

# The Breweriana Collector

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BREWERIANA ADVERTISING

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## HAMM'S • ST. PAUL

THE FORMER EXCELSIOR BREWERY, THEO. HAMM PROP.



# National Association Breweriana Advertising

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

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## COVER STORY

The Hamm brewery is displayed in idealized glory about 1910. The wide street bridging railroad tracks is Minnehaha Avenue, on which both horse-drawn wagons and three early electric cars are shown. This great lithograph is from the collection of Doug Kennedy of Madison, Minnesota.

## PRESIDENT'S PAGE

There was a cartoon once in Mad magazine - the one with Alfred E. Newman (What - me worry?) on the cover - called "One Day on the Moon." Astronauts were parking their lunar vehicle to go exploring. The second frame showed their return; the wheels and antenna had been stolen.

Our hobby has fortunately been spared overt crime. I collect old toy trains, and belong to a hobby society called TCA. Ever so often one can read in the magazine of the Train Collectors of America about a theft at a show, or articles on fakes. When groups get large enough and prices high enough, theft, fraud and fakes can and do appear.

Then there are grey areas like identifying restorations, misinterpreted or misleading advertising, and misunderstood or broken agreements. With almost 900 members and 4-figure prices no longer rare, the potential for a deal going wrong does exist.

In our membership application it is stated that we enforce high ethical standards. However, we have never spelled them out. When long ago a party to a transaction failed to honor his obligation, the Board authorized the President to intercede, with ouster threatened after 30 days. In recent years some items submitted for sale were allegedly not returned. The Board avoided involvement, noting that NABA is not legally responsible for the action of its members.

At our last convention in St. Louis I took a somewhat stronger approach. While NABA has no legal responsibility, we do bring buyer and seller together under the umbrella of our Association. This poses an obligation to at least provide procedures for resolving disputes when a personal appeal is ineffective. An Ethics Committee was appointed, headed by former President David Mathews, attorney and former Board member Charles Merrill, and former Board member and the preeminent glass collector Herbert Ramsey.

The Committee was asked to review approaches taken by other societies of collectors, and to recommend guidelines and procedures to the Board at the St. Paul convention. No doubt there will be much discussion and fine-tuning before recommendations can be presented to our membership. Most of us like doing business on a handshake and on trust. Adding an obligation for conduct to our membership should make it easier. But let us remember that human memory is fallible - tell me about it - and that good records will avoid time and doubt if there are questions later.

As you know, it is the Board of Directors which sets policy for our Association. Board members serve two-year terms, and each year three of the six seats become vacant. Please take the time to become familiar with the background of the candidates and vote.

So much for the serious side of our hobby. Soon we will be heading for Minnesota and fun. The convention program is offering flexibility and great opportunities. See you there!







### Shelly's Woodroast

2120 Hennepin Avenue South, Minneapolis

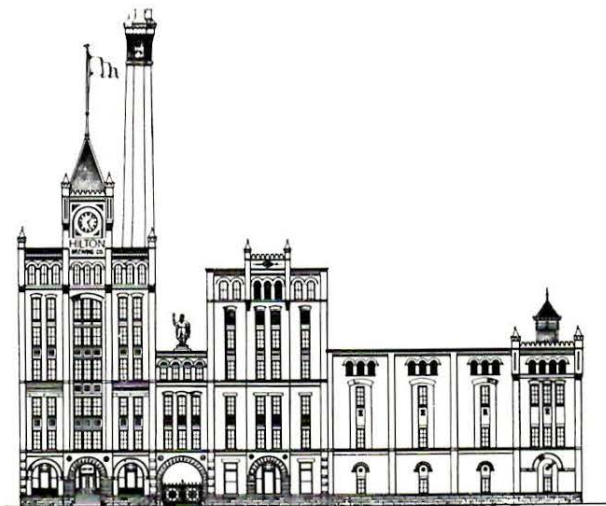
Whenever possible, we devote this page of the pre-convention issue to a restaurant in our host area that seems particularly suitable to our tastes and interests. This time there is no problem in finding one. Shelly's Woodroast in the area just south of Minneapolis' central business district could hardly be more beer-oriented. Owner Shelly Jacobs really takes beer seriously. Although he does not run a brewpub, he does have a house brand, Birch Brown Ale, brewed for him by August Schell. This may also be available in a standard lager. He also serves several products of the microbreweries, including the two brands of the St. Paul microbrewer, the Summit Brewery. He brings in products of the Sierra Nevada Brewing Co. from Chico, CA, and these are generally regarded as among the masterpieces of microbrewing. He also serves James Page Private Stock from Minneapolis.

The cuisine is explicitly the dining of the North Woods, trout and a variety of game, roasted over hardwood. A specialty is smashed potatoes, mashed potatoes baked in a ceramic pot with a nice topping.

The editor's one visit to this restaurant was made just before Christmas, when in the Twin Cities for serious research at the Minnesota Historical Society -- by one of the astounding coincidences with which the editorial life is filled, simultaneously with the UCLA women's volleyball team playing in the NCAA's final four tournament at the University of Minnesota. Accordingly, the restaurant's menu and beer list were adapted to the Minnesota winter. One would expect them to be somewhat different in mid-summer.

Although we have not visited it, we understand that Minneapolis has a Ceylonese restaurant, the Sri Lanka Curry House. We are not aware of any other in the country, though there probably are some. On the basis of South Indian curries, the cuisine presumably positively cries out for beer drinking. We do not have the address, but the phone number is 871-2400.





## FERMENTATION

### Fraternal Twins

Everyone accepts the designation of Minneapolis and St. Paul as the Twin Cities, but no one has ever called them identical twins. To pursue the biological analogy, they are fraternal twins, rather than identical. It is really remarkable that two cities comprising a single metropolitan area should be so different. St. Paul sits in an impressive natural amphitheater; Minneapolis is mainly flat with a nice set of lakes. St. Paul has a large number of wooden houses; Minneapolis is mainly three-story walk-ups of the sort identified with Chicago and Milwaukee. Minneapolis is more amusement-oriented; St. Paul traditionally has had an older and more staid population. Withal, it works out very well, producing a variety of lifestyles, and if the local chambers of commerce are to be believed, generating more attendance at live cultural events than any metropolitan area except New York.

How did the Twin Cities develop as they did? St. Paul in the 19th century was the head of navigation on the Mississippi, and developed as a transportation center, first with the steamboats and then with the railroads. This tied in with the movements of livestock and dressed meat, so that like most railroad centers, St. Paul became a meatpacking city. Minneapolis grew up around St. Anthony Falls, which prevented navigation any farther up the Mississippi, but provided the water power for flour mills, allowing the city to emerge as America's milling center. By the standards of the late 19th century they were just two dissimilar cities some ten miles apart, but by 1920 or so they had grown together. In part, the University of Minnesota, which has its main campus on the east side of Minneapolis, was a force for development of the intermediate area. Inevitably, Minneapolis had the greater growth potential of the two; the railroad-meat packing cities all tended to decline with the rise of the truck. Recently, however, St. Paul has done very well. It has the state governmental functions, and the ubiquitous Minnesota Mining & Manufacturing Co. has several facilities in or near the city. Three-M is largely responsible for the Twin Cities' recent prosperity. A decade ago when the northeastern industrial cities were almost all declining relative to the Sun Belt, the Twin Cities seemed exempt from the trend -- in spite of the harshest climate of any of them.

It is a matter of taste, but the editor prefers St. Paul of the two, mainly on grounds of greater individuality. As mentioned, Minneapolis rather seems more-of-the-same to someone from Chicago or Milwaukee. St. Paul has the historical research facilities and is the more interesting in architecture. It has possibly the country's most impressive cathedral (see page 26) and, of course, two fine breweries. Stroh's former Hamm brewery, our principal host, is a nice chunky modern brewery, mainly in the style of the 1940s. Heileman's Schmidt brewery is a great traditional gravity flow brewery of the sort that is almost gone now. Don Bull and his collaborators chose it for the cover of their American Breweries, presumably believing that nothing could be more representative. It does not regularly have tours, so



that the opportunity to see it is unusual. There is the further matter that both these breweries have long been considered threatened. The Hamm brewery had a close call in the dissolution of Olympia, but the deal that put it in the hands of Stroh saved it. Schmidt is one of several small, old breweries with which Heileman, to the amazement of all, made a big success. The Bond management is cutting down on the number of brands and axing the smaller breweries. The proximity of Schmidt to the main Heileman plant is a force acting against it. If Heileman contracts, Schmidt's output can be transferred to LaCrosse. However much we might wish things otherwise, neither Heileman nor Stroh is doing well in market share, and thus we ought not to look upon either brewery as being assured of being around indefinitely.

Accordingly, enjoy the fraternal twins, visit both breweries, see the sights en route, disport yourself in Minneapolis, and don't miss the cathedral in St. Paul.

\* \* \*

Now it can be told: the editor bought a townhouse in Los Angeles in 1975, and shortly became worried about a series of burglaries in the condominium development. The way to deal with it proved to be an electronic alarm system. This required an abort code by which the owner could identify himself to the dispatcher in the event of a false alarm. The abort code chosen was "Point Special," a use of the name that the Shibilskis doubtless never envisioned. It served very well, for it could be at several points in the house on trays and tap markers to remind house-sitters of it, but there was nothing about the artifacts to cause a burglar to associate them with the abort code. In the course of going into a phased retirement, teaching only one quarter a year, I have sold the house, and the new owner will doubtless chose some other abort code, almost definitionally less satisfactory.

And speaking of retirement, the editor would like to retire from The Breweriana Collector at the end of 1990. To date no one has come forth with nostril-twitching eagerness to become editor, but if anyone feels the urge, he should talk with the editor or Peter Blum in the Twin Cities.

George W. Hilton, Editor  
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Los Angeles, CA 90024

May 20, 1989





## HAMM'S BREWERY

Peter Blum

Theodore Hamm immigrated from Germany in 1854 at the age of 29, and after working his way westward as butcher in Buffalo and Chicago for two years, he settled in St. Paul. There he ran a boarding house and saloon. Sometime in the middle 1860s - different sources state '64, '65 or '66 - he acquired the Excelsior Brewery from Keller, the founder. He may have bought an interest first, and did not take over as proprietor until later.

Keller had built his brewery on the bluffs above Phalen Creek Valley. The soft sandstone terraces permitted the digging of cooling caves; at least 14 different breweries took advantage St. Paul's sandstone formations, and some are still in existence under West Seventh Street.

The Excelsior brewery in 1886 was operated by Theodore Hamm and his son William with 75 workers. It was second largest in Minnesota, with sales of 40,000 barrels. There was a four-story brewhouse 40x 60 feet, a four story malt house 60 a 100 feet, and six other buildings. Hamm also owned a large flour mill nearby.

Theodore Hamm died in 1903. It was left to William to see the brewery through prohibition, together with his son William Jr. The younger William was very civic-minded during a very unlawful period, and must have bothered powerful interests. In any case, he was kidnapped in June 1933. Four days later he was released unharmed after payment of a \$100,000 ransom. Members of the Touhy gang were tried but there was insufficient evidence against them. William's kidnapping and that of banker Otto Bremer the following January were St. Paul's biggest crime stories in this century.



Photograph of wagon in front of saloon shows two curved corner signs, probably gold on black, for THEO. HAMM PURE ST. PAUL LAGER BEER. Details of the design are too indistinct to identify. From the collection of the Minnesota Historical Society.

Hamm came out of the war in good shape, with William Hamm, Jr. President and W.C. Figge brewmaster. Bill Hamm became Chairman in 1952, and Figge took over as President. It was this management team which brought Hamm into the national market.

The expansion started with the 1953 purchase of Rainier in San Francisco. Four years later Acme was bought from Rheingold, which could not transplant its fine Eastern reputation to Los Angeles. Two other acquisitions were tried. In 1959 Gunther in Baltimore was purchased, but sold to Schaefer in '63, when Hamm obtained the Gulf Brewing Co. in Houston.

In the middle 60's Hamm was operating breweries in St. Paul, Los Angeles, San Francisco, and Houston. Chicago was a big market, where sports announcer Jack Brickhouse - himself a bit of a bear - pushed Hamms and the skyblue wa-a-ter on the tube. I felt it tasted like water and preferred Falstaff or Stroh. These were customers of the malthouse where I was research director. Our plant was on the far Southeast side, near Whiting, Indiana. There Phil Schmidt's famous restaurant served Stroh's, in those years a flavorful brew of rich color, hardly changed from pre-war years. Hamm's was beer nouveau.

Hamm was distinct in an aspect which had nothing to do with success or failure. A modern lab was started in the 40's by a young woman chemist. Marjorie Hanstad did her job well. As the company grew, so did her responsibility, her acceptance by the brewing fraternity, and her female staff. For many years the "Hamm Girls" were a welcome presence at brewing chemists conventions. Marjorie retired in 1967 as director of laboratories.

Hamm's decade-long effort to become a national brand by acquisition under Figge ran out of steam, but for many years the Hamm bear, its catchy jingle and funny cartoons made Hamm a major player. In 1968 the breweries were acquired by Heublein, which was broadening its product line.

As it happened, Heublein bought just when the economically efficient size of brewing plants took a jump step. Anheuser-Busch and Schlitz were building very large and efficient plants, and there was Hamm with older and smaller breweries. Even St. Paul at 2 1/2 million barrels was none too large. The beer seemed to change somewhat when different hopping procedures were adopted, and Heublein's marketing was less memorable than the bear.

In 1975 Heublein sold Hamm to Olympia, which had no more room to expand from its base in Tumwater. The St. Paul brewery was well situated to distribute the Olympia brands throughout the North Central states. Sales, however, did not maintain the original levels. Olympia merged with a smaller Pabst, but none of the brands sold well enough to generate the income for a strong marketing effort, much less to upgrade the St. Paul brewery. In 1984 Stroh traded the Tampa brewery to Pabst for St. Paul (one is tempted to continue "and for an assistant brewmaster to be named later"). The trade was for lock, stock, barrel and staff, and offered both firms plants where they wanted them. The old Hamm brewery hung up yet another sign.

For a change everything turned green in St. Paul. The brewery was probably facing closure. Stroh was able to invest in upgrading of facilities, the Union was flexible, and the community fully supported the Stroh venture.





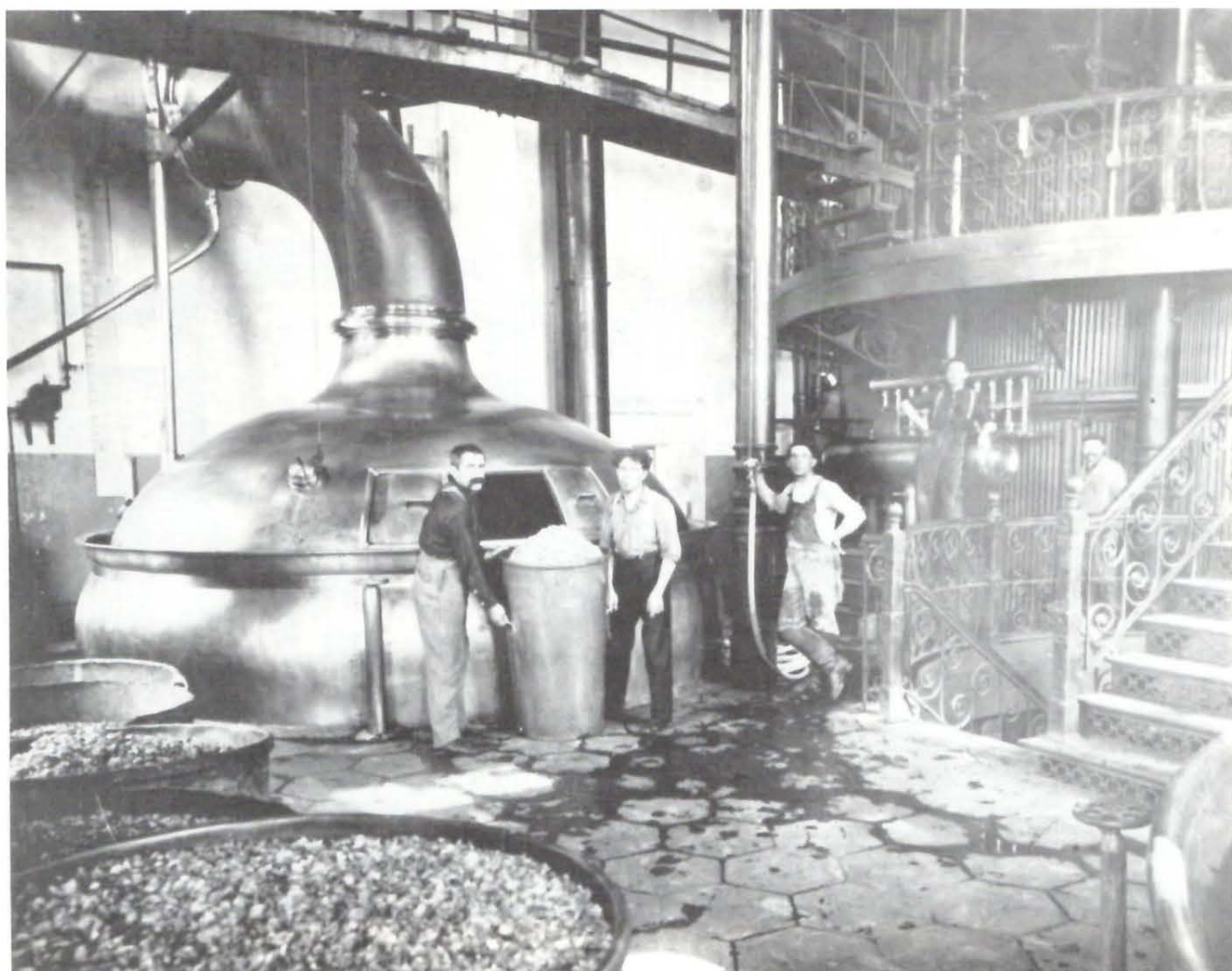
Photograph of original Hamm brewery buildings was taken about 1880 from across culvert where railroad had right of way. Photographer choose the only spot where the entire brewery could be seen, although it was a "back" view. Taking of photo must have been a big event, because many workers posed in windows and on balcony.

This photograph shows clearly that the brewery was built against a hillside, known locally as Dayton's Bluff. This permitted the building of caves for fermenting and ageing. The caves still exist below the filter room, but are no longer accessible. Residence fronting Minnehaha street is protected by a high limestone retaining wall.

Keg loading is evidently going on at bottom of incline, with little room to maneuver. Wagons were probably assembled on flat ground behind brewery, and descended from right to be loaded. One team of white horses is seen struggling up the slope at left. The small two-story structure with the long black smokestack may have been an old smokehouse. Theodore's wife Luise cooked a noon meal for the workers in the early days, and the brewery was part farmstead. Later a beergarden was opened in front of the brewery.

Large sepia print of photo in original frame was in the brewery office, is now in Detroit archives. No other Hamm memorabilia were found in brewery when Stroh took possession; stuff was said to have been shipped to Pabst. Many old Olympia photographs were located and mailed back to Tumwater.





Minnesota Historical Society

Pre-prohibition photo of Hamm's brewhouse kettle floor shows typical two-kettle plan. Hops have been weighed out in tall buckets of a common design. Door at center rear led to cooled and insulated hop storage room.

Vessel in right background was the lauter tub, where the liquid portion (wort) of the mash was separated from the grain after mashing. The wort dripped through a slotted bottom, and was channeled to a valve station and collecting trough called grant. The lauter man was leaning against the ten-tap grant. Circular copper design with fancy turned brass end plates was typical of early brewhouse equipment. Pipe leading up near his head was to recirculate wort until it became clear, about ten minutes. Wort flow was then directed to one of the kettles. The basic process has not changed.

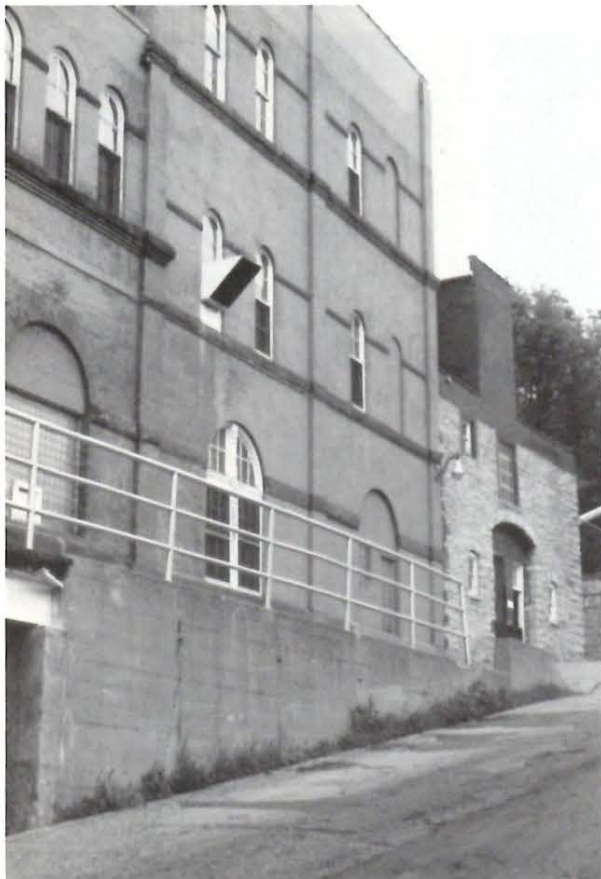
Other standard features were the steam valves for controlling the kettle boil. The actual valves were on the floor below, but a long stem in a brass sleeve permitted the kettle man to adjust the boil while watching. Scuppers on kettles caught wort which occasionally boiled over.

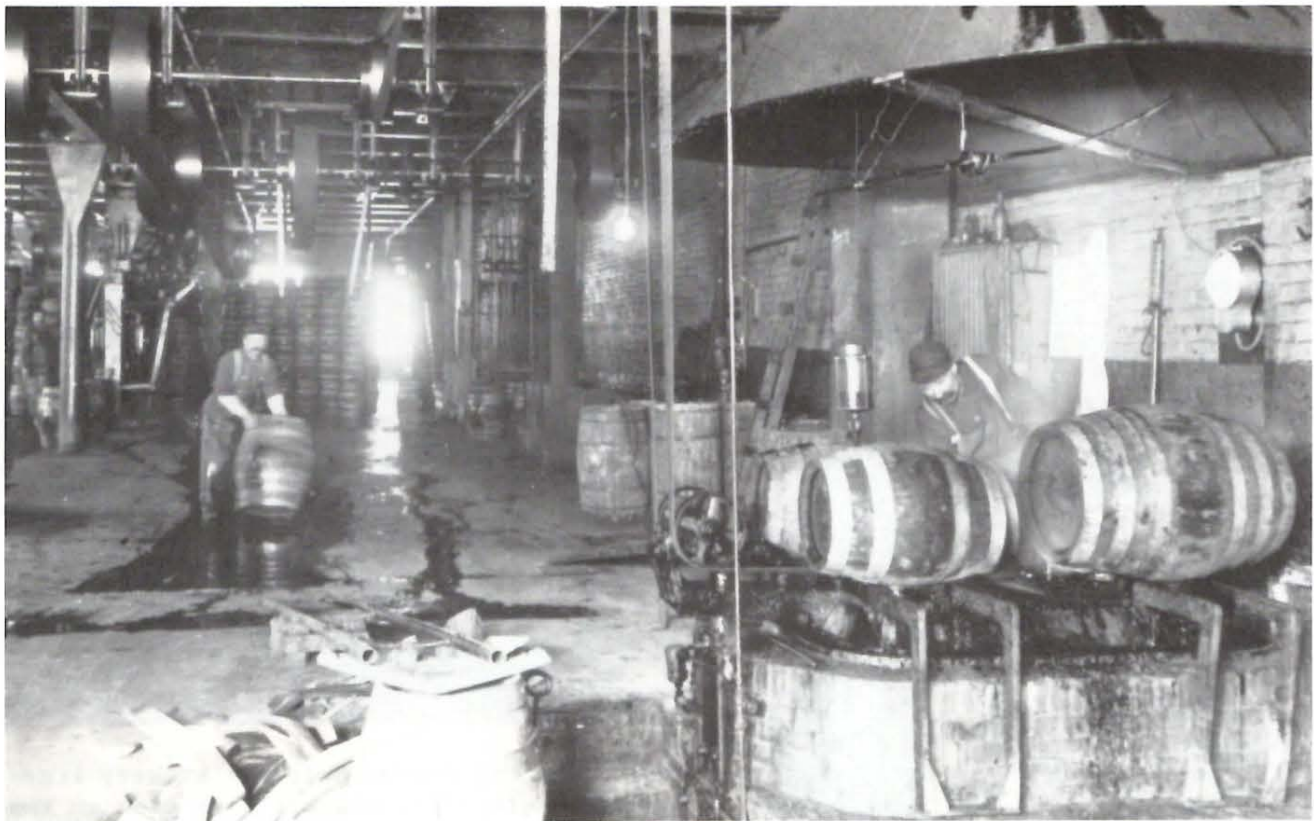
Ornate railings and balcony supports were spoiled by a wooden bridge walkway, which may have been a short cut to the wort cooler. A new brewhouse was built in the 1950's, with the door to hop storage the only reminder.





**Top left and above:** Original brewery limestone construction can still be seen on the southwest corner of the brewhouse. Many of the window openings have the original stone arches and sills. Wooded area in background is Dayton's bluff, source of stones. **Bottom left and below:** Road leads down to bottom of gully where railroad spur still runs. Buildings on other side of Minnehaha overpass are powerhouse and a warehouse. Culvert was known as Phalen creek long ago.





Top: Pitching of wooden barrels was hot and messy but necessary job. Large barrels with six hoops held 31 gallons and weighed 300 lbs with beer, were rarely used after prohibition. Bottom: New 1936 delivery truck poses on Minnehaha before brewhouse at right of overpass. Photos courtesy Minnesota Historical Society.







The superb still life above is a pre-Prohibition print from Hamm. The four bottles are lettered, respectively, for Hamm's Preferred Stock, Export, Velvet Pale Ale, and Excelsior. Below is a Hamm's label from Randy Carlson. We are also indebted to Randy and the North Star Chapter, BCCA, for the material on the following pages on Summit and Grain Belt.





## ST. PAUL'S FIRST MICROBREWERY

# Summit Brewery — Reviving A Tradition

*(This article and pictures originally appeared in the Minnesota Daily in April of 1987. The editor felt it would be appreciated by the membership of the North Star Chapter. In addition, there are two members of the chapter, Curt Black and Mark Roberts, who are actively making tours of the brewery. At the time of publishing this issue, the Extra Pale Ale will be on the market so look for the two brands soon in your local liquor stores — it's definitely worth a try.)*

Mark Stutrud samples a mug of his Summit Extra Pale Ale with no less austerity than a famous French chef tasting a rare Chardonnay.

He holds the mug up to the light and squints. He swirls and stares into the frothy, aromatic substance with a keen eye. He sniffs first, then sips, probing the beer for the subtlest deviation in flavor. Stutrud is an artist of ales and porters, poring over his finest canvas. This man appreciates good beer.

Stutrud is president of the Summit Brewing Company, 2264 University Ave. in St. Paul, Minnesota's first and only "microbrewery." Stutrud's company represents a growing number of small specialty-beer breweries that have rebelled against what Stutrud calls the "Wonder Breads" of the industry — Budweiser and Heileman.

"I use the bakery as analogy, we are the ryes and pumpernickels of brewing," he said.

Producing only two brands of beer, the Extra Pale Ale, a traditional British ale, and a darker, heavier beer called Great Northern Porter, Summit is a small fish in a pond dominated by the likes of Budweiser and Schmidt. You won't find Summit in our neighborhood liquor store, since they only sell kegs to about 40 bars and restaurants in the Twin Cities and you won't see beautiful women modeling for Summit in magazines or billboards picturing frosty Summit mugs dripping foam. "And you'll never see me on TV," said Stutrud.

Since selling its first barrel in September 1986, Summit has pursued a unique niche among beer drinkers, Mark said, namely people who like "an all-malt, fresh beer."

Stutrud said that in addition to the freshness of his product, Summit uses no preservatives in its beer and only the four basic ingredients: water, malt, hops and yeast. Unlike other big-time breweries, they do not inject carbon dioxide into the beer, but rely on natural carbonation. Stutrud conducted a painstaking search to determine which product mix would yield the best brew. Summit's brews take extra time and effort to produce, but the attention to detail is worth it.

"This is how beers were brewed in the old days, brewed locally and consumed locally," said Fred Thomasser, a master brewer hired by Stutrud to give advice on specialty-brewing. "It is like home cooking."

Summit is just breaking even, a great accomplishment for a new business, said Stutrud. In terms of sheer numbers, Summit's production hardly compares to that of the Schmidt Brewing Company, the big brouhaha in St. Paul.

Consider that Summit produces 50 barrels of beer a week. Schmidt cranks out 63,000 barrels a week during

the peak summer months, according to a Schmidt spokesperson.

Summit began as a "fantasy" for Stutrud in 1980 while he was working as a counselor supervisor at St. Mary's Hospital. He experimented with home brewing for a while and then got interested in the microbreweries that had become very popular in the Pacific Northwest. He started planning the design of the microbrewery as well determining how he would raise the \$500,000 in capital needed for construction. Those were difficult times, said Margaret Van Erkout, Stutrud's wife and business partner.

"When you have a dream, you have to take a chance and step off the edge," she said.

Several problems confronted Van Erkout and Stutrud before starting the brewery. After writing a business plan, Stutrud contacted several stock brokers about selling Summit stock. He found that they don't typically deal in sums less than \$2 million. He realized he would have to sell it himself.

"Being raised a Lutheran, I was taught never to ask anyone for anything," he said. "It scared the hell of me to ask someone for \$10,000."

But soon, he had gathered enough stockholders to invest money in his dream. From 1980 until Summit began test-brewing in 1984, Stutrud worked tirelessly to make his dream a reality. He went to the Siebel Institute in Chicago, the oldest brewing school in the country, to study the art of brewing beer. He completed a market study of beer drinking attitudes in the area and completely revamped a former auto transmission shop at his present address to house the 50-year old brewing kettles brought specially from Germany and the custom-designed fermentation tanks.

With the advice from two master brewers — Thomasser, who has 53 years of brewing experience, 18 of which were with Schmidt, and Charlie McElevey, one of the founders of the Red Hook microbrewery in Seattle — Stutrud had the best brewing information available.

On a sunny afternoon at Summit, the pleasant aroma of fresh beer wafts through the brewery. Stutrud, clad in knee-high rubber boots, jeans and a T-shirt, sprays down a beer filtering screen used the day before. With his boyish face, closely trimmed beard and glasses, Stutrud could pass as a law student. While he cleans up, he gives a detailed history of brewing in Minnesota, beginning with Prohibition and going up to the present. He sums up his perception of the present state of mass-market beer commercialism with one statement.

"It's a real sad state."

Stutrud laments the fact that the beer business has become a big business. The owners pay a great deal of attention to advertising, marketing strategies and selling massive amounts of mainstream American lager, he said.

"This means that Americans have only one choice," he said, referring to big breweries' propensity to market to a single taste. "American beer is getting closer and closer to soda pop (and) it's the consumer that loses."





**Summit President Mark Stutrud compared samples of Extra Pale Ale for clarity, flavor and odor. He personally inspects every batch of Summit Beer.**

Meanwhile, two of Summit's brewers, Jon Lindberg and Denny Grodahl, prepare to "rack the beer," the process of filling full and half-barrel kegs. Raucous blues music blares out through the brewery, combined with the loud poundings of Lindberg hammering "the bung," or wooden plug into a full keg. Lindberg and Grodahl will rack up to 90 barrels a day. They, along with Van Erkout and Stutrud, are the only employees in the brewery.

"When people hear you're working in a brewery, they think you work at Schmidt," said Lindberg, who before starting at Summit had never worked in a brewery. "It's a little more personal here."

Grodahl and Van Erkout roll the empty kegs for a final washdown before they are filled with Great Northern Porter. Around Summit, everyone pitches in. Van Erkout, who also has a full-time job as an occupational therapist, puts in nearly 30 hours a week at the brewery. With all the energy that she has put into the brewery since it started as a dream seven years ago, Van Erkout still finds romance in the business.

"My favorite part is the smell when the beer is being brewed," she said.

After a long day of brewing, Stutrud and his crew heft a few mugs of the fruits of their labor.

"It's kind of funny," said Lindberg. "You got three Norwegians making a British ale in a German brewhouse." Grodahl, like Lindberg, is a newcomer to the brewing business. For four years, he helped set up exhibits at the Minneapolis Institute of Art before joining Summit. When asked if he saw any similarities between the two jobs, he paused.

"Well, you know, this is art, too."

**Mark Roberts, a Summit tour guide, explained the operation of the brewery's fermentation tanks to a Saturday afternoon group.**





# History of the Minneapolis

By Michael Hajicek

During the years 1850-1890, the city of Minneapolis was home to about twenty independent brewing organizations with various proprietors. Some of the names of these brewing pioneers were Birkhofer, Karlson, Lundquist, Westphal, Mueller, Lauritzen, and of course, Gluek. Most of these people were of German descent with one of the earliest men, John Orth, arriving in Minneapolis in 1850. He opened the first brewery in Minneapolis that same year located on the site where the Grain Belt Brewery stands today. He operated his brewery with success for forty years on this site.

In the summer of 1890, three other independent Minneapolis breweries joined the John Orth Brewing Company to form the Minneapolis Brewing and Malting Company. These three other breweries were the Germania Brewing Company, the F. D. Noerenberg Brewery and the Heinrich Brewing Association. Because it was the largest and most modern of the four, the Orth Brewery was the principal plant of the newly formed company, with Heinrich and Germania also being used to produce beer. The Noerenberg plant may not have been used again after the merger.

In 1892, a huge brewery was built of sturdy limestone on the site of the Orth Brewery with the general office located at 44 Third Street South. This structure had four different architectural styles composing its facade, representing the four merging breweries. Additions to the original structure occurred in the next ten years making it one of the largest and most modern breweries in the country.

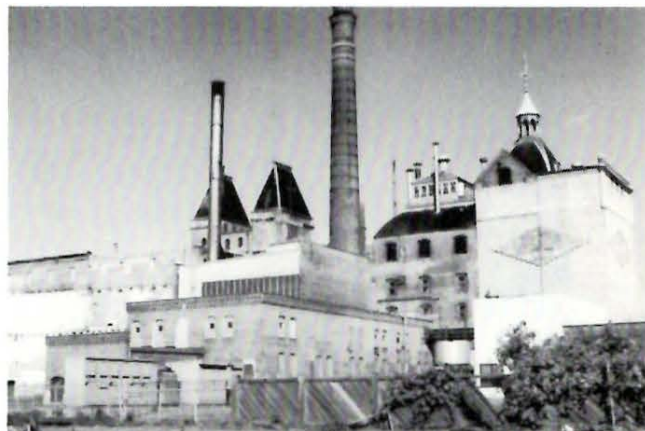
An 1893 letterhead for the Minneapolis Brewing and Malting Company lists John W. Orth as President, F. D. Noerenberg and A. M. Orth as Vice Presidents, as well as S. J. Heinrich as Treasurer and Conrad Birkhofer as Superintendent. Birkhofer eventually went on to form his own brewery which later became the Purity Brewing Company.

As with other large brewing companies, agencies were formed throughout the distribution area. One such agency was located in Rochester, Minnesota and operated from as early as December 1893 until at least the late 1930's. These agencies were established in buildings owned by the company and equipped with every known convenience for the operation of their delivery system, storage warehouses and trackage systems. Another bottling agency existed as far away as Calumet, Michigan. They bottled beer for at least a few years before Prohibition.

In late 1893, the Minneapolis Brewing and Malting Company changed its name to the Minneapolis Brewing Company and introduced a line of Golden Grain Belt Beers which consisted of the bock, gilt edge, extra pale, weiner, original, special, kaiser and london porter beers. Also introduced in 1895 was a Gilt Edge Beer not under the Golden Grain Belt Beers trademark.

During the late 1890's and early 1900's the Company continued to prosper and by 1905, the Minneapolis Brewing Company property was like a village in itself. A 1905 Minneapolis Brewing Company promotional book entitled "The Land of Golden Grain" states: "Grouped about the main building the visitor will find all the small industries of a village - machine shop, carpenter shop, horseshoeing shop, wagon shop, paint shop, harness shop, pump repairs, all complete with the most modern labor saving devices." Also included was a cooperage (another name for barrel making and repairing department) which contained automated barrel making equipment. Other automated equipment used inside the brewery included bottle washers, fillers and cappers. The main body labels were put on by machine, but the neck labels and top tin foil labels were put on by hand.

Delivery of the beer was accomplished with the use of wagons and teams of horses, again explained best by a quote from the 1905 promo book: "Selling, as it does, the greater portion of the



keg and bottle beer used in the city of Minneapolis, a great force of horses and wagons are constantly in use for city delivery. Admirers of horseflesh frequently commented upon the beauty and strength of our draft teams. Humanitarians will be interested in the kind treatment and extreme care given these noble animals. Their work is extremely heavy, but their hours short." By 1905, an electric auto truck had been added to the delivery fleet with more to be added later to facilitate economical citywide delivery.

During the years 1905-1920 the Company produced various brands under the Golden Grain Belt Beers trademark as well as other brands such as MBC Pale Dry, Edelweiss and Zumalweiss with accompanying record and songsheet featuring a song called "Zum-Zum-Zumalweiss".

The early Grain Belt brands often promoted the healthy aspects of drinking beer as can be seen by two phrases found on a circa 1900 Grain Belt paper label bottle: "As a family beverage this beer is a perfect tonic promoting restful sleep and aiding appetite," also "Bottled direct from glass tanks and properly sterilized. Will not cause biliousness".

Throughout its history, the Minneapolis Brewing Company courted the tastes of the sportsmen, not only in its advertising, but also in its promotion of outdoor activities. Many of the early lithographs were of hunting scenes and later promotions involved both hunting and fishing themes. Grain Belt also had ties to the farming community with golden fields of wheat and barley showing up in early advertising. Many outings for brewery personnel and the general public were held at various places around the Twin City area including an annual outing in Spring Park near Lake Minnetonka, the first of which was held in July 1906.

The Minneapolis Brewing Company prospered and grew until 1920 when prohibition forced the brewery out of the beer business and into the soft drink/near beer business. Malt syrup was also





# Minneapolis Brewing Company



made during this time. To avoid legal problems some products such as Minnehaha Pale, Minnehaha Special and Malt Beverage were marketed under the name Golden Grain Juice Company. Also during Prohibition, Zumalweiss was reissued as a near beer but was a short lived brand.

In late 1933 Prohibition was repealed and production of Grain Belt Beer resumed. A new theme for their advertising was unveiled which centered around the fact that Grain Belt was "The Friendly Beer". This advertising theme in conjunction with several others later on was used in some form until Grain Belt's demise in early 1976.

One of these other themes was the introduction of two characters, Stanley and Albert. They were most often seen as painters promoting Grain Belt. They appeared in the 1960's on everything from mugs to large outdoor roadside billboards.

Grain Belt used the diamond shape with "Grain Belt" spelled out inside in some form from 1893 until they closed in 1976. That's 83 years with at least 20 major changes in the design. The red diamond emerged in about 1910 and the familiar bottle cap behind the diamond label emerged in about 1945. Of over 100 different Grain Belt bottles produced only one bottle/label exists without the diamond, that being a quart bottle from the early 30's.

Probably one of the most impressive pieces of breweriana in the Twin Cities area is the Hennepin Avenue Grain Belt bottle cap neon sign. It stands 40 feet wide by 40 feet high on Nicollet Island just a mile or so north of downtown Minneapolis. It was constructed in the 1940's and is one of the only signs of its kind remaining in the Midwest. The face of the sign, made of porcelain, looked down Hennepin Avenue for decades and flashed on and off three times in sequence that began with the words "Grain Belt Beer". Historians are attempting to save the sign that could be seen up to ten blocks away at night.



Again catering to the fishing and hunting enthusiasts, the Minneapolis Brewing Company introduced a line of plaster animals which attached to cardboard signs showing scenes of sportsmen in action. A total of 31 different animals were issued in the early 1960's consisting mostly of fish, birds and deer. A plaster goat's head was also issued for Grain Belt Bock. A total of 15,000 of each were made by two different companies, except for the goat's head of which only 5000 were made. Cardboard prints of paintings, showing outdoor scenes by artist, J. F. Kernan were issued in the 1950's. At least ten or twelve different prints are known to exist. Large canvas prints of outdoor scenes were also used for many years with over 30 different known to exist.

Several post-prohibition brands were sold by the Minneapolis Brewing Company. Grain Belt Half-n-Half (Ale and Stout), Canterbury Ale, and Sköl were short lived brands from the 30's and 40's in bottles only. Minnehaha Ale appeared in December 1954 in green bottles only. It was named after Minnehaha Falls in Minneapolis and stands for "Laughing water". Wunderbar was a brand put out with Minnesota's large German population in mind. It was issued in cans and bottles as well as kegs. White Label and GBX Malt Liquor were introduced in the 1960's along with Hauenstein which was originally a New Ulm, Minnesota beer. White Seal was sold as far away as Kansas City in the 1930's and probably was a premium priced beer.

On June 24, 1963 Grain Belt Park was opened to the public with the "uncapping of Diamond Wells Fountain. The fountain was operated 24 hours a day, shooting a column of pure well water 18 feet into the air. The fountain dramatized the company's Diamond Wells, which reached 1074 feet beneath the park. Numerous public gatherings were held at the park including an artist's day reported in *Brewers Digest*. Deer were also kept in the park to promote the natural atmosphere.

In latter years of its existence, the brewery leased the Kiewit Brewing Company of Little Falls, Minnesota and bought the labels of the Hauenstein Brewery of New Ulm, Minnesota. In 1967 the Minneapolis Brewing Company changed its name to Grain Belt Breweries, Inc. which lasted only nine more years. In the late 1960's sales were strong and Grain Belt had expanded by adding millions of dollars in plant and brewing process improvements. One of the world's finest beer finishing cellars, with a complete automatic filter station, was added and became a model for the industry.

In 1970, the Storz Brewing Company of Omaha, Nebraska was acquired and operated for about two years before being closed at which time production of the Storz brands was moved to Minneapolis. At this time Grain Belt was one of the top 20 brewers in the United States. Its peak distribution area was from Michigan across the northern tier of states to the Pacific Coast and then south as far Texas and Arizona. The prime marketing areas were Minnesota, Iowa, Wisconsin, North and South Dakota and Nebraska. Distributors for Grain Belt were also located in Arizona, Colorado, Illinois, Kansas, Michigan, Missouri, Montana, Washington and Wyoming.

In 1973, sales were 1,120,000 barrels per year. Average employment was 550 people with payroll and benefit expenses exceeding \$7,000,000 annually. By this time Grain Belt's sales had peaked and sales declined due to increased national competition. In early 1976 the brewery was closed with its labels being sold to G. Heileman Brewing Company. Thru a lawsuit the White Label brand was transferred to the Cold Spring Brewing Company.

In 1986, a heated debate raged over the fate of the brewery which has been dormant for 10 years. Historians are trying to preserve this once proud brewery in Minneapolis while others would just as soon see it turned into a parking lot. Lets hope this brewery will continue to stand as a landmark in northeast Minneapolis.





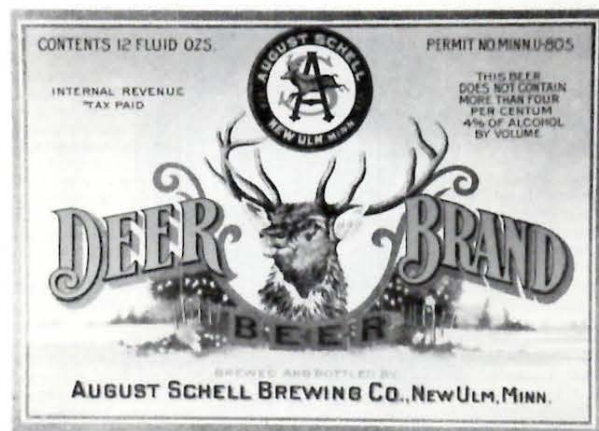
Grain Belt is usually -- and correctly -- considered one of the great masterpieces of brewery architecture. In size and proportions, it has barely an equal. The property had its origins in the brewery of Jacob Orth at 13th Avenue and Marshall Street, N. E., in 1850. The present brewery was built on the property by the Minneapolis Brewing & Malting Co. in 1891. It closed in 1975, and is awaiting redevelopment. Photographs by Mark Bossard, 1986, from Fil Graff collection.



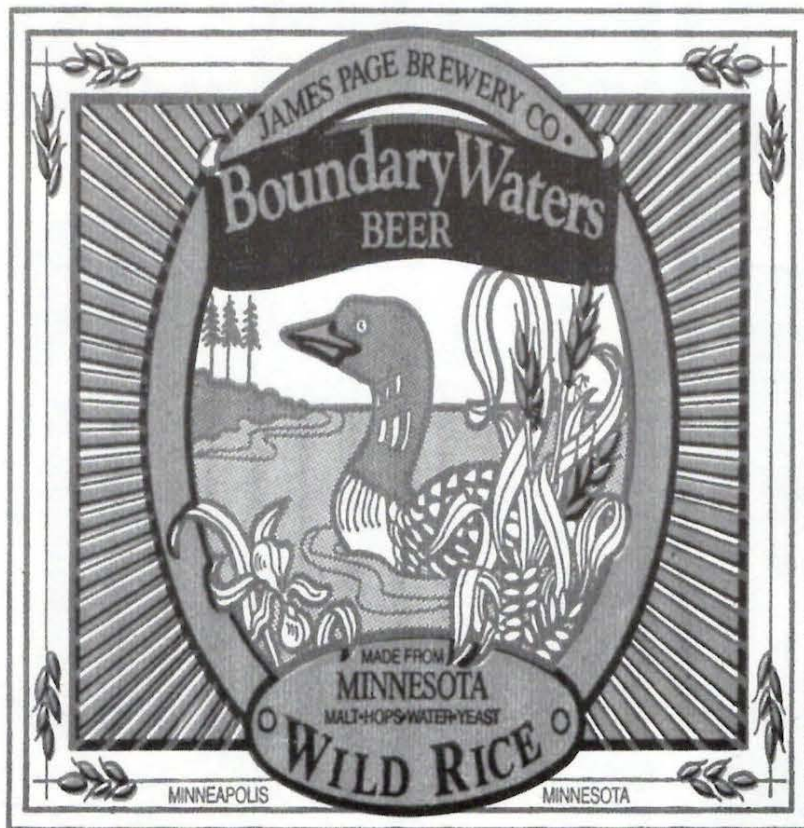


### Don't Miss Schell's!

Whether you take our tour to Schell's, or stop by New Ulm on your own in the course of your trip to and from the Twin Cities, don't miss it. It is a fine old traditional brewery in a hillside location. The architecture is not particularly good, but the setting is marvelous. The brewery complex includes a formal garden and a fine Victorian brewer's mansion. The firm has always used the deer as its symbol, and deer cooperate by running around the brewery garden. Above are Schell's Pilsner and Weiss Beer, which took first place in the European Pilsner and wheat beer categories at the Great American Beer Festival in Denver in 1988. Thus, the quality is not to be taken lightly. Below is an IRTTP label from the collection of Randy Carlson.

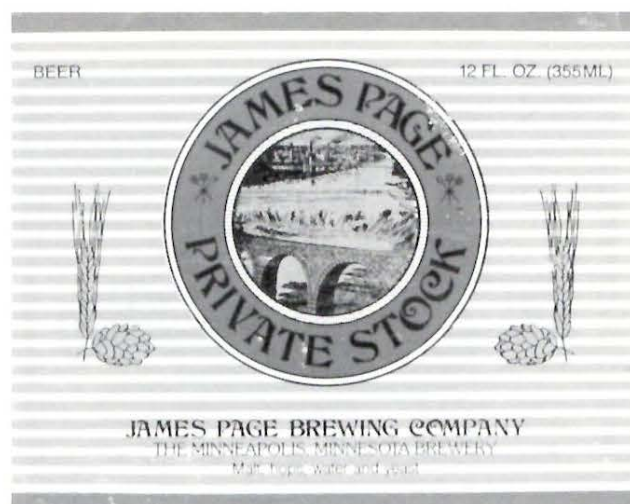






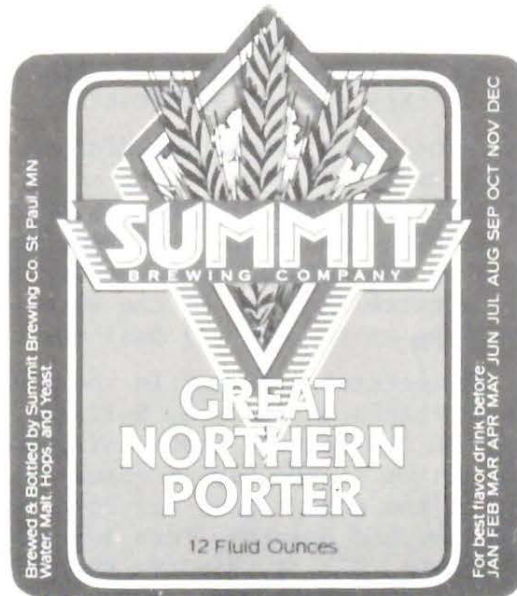
Unfortunately, there has not been much literature about Minneapolis' micro-brewer, the James Page Brewing Co. We understand it began as a contract brewer, but the current Brewers Digest Buyers Guide & Brewery Directory shows it as a brewery of 4000 barrel capacity at 1300 Quincy Street, N. E. The brewery produces five brands, of which Boundary Waters Beer is brewed in part with wild rice -- or, how Minnesotan can one get?

Opposite are the labels from Summit's two brands. Summit is at 2264 University Avenue, St. Paul, one of the main thoroughfares between the Twin Cities. It gives tours Saturdays, and should have been alerted we are in town. Unfortunately, we have no information on Page's practice with respect to tours.

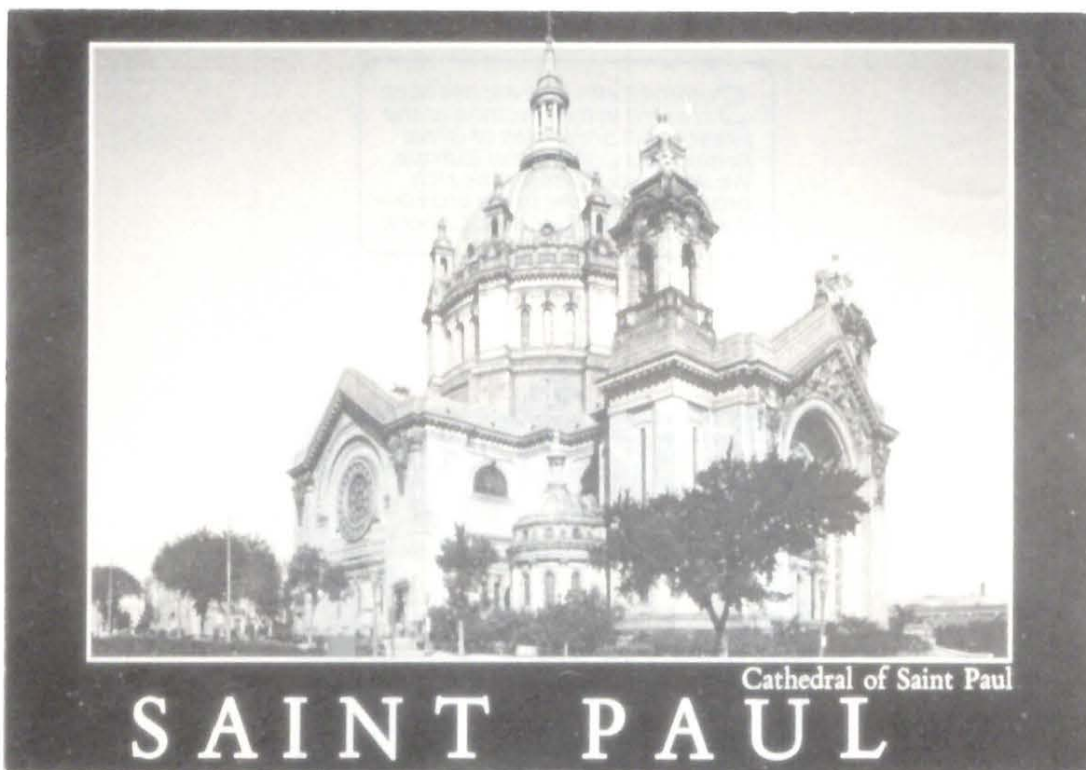




*Summit Extra Pale Ale has been created in the tradition of the finest small breweries of Great Britain and Continental Europe. We invite you to enjoy the rich, bronze color—the fruity aroma—the dry and hoppy flavor. Cheers!*







If you belong to this organization, there is a strong presumption your taste in architecture runs to breweries. So, then, why should you go look at the Cathedral of St. Paul? After all, we are going to Minneapolis and St. Paul, not London and Paris. Very simply, you should see the Cathedral of St. Paul because it is one of the best ecclesiastical buildings in the United States, or anywhere else, for that matter. It is widely considered the best example of architecture in the style of Michelangelo in America. It is most impressive in its interior, which is dominated by the huge dome, 307½ feet to the top of the cross. A former colleague whom I visited while he was teaching at Carleton College in Northfield drove me up to see it. We agreed that the nation was most fortunate that the building was completed -- in 1915 -- before this sort of architecture passed out of fashion.

The cathedral is located on Selby Avenue immediately up Selby Hill from central St. Paul. Given the enormous amount of time I have spent in life looking for things after being told, "You can't miss it," I am rather reluctant to say that about anything from the U. S. Capitol on down. The fact remains that the cathedral has a superb site on the west side of the natural amphitheater in which central St. Paul is located, from which it dominates the view to the west from anywhere in the vicinity of the capitol building or the central business district.

The other matter of architectural interest in the area, as we noted before our convention in LaCrosse, is the banks of Louis H. Sullivan. In his later years Sullivan, the leading figure in the Chicago school of architecture, had also fallen out of fashion and received little in the way of commissions except banks in small towns. The largest and one of the most highly regarded is the National Farmers' Bank of Owatonna, MN. A smaller one, but possibly more impressive, is the Farmers and Merchants' Union Bank in Columbus, WI. A third is the Merchants' National Bank of Grinnell, IA. If your route to the Twin Cities takes you near any of the three, a detour to see the bank will be well worth the time.



## BOOK REVIEW

Tom Muller, Texas Brewery Coasters and Coasters for Texas (San Antonio: Tom Muller, 1987, with update to July, 1988). Plastic bound. 32 pages. Available for \$6 post-paid from Tom Muller, HQ USAREUR, Box 726, APO, New York, NY 09063.

"Son, never ask a man where he is from. If he is from Texas, he'll tell you, and if he isn't, you shouldn't embarrass him." The logic of that directive is consistent with the careful distinction in the title of this volume, distinguishing between the coasters of Texas breweries and issues of out-of-state or national brewers intended for the Texas market. This implies that the book is a thorough and conscientious job, and so it proves to be. It is intended explicitly as a reference guide, and has no text beyond an explanation of the classification scheme, a list of issuing breweries, and acknowledgments of assistance. Muller uses an open-ended code, as all authors of such compilations should. All of the coasters shown are post-Prohibition, ranging from a single item from the Harry Mitchell Brewing Co. of El Paso to two from the current microbrewery, Reinheitsgebot of Plano. There are several series, a clever one of cartoon figures from Pearl and another of Texas brags from Jax of New Orleans.

Especially at its modest price, the book is worth having by the standards of serious coaster collectors. Similarly, people who think the quotation at the outset of this review is just a statement of the proper and inevitable organization of American society should not even consider being without it.

GWH

### *Lightning-Quick Lager*

The Japanese, who showed the West how to make motorcycles and electronic equipment faster and cheaper, have now turned their attention to brewing.

Japan's biggest brewer, Kirin, claims to have devised a process that will allow lager to be produced in a plant one-tenth the size of a traditional brewery in just three days—lightning-quick by normal brewing standards, which can require up to two months to turn out a strong lager.

Kirin's process, described vaguely as "bio-reactor technology," remains a mystery, although the Guardian newspaper of Britain says the company has applied for patents to use ceramics as a catalyst to make yeasts work harder.

So far no outsiders have been allowed to taste the high-tech beer. But Kirin, whose beers command half the Japanese market, has a solid track record. Its engineers' current triumph on Tokyo supermarket shelves has been a designer vegetable called *senpousai*—a cross between cabbage and spinach.

From the Los Angeles Times, May 8, 1989. We could easily line up Kirin's executives with retired Schlitz personnel to advise them on quick brewing methods as a way to deal with a declining, but still dominant market share. Rots of ruck, ferrows.

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## Here We Go Again!

We have now finalized plans for Auction #3. We are now taking catalog orders and consignments for our fall auction.

- \* We offer the lowest consignment fees of the major auctions!!
- \* Auction is estimated at over 1,500 items of all types.
- \* Catalogs are priced at \$7.00.
- \* Send \$7.00 for your catalog and write or call for consignment information.

Midwest Brewery Auction  
Brad and Lori Vifquain  
6100 Vine, J53  
Lincoln, NE 68505

(402) 466-1779

## WHAT 'S BREWING?

Anheuser-Busch sold 78.5 million barrels in 1988, about 1 billion cases. This represents a 2.4 million barrel increase, which generated a 16.5 % increase in net income. Microbrewers hope to sell 5000 barrels, and dream of twice that amount per year. There are two interesting aspects to these highly successful A-B data. The optimum size of a modern brewery has leveled off at 8-9 million barrels, after doubling every 10-12 years in this century. And the Miller-Coors position against pasteurization, which has helped Miller, has not hurt A-B. They hardly could have sold more. Perhaps Anheuser-Busch is now immune by virtue of its massive advertising budget and the fact that increasing sales provide consistently fresh beer to consumers.

A-B will stay in the non-alcoholic beer category. LAX is being renamed O'Doul's for test-marketing in several Southern states. Heileman and Falstaff were the only domestic brewer in this category until LAX. Non-alcoholic beer has some growth potential, particularly if the product has a decent taste. Stroh imported Barbican from England for a while, but found little demand here.

There has been much activity with Dry brand extensions behind the scenes. Visible results so far include a Bud Dry to join Michelob Dry, Colt 45 Dry, Rainier Dry and other Heileman Dry beers. So far Miller, Stroh and Coors have not launched theirs. Canada has its first Dry in Molson Special Dry, and a Labatt Dry will probably be out by summer. Domestic Dry beers have about the same alcohol as regular beers, and do not seem as bitter as the Japanese Drys.

This summer will be showdown time for the Stroh brand. A highly respected advertising agency has been retained. New commercials and a new look are on the air. There was much speculation in the trade and business press about Stroh's effort to interest a foreign brewer to become a minority partner. This includes some sniping with Heileman, which qualified for talks by virtue of being part of Bond of Australia. Heileman, which had a worse year than Stroh, told its distributors of the discussion in such a way that it made Heileman look good at the expense of Stroh.

The retort was that Heileman was blowing smoke to hide the fact that it is closing the Perry, Georgia brewery. The Perry plant was built by Pabst less than 20 years ago, and was acquired by Heileman in 1983 as part of the partition of Pabst by Kalmanowitz. Heileman had a 5-year contract to brew for Pabst in Perry. That business shifted to Stroh last year as part of a major cross-brewing agreement with Pabst. The closing of Perry should therefore not be surprising; what is sad is that a nice modern 5-million barrel brewery finds no takers. Miller has a plant nearby, Anheuser-Busch is building less than an hour's drive away, Stroh is in Memphis and Coors does not need a brewery either.

E. P. Taylor, formerly of Toronto, died recently at the age of 91 in the Bahamas. For over a quarter century E.P. was the dominant force in the Canadian brewing industry. His Canadian Breweries Ltd. and Carling in the U.S. became symbols of growth and acquisition in the 50's and 60's. When his Northern Dancer won the Kentucky Derby he seemed to have it all. His empire did not last but he was a giant in his day.



## What's Brewing Around the Country

A visit to a small brewery can be a trip back to the days when master brewers used old-fashioned methods and traditional ingredients — malted barley, yeast and water. Many cities have breweries that can be toured, and some have pubs or restaurants. These breweries were suggested by the Institute for Brewing Studies in Boulder, Colo., a trade association for small breweries, as notable for their beers. Each brewery is followed by the name of its beer or beers, and, if there is a restaurant or pub, the hours.

**ALASKA** Chinook Alaska Brewing and Bottling Company, 5429 Shaune Drive, Juheau; 907-780-5866. Chinook Alaskan Amber, Chinook Alaskan Pale Ale. Tours Tuesday and Thursday, 11 A.M. to 4 P.M.

**CALIFORNIA** Mendocino Brewing Company, 13351 South Highway 101, Hopland; 707-744-1015. Red Tail Ale (amber ale), Blue Heron Pale Ale, Black Hawk Stout, Peregrine Pale Ale. Tours by appointment with two days' notice. Restaurant open 11 A.M. to 9 P.M. daily. Pub 11 A.M. to 10 P.M. Monday to Thursday; to midnight Friday and Saturday. Brewery open 11 A.M. to 6 P.M.

**COLORADO** Boulder Brewing Company, 2880 Wilderness Place, Boulder; 303-444-8448. Boulder Beer (extra pale ale, porter, stout, sport). Tours Monday through Friday at 11 A.M.; Saturday 11 A.M. and 1 P.M. Tasting room, open 11 A.M. to 5 P.M.; lunch served until 2 P.M. Outdoor barbecue in summer.

**KENTUCKY** Oldenberg Brewery, I-75 and Buttermilk Pike, Fort Mitchell; 606-341-2800. Oldenberg Premium Verum (German-style pilsner). Tours starting 11 A.M. until 10 P.M. Pub open Tuesday to Thursday 11 A.M. to 1 A.M.; to 2 A.M. Friday and Saturday and midnight Sunday. Restaurant 6 P.M. to 11 P.M. Monday to Thursday; to 1 A.M. Friday and Saturday. Closed Sunday and Monday.

**LOUISIANA** Abita Brewing Company, Abita Springs; 504-893-3143. Abita Gold and Abita Amber (lagers). Tours by appointment.

**MAINE** D. L. Geary Brewing Company, 38 Evergreen Drive, Portland; 207-878-2337. Geary's Pale Ale. Tours by appointment.

**MINNESOTA** Summit Brewing Company, 2264 University Avenue, St. Paul; 612-645-5029. Great Northern Porter and Summit Extra Pale Ale. Tours Saturdays.

**MONTANA** Montana Beverage Ltd., 1439 Harris Street, Helena; 406-449-6214. Kessler Centennial (German-style lager), Lorelei (pale lager). Tours 8 A.M. to 5 P.M. daily.

**OREGON** Bridgeport Brewing Company and Public House, 1313 N.W. Marshall Street, Portland; 503-241-7179. Bridgeport Ale, Golden Ale (pale ales), Blue Heron Bitter. Tours by appointment; call two weeks ahead. Pub open Tuesday to Thursday 4 to 10 P.M., Friday 2 P.M. to midnight; Saturday noon to midnight; Sunday noon to 8 P.M. Closed Monday.

Widmer Brewing Company, 923 S.W. Ninth Street, Portland; 503-221-0631. Altbier (German-style ale), Weizenbier (wheat beer), Hefweizenbier (unfiltered wheat beer). Tours 5 to 7 P.M. Friday; noon to 2 P.M. Saturday. Adjacent restaurant and pub open Monday to Friday 7 A.M. to 11 P.M.; weekends 8 to midnight.

**TEXAS** Reinheitsgebot Brewing Company, 1107 Summit Avenue, Plano; 214-423-5484. Collin County Pure Gold (pale lager), County County Black Gold (dark lager). Tours by appointment.

**WASHINGTON** Redhook Ale Brewery, 3400 Phinney Avenue North, Seattle; 206-548-8000. Ballard Bitter (pale ale), Redhook E.S. Bitter, Blackhook Porter. Tours daily 1:30 to 4:30 P.M. Pub open Monday to Thursday, 8 A.M. to 10 P.M.; to 11 P.M. Friday; Saturday, 11 A.M. to 11 P.M.; Sunday 11 A.M. to 6 P.M.





James Denney/World-Herald

Haessler with some of his collection in basement family room.

## Storz Collection Started With Cans

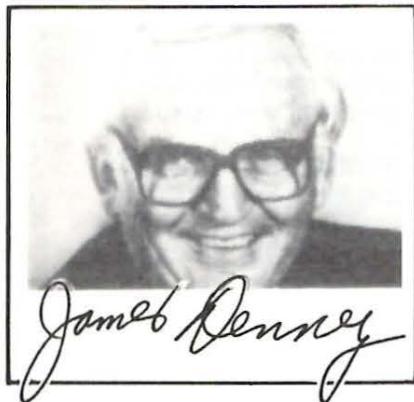
By James Denney

World-Herald Staff Writer

**T**HE BASEMENT family room in Ward and Melissa Haessler's Omaha home provides proof that it pays to advertise.

That is where Haessler has on display his hundreds of advertising placards, samples, trinkets, bottles, cans, coolers, hats, T-shirts, fly swatters and other memorabilia from the former Storz Brewing Co. of Omaha.

"I started collecting beer cans in 1969," Haessler said,



"but much of what I have came as the result of placing want ads in newspapers near and far from

Omaha."

The brewery was started in 1876 by the late Gottlieb Storz. It was purchased by Grain Belt of Minneapolis on Aug. 26, 1969, and the Omaha brewery was closed.

"This is what makes it interesting for me," said Haessler, 29. "By the time I had reached a legal age

to drink beer, most of Storz's products were no longer available."

Local distributors said Storz beer began to disappear completely from Omaha bars and package stores about two years ago.

Haessler said his collection "is probably one of the largest of Storz material that you'll find anywhere."

When officials of the Western Heritage Museum sought artifacts on Storz beer for the exhibit "The Modern Years: Omaha, 1930-1954," it borrowed from Haessler's collection.

Haessler is an insurance man and travels over much of Nebraska and part of Iowa. He frequently visits antique stores and junk shops.

He has Storz golf ball markers, kegs, mugs, salesmen's sample cases, playing cards, and even medals that were awarded to the brewery for its competition on taste with other beers.

Haessler said his greatest desire is to find a 1906 tin advertising sign that contained an illustration of the Omaha brewery. Included is a drawing of an elf carrying a bottle of Storz beer in each hand.

That would add to his oldest Storz item, another advertisement on a tin background containing a 1905 calendar.

Haessler said he collects other beer company cans, bottles and advertisements, but only to use them for trade or sale in hopes of finding more Storz items.

The Haesslers have a pet poodle. His name, of course, is Storz.



## CLARIFICATION



Q.: The striking cover of the Fall 1988 Breweriana Collector brings a question to mind: Does anyone know the origin of the monk that is pictured on the Old Tymes label? The same cleric, in an identical pose, now adorns the labels of the Irseer Klosterbrauerei of Irsee, West Germany (above). I realize that the pirating of trademarks is an old practice, but in this case it is a matter of "Which came first . . ." The German brewery claims to have been around since the 16th century, though I have no idea how long our monk has been in their employ.

In similar vein, it is interesting to note that the Auerhahn Brewery of Schlitz, West Germany, boldly displays the name of the town on their labels in a logo so much like the familiar Joseph Schlitz rhomboid that it can't possibly be a coincidence. Did the regional brewery make an effort to cash in on the fame of their American counterpart? If so, I find a certain irony here. Many American beer drinkers regard Germany as the Mecca of the brewing industry in the western world. I guess there is a prejudice that Germans wouldn't stoop to mimicking the upstarts in the U. S. A.

Tony Fiyalko  
240 Dovecote Lane  
Central Islip, NY 11722

A.: Our guess is that the monk with the lifted finger comes from a German genre painting, possibly as early as the 17th century. If so, anybody could use him on a label, like Franz Hals' Laughing Cavalier, which was, in fact used on Hals Beer, which flourished -- well, attempted to flourish -- in Maryland in the late 1950s and early 1960s. We can't identify it, but suspect that some of our Germanophiles can do so readily. Let us hear about the monk, and also about Auerhahn of Schlitz. If our worst fears are borne out, that may be the last active Schlitz rhomboid in a few years.

<p><b>THE MUSEUM OF BEVERAGE CONTAINERS &amp; ADVERTISING</b></p>
<p><b>COLLECTABLES GIFT SHOP</b></p>
<p>GOODLETTSVILLE, TN 37072 615-859-5236 OPEN 9:00 TO 5:00</p>





Well believe it or not another 69 NEW MEMBERS. Its great to see the interest in Breweriana Collecting and the N.A.B.A.

Dues were due May 31, 1989 and if you attend the St. Paul Convention your dues must be paid. Still only \$20 make payable to N.A.B.A. and mail to 2343 Met-To-Wee Lane Wauwatosa Wi. 53226. Please do not include dues payment with Convention registration.

I attended the gathering of Breweriana Collectors at Cincinnati's Oldenberg Brewery. The Breweriana Collection there is the finest in the U.S.A. and must be the largest Breweriana Museum. If you want to wait to see it until 1992 the N.A.B.A. Convention will be there.

Hope to see you in St. Paul August 4-5-6.

Sincerely

Robert E. Jaeger  
Executive Secretary

### NEW MEMBERS

APPEL SUSAN  
307 N. Garfield Avenue  
Champaign Il. 61821  
217-351-9059  
Books magazines-history  
lithos-photos-post cards  
Cincinnati & St. Louis Esp.

BITTERMANN JOHN E.  
621 Homestead Place  
Joliet Il. 60435  
815-725-7770  
All breweriana-bottles (esp.)  
cans-coasters-paper items  
signs  
Illinois - Midwest

BRAND AL (Mary)  
910 Milton Avenue  
Fort Wayne In. 46806  
219-745-1264  
Cans-signs-tap knobs  
Indiana Cans

BROMMER LARRY  
P.O. Box 3922  
Santa Fe Springs Ca. 90670  
213-860-3345  
Mugs steins  
Anheuser Busch

CAIN ALBERT J.  
R. D. # 2 H-230  
Hammonton N.J. 08037  
609-561-2754  
All breweriana-ash trays  
Camden N.J. Brwgs.  
Camden Beers

CAVNER RANDALL L.  
3815 Baldwin Avenue # 92  
El Monte Ca. 91731  
818-442-6560  
Ash trays-mugs steins  
neon signs-signs-tip trays

CHYLACK LEN (Kay)  
1122 Nottingham Drive  
West Chester Pa. 19380  
215-692-2015  
Cans-history  
Stegmaier Brwg.

COLEMAN DON (Sue)  
714 Wisconsin Drive  
Jefferson Wi. 53549  
414-674-5586  
Mugs steins

CORIELL THOMAS E. JR.  
P.O. Box 3883  
Wichita Ks. 67201  
316-687-9145  
Coasters  
glasses Micro Brwgs.  
Hamm's Bear

COTTINGHAM BRUCE A. (Patricia)  
46 Jewel Lane  
Cincinnati Oh. 45218  
-851-0485

DI CICCO GENE (Mary)  
110 Whiting Road  
Watsonville Ca. 95076  
408-722-8678  
Cans-signs-statues

EIDE DOLORES M. (Ralph)  
Rt. 1 Box 233  
Arcadia Wi. 54612  
608-323-3698  
Mirrors-mugs steins  
Budweiser, Pabst, Leinenkugel  
Strohs, Miller, Old Style

ERDMAN JACK C. (Barbara)  
2-A Cornell Drive  
Jacksonville NC. 28546  
919-353-1834  
Cans-mirrors-mugs steins  
openers-signs-trays  
Foreign

FAUCHEUX LARRY N.  
2074 Bronco Lane  
Keller Tx. 76248  
817-431-9253  
Bottles-coasters  
lamps-trays

FIYALKO TONY (Kathy)  
240 Dovecote Lane  
Central Islip N.Y. 11722  
516-234-3786  
Coasters-crowns-labels  
matches-menus-mini beers

FORCEY BEN (Constance)  
2546 Indian Ridge Drive  
Glenview Il. 60025  
312-480-1344  
Mugs steins-neon signs  
signs-statues

GREENE JAMES B.  
29 W. 8th Street  
New York N.Y. 10011  
212-260-6626  
Books magazines- neon signs  
brewery equipment

HARDESTY JAMES  
856 Willow Drive  
Salina Ks. 67401  
903-827-6492  
All breweriana

HARRIS LEO J. (Molly)  
4 Cardinal Lane  
St. Paul Mn. 55127  
612-484-4692  
History-photos  
Hamm's Brwg. Co.

HOWARD DALE (Carol)  
732 Topawa Drive  
Fremont Ca. 94539  
415-656-6647  
Cans-glasses-matches  
mugs steins-post cards-signs

INDICK ROBERT (Mary)  
116 West Molloy Road  
Mattydale N.Y. 13211  
315-455-2605  
Calendars-glasses  
mugs steins-signs  
tap knobs-trays  
Syracuse N.Y.

JOHNSON CAM  
9 Concord Square # 1  
Boston Ma. 02118  
617-353-1103  
All breweriana-cans  
clocks-labels-neon signs  
signs  
Employee Miller Brwg. Co.

JOHNSON GREGORY P.  
165 E. County Road B-2 #306  
Little Canada Mn. 55117  
612-484-6654  
All breweriana-bottles  
history-lithos  
paper items-signs  
Minneapolis Brwg. Co. Grain Belt  
Minnesota Brands

JOHNSTON DAVID W.  
34215 Meyer Road  
Cottage Grove Or. 97424  
503-942-1380  
All breweriana-bottles  
cans-signs-tap knobs  
Lucky Lager

KENDER KIMBERLY (Leonard)  
1729 Lakeshore Drive  
St. Charles Mo. 63303  
314-947-8328  
All breweriana-glasses  
pitchers-statues  
Stag, Blatz & Carling

KISS JAMES  
606 N. Fifth Street  
Martins Ferry Oh. 43935  
614-633-5564  
All breweriana  
Belmont Brwg. Co.  
Martins Ferry, Ohio

LA VEAN GREGORY (Linda)  
8074 Parkway Drive  
Jenison Mi. 49428  
616-457-6478  
Cans-labels-mirrors  
openers-statues  
Michigan Brands



LEACH WINFRED (WIN)  
6508 Midra Drive  
Lanham Md. 20706  
301-552-2906  
Bottles-cans-coasters  
labels-mugs steins-signs  
All Anheuser Busch Breweriana

LITMAN JOEL M. (Barbara)  
373 Valley Drive  
Waldorf Md. 20603  
Glasses-mugs steins

LONG ISLAND MARRIOTT HOTEL  
Director of Food & Beverage  
101 James Doolittle Blvd.  
Uniondale N.Y. 11553  
516-794-3800 Ext. 6750  
All breweriana-bottles  
coasters-mugs steins  
neon signs-photos

LORZEL MIKE (Deeann)  
377 Neilson Court  
San Jose Ca. 95111  
408-225-4143  
All breweriana  
For Coors Only

MAZYLEWSKI VICTOR (Norene)  
3608 Ridgeland Avenue  
Berwyn Il. 60402  
312-795-6770  
Cans-history  
Chicago Breweriana

MC CARTHY MICHAEL D. (Alice)  
Corliss Hill Road Box 1140  
Meredith N.H. 03253  
603-279-4269  
Coasters-foam scrapers  
mirrors-signs-tap knobs  
trays  
Narrie, Hanley, Harvard

MIXER THEODORE G. (Jane)  
3006 Sawyer Drive  
Grove City Oh. 43123  
614-875-5110  
Labels

MOFFETT JIM  
2818 Battleview Place  
Stockton Ca. 95209  
209-477-8079  
Mugs steins-salt shakers  
Anything El Dorado Brwg. Co.

MYERS CRAIG J. (Marcia)  
340 Franklin Court  
Worthington Oh. 43085  
614-888-8310  
Cans-coasters-labels  
matches-patches-post cards  
Hamm's Brwg. Co.

NAGELSCHMIDT RONALD (Regina)  
2 Shaper Avenue Ext.  
Canajoharie N.Y. 13317  
518-673-5023  
Pre-Pro trays-signs

NASH JACK  
1335 H Street  
Eureka Ca. 95501  
707-442-2823  
All breweriana-bottles  
cans-labels  
mini beers-trays

OLSEN JOSEPH E. (Ann)  
1771 Ackley  
Westland Mi. 48185  
313-722-1771  
Pre-Pro Strohs anything

OWEN ROGER  
1704 Rosewood Avenue  
Louisville Ky. 40204  
502-456-5384  
Bottles-labels-openers  
signs-trays

PEAT CHARLES (Mildred)  
9341 Parkside Drive  
Brentwood Mo. 63144  
314-961-3129  
Mugs steins  
post cards - Anheuser Busch

PLACETTE ALFRED J. (Susan)  
13935 Plantation Valley  
Houston Tx. 77083  
713-530-9152  
Clocks-signs

## NEW MEMBERS

PODRATSKY THADDEUS  
38 22nd Street  
Wheeling W.V. 26003  
304-233-4837  
Glasses-signs-trays  
Wheeling W. V. Brwgs.

RAAB STEVE A.  
240 Snell Road  
Oshkosh Wi. 54901  
414-233-4476  
All Wisconsin Breweriana  
All Oshkosh Brwgs.

REBELLO BILL  
1566 Blackfoot Drive  
Fremont Ca. 94539

ROBERTS MARK K.  
570 W. Sandhurst Drive #205  
Roseville Mn. 55113  
612-487-3582  
All breweriana  
books magazines-history  
Microbreweries

ROBINSON MARK  
2212 Caswell Avenue  
Ceres Ca. 95307  
209-537-1082  
All breweriana-coasters  
mirrors-neon signs  
openers-trays  
Old North Ca. Brwgs.  
Acme, El Dorado

ROBIS MICHAEL  
62 King Street E.  
Hamilton Ontario  
Canada L8N 1A6  
416-385-3693

ROLF RANDY K.  
49 East Elm Street  
Homer City Pa. 15748  
412-479-8364  
All Duquesne Breweriana

SCHNIEDER KAREN (Kevin)  
1240 Forest Avenue  
Crete Ne. 68333  
402-826-4865  
History-mirrors  
mugs steins  
Budweiser Most Interested

SCHWANZ WALT (Gerry)  
545 W22339 Quinn Road  
Waukesha Wi. 53186  
414-542-8586  
All breweriana  
Waukesha Fox Head & Weber  
or any other Waukesha Beer

SHAURETTE DONALD A.  
1240 Bryant Avenue #21  
St. Paul Mn. 55075  
612-333-2211  
Glasses-mugs steins  
tip trays-trays

SLEEMAN DALE F. (Elaine)  
19204 208 Avenue S.E.  
Renton Wa. 98058  
206-432-5163  
All breweriana  
All old Wash. State  
especially RAINIER

SPEER KENT  
4308 Westport Road  
Louisville Ky. 40207  
502-895-6014  
Bottles-labels-openers  
signs-trays

STADNICKI JOHN P.  
6 South Street Apt. 3  
Westfield Ma. 01085  
413-568-9928  
Glasses-lithos-mini beers  
statues-tip trays-trays  
New England Area Brwgs.

STAND JACK W.  
140 S. Grove Avenue  
Oak Park Il. 60302  
312-383-4220  
Mugs steins

TERRAY ROBERT  
60 Wilkshire Place  
Lancaster N.Y. 14086  
716-681-2323  
Buffalo Breweriana N.Y.

TOMINS JOHN (June)  
17 Valley Street  
Lake Ronkonkoma N.Y. 11779  
516-588-1342  
Mugs steins-lapel pins  
Budweiser, Heileman, Strohs,  
Miller, Coors Brwgs.

TUCKER RICHARD (Shirley)  
2214 Baker  
Everett Wa. 98201  
206-252-0537

WEAVER KEN  
3710 Woodrow Avenue  
Flint Mi. 48506  
313-744-0652  
Glasses-neon signs  
openers (cast iron)  
signs-statues-trays  
All Michigan Brands

WHITMAN LES (Pat)  
P.O. Drawer KK  
Westwood Ca. 96137  
916-256-3437  
Bottles-cans  
dealer-statues  
Various Brwgs & Brands  
WICK TIMOTHY D. (Lori)  
2305 E. Lake Bluff  
Shorewood Wi. 53211  
414-961-2472  
Bottles-chairs  
Pabst Brwg. Co.

WILLIAMS STEVEN E. (Karen)  
2580 Everett Drive  
Reno Nv. 89503  
702-747-1166  
Foam scrapers

WISNIEWSKI ROBERT E.  
608 Oakview Drive  
Saginaw Mi. 48604  
517-754-9868  
Cans (flats & cones)  
coasters- foam scrapers

WOOD PHILIP  
60 Chapman Street  
Putnam Ct. 06260  
203-928-2948  
Coasters

WORLEY THOMAS D JR. (Jennie)  
65 Sunset Drive  
Manchester Pa. 17345  
717-266-2911  
Books magazines  
history-trays

YATES LEONARD  
6318 9th Avenue N.  
St. Petersburg Fl. 33710  
813-384-6920  
Mugs steins  
Anheuser Busch, Budweiser

YOUNG ALLEN (Patty)  
613 Fawn Lake Court  
Virginia Beach Va. 23462  
804-474-9569  
All breweriana-brwg equipment  
mugs steins-neon signs  
openers-signs  
Virginia Brwg. Co. Roanoke Va.  
Solano Brwg. Co. Vallejo Ca.

ZURAVA GEORGE E. (Rebecca)  
2928 Silver Lake Blvd.  
Silver Lake Oh. 44224  
216-923-5695  
Bottles-cans-openers  
signs-statues-trays  
Leisys, Burkhardt,  
Akron, Renner

## BUY - SELL - TRADE

For sale: My entire collection of brewery glasses, Atlantic to Yusay, \$3000. Send SASE for a list. Al Rodemeyer, Box 538, Latimer, IA 50452

For sale: Book, Texas Brewery Coasters and Coasters for Texas (see review on page 23). Covers over 130 coasters. \$6.00. Tom Muller, HQ USAREUR, Box 726, APO, NY 09063.

Wanted: Oregon pre-Prohibition breweriana, any type or condition, esp. Portland Brewing Co.. Art Larrance, Portland Brewing Co., 1339 NW Flanders Street, Portland, OR 97209.

Wanted to buy: Paper label and embossed beer bottles from Connecticut and other New England breweries. Hulls breweriana wanted. Tom Senuta, 79 Fanning Road, Ledyard, CT 06339.

Wanted: Oconto labels, esp. Arrowhead, Superior, Eagle neck label. Also seek information on ties with Monarch of Chicago, other facts for a book on Oconto. Jim Hanna, 3630 County SS, Oconto, WI 54153. (414) 834-4629.

For sale: Mini beers, over 150. Will sell one or all. Priced below Bob Kay's book prices. \$1 for list. Paul Stookey, 3015 W. State Route 571, Troy, OH 45373.

### BEER BOOKS FOR SALE

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

Budweiser Wild Turkey Jim Beam

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Lighted signs Glasses Steins

Whiskey Pitchers Beer Signs Clocks

Neon Signs Trays Back-Bar Pieces

Send large SASE for lists:

List #1: Steins

List #2: Glasses

List #3: Back-Bar Pieces

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Nights call: (417) 831-8093

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CORK SCREWS

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MIRRORS  
GLASSES

WOOD CASES  
MINI BOTTLES  
ASH TRAYS



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



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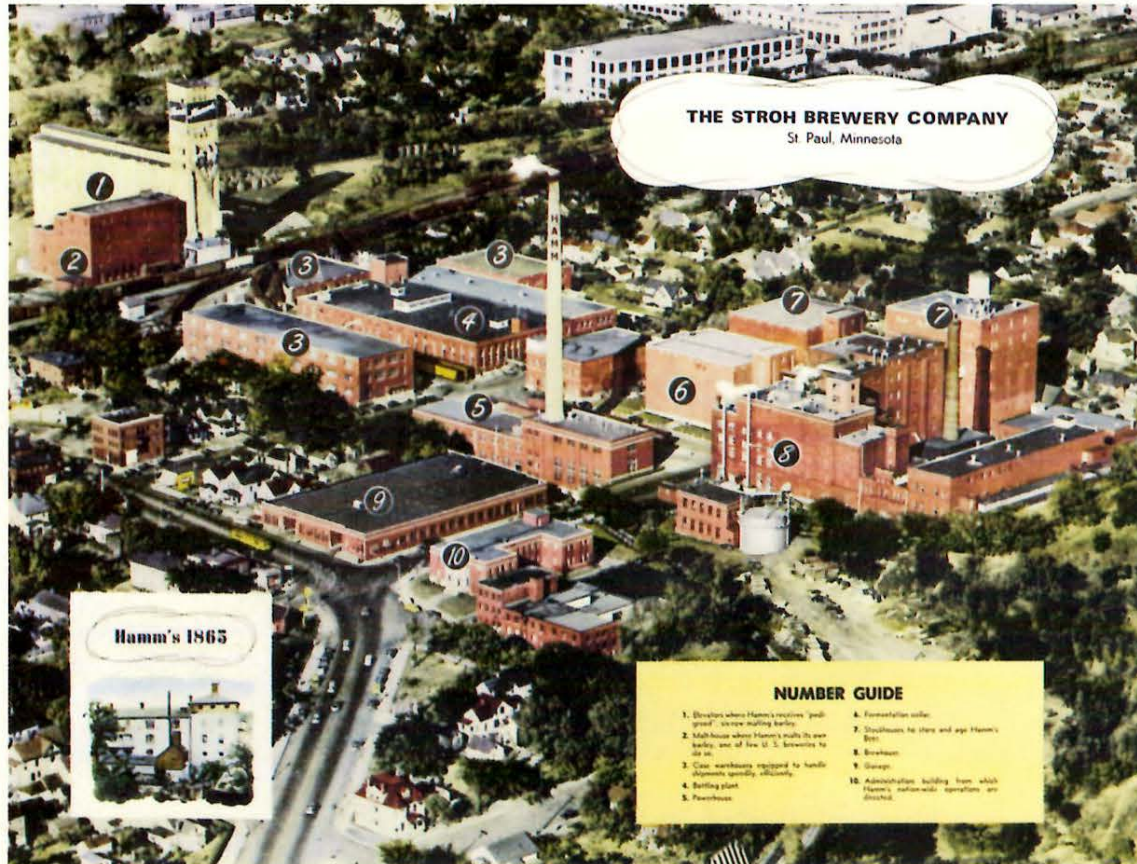


## EVENTS OF INTEREST

- 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 Warwick (313) 676-7955.
- June 24-25      Indianapolis Antique Advertising Show, Indiana State Fair Grounds.
- 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 3-6      National Association of Breweriana Advertising, annual convention, Stroh's former Hamm brewery, St. Paul, MN. Members have received registration material, or contact Peter Blum, 300 River Place, Suite 5000, Detroit, MI 48207.
- August 11-12    Canadian Brewerianist annual convention, London, Ontario. Write Larry Sherk, Box 191 Station G, Toronto, ONT M4M 3G7, Canada.
- August 11-13    Second annual Monticello Extravaganza, Best Western Mount Vernon Motel, Charlottesville, VA. Contact Chris Eib (804) 360-5744.
- 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.
- September 23-24 Indianapolis Antique Advertising Show, Indiana State Fair Grounds. NABA will provide a hospitality hour September 22, Holiday Inn, U.S. 421 and I-465, 8:00 PM-midnight. Members cordially invited.
- 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.
- October 1        Westmont Stroh Chapter, fall show, Inland Real Estate, 400 W. Ogden Ave., Westmont, IL.
- October 13-14   ECBA-NABA annual joint trade meet, Parke Hotel, I-77 at Everhard Road (north), Canton, OH 44718. Contact Jack Kern, 7970 Bricker, NW, Massillon, OH 44646.
- October 15      Brewery Collectible Show, Regency Lanes, 6014 N. 76th Street, Milwaukee, WI, 9:30-3. Gordon Durocher, (414) 628-1092.
- October 22      Brewery Collectibles Show, Red Carpet Lanes, 5727 S. 27th Street, Milwaukee, WI, 10-3. Also December 10. Jim Welytok (414) 246-7171.
- October 27-29   Seventh Annual Monarch Fall Fest, Quality Hotel, Route 53 and U.S.14, Palatine, IL. Contact Paul Zagielski (312) 284-0149.



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