



# The Breweriana Collector

JOURNAL  
OF THE  
NATIONAL ASSOCIATION

BREWERIANA ADVERTISING

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JOHN  
**HAUENSTEIN**  
BREWING COMPANY

# National Association Breweriana Advertising

A not-for-profit organization incorporated in the state of Illinois

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## PRESIDENT'S PAGE

Winter is a time for family, for hospitality, and for enjoying the good side of our lives. It is our wish that the past year brought many good moments, that the holidays were enjoyable, and that the New Year will bring rewards and challenges.

Winter and early spring is also a good time to plan your summer vacation. Our convention will be held in the Minneapolis-StPaul area next August, and this offers a good opportunity to combine breweriana with short trips to the scenic area of central Minnesota. The convention package will contain a page about day trips for you to consider, as well as information on many interesting local attractions.

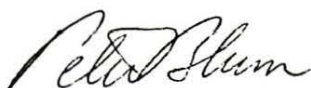
The convention program will offer three optional excursions in addition to the main event at the Stroh Brewery on Friday evening. The first trip is a "must" visit to the Schell Brewery in New Ulm on Thursday, August 3. This is before the official start of the convention, but it is the only day which is open for a special trip. Schell is considered the most beautifully situated small brewery in the country, with fine gardens and period architecture. A museum attests to its proud history. New Ulm is a small town about two hours from our hotel, with a strong German tradition. The excursion will include bus transportation and lunch in New Ulm.

Hard-core brewery buffs will have the opportunity to visit the Schmidt Brewery Rathskeller for lunch on Friday. Schmidt is the local G. Heileman brewery; it does not offer tours, but the Rathskeller is special. This will be a bus excursion from about 11am to 2pm.

The third optional tour is restricted to ladies. About an hour from the convention hotel is the town of Stillwater on the St. Croix river. It is a very scenic place, with high bluffs, and many nice antique and quality gift shops are located there. There will be lunch at a nice restaurant, and time for shopping. The fee will include bus and lunch.

Specific details will be provided in the registration package. Please note that the Schmidt and Stillwater lunch tours are limited in the number which can be accommodated. Early registration is suggested if these excursions appeal to you. I believe that all three optional tours offer very special value for the money, and that each will add to your memory of a great convention.

Bob Jaeger has done another fine job in assembling our new membership directory. The list of members has grown longer, and is your opportunity to increase contacts with fellow collectors. The Stroh Extra poster on the cover is an invitation to join Nona and me for the best of times in St. Paul.





November 9, 1988

George W. Hilton  
NABA-Editor  
Dept. of Economics  
UCLA  
Los Angeles, Ca. 90024

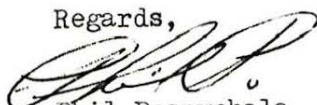
Dear George:

I had the pleasure of being a guest on Dr. Milton Rosenberg's EXTENSION 720 radio program this past October 28th. The other guest was Dr. David Ryder (Siebel Institute of Technology) and we talked for two hours on the subject of beer. Drinking, brewing, collecting and history were covered and I managed to reference my association with the NABA. At least Dr. Rosenberg was able to acknowledge our organization.

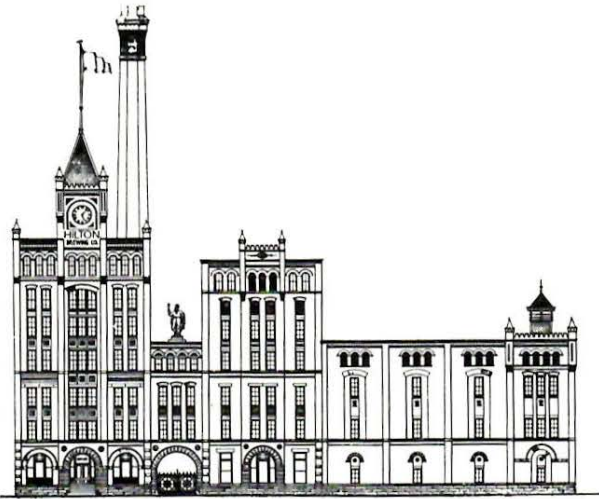
The producer said the switchboard was loaded with calls and one caller thought it was the best program in his four years of listening. Thats how much they know.

WGN is clear channel at night and reaches 38 states and Canada. Rosenberg is the Larry King of the midwest and his programs are on the air five nights a week between 9:00 and 11:00 P.M. My goal is to appear again, now that he knows me and we've worked together. How about the 3 B's? Bix Beiderbecke, Clara Bow and beer. There are all sorts of ways nostalgia subjects can be tied together. We'll have to see how he feels about this and I can only remind him once in awhile.

Regards,

  
Phil Pospychala





## FERMENTATION

### The Final Four

In collegiate athletics the big deal is to get to the National Collegiate Athletic Association's final four. In every sport except football, the NCAA stages a variety of preliminaries from which the four surviving teams are brought to a tournament to contest for the championship. Ray Meyer, the long-time basketball coach at DePaul University in Chicago said that his one great ambition was just once to make the final four -- he did -- even if he could not win it -- and he didn't.

The independent breweries of Wisconsin produced a similar pattern. Don Bull's American Breweries shows the heroic total of 542 breweries in the state, a number far beyond what the NCAA would start in its regional tournaments. Subtracting out the three that survive as national breweries, the number wound down to a final four: Leinenkugel in Chippewa Falls, Walter in Eau Claire, Huber in Monroe and Point in Stevens Point. This final four so far outlasted the rest of the Wisconsin local breweries that one could reasonably hope they had insulated themselves against the forces operating against such brewers the world over. That proved a vain hope, and as in the NCAA we are now down to one remaining independent, Point.

The first to go was Leinenkugel, though happily it lost only its status as an independent, and continues in operation. Because it was privately held, no figures have ever been brought forth to demonstrate whether it could have continued independently. In any event, its performance as a Miller subsidiary is probably much better than could have been hoped for. There is not much question what caused this one to survive: the quality of its product. Miller doubtless zeroed in on Leinenkugel's product and attendant reputation as exceptional, something it could market more widely than the Leinenkugel management could do. This strategy has worked out very well, with the output up and the beer being sold widely beyond the traditional marketing area. (See pages 15-17.) Miller has done some modernization of the brewery, allaying fears that it might shift the brands to its other facilities. As we had hoped, Leinenkugel may yet grace the Chippewa Valley for some decades.

Of the final four, Walter seemed the least likely to survive. It had a small and not very modern brewery, without the reputation of the product that Leinenkugel enjoyed or the cult following that Point has. It had going for it Eau Claire's unequalled thirst for draft beer, but that proved not enough. Its output fell drastically relative to the other independents, and by 1984 was at the end of the trail. Michael J. Healy of Chicago took over the plant to make it essentially a microbrewery, continuing to produce Walter's, but also bringing out a variety of darker beers. The project included a beer garden near the brewery. This was a well thought-out plan, and it appeared superficially to be succeeding, but abruptly in February, 1988, Healy put the enterprise in bankruptcy. His efforts to revive it



failed, and the old brewery closed in September. Further efforts to keep it going are reported, but one questions whether the plans can be as good as Healy's. It is particularly sad to see the Walter name and rhomboid, which once graced four breweries, now adorning none.

Of the final four, Huber seemed by far the most likely to survive. It was much the largest, with a reported capacity bigger than the other three combined. It had nicely defined its market with a specialized product, Augsburger, that did very well, especially in the Chicago area. As between that, contract brewing, and the local sales of the Huber brands, the firm looked quite strong. The high price of barley after the recent drought reportedly did it in, however. The major brewers can absorb higher malt costs if they choose, but the smaller ones cannot, and Huber closed at the end of the year. The firm arranged for Stroh to brew Augsburger under contract and closed the brewery at the end of 1988. Although it was a series of plain buildings, it was very much part of the pleasant town of Monroe, along with several nice restaurants, a flourishing cheese shop and some fine examples of Cream City Brick architecture. If one were resolved to retire to a small town, Monroe would be an excellent choice. Unfortunately, Huber's contribution of authentic brewery odor is now stilled.

Accordingly, it comes down to Point as the last of the final four to survive independently. This is not really surprising, for the Shibilskis seem to have done everything right, having a good product, defining the market well, engendering a cult loyalty like few other brewers, and running a modern plant that appears very economical of labor. It is no mean trick in an industry of with comprehensive economies of scale to be the last independent survivor of the final four with the smallest brewery.

In the NCAA, winning the final four lasts only for a year. Let us hope in this instance the honor can last for many years indeed.

\* \* \*

There is more similarity between this issue's Fermentation piece and the most recent one than might appear. In the fall issue we drew an analogy between beer and cats, citing the editorial cat, Glinda, as the product of several millenia of development, as the taste of beer is. As it proved, Glinda survived only about a month after the issue appeared. She ceased producing red corpuscles and, as 17-year old cats are wont to do, died abruptly. Elsewhere I have characterized her as an intellectual animal who shed hair into my typewriter, curled up on my manuscripts, slept on my proofs, fought furiously with my index slips, and otherwise involved herself with all the literary activity she could find. Needless to say, The Breweriana Collector provided her an ideal outlet. She much preferred curling up on the dummy of the forthcoming issue under the lamp on my desk to snoozing on the pillows provided for her elsewhere. This is the first issue produced without the necessity of lifting six and a half pounds of cat to get at the President's Page, What's Brewing or whatever. Like Walter and Huber, she will be greatly missed. To extend the fall issue's analogy one stage further, beer and cats go on forever, but particular breweries and individual cats, unfortunately, do not.

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

February 1, 1989

# Hauenstein

Patrick J. Simon has provided us with a copy of the advertising supplement to the New Ulm Daily Journal on the occasion of Hauenstein's centennial in 1964, together with some other items on Hauenstein from his collection. Note that the text refers to 1964 as the present. Unfortunately, Hauenstein did not have long to go. The brewery survived only until 1969, leaving New Ulm, which had once been a major regional brewing center, to August Schell alone.

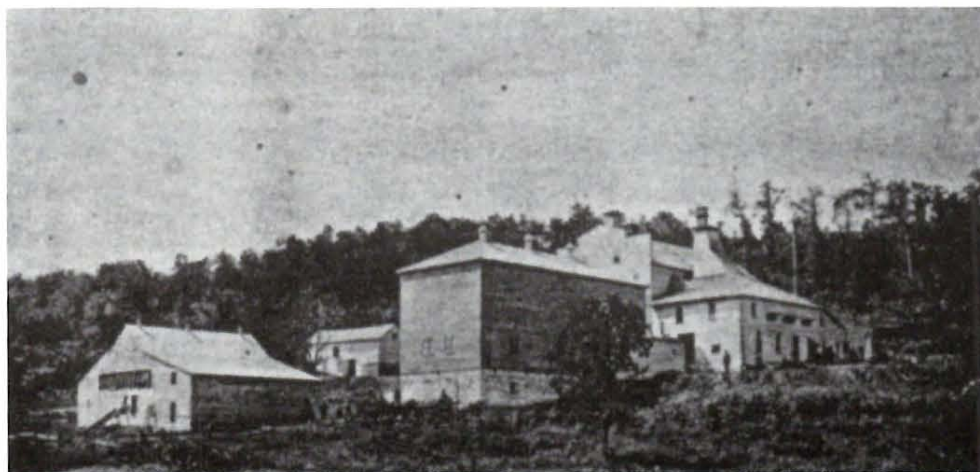


**1865—Original Hauenstein Brewery**

A pioneer New Ulm firm, the Hauenstein Brewery, will celebrate its 100th birthday this year after surviving depressions, tornado, a building collapse and prohibition.

It reaches the centennial still bearing the family name and still offering the brew popular in Minnesota with four generations. A recent reorganization put control of the brewery in the hands of Roger Schmid, the president; John Heymann and Ernie Eyrich.

Hauenstein brewery was



**1881—Brewery was growing and spreading out on hill**

founded by John Hauenstein in partnership with Andreas Betz. They picked the hillside in the southern part of New Ulm because of a spring that provided excellent water.

John Hauenstein had been born in Bavaria. He came to America in 1852 and settled with

his parents in Cincinnati. He was orphaned by the cholera which swept the Ohio River valley, and forced to seek his fortune alone. He worked on the Erie canal, learned the cooper trade and moved back to Cincinnati.

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IN 1857, the Cincinnati Land Society, which helped to found New Ulm, was boasting of the opportunities in Minnesota. Hauenstein went west, arriving in New Ulm in 1857. He secured a job in the whiskey distillery located at the foot of Hermann Heights and worked as a cooper.

The ruins of this old distillery, which might have made Minnesota a whiskey industry except for the Sioux Uprising, may be seen on the edge of the woods by West Side Park. Only the chimney remains. It was never rebuilt after being burned in 1862 by the Indians.

Hauenstein joined others on the Old Frontier, and fought the Sioux in 1862. He served until 1863 with the Minnesota Mounted Rangers as an officer.

With his employer out of business after the Sioux had been chased, Hauenstein joined Betz in the brewing venture in 1864.

The first brewery building was completed in 1865. It looked something like a two-story brick and stone house. As the business grew, the building was expanded. After five years Betz sold his interest to John C. Toberer, although the original partner remained as a worker until 1872. Hauenstein bought out Toberer in 1871.

Hauenstein made extensive improvements in the plant in 1879 - only to see his business wrecked by the tornado in 1881. Undaunted, he promptly built a new and larger brewery.

-0-

IN 1891, capacity was increased to 15,000 barrels a year. A bottling works and storage building were built in 1907.

Again misfortune hit the brewery. But it had an element of good fortune, too. All the workers were out of the storage house having lunch one noon in 1910. There was a

noise like a blast and the storage building collapsed. It was believed the foundations had been weakened by blasting for stone in the redstone quarries across the river. A large quantity of beer also was lost.

The uninsured loss was estimated at \$32,000, but Hauenstein came back and rebuilt with a capacity of 25,000 barrels a year.

Founder John Hauenstein died in April 1914 at the age of 82. He had a kidney and bladder ailment and consented to surgery - not too common in those days - and never recovered.

Charles Hauenstein, a son of John, had become president of the family enterprise in 1900. He served until his death in 1926 when he was succeeded by Hans P. Hauenstein, third generation.

Hans Hauenstein died recently. The present president is Roger Schmid.



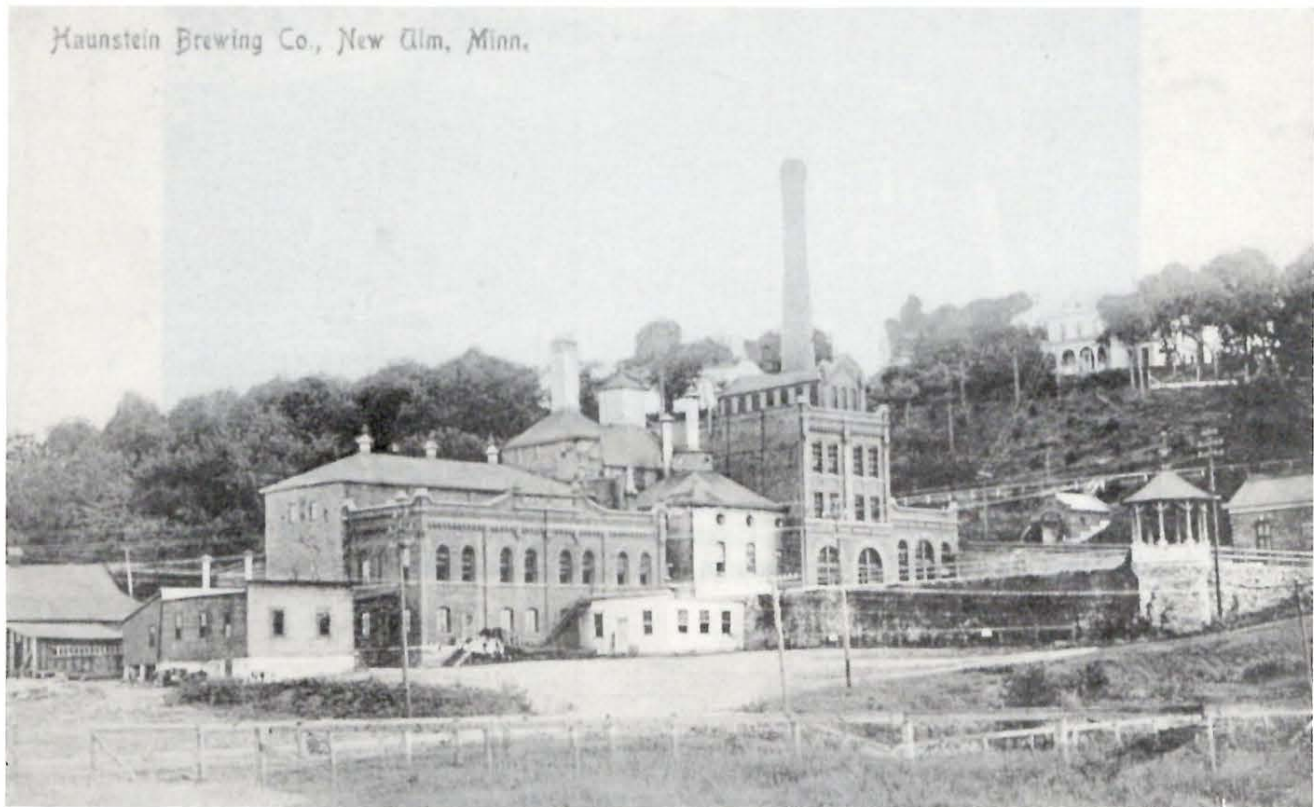
Someone tapped a keg outside the brewery in 1885, but first a picture





IN ITS FIRST century, Hauenstein had some setbacks that would have discouraged men of lesser spirit. ABOVE, storage building collapsed in 1910 with heavy financial loss. BELOW, tornado of 1881 destroyed brewery. Six persons in New Ulm were killed in the storm.





The Hauenstein brewery -- slightly misspelled -- in a postcard view of about 1908.

## FOUR PRESIDENTS HAVE SERVED IN 100 YEARS



**John Hauenstein**

Founded Brewery in 1864



**Charles Hauenstein**

Followed Father as Chief



**Hans P. Hauenstein**

Leader after Prohibition



**Roger W. Schmid**

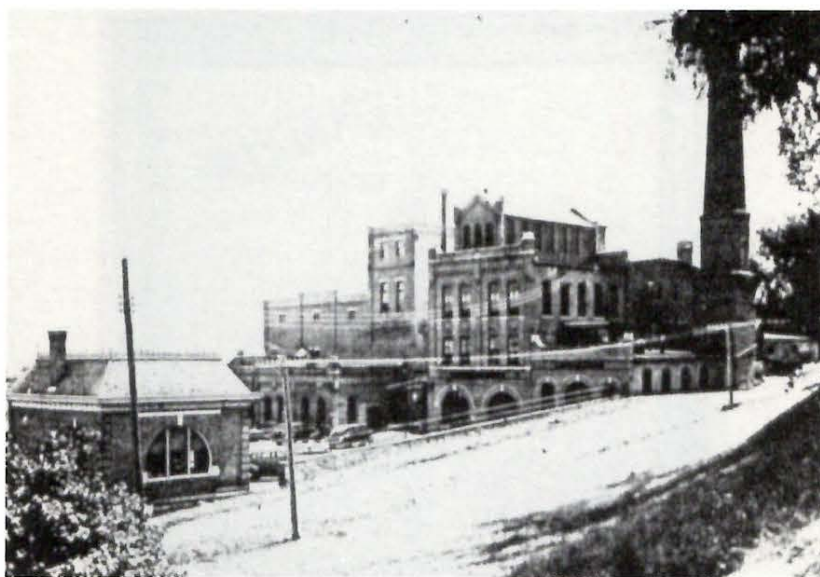
Present Head of Company





Above is a print by Hauenstein of the monument to Herman the German, New Ulm's famous memorial to the leader of a German uprising against the Romans in ancient times. Below is a metal print issued by Hauenstein before Prohibition.

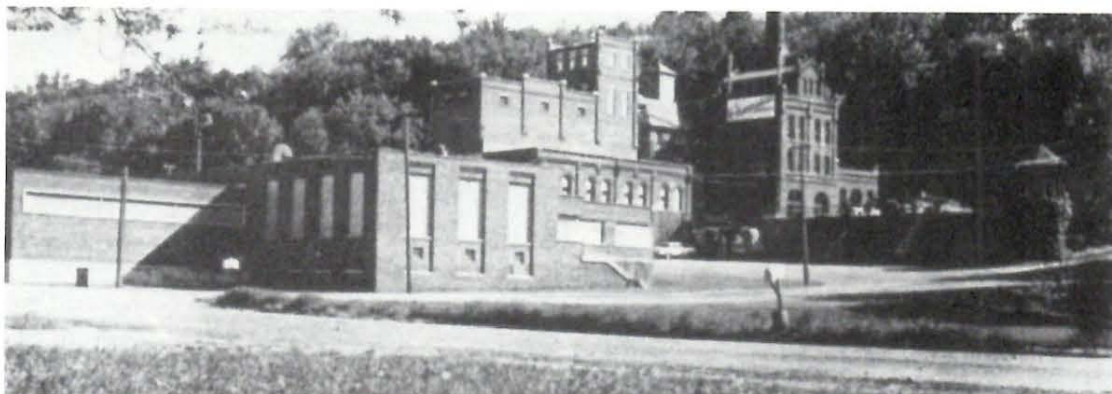




The Hauenstein brewery from the northwest in 1939.







Here is today's modern Hauenstein plant. Up to date in every way, this plant is capable and efficient, turning out the finest product possible. Latest addition to Hauenstein's is the bottling plant which houses ageing tanks, bottling, and shipping facilities. Hauenstein's facilities are open to pre-arranged tours for groups nearly any time.



Today, a fleet of modern trucks distribute Hauenstein throughout a wide area . . . carrying this fine brew to thousands of retail and wholesale outlets. The complex marketing procedures of today's business demand a modern fleet of trucks and an organization of distributors and dealers which are built up through years of dependable brewing.





Up until after the turn of the century, Hauenstein's beer was delivered by horse-drawn "Beer Wagons" such as the one shown here. Because of the limitations of transportation at that time, it was difficult for a brewery to expand into the broad market that Hauenstein serves at this time. The beer wagons may have been picturesque, but they weren't capable of long distance transportation to far away markets.



The Hauenstein brewery survives in New Ulm, but only in part. It has been advertised for sale as a storage facility.



# Sales hopping at

Eau Claire Leader-  
Telegram, October  
30, 1988

## Leinenkugel's

### Miller proves to be congenial owner, brewery official says

By Eric Lindquist  
Leader-Telegram staff

CHIPPEWA FALLS — Nearly a year after the giant Miller Brewing Co. shocked city residents by announcing that it was buying the hometown brewery, it appears that both brewers are happy with their corporate marriage.

Sales of Jacob Leinenkugel Brewing Co. beers this year are expected to increase by about 28 percent from 1987, representing the largest one-year gain since the post-World War II era, said Thomas "Jake" Leinenkugel, the brewery's vice president of sales.

The company's 1988 sales are projected to hit nearly 90,000 barrels — its highest production in at least a decade, said Leinenkugel, the great-great-grandson of Jacob Leinenkugel, who founded the Chippewa Falls brewery in 1867.

Paul Mayer, Leinenkugel's president, gives credit for the remarkable growth to the additional distributors and marketing muscle provided by Miller. The merger has been "very good" for Leinenkugel, he said.

"I think what Miller brought to the party was strong marketing people and marketing prowess," Leinenkugel said.

Industry analysts were surprised last December when Miller, which produces about 40 million barrels of beer a year, announced that it was buying the small Chippewa Falls brewery, but the nation's second-largest brewer remains pleased with the acquisition.

"We see a tremendous opportunity for the Miller Brewing Co. with Leinenkugel's," said

Moel Hankin, category manager for Miller's above-premium beers such as Leinenkugel's and Lowenbrau. "We see it as a great complementary brand. It represents an entirely new audience of beer drinkers."

Hankin said Miller contributed to the sales growth at Leinenkugel's by providing more marketing support in key markets.

"In the past, they had spent very modest sums on advertising. We have spent at much more aggressive levels, but still modest compared with the major brands," he said.

Miller has helped produce a pair of television commercials, one of which was shot in Chippewa Falls and included a number of local residents, and several radio and newspaper ads for Leinenkugel's.

"We're excited about it," Hankin said. "We hope to strengthen their existing markets, but we're also looking to expand Leinenkugel's into new markets where it hasn't been sold before."

Hankin said he frequently gets phone calls from distributors who are eager to deliver Leinenkugel's in other parts of the country.

"We plan to expand Leinenkugel's very carefully and very gradually," he said. "It is not a mass market beer. We do not view it as a megabrand or see it that way in the near future."

"We do have every intention of expanding into larger areas, but we want to do it in a way that we don't lose the special mystique of Leinenkugel's."

"We've had a tremendous gain in Minneapolis-St. Paul. It's really our fastest-growing market," Leinenkugel said, pointing out that

the Eau Claire-Chippewa Falls area, which accounts for slightly more than 20 percent of sales, is still the brewery's No. 1 market. Its beers also have strong sales in Milwaukee and Chicago.

The brewery sells almost all of its beers — Leinenkugel's traditional lager, Light, Limited and Bock — in Wisconsin, Minnesota, Illinois, North Dakota and Michigan's Upper Peninsula.

In Wisconsin, Leinenkugel's shipped 30,685 barrels to wholesalers in the first eight months of this year, making up 0.9 percent of the state market, according to the Wisconsin Wholesale Beer Distributors Association. The firm's share of the wholesale market was 0.75 percent for the same period of 1987.

More than half of its sales are in the region within a 50-mile radius of Chippewa Falls, plus the Twin Cities, Leinenkugel said.

"I can't stress enough how important that loyal local base is to us," he said.

Leinenkugel's has a minimal impact on Miller's bottom line, Hankin admitted, but the Milwaukee-based brewer believes it can extend that impact as it rolls into new markets.

To accommodate the increased demand for Leinenkugel's, officials said Miller has spent a fair amount of money to update equipment and expand the Chippewa Falls brewery's capacity. For instance, Miller bought an automated keg system and a more up-to-date filtration system for the company.

The facility is capable of producing more than 100,000 barrels a year, and the goal is to reach an annual capacity of 120,000 to 130,000 barrels, Leinenkugel said.

"I would guess we could need more than that in a year or two" if sales continue to grow at anything approaching this year's pace, Hankin said. "It all depends upon





Staff photos by Steve Kinderman  
With production headed for a record increase this year, workers at Jacob Leinenkugel Brewing Co. in Chippewa Falls are putting in a substantial amount of overtime. Above, William Kurtz, a 22-year employee at the brewery, keeps an eye on the bottling line. At left, employee Mark Rehberg stacks cases of Leinenkugel's Limited, the company's popular specialty beer.



where we decide to expand — major markets probably would require that we expand that capacity.”

If the brewery reaches capacity, Miller is more likely to move additional production to one of its other facilities than to build a new brewery or expansion in Chippewa Falls, Hankin said.

“More than likely we would brew the same recipe in one of our existing facilities under the auspices and supervision of the Leinenkugel brewery,” he said.

Local brewery officials plan to ensure that the beer distributed in its current markets always will be brewed in Chippewa Falls with what city residents claim is “the world’s purest water,” Leinenkugel said.

Hankin said he believes Miller’s investment in Leinenkugel’s has ended the community’s greatest initial fear — that Miller would close the Chippewa Falls brewery and

move production elsewhere.

“We have every intention of remaining in Chippewa Falls with the brewery,” he said.

Leinenkugel said company executives appreciate Miller’s ability to be helpful without being overbearing.

“They’ve really had a very congenial, hands-off policy,” Leinenkugel said. “They realize that we don’t ever want to lose our strong local support. That makes it a very amiable relationship.”

While many small breweries have struggled to stay afloat in the flat brewing industry, Hankin noted that Leinenkugel’s sales increased by about 13 percent in the year before Miller bought the operation. The brewery reported selling 70,100 barrels in 1987 and 61,830 barrels in 1986.

Leinenkugel’s has survived, he said, because of its management’s “generous reinvestment, meticulous attention to detail and obsession with quality.”



### BEER AND THE AMERICAN SCHOLAR

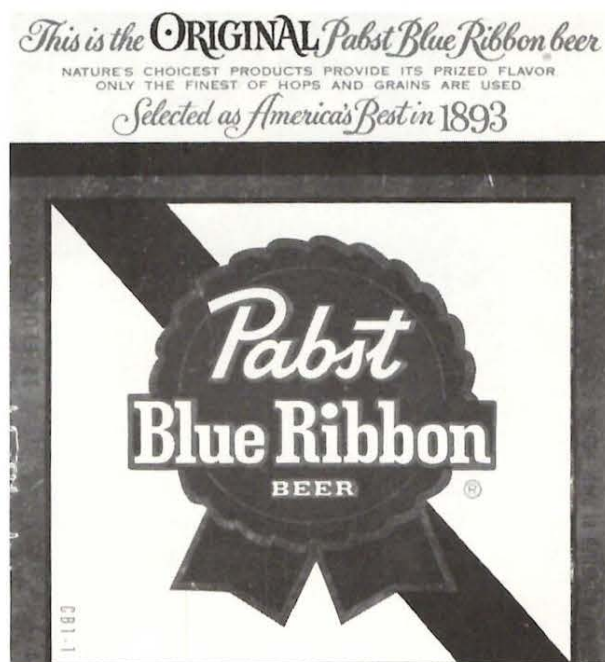
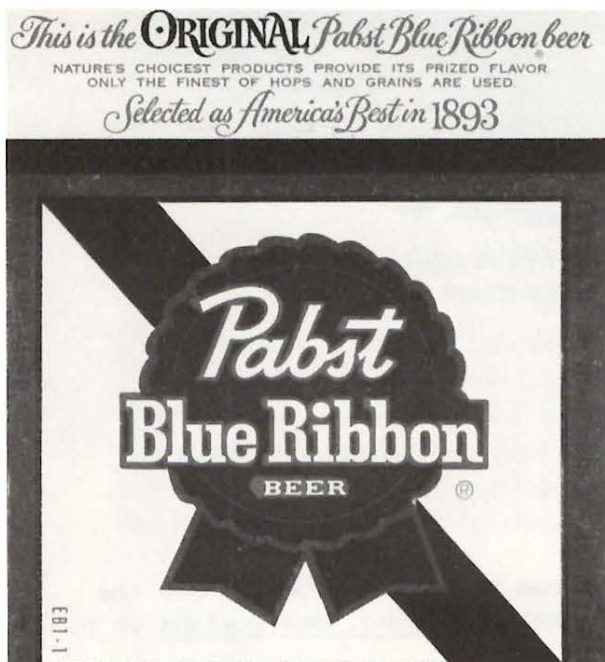
Nathaniel Eaton became Harvard’s first president in 1636. Unfortunately, it wasn’t long before his professional deficiencies began to show, and he was eventually fired. Contributing to his downfall was his wife’s failure to provide students their daily beer ration.

From Uncle Ernie Oest. See the review of Beer, New England on p. 25.

## LETTER

In the fall issue I liked Peter Blum's opening on page 3. I think he is a good choice as new president. I also liked Fil Graff's page on Anheuser-Busch's buying of other brands, and the editor's comment at the bottom of the page, "Neglect not the Big Brewer." I enclose some samples of five-foot-rule labels that to me are independent collectibles, however similar they may appear. I especially regret A-B's recent use of just St. Louis without the city of origin. The same holds true of other national brewers. And what I say applies also to cans.

Ernie Oest







We are delighted to have Uncle Ernie in the Editor's camp on this. A difference is a difference. Down with the five foot rule!

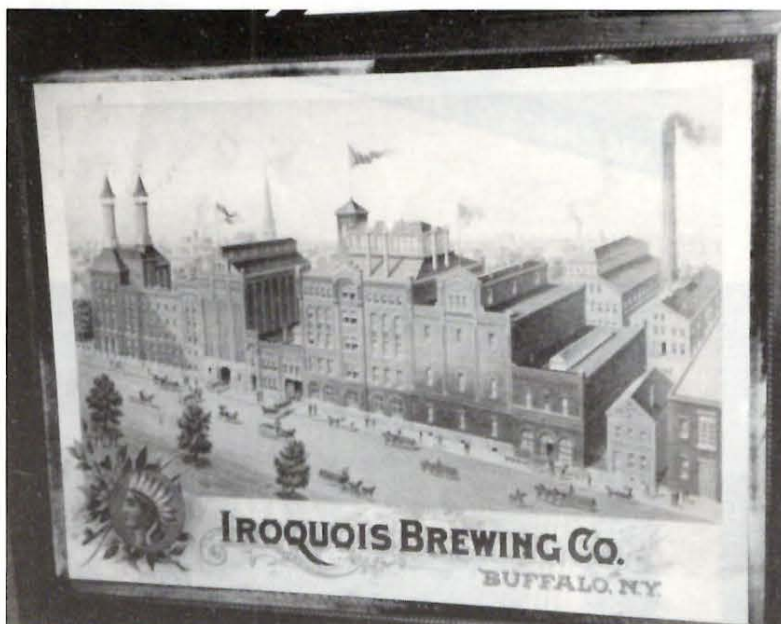
**THE MUSEUM OF  
BEVERAGE CONTAINERS  
& ADVERTISING**

**COLLECTABLES GIFT SHOP**  
GOODLETTSVILLE, TN 37072  
615-859-5236 OPEN 9:00 TO 5:00

## The Indianapolis Advertising Show

On the last weekend of March and September many breweriana collectors head for Indianapolis to check out the antique advertising, beer can and other shows held simultaneously at various Indiana State Fair pavillions. NABA members get together Friday night at the Holiday Inn North for a warm hello and a cold brew.

The beer can show opens Friday, where I purchased a Stroh label, the white oval used in the late 30's. It was no steal at \$15, but how many mint white ovals are you going to find? I'll tell you. Two, each of the regular and the Ohio version, as well as both types of bock beer labels, part of a label application folder in Julius Stroh's files from 1937, two months later. Peter Blum



Seen at the show: A great litho in size and condition from Buffalo, which would take some physical as well as financial muscle to take home. Top right: A very fine Harvard Ale circular lighted sign was the prize item shown by Herb Ashendorf. At right: I tried to photograph a couple of showy gay 90's pieces, but Marilou Kay and Robbie Graff got in the way. Both ladies "manned" booths with husbands Bob and Fil, NABA director and V-P respectively. Sorry about the poor focus. PHB





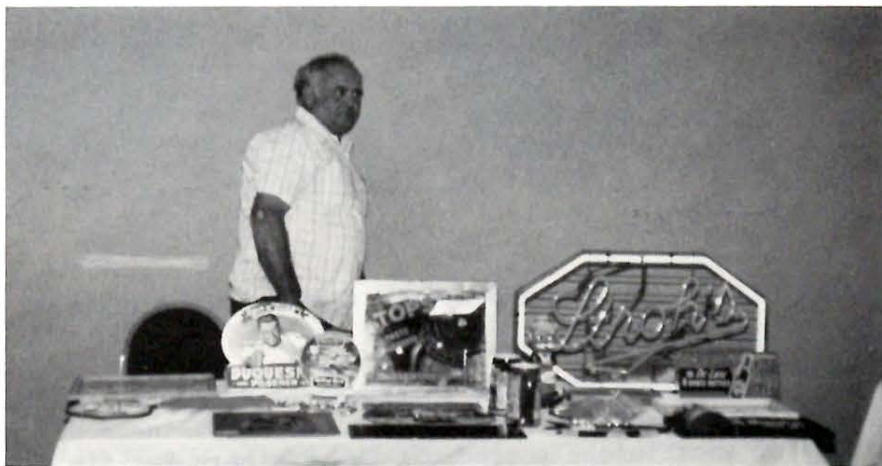
## ECBA-NABA Trade Meet, North Canton, OH

Jack Kern moved his fall trade meet from Pittsburgh to North Canton, just south of Cleveland, and for a variety of reasons had his best show so far. The hotel was easy to reach and had a convenient layout, restaurants and shopping centers are nearby, and the critical mass of collectors attended.

A couple of years ago I faulted the Pittsburgh meet for low attendance and the quality of merchandise. This was a largely true if unnecessary observation, but this no longer applies. Tables were filled with a wide variety of breweriana, and action was good at most tables. One also heard of a couple of fine items changing hands in rooms earlier. The Stroh archives acquired a 40's neon and one of the plywood signs from that period.



Becky Kern recording the action on Saturday as collectors moved around tables. Helen Haydock in red sweater shows NABA literature.



Mary Yeager's husband Walter is minding the store. Yeagers are from Eastlake, Ohio. Octagonal Stroh neon went home to Detroit.

North Canton is a couple of hours further west than Pittsburgh. If ECBA members do not mind the extra distance, this meet could serve as an important interface between many eastern and midwestern collectors. The amenities of the area are far superior, and will support a Thursday evening arrival. Jack Kern is looking for input regarding this location. The meet provided two unexpected pleasures: meeting Jack's pert daughter Becky, who has a way with cameras, and the fall colors along I-77 were almost unreal in the autumn sun.

PHB

## BREWERIES - ACTIVE



### Santa Cruz Brewing Co. & Front Street Pub

516 Front Street, Santa Cruz, CA 95060.

Santa Cruz, about 30 miles southwest of San Jose, is the San Francisco Bay Area's traditional seaside resort. The resort business may not be what it was when trainloads of vacationers poured off the Southern Pacific's Suntan Specials in days of yore, but the city has developed a more general economy, and has become a major college town with the University of California's Santa Cruz campus. That campus managed to outdo Berkeley in ferment during the Vietnam War period; 95 percent of the students supported McGovern in the 1972 election. This has given downtown Santa Cruz a character that it has never entirely lost. People yearning for 1960s types who want to send barbers to re-education camps should drop by Santa Cruz. In this unlikely millieu was established one of California's first brewpubs, the Santa Cruz Brewing Co. & Front Street Pub. It is well designed bar, with plenty of booth and



table space for a clientele that looks as if it prepped for this place at coffee houses. The atmosphere is nothing if not relaxed. The bar serves three brands regularly: Lighthouse Amber, Pacific Porter and Lighthouse Lager. The lager gave me the usual impression of brewpub lagers of needing clarification. The amber was nicely hopped, but rather flat, true, perhaps to the British tradition. I did not try the porter. An additional seasonal brew is produced, a stout on my visit. All are on tap, and the three regular brands are on sale at \$2 per bottle. In conformity with California law, the pub serves food, both pub grub and a full meal, beef ribs on my visit. The bar sells shirts lettered for the three standard brands, and a 16-ounce mug, a rather nice item for \$7.50. Plastic imbedment tap markers are used, but as far as I could ascertain from the bartenders on duty, does not sell any of them.



## Seabright Brewery Pub & Restaurant

519 Seabright Avenue, Santa Cruz, CA 95062.

Santa Cruz's more recent brewpub is about a mile and a half southeast of the Santa Cruz Brewing Co., near the city's yacht harbor. Possibly because of the yacht harbor, it attracts a more standard yuppie crowd than its rival. It also produces three regular brands, all ales: Pelican Pale, Seabright Amber, and Portola Dark. It also does seasonal specialty brews. The amber is clearly the house specialty, and apparently by far the biggest seller. It is an excellent ale with a really superb hopping. The ales are sold on draft only, and the pub does not use a tap marker. Pity. It does sell shirts, and it does serve pub grub.

This bar is also a very good example of pub architecture, and it again has a pleasant relaxed atmosphere. Perhaps because I quit trying to adjust to things about 1959, and thus was never much with it in the 1960s, the atmosphere here is quite a bit more to my taste than downtown, but it is a matter of individual preference. In any event, both these pubs are well worth visiting. I suggest doing as I did, starting with the Santa Cruz Brewing Co. and getting specific directions there for proceeding to the Seabright, which I found very difficult to locate. It was very much worth the effort, however.

## WHAT 'S BREWING ?

### Report Card

The pattern for the early 90's concerning major U.S. brewers seems to be set, assuming the 3 - 4 years to effect any significant changes. A-B is invulnerable and shows no signs of running out of steam, Bud Light is now No. 3 among U.S. beers, giving A-B three among the top four brands. Miller is back on track with its special filtration process it imported from Japan, which avoids pasteurization. Genuine Draft gained about a million barrels, and Milwaukee's Best is also growing. The Lite brand will phase out the use of athletes for an entirely new spring campaign. Coors picked up close to a million barrels, passing Bond (Heileman and Pittsburg) into a strong fourth place.

The Stroh brand continues to lose ground and has to address an identity problem. The obvious steps have been taken - the top marketing exec has been let go, the ad agency has been replaced, and a new can design has been approved. While a new advertising campaign is being readied, Augsburger brands and California Cooler have been brought in to keep volume up.

Heileman is not doing well either, and may in fact be doing worse, but it is difficult to judge with brands being bought (C. Schmidt) and dropped. The problem seems to be that the many minor brands are hard to monitor and turned soft, and the major brands are not quite as hard either. Owner Bond has instituted a program of slimming the product line, which had 85 brands. The Sterling, Falls City, Drewery and Cook brands have been sold to The Evansville Brewery Company, which will use Heileman's distribution network.

At this stage nobody knows if Bond's plan of using Heileman distributors for imports will be successful enough to justify the acquisition of Heileman. But that is a U.S. point of view; Bond has venture capital and as Schlitz used to say, you go around only once. He has been going around so fast that financial analysts both here and in Australia have been hard pressed to keep up. Heileman does have a commitment of a \$200 million marketing budget for the next three years.

Bond's Australian competitor Elders, the Melbourne-based multinational giant, sold a 1 percent interest in Anheuser-Busch to improve chances of acquiring Scottish & Newcastle, which is meeting strong regional opposition. The 2.8 billion \$ bid is being studied by British authorities. Elder's brewing division (Carlton and United in Australia, Courage in the U.K. and Carling O'Keefe in Canada) contributed some \$530 million before taxes and interest, an increase of 86%.

Pabst, which in the last decade has gone through the worst of times, had a surprisingly decent year. Sales volume shows signs of levelling off at 6 million barrels, from a high of 17 in the middle 70's.

Looking at trends in beer types, the Light segment is now the most hotly contested area. Over 50 million \$ were spent each by A-B and Miller on Bud Light and Lite, and Coors is now very close to that level of brand support. Reports on Michelob Dry are favorable, but the future of Dry beer is unknown.

PHB



## BOOK REVIEWS

Will Anderson, Beer, New England (Will Anderson, 7 Bramhall Terrace, Portland, ME 04103). viii + 188 pages. Paperbound. \$15.95 + \$2.00 postage.

When Will Anderson moved from Brooklyn, NY, to Portland, ME, the rational observer inevitably concluded the motivation was proximity to his beloved Red Sox. Brooklyn, clearly, had become a desert, alike of breweries and baseball. One must now consider a second motivation, a desire to do a book on the breweries of New England, parallel to his book of 1976 on Brooklyn breweries. If so, we must applaud the move, for it has given use a very good book.

New England gives Anderson a better subject than Brooklyn did, if only because New England amounted to a beer island until relatively late. As he points out, the principal immigration into New England came from the British Isles; the big immigration of Germans after 1848 went farther west. As a consequence, New England remained an island predominately of ale drinkers while the rest of the nation made its conversion from ales to lagers. In fact, ales were so dominant well into the 20th century that "lager" remained a common designation in New England advertising long after it had passed out in elsewhere, simply because in the rest of the country "lager" and "beer" had become synonymous. As a result, Narragansett, Harvard, Dawson, Commonwealth, and various other New England brewers remained dominant until quite late; the area joined the national pattern of domination by a few major brewers only in the past few decades.

The organization is unusual: there are 26 chapters in alphabetical order, from an initial chapter on ale -- which would be the logical place to start, by any logic -- to one Harry Zeltner of The Bronx, who had a distributor in Danbury, CT. No doubt "X" took quite a bit of thought, but Anderson provides a chapter on the use of XXXX v. XXXXXXXXX as a designation of strength or quality. This organization of the book means that the histories of the breweries of the six states are interspersed with a large number of topical treatments. Without an index, this would be a very difficult book to use, but for this one Anderson, contrary to his usual practice, does provide a comprehensive index -- depriving me of my one usual cavil against his scholarship.

The book is an incidental demonstration of the importance of higher education in New England life. Bowdoin Beer, Dartmouth Cream Ale, Harvard Beer and Old Eli, among others, figure in the account. Actually, the large number of college students in New England contributed to New England's individuality in beer by giving the area a big concentration of people at the beginning of the peak beer-drinking age bracket. The illustrations confirm my view that it is a cruel world, with a vast amount of Harvard breweriana and precious little Dartmouth Cream Ale. Anderson, a Cornell alumnus, is presumably neutral on these matters.

The book is not entirely historical, but extends into the present with treatments of microbrewers and rewarding bars for beer-touring.

Anderson intends this to be his last book on beer. We cannot expect him to move to another area to undertake a third regional treatment. His Beer, USA of 1986 was quite novel because of its chronological organization and use of the present tense to convey immediacy with the past. His From Beer to Eternity of 1987 was well done, but seemed redundant on earlier general books on beer, including his own. There is a limit to what one can do with Miss Rheingold. Anderson is considering a book on baseball, to which we may look forward. We may reasonably be assured it will have a fine treatment of beer vending in ball parks.

GWH



Vince Cottone, Good Beer Guide: Breweries and Pubs of the Pacific Northwest: British Columbia, Washington and Oregon (Homestead Book Co., P. O. Box 31608, Seattle, WA 98103). xiv + 179 pages + updating to July, 1988, not paginated. Paperbound. \$8.95.

If as Will Anderson argues, New England was an island of ale in the first half of this century, Vince Cottone makes a strong case that the Pacific Northwest is the the island of ale currently. The two states and one province that he has chosen for this book are the most flourishing area for microbrewers and brewpubs on the continent.

Given the fact that Cottone chose the title of the Campaign for Real Ale's annual volume, Good Beer Guide, one would reasonably expect him to have been greatly impressed by CAMRA's philosophy and activities. So he is, but he recognizes that CAMRA's enthusiasm for cask-conditioned, hand-pumped ales cannot be applied to America. Such ale must be stored in cooler cellars than we have, and because it is highly perishable, must be dispensed faster than an American bar could reasonably expect to sell it. Thus, the book does not set forth CAMRA's dichotomy between real ale and keg beer, but rather exposit's Cottone's own dichotomy between True Beer produced by craft brewers and Industrial Brew brought forth by the major brewers. He thinks so little of Industrial Brew -- the capitalization is his own -- that he doesn't bother to distinguish between brands. Even CAMRA thinks some of the Big Seven are worse than others. True Beer is made of natural ingredients, is unpasteurized, and is served on draft. He approves of covering True Beer with a blanket of carbon dioxide, a method of dispense that CAMRA considers at least on the borderline of evil.

Cottone's philosophy on these matters is set forth in his Chapter II, "The Brewer's Art," and Chapter III, "Northwest Beer Styles." In these he shows an exceptional command of brewing technology. He is a graduate of the University of California, Davis campus' course in Intensive Brewing Science for Practical Brewing, and is a practiced home brewer. He is beer columnist for the Seattle Post-Intelligencer, and brings to his writing a technical competence that even Michael Jackson might envy. This is carried over into his Chapter IV, "The Brewers and Their Beers," in which he treats the northwestern microbrewers individually. The most important thing to be said about them is that they are, in fact, highly individual. The variety of equipment, brewing methods and ingredients used by the 20 brewers described is really remarkable. Cottone endeavors to be neutral in his treatment, but his enthusiasm for Grant's Yakima brewery, Hale's of Colville, WA, and Redhook of Seattle is apparent.

In Chapter V, "True Beer Establishments," Cottone proceeds to brewpubs and bars that sell the microbrewers' beers. He gives highest marks, his only four stars, to Spinnakers in Victoria, BC. This is the only pub in the area, and possibly in North America, to have enough demand for CAMRA's version of real beer to have hand-pumped or gravity-dispensed cask-conditioned ales. Both Seattle and Portland have a large number of establishments that pass Cottone's test for True Beer. The book ends with some borderline cases, such as Anchor's pasteurized ales, and a glossary of brewing terms. If I couldn't carp about Will Anderson on the matter of an index, I certainly can on this one. Given the large numbers of brewers, brands, bars, and techniques mention, this book needs an index more than any of Will's did, but does not have it. Finding material requires quite a bit of leafing through the text.

Glued into the rear endpaper is an update to mid-1988 that drives home the point often made here that the micros and brewpubs are highly perishable. Four of the 20 breweries had passed out of existence in two years and three had been added. Changes among the pubs were even more abundant. This book is likely to be the only historical documentation of some of the breweries, and as such it is excellent. It is rather rigorously limited to its area, with only occasional straying into California, but its technical competence and its merit as an historical source make it of very general interest. It is highly recommended.

GWH





At this time all N.A.B.A. Members should have received the 1989 Membership Directory. Once again the Directory lists more members than ever before. The only reason the N.A.B.A. prints the Membership Directory is so members can communicate with each other. Listing the items each member collects also tells other members who to contact for those items. It is the hope of N.A.B.A. that the Directory is of value to its members.

As Executive Secretary I receive some letters requesting information about Breweriana items from non-members. Because I do not have knowledge of all Breweriana items I write to a N.A.B.A. member for more information. In most cases I do receive an answer but sorry to say sometimes I receive nothing. In most cases its just a matter of writing a few numbers down and mail. This is got to be what N.A.B.A. is all about. Please answer all mail from other members. Its great to help others collect Breweriana.

Sorry to say the following new members joined N.A.B.A. but are not listed in the 89 Directory. The deadline date for the Directory was January 1st.

Just a few dates to remember are May 31 Dues are due. March 24 Hospitality Room at Indianapolis, August 4-5-6 St. Paul Convention. So make your plans for 89.

Robert E. Jaeger  
Executive Secretary

ADAMS BRIAN R.  
23 Daniel Drive  
Coventry RI 02816  
401-821-7219  
Bottles-cans-coasters  
openers

BRONCZYK EDWARD  
8819 Sheryl Ann Drive  
Crestwood Mo. 63126  
314-843-4029  
Bottles-cans  
St. Louis area only

BRUNER ALY  
5776 Stoneridge Mall Road #330  
Pleasanton Ca. 94566

CAMERON JEFF  
Box 2 Suite 1 S.S. 3  
Calgary Alberta  
Canada T3C 3N9  
Brwg. equipment-history  
mirrors-neon signs-signs  
Coors, Schlitz & Bud

GARBER BILL (Elke)  
4298 Selby Court  
Cheviot Oh. 45211  
513-661-4170  
All breweriana  
Wunderbrau & All Cincinnati  
Newport, Covington

GROBE CAROLYN  
Miller Brwg. Co.  
3939 W. Highland Blvd.  
Milwaukee WI. 53201  
414-931-4989  
Advertisements-history  
labels-photos  
Miller Brwg. Co. Brands

HENDRICKS ROBERT C. (Joan)  
547 S. 7th Street  
Dundee IL. 60118  
312-426-2584  
Bottles-corkscrews  
All Brwgs. & Brands

JONES MALLORY C. JR.  
P.O. Box 23  
Macon Ga. 31202  
912-743-9558 (O)  
912-477-4617 (H)  
All breweriana  
Pabst, Heineken, Olympia,  
Hamm's, La Batt's, Rolling Rock

LARRANCE ART  
Portland Brwg. Co.  
1339 N.W. Flanders  
Portland Or. 97209  
503-222-7150  
All breweriana-calendars  
Oregon Pre-Pro Brwgs.  
Primarily Portland Brwg. Co.  
(Prior to prohibition)

MC CHRYSTAL EDWARD T. (Debra)  
4541 S. Deyo  
Brookfield IL. 60513  
312-387-0429  
Clocks-neon signs  
signs-tip trays  
Miller, Miller Lite

MILLS GENE  
P.O. Box 1065  
Ashland Ky. 41105  
All breweriana-mini beers  
openers-paper items-trays  
Fesenmeier, Little Switzer-  
land Brwg. Co.

NELSON TIMOTHY A.  
2020 28th Avenue S.  
Minneapolis Mn. 55406  
612-338-8372

NEVINS RICHARD (Iris)  
RR 3 Box 613  
Sussex N.J. 07461  
201-875-4950  
Leaded glass windows  
reverse paint on glass  
lithos-signs-trays

OLDENBURG JERRY  
2123 N. Seminary  
Chicago IL. 60614  
312-871-1950  
All breweriana-mini beers  
mugs steins-salt shakers  
statues-trays

OZOLINS ERIC  
196 Oakridge Drive  
Scarborough Ontario  
Canada M1M 2B3  
416-261-2184  
Glasses-neon signs  
signs-trays  
Labatt's

ROSEN PAUL S.  
4824 N. Hermitage Avenue  
Chicago IL. 60640  
312-561-3576  
Bottles-history-labels  
Chicago Brwgs.

SICHER BRIAN K. (Jan)  
1926 S. 6th Street  
Allentown Pa. 18103  
215-797-8794  
All breweriana-clocks-lithos  
reverse paint on glass-signs  
Neuweiler

STEPHENS KEN (Kim)  
12 Lloyd Avenue  
Florence Ky. 41042  
606-371-5907  
Lithos-signs-thermometers  
tip trays-trays

STOCKTON JOHN M. (Christine)  
30 W 170 Attleboro Court  
Warrenville IL. 60555  
312-393-6112  
Mugs steins-tap knobs  
tip trays  
Miller High Life

STRASBURG GARY  
839 Post #403  
San Francisco Ca. 94109  
415-885-2176  
All breweriana-coasters  
glasses-labels-mugs steins

THE ONLY SHOW IN TOWN  
1495 Kuhio Highway  
Kapaa Kauai HI. 96746  
808-822-1442  
Dealer

WAGNER RICHARD (Ann)  
15 N. Broad Street  
Hatboro Pa. 19040  
215-675-3578  
Bottles-coasters-labels  
micro mini beers-photos  
post cards  
Pennsylvania & Micro Brwgs.  
(N. America)

WALLACE ROD (Patty)  
2009 Gettsburg Avenue N.  
Golden Valley Mn. 55427  
612-541-9940  
Glasses-lamps-neon signs  
signs-tap knobs  
Hamm's

WALSH JACK  
7240 Port Royal Court  
Mentor Oh. 44060  
216-951-5411  
Coasters-labels  
mirrors-mugs steins  
Stroh Brwg. Co.



# ARE WE READY FOR DRY BEER?

By Steve Byers

**I**F IT seems like you hardly can turn on TV these days without a pitch for something called "dry" beer, you're right. Michelob says it is spending more to introduce this beer than it has spent on any brand since introducing Bud Light in 1982.

If that saturation isn't enough, often the Michelob Dry commercials find themselves near Old Style Dry commercials, which look remarkably similar (but with a nasty, sexist streak).

All this attention is over a "dry beer" concept that's a little puzzling — in English-speaking places, anyway. The concept makes more sense in Japan, where it originated.

What we're talking about is a beer that tastes dry and crisp, without aftertaste, quite different from conventional American beers.

What the American commercials are trying to say with graphics and pictures is that this new style beer is hip. One Michelob Dry TV commercial, for example, starts with big, bold letters: "WHAT DRY WAS." Then comes scene after scene of dryness: the desert, the stereotyped Southern sheriff, tumbleweeds drifting along in the wind. This is followed by "WHAT DRY IS," and scenes of ocean waves, surfers and other wet shots. A voice-over tells us:

"Introducing new Michelob Dry. It's brewed longer to start bold, finish clean and refresh completely. New Michelob Dry: one taste and you'll drink it dry."

They're trying to get American beer drinkers — long accustomed to thinking of cool, wet beers — to associate "dry" beer with what they've always enjoyed.

The Japanese don't have to be told that. In Japan, dry is the symbol of trendiness. It means something new and bold. In Japan, a wet person is quite conservative while a dry person is more individualistic.

**W**HY ALL this talk about TV and symbolism in a story about a new kind of beer? Because we consumers have become slaves to television pitches for beer and the future of this new style of brew depends on how well we accept the advertising.

Beer is viewed as a status symbol and advertising tells us how to perceive it. All that is secondary to how good it tastes (at least to the marketers running our breweries). In this instance, that's a shame because dry beer is, indeed, something different, and something that, I suspect, will develop a significant following in this country.

American advertising, in its frenzy to tell us how trendy this beer is, doesn't bother to inform us exactly what it is. (You'd think that's what advertising for a new product should do! Oh, well.) This may help: If the beer drinker ignores the advertising images and thinks of "dry" in terms of dry champagne, he'll have a clearer idea. In fact, he may find that he actually prefers this style beer.

It's distinctive, and it costs about the same as regular beers.

Its flavor — and we're generalizing here, since not all dry beers are the same — tends to be sharp, smooth, light and a tad bitter. Its most startling feature is that it lacks aftertaste. For us, that's a radical departure. We're accustomed to European-style beers that fill the mouth and throat with a flavor that, in good beers, lingers long after it's swallowed.

Not so with a dry beer. The best start sharp with a nice flavor noticeable only in the front of the mouth.

The different flavor comes from a different brewing method. Dry beers are brewed longer so that the malt, corn and rice are turned into fermentable sugars, then they're efficiently consumed by yeast. This results in an end product containing less residual sugar.

When a beer's sugar content goes down, it becomes drier. That's basically the same way a dry wine becomes dry.

**D**RY beer was created a few years ago after the Asahi brewers of Tokyo asked 5,000 beer drinkers what their ideal beer would be. The consensus? A beer that was dry and crisp with no aftertaste.

So the brewers created one.

The new beer, called Super Dry, had about 10% alcohol (about twice the average and twice what is legal in the US) and the same number of calories as a regular beer, anywhere from 145 to 155. But it fit the flavor profile the survey had found.

Dry beer was introduced in March 1987. The other three major Japanese brewers — Kirin, Sapporo and Suntory — rushed to bring out their own versions. By January 1988, Sapporo says, dry had captured 9% of the Japanese market. By April, it had grown to 28% and in June, 38%.

As a comparison, after 14 years, light beers now hold about 25% of the US market.

With that kind of acceptance, it wasn't long before American brewers got interested. Shortly after Kirin and Asahi introduced dry to the US,





Richard Wood

How will Americans react to dry beer? Japanese and American brewers are gambling that it'll do well.

Michelob, Old Style and Pabst developed their own versions, all introduced last autumn.

Are the US and Japanese dry beers similar? Not totally. The biggest difference is that the Japanese brands pack a lot more punch, with alcohol contents of 9% to 10% (by volume), while American beer is limited to 5%. But the Japanese beers shipped to the US are sold at 5% alcohol, the same as US beers.

Another difference: The Japanese have a less-sweet beer than that developed for the American taste.

**S**O HOW do the dry beers shape up, to an American beer drinker who loves the heavy German-style brew? Not bad, in several cases. But awful in a couple.

Here's a look at the five available in the Milwaukee market at the time of the recent tasting, rated in order of my preference.

■ **Kirin**, from Japan. It starts as a very pale yellow, very clear beer with a nice head that lasts. The aroma isn't much, but it smells distinctly like a beer.

The flavor is sharp, clean and crisp with absolutely no aftertaste. It's a neat flavor, one that satisfies sufficiently although it ends much sooner than what we have come to expect from a beer. Conclusion: This is an excellent beer (in fact, I liked it better than Kirin's regular lager).

■ **Michelob Dry**. Another pale yellow, clear looking beer (almost exactly the same as Kirin's), although the head died quicker. Michelob Dry gives a hint of things to come with a sweeter, more malty aroma.

It follows up with a flavor that's distinctly sweeter than Kirin. (It's deliberately designed to fit American tastes, Michelob says.) But it's a very likable flavor, smooth with — again that distinct feature — a clean finish.

This is another nice beer, one that Americans probably will like.

■ **Old Style Dry**, from G. Heileman Brewing Co. of La Crosse. It has a rich, golden color (the best in the bunch) with an excellent head that died a bit too quickly. It had little aroma. The flavor is fuller than the rest, but it also is sour and rather unpleasant. It's a shame, but this is just not a very good beer.

Let's hope the taste problems will be ironed out in later batches (yes, brewers are constantly changing the flavor of their brews, especially the newer ones).

■ **Sapporo**, from Japan. Sapporo offers a more golden, darker color and nice head with a twinge of sweetness in its aroma. That sweetness doesn't carry over into the beer, which is flat and not especially good. This beer had a slight aftertaste, a bitter one at that.

Sapporo is not in the same league as Kirin and Michelob Dry.

■ **Olympia Dry**, from Pabst Brewing Co. Its pale color and nice head give promise of nice things to come. Stop there: Promises are all you get from Olympia Dry. The aroma is disagreeable — best described, perhaps, as "late night at a fraternity party."

Then comes a metallic, unpleasant flavor that's so light it disappears before becoming disagreeable. If the object of a dry beer is a flavor that ends early, this one ends almost before it begins.

Coming from the brewers of quality products like Pabst Blue Ribbon and Andekker, it is a major disappointment. Try again fellows. **W**

Steve Byers, a writer for The Journal's Features/Lifestyle staff, has been doing stories on beer for the last decade. He wrote a column, "Beer City," for this magazine from 1979 to 1983.

## BUY - SELL - TRADE

Mail auction: Don and Bonnie Bull will sell off their collections of openers in three mail auctions, April, July and December, 1989. Catalogs \$5 each, all 3 for \$10. Bonnie Bull, 20 Fairway Dr., Stamford, CT 06903

Wanted to buy or trade: Grain Belt, Minneapolis Brewing Co., items, all types. Old mint label sets for trade. Carl W. Faust, 132 Pine View Dr., Brainerd, MN 56401.

For sale: Christopher Bast, WI, brewery copper token, dated 1863, \$25. R. H. Frederick, 9801 Dahlia Ave., Palm Beach Gardens, FL 33410.

Wanted: Stroh's state mirrors for ME, PA, ND, KS, NE, OK, AZ, CO, ID, NV, AK, and HI. Ron Kachel, 69 Sunset Ave, Lynbrook, NY 11563. (516) 887-7272.

Wanted: Oshkosh, WI, breweriana: labels, signs, anything. Top prices. Ron Akin, 828 W. 19th Avenue, Oshkosh, WI 54901.

Wanted: Breweriana from Fox Head, Weber and Gettleman, esp. Gettleman wildlife plaques and porcelain Fox Head signs. Dennis Martin, 312 Pleasant St., Mukwonago, WI 53149.

For sale or trade: Dakota wheatbeer neon, as in Winter 1988 issue. Ron Kruse, 233 Fair, Ottawa, OH 45875. (419) 523-6309. Item is unused.

For sale: Who's Who in Brew, reproduction of 1978 publication, listing over 6000 post-pro brands. \$12 postpaid. Paul Burden, P.O.Box 218, Medfield, MA 02052.

For sale: Approximately 400 foreign beer glasses and glass mugs, \$3 each or all for \$1000. Warren Thede, 3106 Jersey Ridge Rd., Davenport, IA 52807.

Wanted to buy: Pre-pro breweriana from Minneapolis Brewing Co., Grain Belt beers. Mike Hajicek, (612) 471-8729.

Wanted: Back issues of The Breweriana Collector, Nos. 1-6, 8-16, 20-26, 28 and 51. Mike Hennech, 2721 Stark, Fort Worth, TX 76112.

Wanted: Schlitz breweriana: unusual items, pre-pro items, historical photographs and information. Leonard Jurgensen, 1025 Squire Court, Oconomowoc, WI 53066. (414) 965-3281.

For sale: Five Budweiser neons and one Miller neon. Myron Wagner, 1108 Grant Ave., Norfolk, NE 68701.

Wanted: Oregon pre-pro breweriana, esp. Portland Brewing Co. Art Larrance, Portland Brewing Co., 1339 NW Flanders, Portland, OR 97209.

Free: The editor offers his entire collection of non-valuable cans to the first person who will pick them all up at my Los Angeles house. Several hundred cans, U.S. and foreign, 1975 to present. Good starter collection. George W. Hilton (213)478-4304.

### BREWERY COLLECTABLES

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



Jon H. Ruckstuhl  
P.O. Box 612164  
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Ottawa, OH 45875 (419) 523-6309.

NABA Member



## EVENTS OF INTEREST

- March 4-5 Music City Madness show, Soda Mart-Can World, Goodlettsville, TN. Phone (615) 859-5236.
- March 16-19 14th Western States Breweriana Convention, Showboat Hotel, Las Vegas, NV. Contact Jim Thomas 4084 Pequeno, Las Vegas, NV 89120 (702) 456-4636.
- March 25-26 Indianapolis Antique Advertising Show, Indiana State Fair Grounds. Later shows June 24-25 and September 23-24. NABA will provide hospitality hours March 24 and September 22 at Holiday Inn, U.S. 421 and I-465, 8:00 PM-midnight. Members cordially invited.
- April 8 Eastern Coast Breweriana Association annual spring meet, McCungie Memorial Hall, McCungie, PA. Contact William Fatzinger, 2212 Baker Dr. Allentown, PA 18103.
- April 16 Tidewater Beer Can & Breweriana Show, Sindpiper Recreation Center, Fort Story. Contact Phil Alley (804) 499-6082.
- May 6 Brewery Collectibles Show, Regency Lanes, 6014 N. 76th St., Milwaukee, WI. Phone Herman Guenther (414) 543-2906.
- May 7 Minnesota Breweriana Show, Brooklyn Park Community Center, 5600 85th Avenue, Brooklyn Park, MN, 10-3. Phone Mike Hajicek (612) 471-8729.
- May 21 Brewery Collectibles Show, Red Carpet Lanes, 5727 S. 27th St., Milwaukee, 10-3. Phone Jim Welytok (414) 246-7171. Later shows on October 22 and December 10.
- June 15-18 American Breweriana Association, VIII convention, Inn at the Mart, Denver, CO. Write ABA, P. O. Box 11157, Pueblo, CO 81001.
- July 13-15 ECBA annual convention, Stoudt brewery, Adamstown, PA.
- August 4-6 National Association of Breweriana Advertising annual convention, Stroh brewery, St. Paul, MN. Details to be provided.

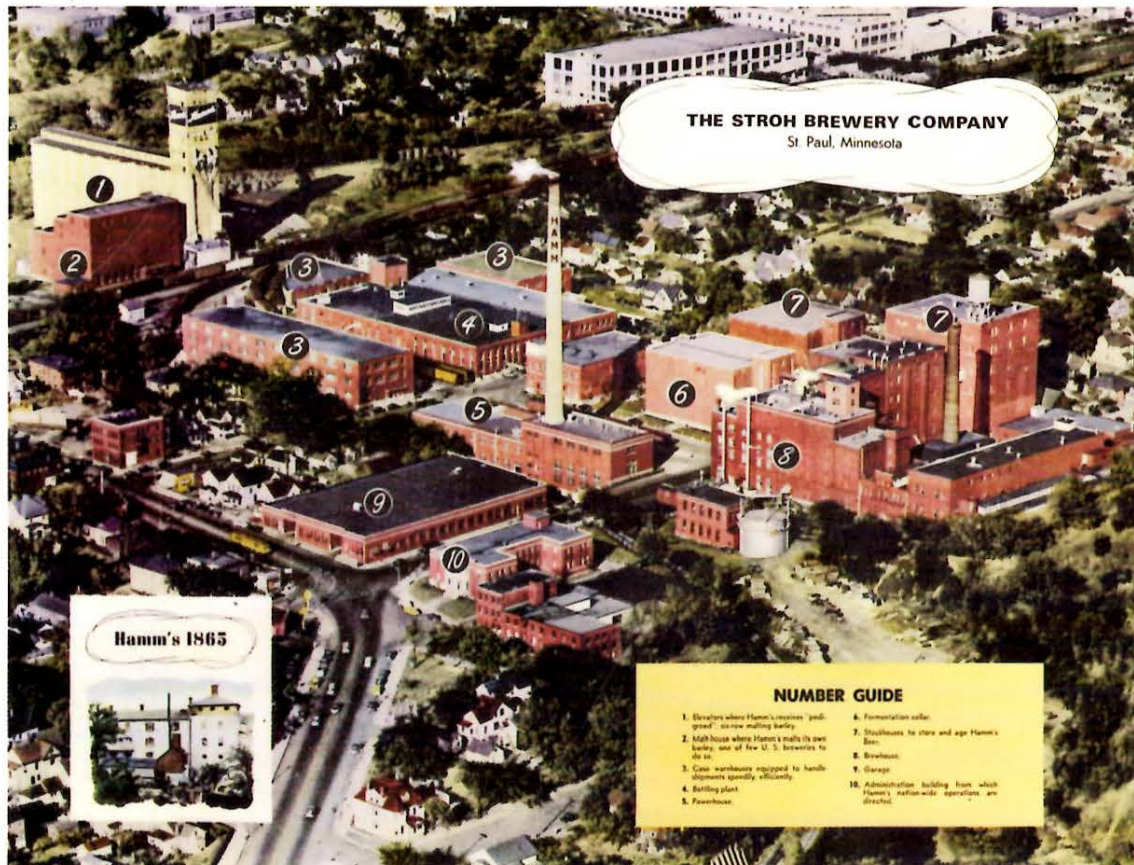
### **BEER BOOKS FOR SALE**

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  
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**BUILD A VACATION - CONVENTION**

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