. & Brands

OBERHAUSEN JOHN (Debbie)
1017 Liberty
Lincoln Park MI. 48146
313-388-5298
All breweriana-signs-statues
Strohs

OLSZOWKA TERRY (Sue)
c/o Re Max
15700 S. Harlem
Orland Park IL. 60462
312-429-4300
Berghoff Brewery

POPE LESLIE
144 Chambers Street
New York N.Y. 10007
212-406-0057
All breweriana-bottles
coasters-neon signs
tap knobs-trays

PRODGERS STEVE
12 Hackett Circle North
Stamford Ct. 06906
203-357-1443
Coasters

RASTALL JOHN
N-2970 Cooke Lane
Marinette WI. 54143
715-735-5430
All breweriana

RAY DONALD J. (Shirley)
6235 Gladstone
Lincoln Ne. 68507
402-467-2390
All breweriana

RECTOR JAMES MIKE (Debbie)
106 S. Curtis Avenue
Alhambra Ca. 91801
818-289-5201
Bottles-corkscrews-lamps
leaded glass windows-signs
reverse paint on glass
Any Brwgs. all Brands

ROBINSON MIKE (Rosalie)
2906 Union Avenue
Altoona Pa. 16602
814-942-0193
Cans-glasses-history-menus
paper items-signs-statues

ROLL JACK W. (Maybelle)
221 Watervliet Avenue
Dayton Oh. 45420
513-254-1123
Bottles-clocks-lamps
mugs steins-neon signs
watch fobs
Bud, Busch

ROSE MARK S.
72 West Avenue
Patchogue N.Y. 11772

ROSS ED (Marsha)
8004 E. 88th Place
Kansas City Mo. 64138
816-761-5840
Dealer-glasses-pitchers

SANTEN ARTHUR (Dorothy)
6126 Mc Pherson
St. Louis Mo. 63112
314-863-6798
Corkscrews-knives-openers

SHRIVER JAMES L. (Karen)
7271 N. TWP Road 70
Tiffin Oh. 44883
419-986-5512
Glasses-lamps-mirrors
neon signs-signs-tap knobs

SLATER J.P. (Carol)
W-232 N-797 Hwy 164
Waukesha WI. 53188
414-544-9474
Coasters-signs
tip trays-trays
Mid-Western Brwgs.

SOROKA MICHAEL P. (Gaye)
1829 David Street
San Diego Ca. 92111
619-277-6158
Books magazines-labels
labels-trays
Chester (Pa.) Brwg. Co.
Most Eastern Pa. Brands

STAMBAUGH PAT
R. 1 Box 490
Cohasset Mn. 55721
218-326-8959
Cases-glasses-neon signs
Red Wing, St. Cloud, Fitgers

THOMSON ROBERT (Elizabeth)
818 22nd Street S.E.
Rochester Mn. 55904
507-285-9021
Mugs steins
Budweiser

UMBRACO RUSSELL A. (Kitty)
6019 Arlington Blvd.
Richmond Ca. 94805
415-235-1656
Bottles-calendars
leaded glass windows-lithos
reverse paint on glass-tap knobs
Western Pre-Prohibition
Esp. Reno Brewing Co.

WATERSTREET DARLENE E.
1410 E. Kensington Blvd.
Shorewood WI. 53211
414-964-2377
Books magazines-history
matches
Wisconsin Brwgs.

WILLIS EDWARD K. (Arlene)
237 E. Petaluma
San Antonio Tx. 78221
512-922-8076
Glasses-mugs steins-pitchers

WISSMANN MARVIN (Doris)
7318 Doncaster Drive
St. Louis Mo. 63133
314-725-8043
All breweriana-corkscrews
glasses-history
mugs steins-trays

YUHASZ RUDY (Darlene)
1309 Milan Avenue
Amherst Oh. 44001
216-988-7654
All breweriana-clocks
knives-mugs steins
neon signs-signs
Budweiser, Anheuser Busch,
Stroh's, Hamm's & Miller
High Life

ZIMMER RICK (Jennifer)
156 Bertrand
St. Louis Mo. 63129
314-892-7692
Glasses-mugs
St. Louis Pre-Pro only

BUY - SELL - TRADE

Wanted to buy: Stroh's mirror for Pennsylvania. Harry Keithline, 343 Crawford Rd., St. Louis, MO 63137.

Wanted: Iowa breweries glassware. Miscellaneous breweriana for sale. Send SASE for list. Al Rodemeyer, Box 538, Latimer, IA 50452.

Wanted: Items of Capitol Brewing Co., Jefferson City, MO. Moerschel and other breweries in St. Charles and Sedalia, MO. Sam Marcum, 4625 Rainbow Dr., Jefferson City, MO 65109.

For sale: Convention issue, 1984 Anheuser-Busch Olympic mugs and other A-B mugs. Beau Watson, 120 Churchill Place, Gilroy, CA 95050. (408) 847-4058 evenings.

For sale: Early non-coin peanut dispenser. Wooden base with seamed glass globe inscribed "Miller High Life Beer." \$300. SASE for picture. Ray Frederick, 9801 Dahila Ave., Palm Beach Gardens, FL 33410.

Wanted to buy or in trade: Budman stein and various Budweiser mugs. John Martinez, 3255 Genevieve, San Bernardino, CA 92405. (714) 886-9277.

For sale: Stroh blue cobalt mug with Stroh logo, lion, crown and shield in red and gold. \$14.95 each, including shipping. Rich Castro, P. O. Box 258, South Elgin, IL 60177.

For sale: Many mini beer bottles and foam scrapers from various breweries. SASE for list. Garf Steen, 8655 S. W. 219th Terrace, Dunnellon, FL 32630. (904) 489-4715.

Wanted: New collector seeks labels and coasters, any kind. Please send list with prices to Kieron G. Nelson, 1527 Forest Street, Sarnia, Ontario N7V 3P8, Canada.

**THE MUSEUM OF
BEVERAGE CONTAINERS
& ADVERTISING**

COLLECTABLES GIFT SHOP

GOODLETTSVILLE, TN 37072
615-859-5236 OPEN 9:00 TO 5:00

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CORK SCREWS

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MIRRORS
GLASSES

WOOD CASES
MINI BOTTLES
ASH TRAYS



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



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Leave Message

EVENTS OF INTEREST

- October 16 to end of 1988 Exhibit at California Naval & Historical Museum, 734 Marin St., Vallejo, CA. The exhibit features a duplicate of the tap room of the Solano brewery with various Solano artifacts. Opens with a beer tasting 1-5 PM October 16, \$5.
- October 28-30 Monarch Coaster Chapter Fallfest, Howard Johnson's Willow Creek Hotel, Palatine, IL. Contact Paul Zagielski (312) 284-0149.
- November 13 Breweriana XV, Fischer's Restaurant, 2110 W. Main Street, Belleville, IL. Contact Rick Procasky, RR 1, Box 250, Millstadt, IL 62260. (618) 476-1731.
- November 27 Monarch Coaster Chapter, Hawthorne Field House.
- December 4 Brewery Collectibles Show, Milwaukee, Contact Jim Welytok (414) 384-4266.
- January 28-29, 1989 Australian Beer Can Collectors, 9th Canathon, Hobart, Tasmania.
- Mar 4-5 Second annual Music City Madness, Museum of Beverage Containers & Advertising. 9AM-3PM. Free admission to show and museum. Contact Tom Bates, Ridgcrest Drive. Goodlettsville, TN 37072. (615) 859-5236.

Major conventions for 1989 will be announced in the winter and spring issues.

BEER BOOKS FOR SALE

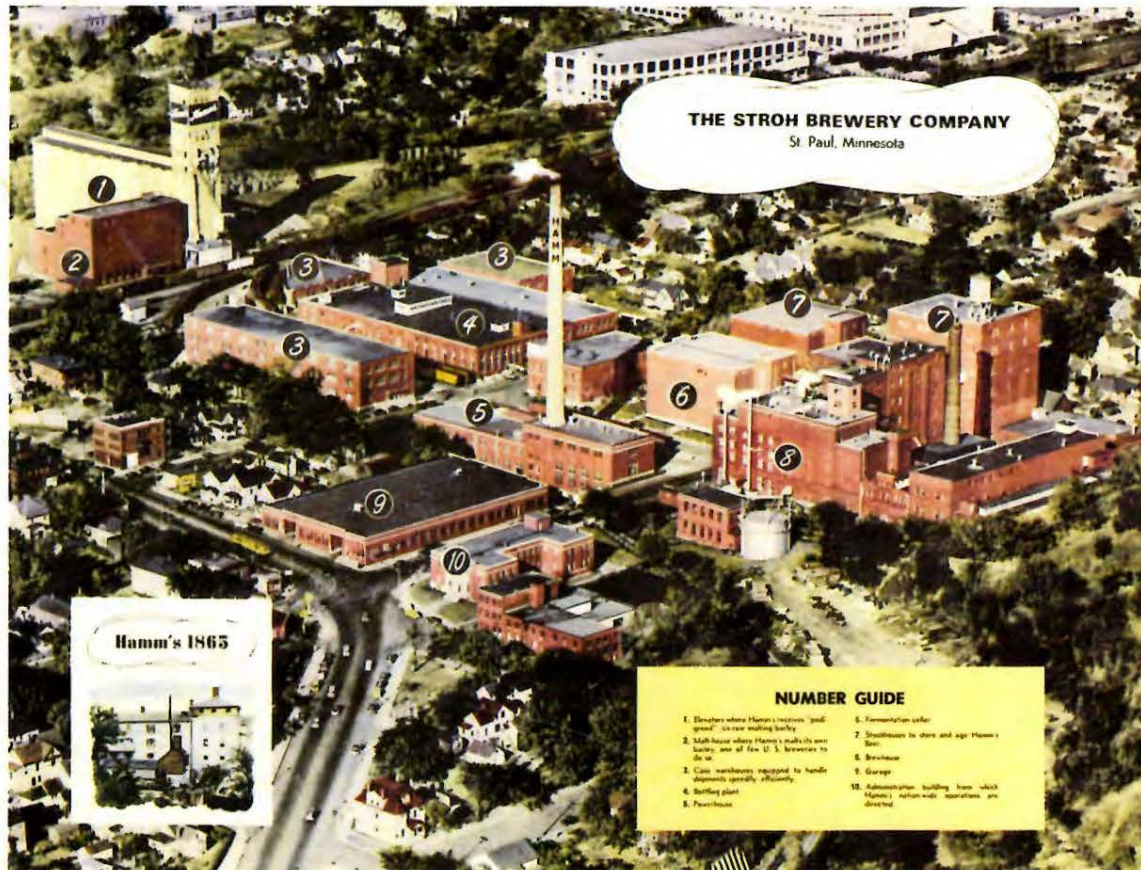
BEER CANS UNLIMITED - \$29.95
 1981 BEER CANS UNLIMITED - \$3.00
 1985 BEER CANS UNLIMITED - \$10.00
 THE CLASS BOOK OF U.S. BEER CANS - \$9.95
 THE CLASS GUIDE TO FOREIGN BEER CANS (Vol. 1) - \$9.95
 THE CLASS GUIDE TO FOREIGN BEER CANS (Vol. 2) - \$9.95
 FROM BEER TO ETERNITY - \$14.95
 HERE'S TO BEERS - \$7.95
 FALSTAFF'S COMPLETE BEER BOOK - \$1.50
 THE WORLD GUIDE TO BEER - \$12.95
 BEER TRIVIA - \$4.95
 THE CONNOISSEUR'S GUIDE TO BEER - \$11.95
 BOTTLES, BREWERIANA, & ADV. JUGS OF MN. 1850-1920 - \$11.95
 MINIATURE BEER BOTTLES & GO-WITHS - \$12.95
 THE BEER TRAY GUIDE - \$5.95
 BEER ADVERTISING OPENERS - \$8.95
 A PRICE GUIDE TO BEER ADV. OPENERS & CORKSCREWS - \$5.00
 THE BREWERIES OF IOWA - \$6.00
 THE POST-PROHIBITION BREWERY GUIDE 1933-1983 - \$6.95
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LOOK FORWARD TO THE

ST. PAUL

CONVENTION AUGUST 4, 5, 6, 1989



BUILD A VACATION - CONVENTION

- VISIT TO AUGUST SCHELL BREWERY IN NEW ULM
- HISTORIC FORT SNELLING OVERLOOKING MISSISSIPPI
- SCIENCE MUSEUM OF MINNESOTA WITH OMNI THEATER
- AMERICAN SWEDISH INSTITUTE, TURN OF CENTURY MANSION
- BACHMAN'S FLORISTS, ONE OF THE LARGEST GARDEN CENTERS
- BYERLY'S SUPERMARKET INCLUDES RESTAURANT, CHOCOLATE SHOP
- FAMOUS GUTHRY THEATER HAS SATURDAY 11 AM TOUR
- SCENIC STILLWATER ON ST. CROIX RIVER HAS MANY INTERESTING SHOPS, EAT AT LOWELL INN
- FOUR DAILY TRIPS ON MISSISSIPPI STERNWHEELERS
- MURPHY'S LANDING NEAR SHAKOPEE IS LIVING HISTORY MUSEUM, HAS RESTAURANT, RIVER TRIP