

# The Bremeriana Collector

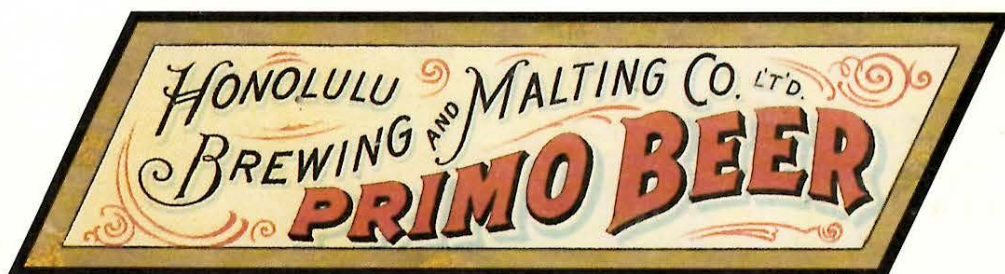
JOURNAL  
OF THE  
NATIONAL ASSOCIATION

BREWERIANA ADVERTISING

VOLUME 65

FOUNDED JANUARY 1972

SPRING 1989





# National Association Breweriana Advertising

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

## Officers:

Peter Blum  
John Filson Graff Jr.  
Robert A. Brockmann  
Robert E. Jaeger  
Stanley D. Loula

President  
Vice-President  
Recording Secretary  
Executive Secretary  
Treasurer

## Directors:

Jeanette Bendula  
John M. Brandt  
John M. Ferguson

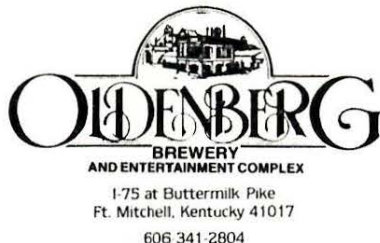
Herbert A. Haydock  
Robert E. Kay  
Paul Zagielski

## Appointive Officers:

Robert E. Jaeger  
Robert E. Kay  
George W. Hilton  
Peter Blum  
Randy Carlson

Directory Editor  
Auction Chairman  
Editor, The Breweriana Collector  
1989 Convention Chairman  
1989 Convention Vice-Chairman

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



THE SECOND ANNUAL  
OLDENBERG ADVERTISING SHOW  
MEMORIAL DAY WEEKEND  
MAY 27 & 28, 1989

## PRESIDENT'S PAGE

This issue includes the registration form for the St. Paul Convention and a hotel reservation card for the Bloomington Marriott. Please note that this card lists the dates as Aug. 2 - 7. The last day of the convention is Sunday, Aug. 6, and the breweriana show will be closing at 2pm.

The special convention rate is in effect from Monday, July 31. The first scheduled function is the optional excursion to New Ulm on Thursday morning, Aug. 3. We are calling it the St. Paul Convention, because our host is the Stroh Brewery in St. Paul, but it is the entire Twin Cities area which is the attraction.

I wish to address these remarks primarily to those of our growing membership who have never or rarely attended our annual convention. Over the years we have developed a very successful convention formula for those willing to commit the time and funds to explore breweriana in depth. If you have never attended the NABA convention but are seriously interested in breweries, brewing history or brewery advertising and collectibles, this will be a very good year to take the plunge or to come again.

There may be valid reasons for being reluctant to come to Minnesota. It may be the distance, or perhaps the three or four days will cost more than you wish to spend, or for some it is not Europe and possibly too mixed a group.

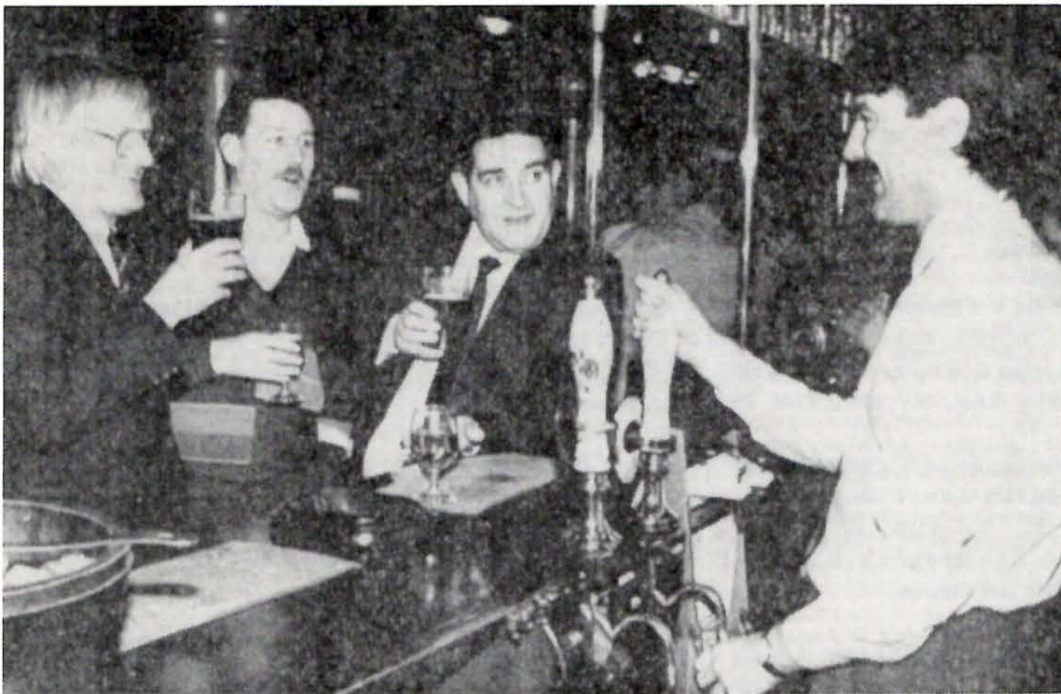
Not to worry. True, the Twin Cities area is a day's drive from Chicago, and that itself may be a long way from home. But once past O'Hare, the interstate becomes easy and the scenery interesting. The Bloomington Marriott is ten minutes from the airport. We have negotiated a \$52 multiple occupancy rate in a very nice property; in fact we may never see that low a rate again in a good hotel. NABA people are courteous and you will fit right in. Convention attire is very informal. We do have a banquet on Saturday night when officers will wear jackets and ties, and their ladies will dress accordingly, so one can join.

I urge everybody to take the time for at least a three night visit. You really cannot do justice to the amount of breweriana which is under one roof in less time and also participate in the program. NABA conventions are visits to breweries, they are exploring small and large items in a hundred rooms, they are fast decisions during the auction, and meals in interesting places. Above all, there is time to learn about the hobby in the fellowship of other collectors. For many it is the thrill of seeing truly great items, and perhaps taking a once in a decade plunge for a dozen years worth of bragging rights.

It will be there at the Marriott in Bloomington, awaiting your pleasure.







ASSOCIATED PRESS

Bartender pulls a pint at the Printer's Devil pub in London. The government plans a major shakeup of the brewing industry.

# A Bitter Ruling for British Brewers

*'Big Six' Find Thatcher Plan for Divestiture of Pubs Hard to Swallow*

March 26, 1989

By Jonathan C. Randal  
Washington Post Foreign Service

LONDON—Prime Minister Margaret Thatcher this week showed she had not lost her flair for the populist touch with the announcement of a widely acclaimed proposal to break the hold the six biggest brewers exert over Britain's pubs.

With the promise of a cheaper pint and greater choice at the tap, Lord Young, head of the official Monopolies and Mergers Commission, said he was "minded" to go along with suggestions favoring the biggest change in regulating pubs in more than a century.

His 400-page report criticized brewers for raising prices 15 percent above inflation during the past decade. And he recommended that Britain's six dominant brewers—which produce 75 percent of the country's beer—divest themselves of 20,000 pubs across the country that serve only the house brand.

So-called "tied pubs" linked to big brewers now account for 55 percent of Britain's 82,000 pubs. They compete with "free houses," which buy from any supplier, although about half of these are also linked to big brewers through cheap loans provided by the brewers.

If Lord Young gets his way, no brewer could own more than 2,000 pubs. Bass, the biggest of the Big Six, alone would be forced to divest itself of 5,300 pubs, while Allied-Lyons PLC and Whitbread PLC would be forced to trim more than 4,000 each. Their share prices fell on London's stock exchange on the news.

Charging that the current structure of the beer industry was monopolistic and anticompetitive, the report pointed to curious anomalies in pricing. Why, it asked, were prices for the increasingly popular lager 10 percent higher than traditional beers and ales such as the standard bitter? And why does a pint of bitter cost 96 pence, or \$1.65, in London or the prosperous southeast England but as little as 74 pence, or \$1.27, in some parts of the West Midlands?

News of Lord Young's recommendations appeared on front pages throughout the country, prompting headlines such as "Drop of Cheer on Beer Exclaimer" and "Time Called on Brewers," a play on words for the classic publicans' phrase signaling the last round before closing.

But the brewing industry is attacking the plan, calling it a "charter for chaos" that would create "megapubs" and destroy the quintessentially English public house.

The MCC recommendations, the result of a two-year inquiry, were the third bit of good news for the drinking classes in less than a year. Last August marked the end of rigid licensing hours, first adopted during World War I, authorizing pubs to serve weekdays only from mid-morning to early afternoon and then from 5:30 p.m. to 10:30 or 11 p.m.

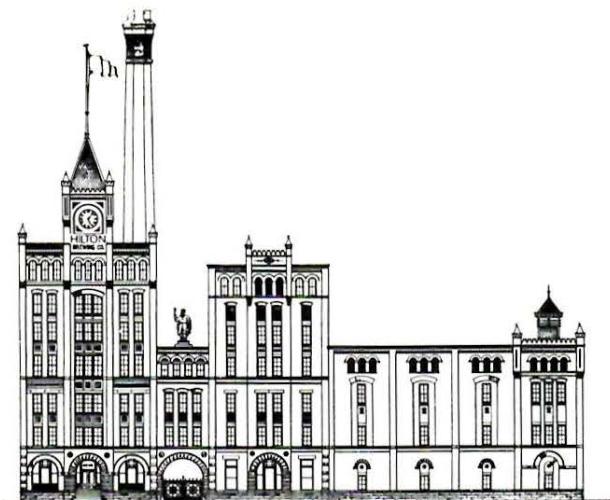
In addition, the government recently rejected proposals to raise taxes on alcohol, apparently for fear of adding to the rapidly rising inflation index.

Richard Boston, who for years wrote a column on beer in which he castigated the Big Six, cheered the culmination of what he called "the most successful consumer revolt of all time."

"Certainly we had no access to expert knowledge," he recalled in the *Guardian*. "Damn it, we've been proven right," he said, wondering "why does it take government so long to recognize the realities which are perfectly obvious?"

The pro-government *Daily Telegraph* noted that "an Englishman's pub is his castle. It is one thing for the government to tangle with the bar or the doctors, but if it upsets the nation's drinkers, its goose will be well and truly cooked."





## FERMENTATION

### Could the Federal Government Have Saved the Local Brewers?

As enthusiasts, most of us would be happier if the local brewers had survived. Who would not like to spend the coming summer touring about Oconto, Zeman, Princeton and numerous Walters? The question arises whether the federal government could have saved the local brewers from their virtual extinction. Note that the question is not whether the federal government should have done so. The disadvantage of the small breweries in cost relative to the major brewers is well established. We'd be getting our beer in much more expensive fashion if we were still doing it through the likes of Oconto. In other words, saving the local brewers, if it could have been done, would have entailed the sort of costs to the economy that economics devotes itself to trying to prevent.

There is, however, a statute designed for exactly such purposes, the Robinson-Patman Act of 1936. The act was an effort of the Roosevelt administration to protect small grocers from the rapid spread of the major chains that now operate our supermarkets. Mainly it sought to limit quantity discounts, but it also prohibited selective price-cutting intended to drive a competitor out of business; one was allowed only to meet "an equally low price of a competitor." One of our members at a recent convention explicated the view that Schlitz had bagged most of the Wisconsin local brewers through selective price cuts in their sales areas. I don't know if his evaluation is accurate, but if so, the actions were the sort of thing against which Robinson-Patman cases are directed.

The most famous case under the Robinson-Patman Act was brought against something quite similar. Freezing of pies reduced shipping costs and expanded the marketing areas of national baking companies about as the canning of beer did for the major brewers. Carnation, Pet and the Continental Baking Co. all entered the Salt Lake City market, charging lower prices than in their home areas, to the detriment of the Utah Pie Co., a local family-owned firm of only 18 employees. On the basis of the experience of 1958-61, Utah Pie brought an action under the Robinson-Patman Act and won in 1963. The Supreme Court sustained the decision in 1968 and the defendants settled with Utah Pie out of court -- presumably for plenty.

Did that preserve Utah Pie? Economists Kenneth Elzinga and Thomas F. Hogarty followed up the case and found that it did not. Utah Pie lasted only until 1972, and then went out of business. Carnation and Pet withdrew from the local market, and Mrs. Smith's Pie Co., which was not even a party to the case, became the dominant firm in Salt Lake City. By analogy, if Oconto had tried to protect itself from the alleged predatory price-cutting of Schlitz, it might have won its case, but it could not have survived in the face of the cost disadvantages of the small brewers. Schlitz would presumably have gone out of business anyway, and Anheuser-Busch and Miller would have come to dominate the market, as they do nationally. Elzinga and Hogarty concluded that the Robinson-Patman Act simply



imposes costs in the form of enforcement and litigation expenses, but does not alter the trends in the economy. After all, the independent grocery stores the act was most basically designed to protect have passed out about as fully as the small brewers, and the major grocery chains dominate the industry about as thoroughly as the major brewers do.

Accordingly, we may conclude the Robinson-Patman Act could not have allowed the likes of Oconto to survive. The only way it could have been done is with tax policy. The federal government, Pennsylvania and Wisconsin have all provided some degree of tax remission for the small brewers, which at most has slowed the exit of such firms from the industry. The only policy that might have saved them is a steeply escalating excise on output to counteract the cost advantages of the major firms. West Germany has such a policy, which appears moderately successful. It has caused the country to have a number of brewers vastly in excess of any other, but even that number is falling. The major brewers lobby about as effectively as any other large firms, and it is difficult to picture their standing by idly while a policy was instituted to counteract their cost advantages. Consequently, we ought to treat the decline of the local brewers as inevitable, preserve their histories, and collect their artifacts -- as we do.

\* \* \*

The clipping on page 4 indicates that the Campaign for Real Ale has had partial success in one of its most basic policies, reducing the tied house system whereby the major British brewers own vast strings of public houses. CAMRA hopes by this to increase the number of pubs and the variety of beers in them. The limitation probably will increase the variety of beers in pubs, but it seems unlikely to stem the decline in number of pubs. CAMRA treats the reduction in number of pubs as an effort at monopoly by the Big Six or Big Seven major brewers, whereas we have argued here on previous occasions that the number of pubs is falling because television, canned beer, central heating and the spread of the automobile have either improved the alternatives to pubs or allowed the population to be served by a smaller number of them. Indeed, the new policy may accelerate the decline; there is no assurance that buyers will appear to take over all the formerly tied pubs for operation as free houses. What CAMRA most wants, increased output of its version of real beer -- warm, flat draft ale produced with sugar in the wort -- seems unlikely to follow from the new policy. As we have also argued previously, the stuff is declining because of its perishability, proneness to infection, dependence on high volume of dispense, and most basically to the country's belated conversion to lager. A change in the economic organization of brewing is unlikely to affect that conversion. The tied house system is thought to have arisen as a method for brewers to deal with uncertainty as to the relative success of pubs. The volume of beer meters the success of the pub, and allows the brewer to maximize his profits, instead of splitting them in some imprecise fashion with an independent publican. The change will probably reduce the profitability of British brewers, but seems unlikely to accomplish much of what CAMRA seeks.

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

April 11, 1989

DURING BOCK-BEER TIME.

VEN valking ovid von efening, 'twas hot  
und dry as hell,  
So Yacobson he set to me, "Subbose ve  
rest a spell."  
Ve go by dot Cherman peer Garten,  
Vere der pand id blayed so fine,  
Und get some peer for Yacobson, und  
some for Lewisstein.

VE lisdend by der moosic as hubby as  
could pe,  
Und efery leetle vile says Yacobson to  
me:  
"Bush der leetle putton in der vall your  
pack pehind;  
Vaiter! Von peer for Yacobson, und von  
for Lewisstein."

I VENT home mit Yacobson, und Yacob-  
son mit me,  
Oh! ve hat a lofely dime, such a cholly  
spreel!  
Und ven I bush der putton on dot door of  
mine,  
I holleret, "Von peer for Yacobson, und  
von for Lewisstein."

VEN I voke ub next morning my Frau  
she set, "see hier,  
Vot did you haf mit Yacobson dot make  
you act so kveer?"  
"Vy, nodings much, at all, my dear; ve  
didn't haf no vein,  
But yoost von peer for Yacobson, und von  
for Lewisstein."

"VELL, I dond care," she set again,  
und seemed inclined to veepe,  
I dink its awful mean of you to make me  
lose mine sleep,  
Und bush my pelly putton und holler all  
der dime,  
'Von glass of peer for Yacobson, und von  
for Lewisstein.'"

A card celebrating the Bock season, issued by the Nurnberg family of the Grain Belt Brewery in Minneapolis, from Lewis W. Thornburg.



# Territory of Hawaii.

OFFICE OF THE TREASURER, HONOLULU, OAHU.

Know all Men by these Presents, That in accordance with the provisions of Section 2, Chapter IV, of the Session Laws of 1888, the Honolulu Brewing & Malting Co. Ltd. a corporation organized and doing business under the laws of the <sup>of Hawaii</sup> Territory, as filed in the Office of the Treasurer an application for the Registration of a Trade Mark whereof the following is an exact copy:



which said application is accompanied by the Oath of J. Hocking Treasurer's Manager of the said Honolulu Brewing & Malting Co. Ltd. doing business in the City of Honolulu, Oahu, Territory of Hawaii that said Honolulu Brewing & Malting Co. Ltd. is the sole and original proprietor of a certain superior quality of beer by it manufactured of the

for which such Trade Mark, to be pasted on bottles containing said beer, is to be used.

NOW, THEREFORE, this CERTIFICATE is to grant unto the said Honolulu Brewing and Malting Company Limited the exclusive use of the said Trade Mark throughout the Territory of Hawaii for the term of Twenty Years from the date hereof.

In Witness Whereof, I have caused this CERTIFICATE to be issued at Honolulu, Island of Oahu, this 27<sup>th</sup> day of January A. D. 1905, and the Seal of the Office of the Treasurer to be hereto affixed.



## The Original Primo Label

Peter Blum

In 1987 Stroh decided to market the Hawaiian Schlitz brand Primo in green bottles for the Boston area with a neat green label. Behind this sentence are several questions about marketing (why Primo, why green bottles, why Boston?) which do not concern us here. Let us leave that part of the sentence with the comment that it could have added up to a cult beer in a metropolitan area with a large university population, and focus on the last three words: neat green label.

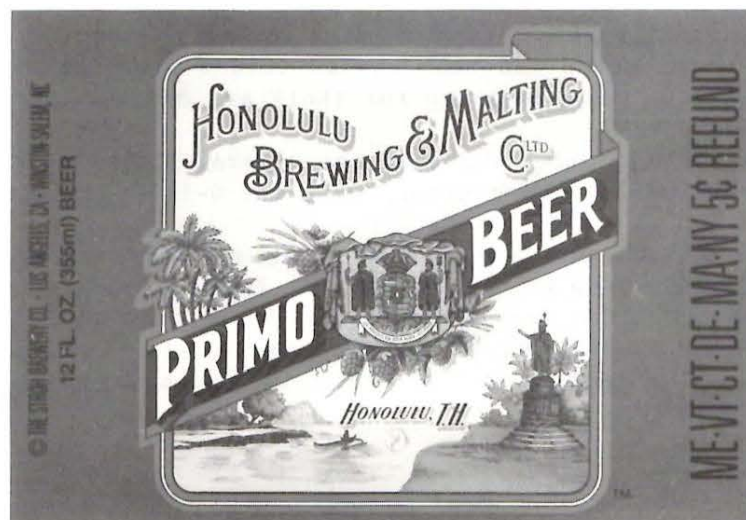
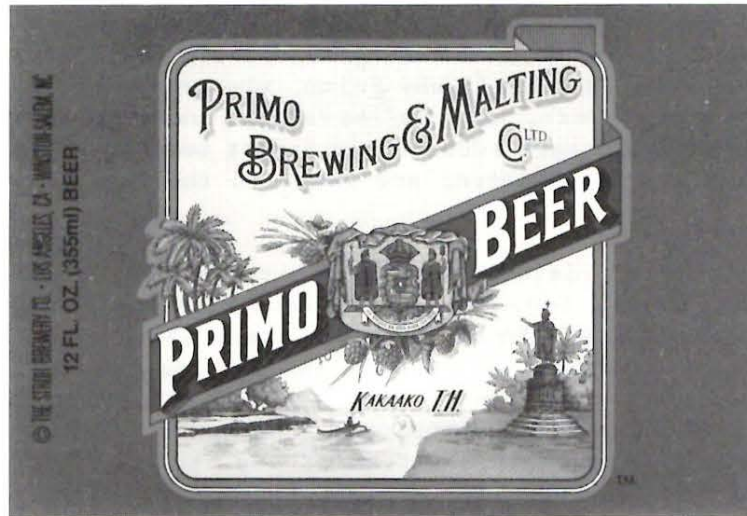
Neat it was. Set in a dark green field, it was printed in seven colors: blue, red, yellow, green, tan, brown and black. The neck label also was a thing of beauty, showing the royal Hawaiian crest above an explanatory text. The label came in two version, for Hawaii and for the mainland. For the Islands it was by the Primo Brewing & Malting Co. of Kakaako, T.H., while the Last Coast version read Honolulu Brewing & Malting Co., Honolulu, T.H. There was also a minor difference in the text of the neck label. Both versions began with "Below is a reproduction of the original Primo label, registered" and continued for Hawaii with "when the islands were a territory in 1905", or with "in Honolulu in 1905" for the mainland version.

The 1905 Primo label registration was of course not invented. It is on file in the Office of the Treasurer in Honolulu. Stroh took a copy to the firm which did such a great job with the Erlanger label, Gugler Printing Co. in Milwaukee. The colors were indicated by descriptions and arrows. Gugler should be able to reconstruct the label. Gugler did not need any help - Gugler still had the original label!

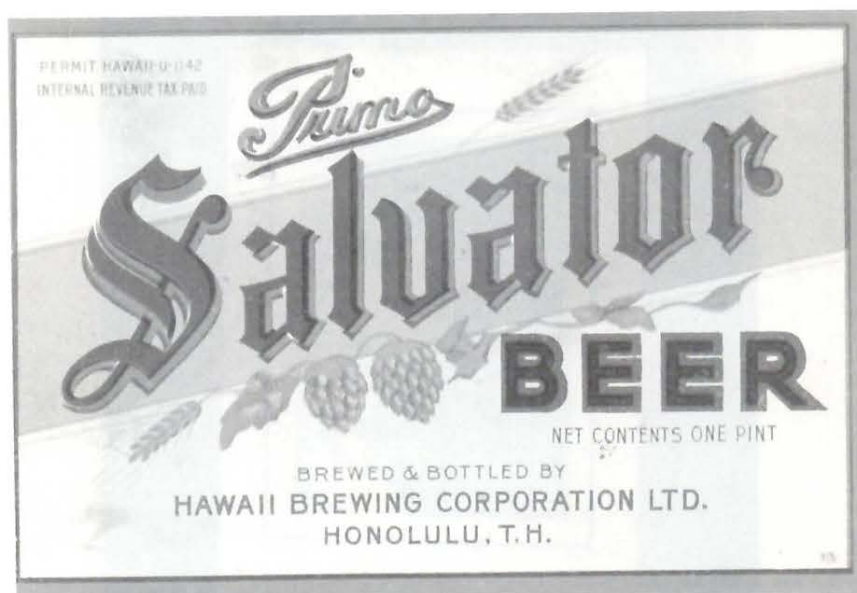
I first noticed the name Gugler below an old engraving of the Schlitz plant, and arranged for a visit during a Milwaukee convention a couple of years ago. Much to my surprise I was treated as a VIP, by virtue as a Stroh representative; until then I was unaware that Gugler had been given the job for the medieval Erlanger label series when Stroh redesigned the package. A visit to their new plant uncovered a goldmine in the creative department. Labels for various products had been pasted into a scrapbook evidently since Day 1, and now served as a resource for their art department.

The Stroh historical collection also has several IRTP Primo labels when it was brewed by the Hawaii Brewing Corp., with the U-1142 post-repeal number.

Primo, of course, has not been brewed in Hawaii for decades. Schlitz acquired the Hawaii Brewing Co. in 1964, and later decided to ship concentrated wort from their California brewery. It made sense in Milwaukee, but the syrup darkened during shipping, and beer quality was affected. The Hawaiian operation closed in 1979. Primo is brewed either in Van Nuys or Winston-Salem.







## STEGMAIER

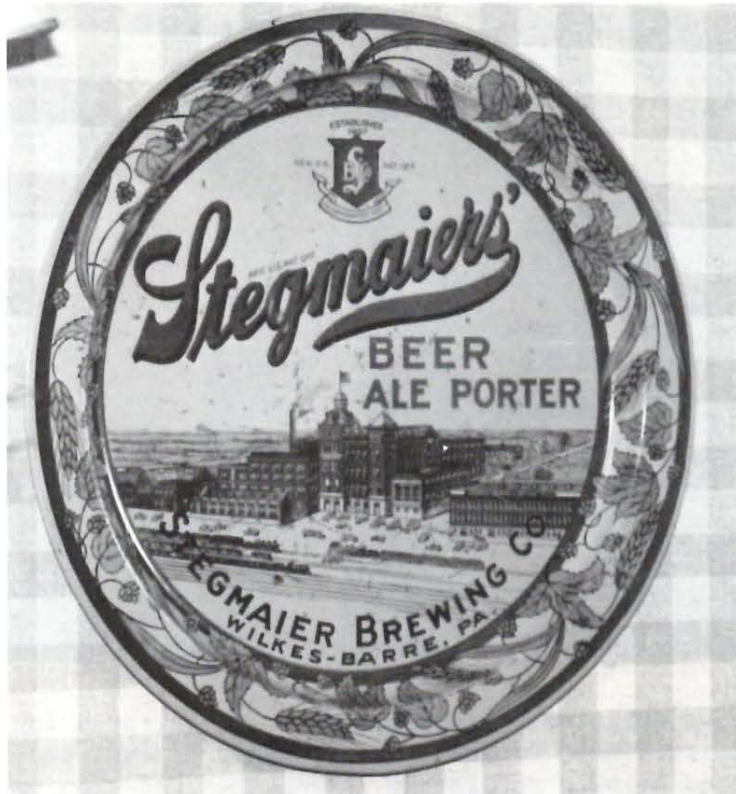
In 1987 Ruddy Heckler provided us with a very comprehensive article on the Stegmaier Brewing Co. of Wilkes-Barre, which gave us the lead article of issue 59. He has followed that with a set of photographs of other Stegmaier artifacts from what must be a most impressive collection. For historical information on Stegmaier, please see Ruddy's earlier article.



Two of Stegmaier's celebrations of pre-Prohibition femininity: above, a Vienna art plate, back-stamped for Stegmaier; below, a print, "Queen of Quality," 1911.







Two Stegmaier trays: above, a factory tray in the shallow-rim style of the pre-Prohibition era; below, a post-Prohibition design with a later treatment of Stegmaier's cursive logo.





Above, a relatively early wooden case, lettered for Stegmaier's Malt Extract. A newspaper of 1904 had been inserted below a red fabric lining that had been nailed into the case. Below is a very rare tip tray in the design moderately common in a full-sized tray. See No. 59, page 15, for the full-sized version.

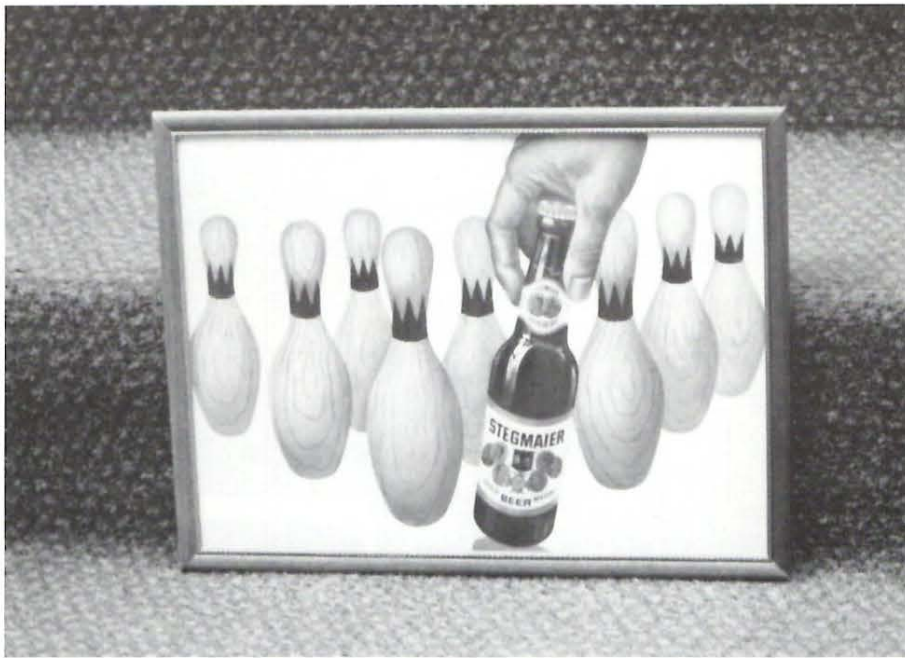






A half dozen small Stegmaier artifacts: above, a calendar-holder, a framed back patch, and a license plate; below, an aluminum medal with a factory scene, a pin-back button with a chipmunk design, and a matchbook with a small factory scene.





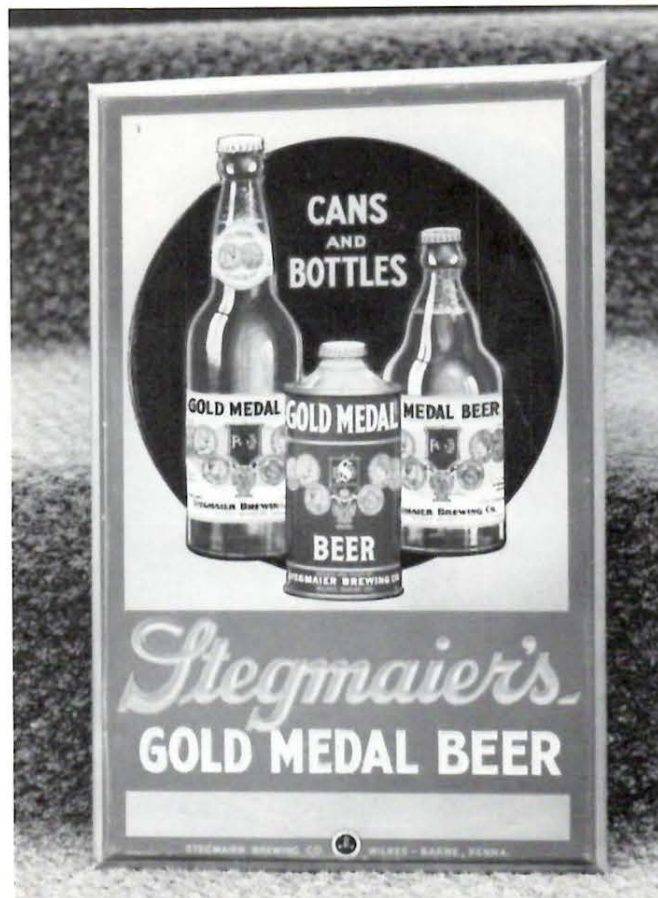
Here are two signs believed to date from the 1940s. The bowling print, above, is the only one Ruddy has ever seen. He suspects it may be an artist's proof for an advertisement never actually executed. The lower view is a more orthodox cardboard sign for Stegmaier's draft porter. Pennsylvania was America's bastion of porter; Yuengling still produces it in substantial amounts. Porter was the most common form of beer in Britain in the 18th century, but declined relative to pale ale in Britain and to lager elsewhere.

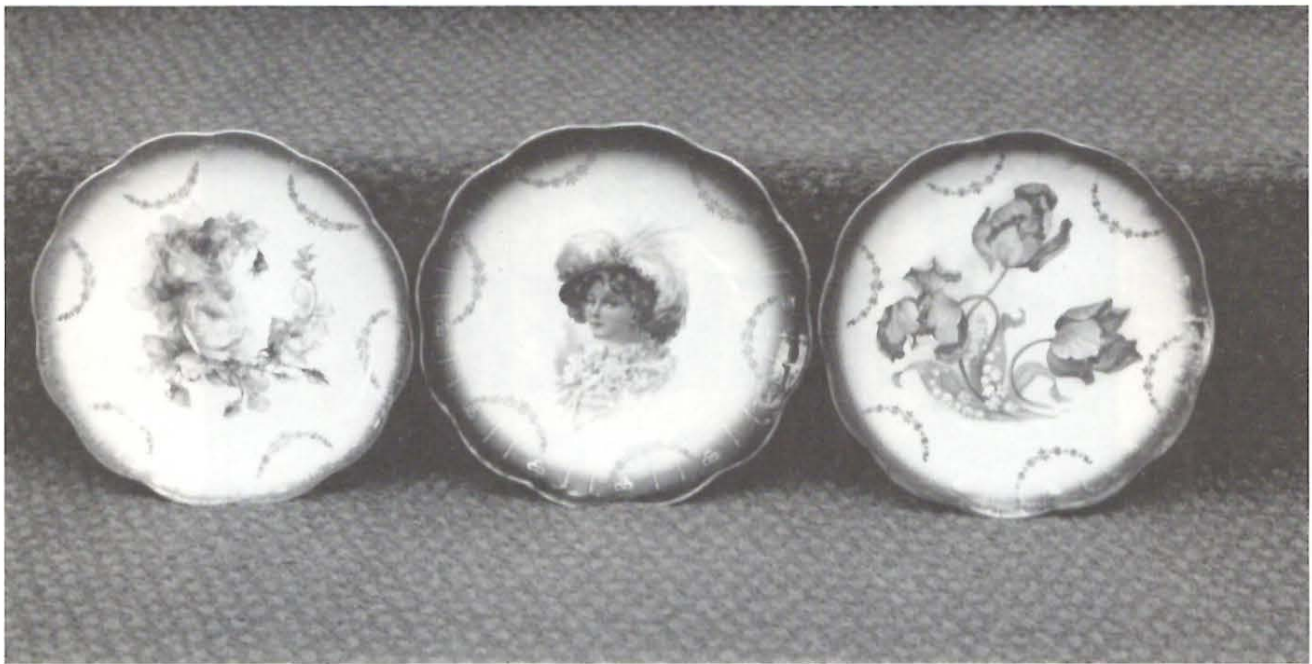




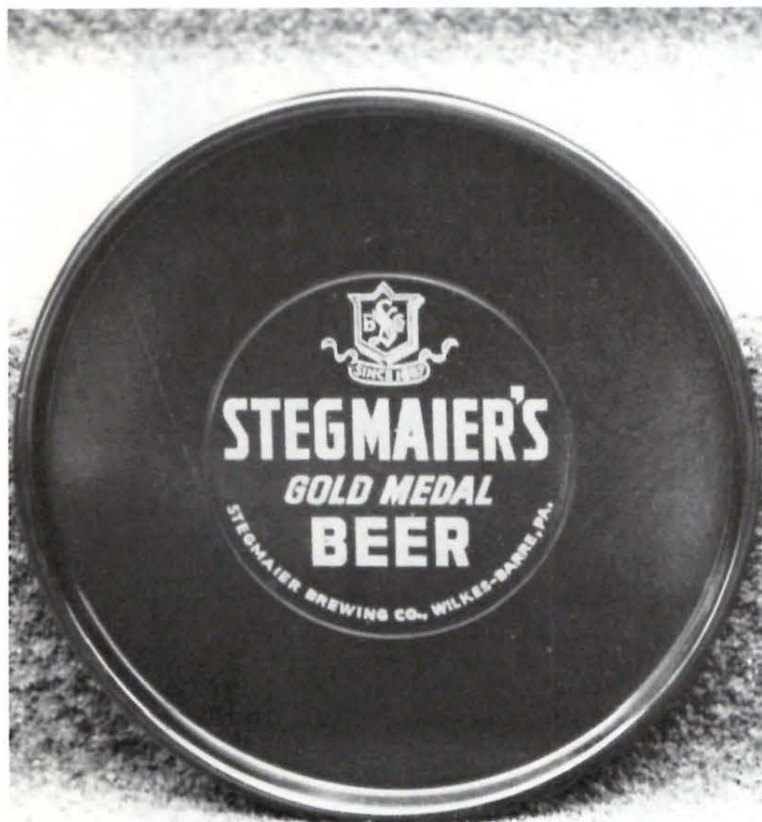


Two tin-over-cardboard signs, both thought to date from the late 1930s or the 1940s. Above is a nice medallion, a design that looks adapted from a tap marker insert. The rectangular sign below can probably be dated from the cone top can, if any reader knows when it was used.

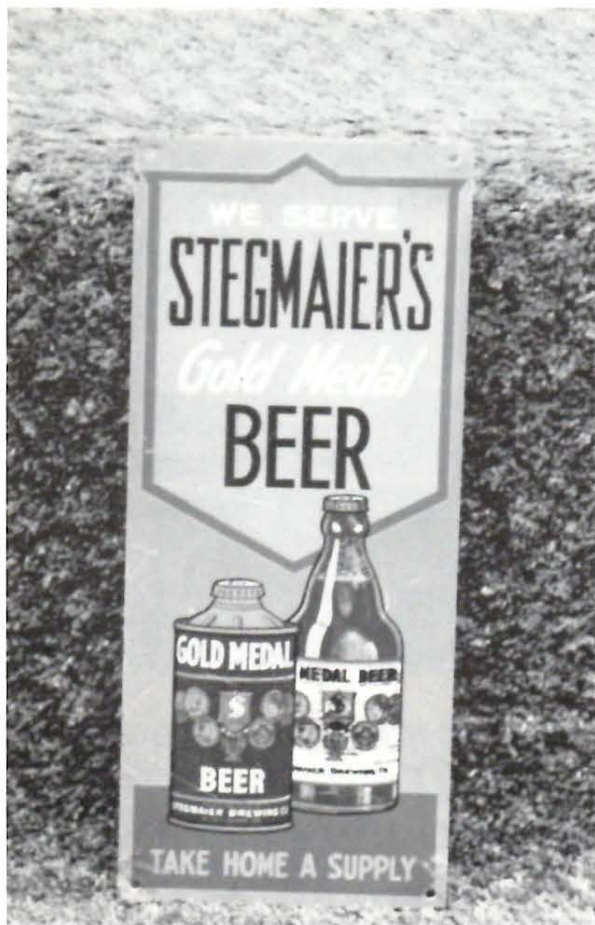




Above, three impressive pieces of Limoges china, back-stamped for Stegmaier in gold leaf. The coloring is very adeptly done. Below is a brown Bakelite tray from World War II, when metal was in short supply.



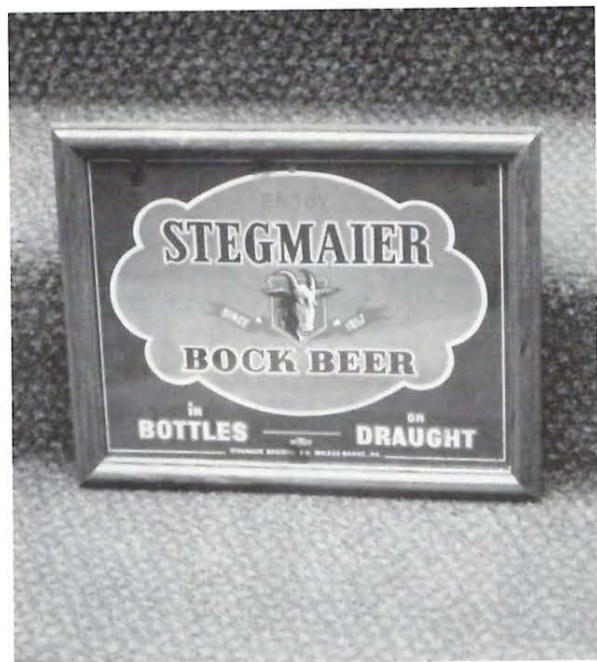
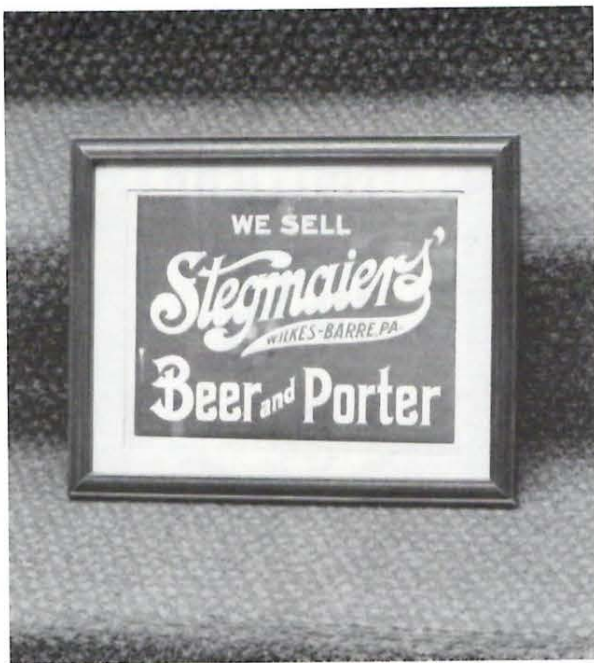




Two post-Prohibition door-push signs are above. The draft-beer design is particularly well done, with a nice clean, economical treatment by the artist. Below are a pre-Prohibition match safe, a relatively recent nail clipper and its case. The clipper is lettered for Stegmaire's Gold Medal Beer. Have nail clippers made it to the various master lists of breweriana?







Above, two of Stegmaier's small signs. At left is a brown and white embossed cardboard, believed to date from pre-Prohibition. The bock sign is thought to date from the 1940s. Below, left, is a pre-Prohibition match holder, a rare example of an artifact lettered for Stegmaier's Malt Extract. At lower right is a modern piece, a ceramic ashtray with a depiction of Stegmaier's notable brewery. Factory scenes had largely passed from beer advertising by the post-World War II era, but Stegmaier to the end showed pride in its massive old brewery east across the railroad yards from central Wilkes-Barre. The brewery was active until 1974, and is currently in restoration.







A Stegmaier bank bag. As Ruddy observes, this one would have had to show much more use for the brewery to survive.



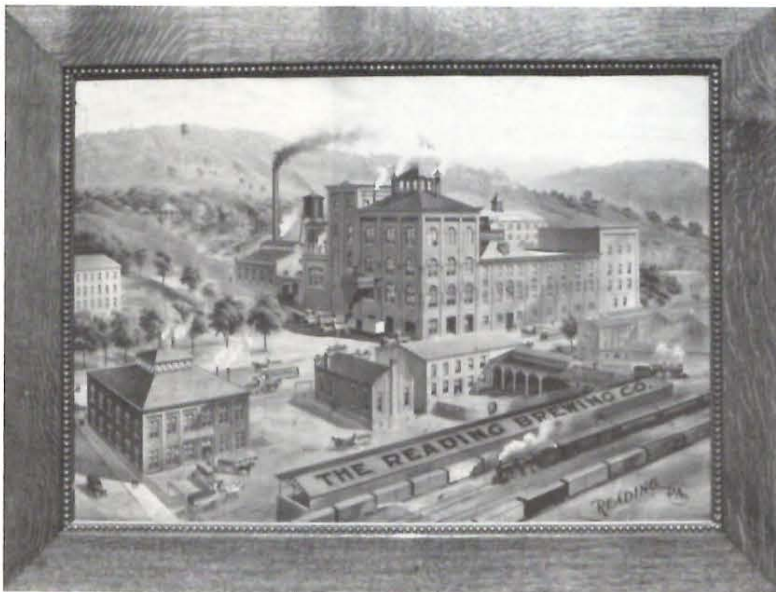
Uncle Ernie Oest has sent on two interesting Michigan labels. The Grand Valley Brewing Co. lasted until 1945. The successor Friars Ale Brewing Co. was the last incarnation of the C. Kern Brewery of Port Huron from 1946 to 1950.

## The Peter Sidlow Collection

On Saturday, April 22, one of the finest collections of antique advertising will be - or will have been - sold at auction in New Hope, PA (215-297- 5109). The 591 lots contain a very broad range of products. The showpiece is the Campbell's Soup American Flag embossed tin in superb condition, valued near \$20,000.

The Peter Sidlow collection also lists 52 beer trays and seven signs. Many of the trays are of top desirability, and almost all are excellent or better. Rare horizontal brewery ovals from the Fred. Bauernschmidt Brewery in Baltimore, New York's Central Brewing Co., Chr. Heurich "Maerzen Senate", J. Leisy of Cleveland, and Henry Weinhard, and many exceptional round trays are illustrated in excellent color. Five of eight pages showing breweriana are in color.

Lithographed signs are topped by a 24x40 oak-framed tin of the Reading Brew. Co. in soft colors. An rare early 17x14 G.F. Burkhardt's Lager Beer (Boston) by Wells & Hope shows a foaming mug, and a fine copy of the 24x36 Schlitz paper poster of the brewery are also on the block. The 80-page catalog -24 in color- by Noel Barrett Antiques & Auctions, Carversville PA 18913 is \$25, and will be of great interest to collectors with a wider interest. PHE





## Western States Convention

Las Vegas, NV, March 16-19, 1989

Jim Thomas' Sierra BCCA Chapter show in Las Vegas is always a pleasant change for Midwesterners looking for sunshine and warmth in March. There was plenty of that and lots of cans. Breweriana was also available. It dominated the modest but well-attended auction, where Lynn Geyer presided ably.

This show is an important regional event, which always draws a number of Midwestern collectors and dealers. If one does go to Vegas, the Western States Convention in March is the right occasion.

Seen at the show: Top right - Dick Caughey from Memphis is helping Martin Ambrose from the Detroit area show off his new Canadian tray, which seems heavy enough to stop bullets. Bottom left - this great Stroh tin-over-cardboard sign in perfect condition did not find a buyer at the reserve price of \$300. Design on paper dates from before prohibition, but TOC version was made in late 30's. Prohibition version for Temperance Beer is also known but rare. Bottom right - A fine copy of the Schlitz 1942 Statue of Liberty tin changed owners at \$175. PHB





## BOOK REVIEW

Alan D. Eames, *A Beer Drinker's Companion: 5,000 Years of Quotes and Anecdotes about Beer*, Ayers Rock Press, Harvard, Mass., 1986, pp. 145. \$3.95 Canada \$4.95 ISBN 0-929159-00-4

Eames book consists of a collection of quotations or short anecdotes on such topics as Beer is Good for You, Beer is Bad for You, Beer and Women, and the Spiritual Side of Beer. While there are quotations and anecdotes over 5,000 years they mostly come from the 19th and 20th century. They certainly supplement older collections like John Bickerdyke, *The Curiosities of Ale and Beer*, 1889 republished in 1965. What results is a very lively and humorous collection.

The beer lover will be pleased with Julius Caesar's sentiment: "a high and mighty liquor !" Kaiser Wilhelm is reported as having said: "Give me a woman who truly loves beer, and I will conquer the world." I wonder whether he had been sampling the brew when he said that. Alfred, Lord Tennyson in 1862 at a public performance of one of his poems came out with: "Is there anywhere in this damned place where I can get a decent bottle of Bass ?" For those of us who suffered through his poems in English classes this partially redeems him.

But what I enjoyed most was the quotations from the beer-is-bad school. I was not aware people had seriously thought in the nineteenth century that beer was especially bad for boys, that lager beer shortened your life, that it created race deterioration nor did I know that the Greeks thought beer gave you leprosy. Nor did I realise what terrible persons lager drinkers were ! William Blair, 1888 proclaims "A whisky drinker will commit murder only under the direct excitement of liquor - a beer drinker is capable of doing it in cold blood."

So stirred up were some folks about beer drinkers that the 15th International Congress Against Alcoholism, Washington D.C., 1920 had a proposal submitted to it to establish concentration camps for chronic beer drinkers "...where they would be treated kindly and mercifully, in a sort of colony where they would be prevented from reproducing." Bishop Quayle a few years early (circa 1912) declared: "Rather a million bootleggers than one open saloon."

When we notice the Mexican government in a national campaign pushing beer as La Bebida de Moderacion (the drink of moderation) all we can say like the Virginia Slim's ad is "You've come a long way, baby."

There are lots of other choice facts such as that in the 16th and 17th century the British brewed a Cock Ale lagered with the flesh of roosters that was "potent, almost hallucinogenic." And that the Greeks (who do not seem to have been very reliable on beer) believed Egyptian beer (zythos-beer) was best used to bend ivory. Wurtemberg at one time with 1.9 million inhabitants had 7,398 breweries ! Apparently the Polish National Anthem (surely not the communist one) has the phrase "In heaven there is no beer, that's why we drink it here."

So for a very modest sum you are going to get a lot of chuckles and what Bickerdyke called the "Curiosities of Ale and Beer." In reading it I kept an eye out for anything of use to the collector. There is a 1939 woodcut of a Ballantine India Pale Ale bottle with label on page 102. Apparently the English at some unspecified time used a double-handed beer mug called "God-Forgive-Me" which had a capacity of several quarts. I cannot recall having seen one of these and wonder if they exist in a collection somewhere and more specifically what time they belong to .

Treat the book gently if you buy it. Unfortunately it is edge glued and any spreading of the pages too vigorously is going to make the book come apart in your hands.

George G. S. Murphy



## WHAT'S BREWING?

Dry beer has found a niche, bulldozed for Michelob Dry with Anheuser-Busch financial power, marketing savvy, and overall brewing competence. The future size of the segment is uncertain. Dry beers will be fielded by more brewers (Heileman has a couple out), and this will have an influence the flavor of our beers: trend to light, drinkable beers with little aftertaste is still continuing. Less beery beer, if you wish. They should not be faulted for being apples and not oranges.

Major brewers have all but conceded beers with pronounced flavor and body to imports and very small brewers. It seems difficult for a large domestic brewer to market a super-premium with success. On one hand such brands - Michelob, Signature, Lowenbrau -are expensive and not light enough, yet they are not exotic or strong enough for the person who buys an aged import for a fancy price. A-B talks about the "Michelob family" doing well, because the Light picked up what Michelob lost. Augsburger may make it, because its reputation was developed as a cult beer from a small brewery.

Smallness, however, is no guarantee for success. Super-premium beers by F.X. Matt and by Schoenling-Hudepohl do not have it easy, no matter how good the product. For all the talk by connoisseurs about insipid American beers by megabrewers, most of us do prefer lighter brews most of the time.

The good news is that many microbrewers are surviving by turning out good flavorful beers. In Michigan the Geyer Brewery in Frankenmuth had a renaissance and is brewing a very good dark beer, and over in Kalamazoo Jerry Bell has been bottling some excellent specialty brews. Michigan still does not permit brewpubs. Ironically it is the fear of Stroh opening a pub in its headquarters complex which scares wholesalers to oppose brewpub legislation.

Once around the horn: Anheuser-Busch explained why it sold its beverage group which marketed several bottled waters: unlike beer which has a three-tier system of distribution (brewery-distributor-outlet-consumer), much soft drink volume is sold direct. A-B said it did not want to hurt relations with its distributors. Coors however may enter the bottled water market.

Stroh has asked investment banker Morgan Stanley to look for a minority foreign partner to become stronger financially and internationally. There could be mutual advantages, but nothing is expected to happen immediately. What is happening is a new look in Stroh and Stroh Light and their ads.

Russ Cleary has resigned from Heileman after some 20 years and president since 1971. He initiated an aggressive acquisition program, and the volume of Heileman products increased five-fold during his tenure. The sale to Bond left him great wealth but no longer alone in charge. During a master brewers conference in LaCrosse some years ago he hosted the group at a barbeque on a beach Heileman owns. I introduced myself and we talked about local brewing history. He was said to run a very tight ship but he has style.

Over in Canada, Molson and Australian-owned Carling-O'Keefe are planning to merge to form a \$2 billion company with 50% market share. The merger would provide an efficient unit for the coming free trade period, but at the cost of plant closings and layoffs. One does what has to be done. PHB

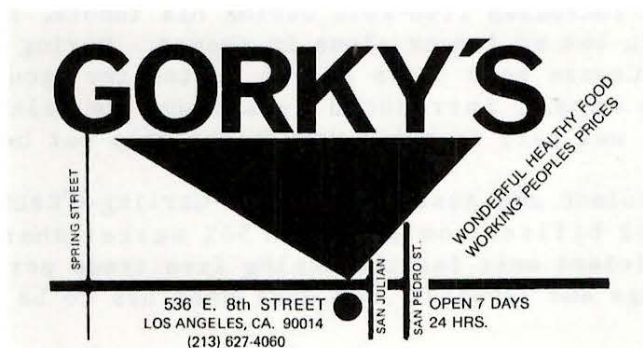
## BREWERIES - ACTIVE



Most micro-breweries or brewpubs claim to be British or German, but this remarkable enterprise purports to be Russian. It is an established restaurant with a cafeteria lay-out that does, in fact, serve East European cuisine -- stuffed cabbage and the like. Its location, to put it mildly, did not encourage anything but a lunch business. It is on the north edge of LA's garment district, which clears out at night, and immediately south of skid row, which, unfortunately, doesn't. The installation of a brewery gave the place an attraction for dinner business and an evening trade. The manager told me that on week-ends the date crowd shows up in large numbers, with frequent queues outside. Indeed, the place is successful enough that the management is planning a second Gorky's in Hollywood.

The brewery, happily, does not attempt to produce the Soviet version of lager, which most foreign visitors find insipid. Rather, it produces three British-style top-fermented ales, one of which is Imperial Russian Stout, the high-alcohol ale long brewed for export by the late lamented Barclay's. Apart from a neon reading PIWO -- beer -- in cyrillic lettering, that is the limit of Russification of the brewing process. The ales are typical brewpub products, rather heavy, nicely hopped, and by my standards, short on clarification. The Russian motif is carried off with a nice sense of humor, and you don't have to deal with Intourist to pay it a visit.

GWH





# Huber plans to reopen brewery

MONROE, Wis. (AP) — Fred Huber predicts his former brewery will be back in operation later this month, brewing a new brand aimed at the Chicago trade.

Huber, of Chicago, said he reached agreement Thursday to buy back Jos. Huber Brewing Co. from William F. Smith Jr., to whom he had sold the business when Smith left Pabst Brewing Co. of Milwaukee.

Officials said the repurchased business will be called Huber-Berghoff Brewing Co., reflecting a new flagship brand, Berghoff.

It is a European style beer that was brewed for the renowned Berghoff's Restaurant in downtown Chicago for 23 years.

The sale deal includes Huber assuming a \$1.15 million mortgage and a cash outlay of \$850,000, he said.

It was called Bluemer Brewing Co. when Huber bought it in the 1940s. He sold it to Smith and Craig Werle, both former executives of the Pabst, in 1985.

"I'm relieved it's all over," Huber said.

Smith said he was happy to conclude negotiations that began in September shortly after he agreed to let Stroh Brewing Co. of Detroit brew Huber's premier Augsburger brand in St. Paul, Minn.

He said the Monroe brewery, not as profitable as he had hoped, would have to close unless a buyer could be found.

Production halted earlier this month, leaving 45 people out of work. About 40 people will be rehired under a new union contract negotiated with Local 744 of the Teamsters Union, which has represented Huber workers since 1960.

The union said workers agreed to

contract concessions in hope of getting production resumed.

"Without their help, I don't know if we would have been able to take over," Huber said.

The purchase is scheduled Feb. 28. Huber said he expected to be brewing even before then.

In addition to the new flagship brand, Huber said he planned to continue brewing Huber's local or regional brands: Regal Brau, Rhinelander, Huber, Braumeister, Bohemian Club, Bavarian Club and Wisconsin Club, along with some private label beers.

Berghoff will be marketed mainly in Wisconsin, Illinois, Indiana and Michigan. Huber said he eventually planned to sell the brand in Denver, San Francisco and Washington, D.C., as he had done years ago when he was building the Augsburger brands.

Stevens Point Journal, February 18, 1989, from Bob Swiatkowski.

## 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 - \$15.00  
 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  
 AMERICAN BREWERIES - \$17.95  
 THE BEER CANS OF MICHIGAN - \$5.95  
 THE GREAT CHICAGO BEER CANS - \$6.50  
 BEER CANS OF MINNESOTA - \$5.95  
 AMERICAN BEER CAN ENCYCLOPEDIA - \$9.95  
 BEER CANS COLLECTOR'S HANDBOOK (Vol. II) - \$1.95  
 CHICAGO BREWERY COASTERS - \$3.50  
 BEER, USA - \$19.95  
 FROM BEER TO ETERNITY - \$14.95  
 THE BEER CANS OF ANHEUSER-BUSCH - \$3.75  
 HISTORICAL SHOT GLASSES - \$12.95  
 SODA CANS (4 VOLUMES) - \$29.95  
 PAINTED LABEL SODA BOTTLES - \$15.00  
 ENJOY COKE - COLLECTORS GUIDE - \$14.00  
 PEPSI GENERATIONS - COLLECTORS GUIDE - \$14.00

SEND CHECK OR MONEY ORDER TO:  
 SODA MART / CAN WORLD, RIDGECREST DR.,  
 DEPT. - N3, GOODLETTSVILLE, TN 37072

## BREWERY COLLECTABLES

NEON SIGNS  
 LONG NECKS  
 CORK SCREWS

TRAYS  
 MIRRORS  
 GLASSES

WOOD CASES  
 MINI BOTTLES  
 ASH TRAYS



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



ABA • N.A.B.A. • A.C.C. • B.D.I.

817-354-0232

Leave Message

HOW'S 1989



News seems to repeat itself for 89. The NABA continues to grow in total members. The Breweriana interest is also on the rise. If the Spring Hospitality Room at Indianapolis was any indication the members attending was the largest ever. Looks like another great year for Breweriana collecting.

Sorry to report the loss of two members by death. Tom Barthlow and Jerome Preiser will be missed by fellow members. Our sympathy to their families.

Spring is time to think about DUES, CONVENTION and ELECTION. Your dues are due May 31. Please send \$20 payable to NABA and mail to 2343 Met-To Wee Lane Wauwatosa Wi. 53226. Dues for 89-90 must be paid to attend the ST. Paul Convention.

Convention dates are August 4-5-6. St. Paul will prove to be a Super Convention city. The pre-convention events and Convention events will please all. Please read the Convention information. There are deadline dates for Motel Registration and Convention Registration. Do not wait too long and find there is no room at the motel.

Another important event is the election of officers. This year 3 Directors will be elected. It always takes people who give of their time to keep an organization operating. Please notice the information regarding nominations. Only 3 Directors will be elected all other officers still have one year to serve of a two year term.

Again WELCOME to the New Members hope the organization will be of help in your collecting Breweriana. Any questions about the NABA please write and I will try and find the answers for you.

Sincerely

Robert E. Jaeger  
Executive Secretary

**DUES YEAR ENDS**

**MAY 31**

#### NEW MEMBERS

**BIRSEN RAYMOND L. (Rosemary)**

5759 St. Clement Court  
Toledo Oh. 43613  
419-475-8986  
All breweriana-bottles  
glasses-mugs steins  
Buckeye Brewery

**BOHANNON P. LINDSAY**

Market Street Brewing Co.  
201 Clarendon Avenue  
Nashville Tn. 37205  
615-269-9365

**BROWN BARRY L. (Becky)**

4420 Herbert  
St. Louis Mo. 63134  
314-423-5597  
All breweriana-bottles  
coasters-mini beers  
openers-salt shakers  
All Anheuser Busch

**BRYSON KEN**

1066 Headley Street  
Zanesville Oh. 43701  
614-453-5405  
Bottles-cans

**CARTER TERRY**

208 E. 12th Street  
Cincinnati Oh. 45210  
513-721-2919  
Lithos-neon signs-signs  
reverse paint on glass

**CEDERHOLM DOUGLAS (Janet)**

4110 13th Avenue N.W.  
Rochester Mn. 55901  
507-289-8288  
Mugs steins-salt shakers  
neon signs  
Steins (Budweiser)

**COLEMAN LARRY D. (Marvine)**

P.O. Box 1044  
Vidalia Ga. 30474  
912-537-7986  
Bottles-cans  
mugs steins-signs  
Red Top, Jax, Jolly Scot,  
Cooks, Stainerbru etc.

**DOSSETT NEAL E. (Peggy)**

6113 Asnbroke Road  
Evansville In. 47710  
812-422-6983  
All breweriana-cans-glasses  
mugs steins-openers-signs

**DULLA GREGORY G. (Sandra)**

972 Tioga Trail  
Willoughby Oh. 44094  
216-951-9865  
Corkscrews-matches  
mugs steins-openers  
statues-bottle stoppers  
& pourers

**FINN JAMES E. (Donna)**

2007 Main Street  
La Crosse Wi. 54601  
608-782-5936  
Bottles-cans-clocks  
lamps-openers-signs  
Heileman, Peerless, Gund  
La Crosse Breweries



**GILBERTSON DAVID**

N5456 Thomas Court  
Onalaska Wi. 54650  
608-783-6915  
All breweriana-coasters  
glasses-lithos  
mugs steins-neon signs  
La Crosse Wi. Brwgs.

**HATCH SID (Jeanne)**

8125 S. Forest Meadows Drive  
Franklin Wi. 53132  
414-529-1193  
Bottles-corkscrews-glasses  
mugs steins-openers-tokens

**HINTZ ROGER (Shirley)**

R.R. 1 Box 98  
Holstein Ia. 51025  
712-384-2489  
All breweriana-mugs steins  
neon signs-signs  
Budweiser

**HIRD JIM (Lesley)**

P.O. Box 2204 Stn. D  
Ottawa Ontario  
Canada K1P 5W4  
613-521-2000  
All breweriana-glasses  
mirrors-mugs steins  
neon signs-signs

**HYLAND BILL**

7416 N. Claremont Avenue  
Chicago Il. 60645  
312-761-3015  
All breweriana-clocks-lamps  
neon signs-signs-statues

**JARBOE RON**

805 9th Box 157  
Dallas Center Ia. 50063  
515-992-3851  
Glasses-labels-mugs steins  
salt shakers-tap knobs-trays  
Primarily Budweiser

**JOHNSTON EUGENE R. (Janice)**

130 Liberty Lane  
Evansville Wi. 53536  
608-882-4970  
All Breweriana-bottles-cans  
signs-statues-tap knobs  
Anything with a Girl on it.

**KASPRZYK LARRY (Roseann)**

13210 Commonwealth  
Southgate Mi. 48195  
Mugs steins

**MILLER JAMES (Sandra)**

4758 E.-700 N.  
Greenfield In. 46140  
317-326-2089  
Cans-glasses-labels  
mugs steins-paper items-signs  
All Brwgs. of Indianapolis

**NEW MEMBERS****MC INTYRE W. DON (Patricia)**

302 Sycamore  
Friend Ne. 68359  
402-947-6551  
All breweriana-cases  
match safes-medals-watch fobs  
Nebraska Brwgs. & Sporting  
(Hunting & Fishing) signs

**MRAZIK FRANK J.**

107 Alepin  
La Salle Quebec  
Canada H8P 2C9  
514-366-7136  
Labels Canadian  
matches

**NEUBURGER PAUL E.**

2720 Kilmer Lane N.  
Plymouth Mn. 55441  
612-545-8272  
Bottles-corkscrews  
glasses-mugs steins  
post cards  
Minnesota Brwgs.

**OPDYKE DOUG**

9821 Summerwood Court #2012  
Dallas Tx. 75243  
214-349-2020  
All breweriana  
Falstaff Brwg. Corp.

**PESOLA WILLIAM E. (Kathleen)**

P.O. Box 910  
Marquette Mi. 49855  
906-228-8400  
All breweriana  
Upper Peninsula Brewing Co.  
Marquette Michigan

**POTOCHNIK DANIEL B. (Nancy)**

1610 Celebrity Circle West  
Hanover Park Il. 60103  
312-289-2503  
Coasters-crowns-history  
labels-openers-trays

**QUINN JIM (Colleen)**

2954 N. 56th Street  
Milwaukee Wi. 53210  
414-871-7433  
All breweriana-books  
magazines-history  
Miller, Leinenkugel, Quinn's  
(of Albany or Syracuse N.Y.)

**ROUSSIN DONALD JR. (Mary Ellen)**

4131 Elizabeth  
House Springs Mo. 63051  
314-671-5428  
All breweriana-bottles  
cases-history-lithos  
paper items  
Cape, Appleton, St. Louis  
Mo. & Il.

**SANDERS W. EUGENE JR.**

3000 Farnam Street #8F  
Omaha Ne. 68131  
402-346-3780

**SCARNA PAUL C. JR. (Virginia)**

8322 N.W. 7th Street  
Coral Springs Fl. 33071  
305-755-3149  
Mugs steins-tip trays  
trays  
Budweiser

**SCHULTZ DENNIS M. (Shela)**

2300 N. Van Buren  
Hutchinson Ks. 67502  
316-662-5213  
All breweriana-clocks  
lithos-neon signs-signs  
thermometers  
Coors

**SEHMER SCOTT (Anne)**

11112 N. Wauwatosa Road  
Mequon Wi. 53092  
414-242-2770  
All breweriana  
August Schell Brwg.

**STEPHENS BRAD**

2778 S. 165th Avenue  
Omaha Ne. 68130  
402-334-4488  
All breweriana  
Storz, Metz, Jetters, Krug  
& any other Ne. Brewery  
except Falstaff

**UCKER CHRIS**

1675 Ensley Avenue  
Safety Harbor Fl. 34695  
813-725-4151  
Clocks-lithos-matches  
paper items-signs  
thermometers  
All extinct American Breweriana

**WATSON CHRISTOPHER J. (Luanne)**

608 Hauert Street  
Peotone Il. 60468  
All breweriana-glasses  
mugs steins-neon signs  
signs-trays

**YOUNG LARRY T.**

2220 E. Chapman #41  
Fullerton Ca. 92631  
714-670-5751  
Mugs steins  
A - B Group of Budweiser  
Michelob, Busch, etc.  
"The Old Ones"

**YOUNGBLOOD MARK**

2292 Roth Place  
White Bear Lake Mn. 55110  
612-429-7396  
Bottles-cans  
mirrors-signs  
All cone top beer cans

**WATER STREET AMBER**

An all malt beer with a rich amber color and distinctive hop aroma. Slightly less carbonated than American lager beers yet refreshing and flavorful. This beer is produced using the finest amber and caramel malts, fresh cascade hops and a special yeast.

**OLD WORLD OKTOBERFEST**

A hearty full flavored, full bodied, copper colored beer, brewed using four malts and European hops. This produces a slightly sweet, malty flavor, characteristic of Old World Oktoberfest beers.

**SPORTEN EUROPEAN LAGER**

Refreshing European style lager beer brewed with all malt. Smooth tasting with a slight hop accent both in bitterness and aroma, good head stability, golden to light amber color. Taste and drinkability similar to super premium and light colored European beers.

Water Street Logo Items:  
Tee shirts (short or long sleeve), key chains and pilsner beer glasses.



## BUY - SELL - TRADE

Wanted to buy: Any Nebraska breweriana. Brad Stephens, 2778 S. 165th Ave., Omaha, NE 68130. (402) 334-4488.

Wanted to buy or trade: Half-gallon picnic beer labels. Earl Lauer, 1711 Benton Ave., Eau Claire, WI 54701

For sale: Low priced labels, good for trade, stock, or collection. 50 labels, all different, \$5.50 postpaid. Hugh O. Griffin, Jr., Box 1492, Portsmouth, VA 23705.

For sale: Who's Who in Brew, reproduction of original 1978 publication. Over 6000 post-Pro brands listed. Paul Burden, P. O. Box 218, Medfield, MA 02052.

Wanted: Mexican beer labels. Larry Jordan, 4169 Driscoll Dr., The Colony, TX 75056. (214) 370-5939 evenings.

For sale: Storz menu sheets, \$5 postpaid. Ward Haessler, 16975 Woolworth Ave., Omaha, NE 68130.

Wanted: Etched, embossed beer glasses, match safes. J. Maxwell, 601 Parkview Ave., Bryan, OH 43506.

Mail auction: Don and Bonnie Bull will sell their collections of openers. Auctions in July and December, 1989. Catalogs \$5 each. Bonnie Bull, 20 Fairway Dr., Stamford, CT 06903.

Wanted: Microbrewery advertising. I prefer to buy, but have coasters and labels for trade. Jim Starkman, 11 Arbor Ct. Fairport, NY 14450.

For sale: Match safe, Bowler Bros. Brewers, Worcester, MA (1883-1918), excellent condition, \$75. R. H. Frederick, 9801 Dahlia Gardens, Palm Beach Gardens, FL 33410.

### CUSTOM RESEARCH FOR BREWERIANA COLLECTORS

DO YOU NEED A RECORD OF THE TRADEMARKS OF YOUR FAVORITE BREWERY?

WOULD YOU LIKE BARRELAGE STATISTICS FOR ALL THE BREWERIES IN A STATE BETWEEN 1939 AND 1988?

ARE YOU INTERESTED IN A LIST OF ARTICLES ABOUT A SPECIFIC BREWERY OR A PARTICULAR BEER?

DO YOU HAVE OTHER INFORMATION REQUESTS ABOUT THE BREWING INDUSTRY? IF THEY CAN BE ANSWERED BASED ON PUBLISHED DATA, BADGER INFOSEARCH MAY BE ABLE TO HELP YOU. THERE IS NO CHARGE FOR A COST ESTIMATE.

CONTACT AN INFORMATION SPECIALIST

**Badger  
Infosearch**

P.O. BOX 11941  
MILWAUKEE, WISCONSIN 53211

INFORMATION SERVICE  
IS  
MY BUSINESS

PLEASE NOTE: BADGER INFOSEARCH DOES NOT PROVIDE INFORMATION ON AVAILABILITY OR VALUE OF SPECIFIC COLLECTIBLES.

## HOUSTON BEER CAN AND BREWERIANA SHOW (A GRAND PRIZE CHAPTER EVENT)

■■■■■■■■

OCTOBER 6, 7, & 8

■■■■■■■■

**Ramada Hotel Southwest**  
6855 Southwest Freeway (U.S. 59S)  
Houston, Texas  
For Information Contact

**HOWARD JONES**  
5514 Beverly Hill #1  
Houston, Texas 77056  
713-789-9737



## EVENTS OF INTEREST

- May 21 Brewery Collectibles Show, Red Carpet Lanes, 5727 S. 27th Street, Milwaukee, WI, 10-3. Later shows on October 22 and December 10. Phone Jim Welytok (414) 246-7171.
- May 27-28 Second Annual Oldenberg Breweriana Advertising Show, Oldenberg Brewery and Entertainment Complex, Ft. Mitchell, KY. Nancy Bloemer, (606) 341-2804.
- June 15-16 American Breweriana Association, VIII convention, Inn at the Mart, Denver, CO, and Anheuser-Busch brewery, Fort Collins, CO. Write ABA, P. O. Box 11157, Pueblo, CO 81001.
- June 24 Stroh's Fire Brewed Chapter, 17th annual buy-sell-trade session at the Strohaus, Detroit. 10-3. Phone Joe Olsen (313) 722-1771, Joe Tomasak (313) 349-5694, or Terry Warrick (313) 676-7955.
- July 13-15 Eastern Coast Breweriana Association, 17th annual convention, Berkshire Sheraton, Reading, PA, and Stoudt Brewery, Adamstown, PA.
- July 16 Tidewater Beer Can & Breweriana Show, Sandpiper Recreation Center, Fort Story, VA. 1-5. Phil Alley (804) 499-6082. Also October 15.
- August 4-6 National Association of Breweriana Advertising annual convention, Stroh's former Hamm's brewery, St. Paul, MN. Details enclosed.
- August 11-12 Canadian Brewerianist annual convention, London, Ontario. Write Larry Sherk, Box 191 Station G, Toronto, Ontario M4M 3G7, Canada.
- August 11-13 Beers and Ears Campout, Westmont Stroh's Chapter, Rolling Oaks Campground, Sheridan, IL. Phone (815) 496-2334 for camping reservations, and Bill Rex (312) 595-4664 for information.
- September 7-10 Beer Can Collectors of America, Convention XIX, Columbus, OH.
- September 9 Dutch Breweriana Association, Budelse Brewery, Budel, Netherlands. Write Martijn Hallewas, Caspar Fagellan 3, 3051 HC, Rotterdam, NL.
- October 1 Westmont Stroh Chapter, fall show, Inland Real Estate, 400 W. Ogden Ave., Westmont, IL. Contact Bill Rex, above.
- October 15 Brewery Collectible Show, Regency Lanes, 6014 N. 76th Street, Milwaukee, WI, 9:30-3. Gordon Durocher, (414) 628-1092.
- October 27-29 Monarch Coast Chapter, annual fall show. Contact Paul Zagielski (312) 284-0149.
- Late addition:
- September 28-30 Cornhusker Chapter, 7th annual beer can and breweriana show, Old Mill Holiday Inn, I-680 at W. Dodge Road. contact Bill Baburek (402) 551-9239 or John Mlady (402) 345-7909.

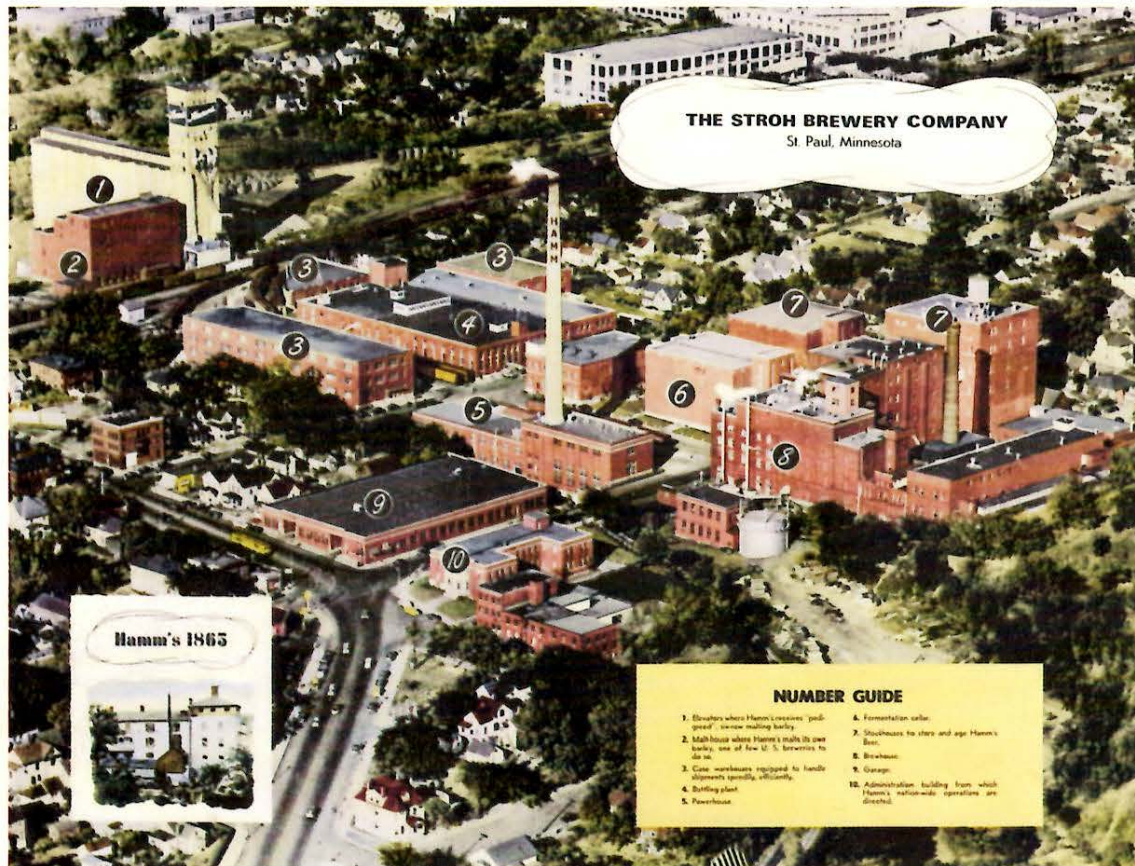




LOOK FORWARD TO THE

# 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