

The Breweriana Collector

JOURNAL
OF THE
NATIONAL ASSOCIATION

BREWERIANA ADVERTISING

VOLUME 67

FOUNDED JANUARY 1972

FALL 1989



THE "UNFINISHED" STROH POSTER

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;

John M. Brandt
Herbert A. Haydock
Clinton Imboden

Donna Mathews
James P. Shoulter
Paul Zagieski

Appointive Officers;

Robert E. Jaeger
Robert E. Kay
George W. Hilton
Peter Blum
John Filson Graff Jr.

Directory Editor
Auction Chairman
Editor, The Breweriana Collector
1990 Convention Chairman
1990 Convention Vice-Chairman

TABLE OF CONTENTS

Fermentation	5
Peter Ritter's Remarkable Wagon	7
Mystery Artifacts	10
The Tour To Schell's	12
N.A.B.A. News	14
Convention Artifacts	16
Meetings Of Other Organizations	18
Breweries - Active	22
Book Reviews	25
What's Brewing	27
71 New Members	28
Buy - Sell - Trade	30
Events Of Interest	31

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.

PRESIDENT'S PAGE

The St. Paul Convention was attended by 195 members and lots of family - 329 in all. Those who came seemed to have an excellent time. The trips were interesting, there was lots of stuff to look at, and we had a bang-up auction. Some really great pieces changed hands. For that one needs a convention - a coming together.

We no doubt will learn from several minor glitches. For instance, we will distribute registration times before the convention, and not list them only in the program - which one get when registering. There will also be more refreshments and snacks available in the hospitality room.

The Sunday session needs to be reviewed. With open room trading and with more than half the total number of rooms already occupied by Wednesday, we may not need any more selling to ourselves. Another possibility is to invite the local BCCA chapter members to a joint Sunday function. Can collectors are looking for stuff to go with cans, and they display breweriana.

NABA is not the only organization concerned with breweriana. I like to discuss others, and how they may help our members enjoy their hobby.

The beer can collectors - BCCA - were mentioned above. Their conventions are large, loose, and loud, but they have many local chapters whose trade sessions may be very worthwhile to attend. For instance, the annual Detroit show of Stroh's Fire-Brewed Chapter on the last Saturday in June attracts people from a hundred-mile radius. The \$27 BCCA membership also gets you a bimonthly 48-page publication. It is mostly about cans, but with quite a few ads for breweriana. BCCA is at 747 Merus Court, Fenton MO 63026.

The Tin Can Collectors Of America*- TCCA - have been around since 1971, founded one year before NABA for collectors of coffee, tobacco, and similar "tin" containers. Some years ago they expanded to include trays and metal signs in general. This includes beer trays and metal brewery advertising, and thus we have an area of common interest.

TCCA publishes a monthly newsletter, and holds an annual convention. Ninety percent of the newsletter consists of excellent photos and explanatory text. The other ten percent is sophomoric sex puns and tongue-in-cheek appeals for subscriptions. This last page is just the sort of thing most NABA members consider trite and immature, but tolerate out of our inherent sense of noblesse oblige - or maybe because it is funny. One cannot tell if this sleaze is part of founder "Nosmo King's" work ethic, or if you get that way from sniffing too many old tobacco tins.

One thing is sure - TCCA has shown a very generous attitude toward us, and we wish to reciprocate. Their subscription office is at 11970 Borden Ave., San Fernando CA 91340. The price is \$25 per year, and if your interests are a bit wider than just breweriana, you will get your money's worth in great photos. Besides, as Noz says, they need the money more than you do!



* Actually, the Tin Container Collectors of America. We are glad to get camera-ready copy, but it has the disadvantage, as in this instance, of being difficult or impossible to modify. Ed.



Associated Press

This Florida plant is one of Stroh's breweries being acquired by Coors.

Big Changes Brewing

Coors Is Negotiating a \$425-Million Deal to Buy Stroh Brewing

By BRUCE KEPPEL,
Times Staff Writer

In a move that will put one of the nation's oldest brewery families out of the beer business and strengthen the position of another, Adolph Coors Co. said Monday that it will buy most of the brands and bottling plants of Detroit's Stroh Brewing Co.

The agreement in principle calls for Coors to pay the equivalent of \$425 million in cash and assume an unspecified amount of Stroh debt. The deal remains subject to negotiation of a definitive agreement and approval by both companies' boards and antitrust clearance by the U.S. Department of Justice.

Assuming completion of the deal early next year, Stroh will cease to be a domestic brewer after operating for

nearly 150 years. On the other hand, Coors, which traces its roots to an 1872 partnership, would become the nation's third-largest beer company in terms of sales. St. Louis-based Anheuser-Busch dominated 1988 sales with 41% of the market, followed by Miller Brewing of Milwaukee with a 21.2% share. Stroh ranked third at 10.7%, followed by Coors at 8.6% and G. Heileman at 7.9%.

Van Nuys Plant Not Involved

After integrating the two businesses and shaking out redundant brands, Coors will enjoy a consolidated market share of "about 16%," predicted Tom Pirko, president of Bevmark, a beverage-marketing consulting firm in Los Angeles that counts Coors among its clients.

Not involved in the agreement were Stroh's bottling plants in Van Nuys and Memphis, Tenn. Both facilities produce products that will remain with Stroh—California Cooler and White Mountain wine coolers and Sundance Natural Juice Sparklers.

To lighten its debt in the face of falling sales, Stroh has been looking for potential partners since February. On Aug. 31, it said it would cut 300 of its 1,500 office help nationwide.

In a statement issued by Coors, Peter Stroh said the decision to sell the brewing business was "difficult" but called Coors "the most appropriate brewer to continue the legacy of Stroh's. Coors, which is still run by the founding family, shares my conviction that when your name is on the bottle, the product inside must be of the highest quality."

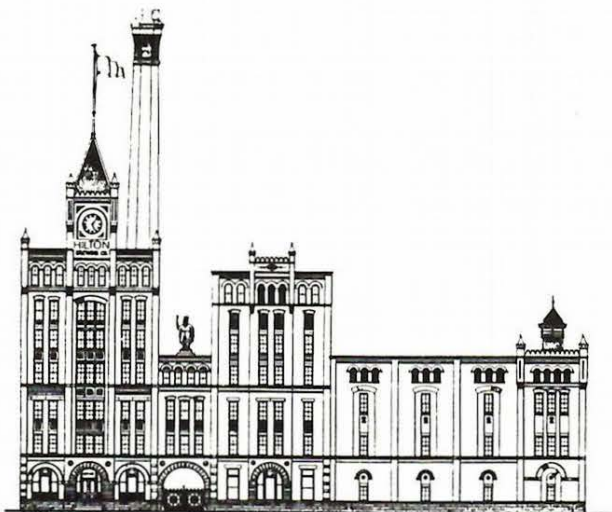
The two family enterprises "were more than just competitors," said Coors spokesman George Valuck. "Coors was the Stroh of the West, and Stroh the Coors of the East," he said.

Private Company

Acquired brands include Stroh's, Stroh's Light and Stroh's Signature; Schlitz, Schlitz Light and Schlitz Malt Liquor; Schaefer, Schaefer Light, Schaefer no-alcohol and low-alcohol brands; Old Milwaukee and Old Milwaukee Light; Goebel; Red Bull; Silver Thunder, and St. Barts (a no-alcohol beer). Coors also would assume licensing rights to Pils, Pils Light and Augsburger beers, but not to California Cooler, which Stroh licenses from Brown-Forman of Louisville, Ky.

According to Beer Marketer's Insights, an industry publication published in New York, Stroh sales totaled about \$1.3 billion last year, about the same as Coors. Stroh, a private company, does not report financial data. While the Coors family owns all the voting stock of Adolph Coors Co., Coors' nonvoting stock is sold over the counter, where shares closed at \$23.75, up \$1.50.

On this matter, see pages 15 and 27 for further comments.



FERMENTATION

Farewell Again

When Schlitz closed its Milwaukee brewery, The Breweriana Collector editorially said "Farewell" to one of our most historic breweries. To the surprise of few, it was shortly necessary to say farewell to Schlitz as a corporate entity, as the brands and remaining breweries were sold off to Stroh. Schlitz had encountered nearly every conceivable problem with its flagship brand: deviation from the traditional flavor with great difficulty in establishing a new taste, trouble in retaining carbonation, a disastrous advertising campaign and an utter inability to deal with Budweiser's inexorable expansion of market share. Schlitz had going for it lots of cash, a modern set of breweries, and above all, undiminished success of the Old Milwaukee brand, an excellent example of a beer without an aftertaste, and a major element in the low-priced market.

Unfortunately, much though not all of this we are witnessing again with Stroh. The problem has been highly concentrated on the Stroh brand itself, which has declined relative to Budweiser about as Schlitz did. The rivalry required the firm to advertise Stroh heavily, but the payoff did not manifest itself. The campaign built around Alex, the Stroh-drinking dog, was quite clever, owing to an excellent choice of the actor to play the dog's owner. No less than Schlitz' successful Gusto campaign, the series lost its novelty and could not be replaced with anything equally effective. The strengths of the firm were similar to those of Schlitz: modern low-cost breweries -- mainly the same ones -- and the continued success of Old Milwaukee, even though it would be difficult to say that its taste was up to what Schlitz put into it. The firm's problem was not so much low output as a composition of output based on a low-margin brand out of which it could not make much money. Schlitz' problems were compounded by diffusion in ownership; the firm was controlled by an estimated 495 Uihleins. After the death of Robert Uihlein, the firm had chronic difficulty in establishing managerial continuity. Stroh, being privately held, had no such problem, but did have a difficult generation gap with no one in the family between approximately 30 and 60 to take over the firm. Prospective foreign buyers had all backed off from buying something with a severely declining share of the premium market. Bond's experience with Heileman was hardly such as to make foreign brewers eager to buy into the American second-line brewers. Such considerations probably prevented a merger of Heileman and Stroh, which would have had the obvious advantage of giving Heileman more modern breweries than most of what it has outside of La Crosse.

Accordingly, the merger of Stroh into Coors had certain aspects of inevitability. Coors has been known to be eager to invade the low-priced market, and can certainly do so more readily with Old Milwaukee than with its own new Keystone. Because its project for a second brewery at Elkton, VA, has apparently ground to a halt, at least some of Stroh's far-reaching network must be attractive. It is difficult to see much incentive for Coors to market the Stroh or Schlitz brands aggressively, however. They

bear the names of other old family brewers, both of which were traditional rivals in the national market. Similarly, Coors Light has been relatively successful, so that one can hardly picture the firm pushing rival light brands. Coors output figures for the first two quarters of 1989 were very adverse, however. If one puts together the various incentives, we seem assured of losing some additional breweries. Coors does not appear to require all the capacity it is acquiring, and it is difficult to see what Stroh will do with the Memphis and Los Angeles breweries it is not transferring to Coors. Stroh is left only with Primo, plus two coolers and a sparkler, and some contract brewing for Pabst.

We are reluctant to lose any brewers or any breweries, but Stroh is particularly tough to lose -- for the most practical possible reasons. Through the good offices of Peter Blum, NABA has been able to draw upon Stroh more readily than any other brewer. It has extended us its hospitality at Detroit and St. Paul for conventions, and no single source provided The Breweriana Collector with material more readily than the Stroh archive. The present issue is an ideal example -- and possibly the last such example. That source may not yet be closed, and we may possibly have conventions at the Memphis and Los Angeles breweries, as our Board of Directors has discussed. We would be more optimistic on these grounds if Alex the dog had become an indispensable part of American popular culture, and Stroh were still supplying the nation copiously with fire-brewed beer. Would that it had been so.

* * *

This is hardly in a class with losing Stroh, but the City of Angels Brewing Co. in Santa Monica, CA, closed about the time the editor returned to UCLA for the fall term. Except for the short-lived Buster's, City of Angels was the first brewpub in the Los Angeles metropolitan area. The editor first visited it with colleague George Murphy and George's wife shortly after the place opened. It was then clearly doing very well, jammed with a date crowd to the extent that it was difficult to approach the bar. Early in 1989 when I took beloved stepdaughter to dinner there, all was clearly not well. The mix of ales was eccentric; the pumpkin ale we drank had an odd flavor and could not retain its carbonation. The food was quite undistinguished -- a bad situation, for the typical Los Angeles restaurant is excellent. Santa Monica was at best a strange location for a place pitched toward a yuppie dating set. It is a city mainly of the elderly and of expatriate British and Irish communities that have their own old-established pubs. Gorky's with its oddball Soviet theme and East European cuisine clearly hit the public's taste much more effectively. As with Stroh, however, we'd like to have seen the City of Angels survive.

This is yet another example of the perishability of brewpubs and microbreweries, often noted in these pages. On the way west I stopped to spend an evening with Stan and Chris Galloway to discuss editorial problems and many other matters. Stan mentioned that as editor of the American Breweriana Journal he gives low priority to material sent to him on brewpubs on the ground that they are numerous and there is no assurance that they will last. This proves one of the rare doctrinal differences between Stan and this editor. We actively solicit material on brewpubs and microbreweries, and for exactly the same reason: they tend to be ephemeral, and we want to document them while they survive. We are eager for members to send us accounts of brewpubs, with a description of the variety of beers (with the member's opinion of them), what breweriana is on sale, and a picture or coaster or label as an illustration. If somebody sets up the Flickertail Brewing Co. in an old bar in Enderlin, ND, and it fails in three months, your account of it may be the only historical record it ever gets.

George W. Hilton, Editor
6498 Summer Cloud Way
Columbia, MD 21045

October 9, 1989

PAUL RITTER'S REMARKABLE WAGON

by Peter Blum with Fil Graff

Paul Ritter was the last owner of the Washington Brewery in Cumberland, Maryland, which closed in 1894. Ten years later his sons, now agents for Stroh, went all out to have their four horse hitch decorated for the annual Labor Day parade.

The Ritter boys were competing against two fair-sized and two small local breweries which were still active in this Western Maryland town, at that time a railroad division point for the B & O. Paul Ritter's sons were evidently not intimidated by the competition. Probably they fielded a horse-drawn "float" in the parade every year. We only know for sure about 1904, because they had their wagon photographed professionally.

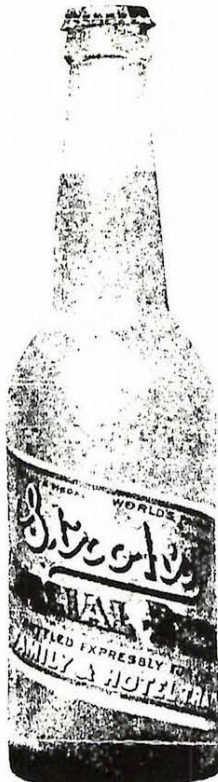
A large and cracked copy reached the Stroh archives about ten years ago. I had it copied and printed on 8x10, filed it under "Special Events", and more or less forgot about it. The photo turned out to be a triple source of previously unknown Stroh items.

The team and wagon were decorated from the axles to the canopy. The horses sported enough flags to get saluted. It probably took all day Saturday to mount the paper, shelves and merchandise. There were enough bottles and trays displayed to serve a hall full of parade goers.



Hold it right there - bottles and trays! A sign running the length of the wagon's top advertised Stroh's Special Brew, "bottled expressly for family and hotel trade", with a bottle showing a down ward slanted rhomboid label. The Stroh's on the sign was written slanted to the left, with a curiously wavy crossbar for the "t". The Special Brew is mystery No. 1. We had never heard about it, much less seen anything pertaining to it.

The photo was all we knew about Special Brew. Yet there it was, a dozen bottles on each of two rows alternating with Bohemian. Later our distributor in Cumberland sent us a copy of a full page ad by Ritter in a 1914 souvenir booklet. This shows many details of the label, and confirms the odd way of writing Stroh's. Special Brew was evidently a brand bottled in Detroit for local distributor sale. The wagon photo and ad are still all we know, for no actual label, bottle or brewery record has surfaced so far.



— DRINK —

STROH'S "SPECIAL BREW"

DETROIT, MICHIGAN

Finest and Purest Beer on the American Market today

NONE BETTER IN CUMBERLAND

"Special Brew"

is a pure product of the best Barley Malt and the Choicest Bohemian Hops.

CAREFULLY BREWED

PURE AND WHOLESOME

Highest Award World's Fair 1893

Bottled at the Brewery under most sanitary conditions so as to fulfil the requirements governing purity and cleanliness.

As Essential to the Health of the Family as Food

The Beer that brings health, muscle and good cheer

Order a Case Today

For Sale also in Original Packages

Both Phones

PAUL RITTER'S SONS

WHOLESALEERS

CUMBERLAND, MARYLAND

Mystery number 2 can be seen on a shelf below the bottles. Interspersed amidst all the garlands is a set of dark ovals. I had missed this, focusing on the "lost" brand, but Fil pointed out that these objects looked very much like horizontal oval trays. Close examination clearly shows the typical script Stroh's, a lion crest at left, a word below Stroh's, and a caption along the bottom curve in large letters.

I have tried everything short of computer enhancement to read the words, but there just is not enough contrast. Known trays indicate that the words are "Detroit" and "Bohemian Beer". The very dark shade suggests a red or blue color and a black text. It stands to reason that the other side of the wagon matched the visible side, meaning that there were ten trays!

The last mystery, happily now partially solved, is shown on the rear of the wagon above the Ritter sign and partially obscured by garlands and flags. From the photo we see that it is a kneeling girl holding a bottle. Magnification provided a few details: the bottle she is holding indicates a label other than Bohemian, and she seems to be kneeling behind a Stroh's Beer case, with the top foil of a Bohemian bottle just visible. I had looked at that girl several times over the years, but it was Fil who made the connection - we were looking at an unknown poster in the "Children's Series". For several years that's all we knew.



But in September of '87 Jack Kern showed up at the Indianapolis Ad Show with one of those Cheshire cat smirks which a collector may get who has found a one-of-a-kind item. He gleefully flashed a photo of a cut down litho showing a girl in a blue dress kneeling behind a Stroh case. There in color was most of the mystery litho from the Ritter float!

Jack had it restored and dry mounted. The photo on the cover was taken from this restoration, with the missing parts filled in from the known companion pieces showing children with different Stroh brands. Another litho has "come in from the cold", if not into the welcoming arms of the brewery's archivist, at least to a collector whom we respect and who shared his find.

MYSTERY ARTIFACTS

Peter Blum

When I visited the Schlitz archive storage room high up in the brewhouse shortly after the merger with Stroh (see vol. 56), I saw a number of large circular ads on some kind of canvas. They had been placed there when new during prohibition and early post-pro years, and had gathered dust ever since. Their original purpose had long been forgotten.



These canvas ads were light and in good shape. I had them moved to Detroit along with the other contents of that room. We found secure space in a building near the brewery, but sorting out the Schlitz material in detail would have to wait for my retirement. The round Schlitz ads were put on shelves and I promptly forgot about them.

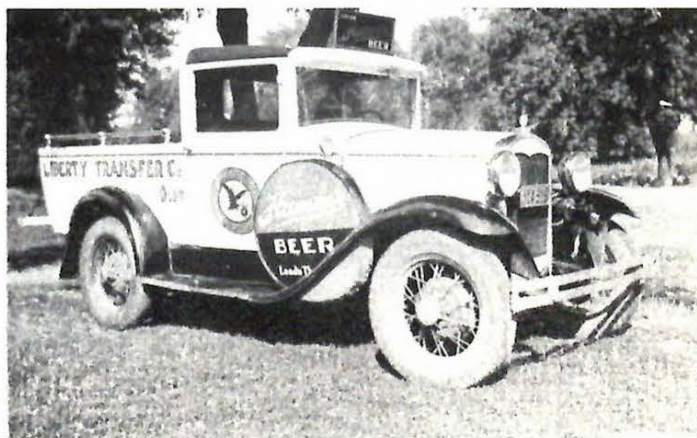
About five years later somebody sent Peter Stroh a photograph from West Virginia. It showed a train rounding a curve away from the viewer, and a 30's car by the roadside. There was an ad on the back of the spare tire, which the writer thought was "Stroh". It actually said "Special", with West Virginia above and Beer and Ale below. Being a train buff, I kept the photo.



In the fall of 1988 it was time to remove the material stored near the brewery, which had long since been razed, to the new headquarters complex. For the second time in seven years I saw those circular ads, and again decided to save them. Within a month I chanced across that train photo, and finally the quarter dropped for a jackpot payout. Sure enough, there are partial backs to them, ending in a formerly elastic thick cord. It seems we have a new if hardly obtainable class of breweriana - spare tire covers!

The Schlitz covers consist of four versions. There are nine brown/blue Schlitz beer and three black Schlitz brew signs, and one each of two malt syrup ads. The diameter of the covers varies from 26 to 29 inches. A few of the brown covers can be made available to Schlitz collectors.

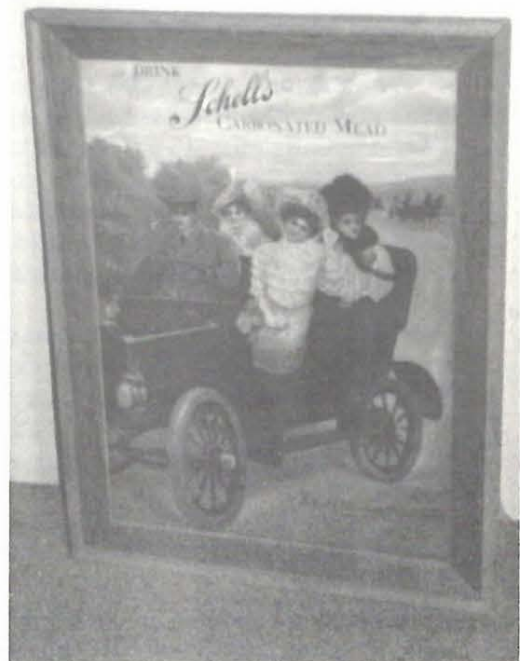
Research into the Hamm history for the St. Paul convention uncovered this 1934 photo of a small delivery truck, with a spare tire cover promoting Hamm's. Also note sign on top of cab.



THE TOUR TO SCHELL'S



The Schell gardens are as attractive as stated, and much larger than imagined. Stairs leading from the walk to a terrace are flanked by stone elves playing musical instruments. The museum is in a new wing, with attractive exhibits. A stock auto litho imprinted for carbonated mead, and a kettle-branding device are among items on display.





During our visit to Schell in New Ulm I visited with Georg Marti, to thank him for the hospitality he extended to our group, and to chat briefly about our industry. On the wall were a number of old photos. One or two of these would be of interest to our members, and Georg was kind enough to send prints. The most interesting one shows a group of 18 men, three in business suits, with mugs and mutts - and a pair of shiny corner signs. Two giant bottles suggest parade float displays. The other photo is of a later date with 22 men and two boys in work clothes holding banners for Schell's Vacuum Tonic. P.Blum



Hamm Update: A photo of a St. Paul tavern with Hamm corner signs was shown in the last issue. The text could be read, but the design was too indistinct for identification. Stroh brewmaster Marvin Daveloose, who was one of our banquet speakers, unearthed an old yellowed photo of the Hamm gang posing in front of a tapped keg and a corner sign. A portion of this photo has been enlarged to show the details - a hand holding a foaming glass, inscribed BARLEY MALT & HOPS surrounded by brewery botanicals. Photo is now preserved in Detroit archives.

Well its time to look back and say another year another great Convention. But many thanks to those who worked so hard to make the St. Paul Convention another successful Convention and one that was enjoyed by all.

The results of the Election for Directors was as follows. But first a big THANK YOU to Jeanette Bendula and Bob Kaye for their past service as Directors. Those elected as Directors were Clinton Imboden and James Shoulter re-elected was Paul Zagielski. Their term of office will be two years.

Now its time to plan your 1990 vacation and think about the Baltimore Convention August 3-4-5, 1990. To visit the historical east coast and see the tourist sights will make this Convention a must for all members to attend. Remember the dates and make your plans.

It was great to see another large group of members at the Hospitality Room. Those attending tasted the Main Street Premium Lager Beer of the Naptown Brewing Co. of Indianapolis Indiana.

The N.A.B.A. Board of Directors and Officers held their annual fall meeting at Indianapolis on September 23, 1989. The regular order of business was conducted along with the Committee reports. Board Member John Ferguson resigned for personal reasons. Donna Mathews was appointed to fill the Board Member position with the unanimous approval of the Board till August 1990. The Board has selected Stevens Point Wisconsin for its Convention in 1993.

Listed on the next two pages are 71 New Members of N.A.B.A. Welcome to all and hope the N.A.B.A. will be of help in your collecting BREWERIANA.

Sincerely

Robert E. Jaeger
Executive Secretary

ITS THE



NEWS

71 New Members listed
on pages 28-29

JAMES FLANIGAN

Coors Deal Not Likely to Turn Out Bud's Light

First the background. In the beer business today you have to spend big money to produce and market an everyday product that actually costs less than it did 20 years ago—allowing for inflation in the intervening years. It's true. A six-pack of Budweiser cost \$1.36 in 1969, and today it costs \$3.95 or so, a shade under three times the old price. Meanwhile, the dollar today buys less than a third of what it did then.

There are very few things you can say that about. Why should it be so in beer? Because we've gone from a country in which 200 local brewers dotted the landscape to one of a few national beers and a dwindling number of local ones. The story of beer is a story of change—of many companies pushed around by change and of one company, maybe two, alert enough to take advantage of it.

Now to the foreground. In the latest news in beer, the Colorado-based brewer of Coors is buying the Detroit-based brewer of Stroh's, Schlitz, Old Milwaukee and other brands and bidding to become No. 3 in the \$23-billion (sales) U.S. market.

Smaller competitors are taking the bid seriously. The brewers of Pabst, Falstaff, Pearl and other beers threatened Tuesday to file an antitrust suit against Coors' purchase of Stroh Brewing Co.

But the reaction in financial circles was pretty much of a shrug. The \$425-million acquisition of Stroh "will help Coors, for awhile," says analyst Joseph Frazzano of Oppenheimer & Co., who adds "however, they are buying fading brands."

The verdict: The Coors-Stroh combination won't affect the competitive situation in beer, a business dominated by Anheuser-Busch,

with more than 41% of the U.S. market, followed by Miller, a distant No. 2 at under 20%.

Branch Breweries

And now the lessons of our story: Thirty years ago Anheuser-Busch, the St. Louis-based brewer of Budweiser and Michelob, held less of the market than Coors alone (8.6%) does today. Local brewers were still secure from the national brands, Budweiser and Schlitz, because even though those beers were known nationally, they couldn't sell in volume far beyond St. Louis or Milwaukee because it isn't economical to ship a product that is 95% water.

However, the local advantage shrank as Schlitz and Anheuser bought and built local breweries. But, here's the lesson: Anheuser spent more to build new, efficient breweries in markets such as New York and Los Angeles than Schlitz spent to buy old ones.

Anheuser went into debt to do so, but the gamble paid off. Before long it could produce its premium beer in most areas of the country at less cost than local brewers could produce their beer—and Budweiser, which now accounts for one out of four beers sold, began to sweep the local brands away.

Yet Anheuser can be tackled by fresh competition—as Miller Brewing showed in the 1970s, after it was acquired by Philip Morris.

The cigarette company's smart marketing people saw opportunity in changing life styles, says Robert Weinberg, a St. Louis marketing consultant and professor at Washington University. With more people working in services, Miller saw that beer had to change from a drink that manual workers could sweat off to a beverage that wouldn't bloat sedentary office workers.

So in 1973, Miller brought out Lite beer and enjoyed instant success, moving up in market share and gaining on Anheuser. But Miller became overconfident and failed to notice that, though it was making gains, the total beer market wasn't expanding.

And that oversight led it into the crucial error of committing \$400 million in the late 1970s to a new brewery in Trenton, Ohio. The brewery was to give Miller the capacity to pass Anheuser. Instead, the brewery never opened—to operate it would have incurred only greater loss.

After that, Anheuser put distance between itself and the field.

The company now has 12 breweries around the country—and another going up in Cartersville, Ga., at a cost of roughly \$500 million.

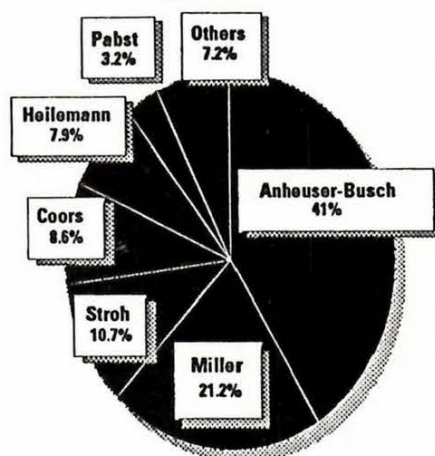
That is, Anheuser-Busch (\$10 billion sales) is spending more to build one new brewery than Coors (\$1.5 billion sales) is spending to buy Stroh. Clearly, it will be hard for the new company to compete with Anheuser's capital muscle.

Or with its advertising muscle, where Anheuser spends more than \$1 billion a year. In beer today, says consultant Weinberg, "You have to spend \$100 million on advertising no matter how much you sell"—meaning that if you don't spend, your product fades from sight.

Is such a business worth staying in? Coors thinks so—perhaps with good reason. Some 80 million adult Americans drink beer today, and consumption is rising, even if slowly.

More to the point, the business is changing. Where once beer competed with hard liquor, it's more likely to compete today with adult soft drinks, such as Diet Coke. That could provide an opening for Coors, a company whose beer has been called "Colorado Kool-Aid." But if not Coors, change in the beer industry will provide an opportunity for some company—change always has.

Market share by percent in 1988.



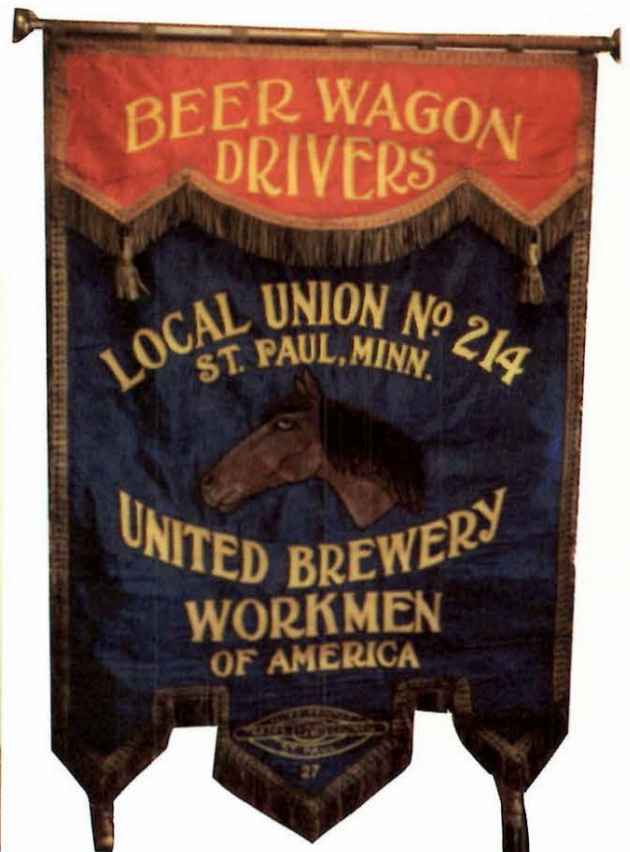
Source: Beer Marketer's Insights Los Angeles Times

Pages 16-17 show artifacts from our St. Paul convention.





Seen at the convention auction, except for the unique union banner which Reino Ojala brought to display (clockwise, from above): a fine Brooklyn tray with early cars; auction committee member Hamp Miller with bear and clock; the union banner; a great Hamm litho was the finest item sold, \$1,750 after a slow start; this near-mint McAvoy tray was bid to \$500; a neat Pabst cellar litho and a silver "Adolphus" distributor award; a rare and beautiful Pabst vitrolite sign; spirited bidding brought this framed Peter Bub photo to \$200, and a Blatz piece which originally was self-framed changed owners at \$850.



MEETINGS OF OTHER ORGANIZATIONS

Canadian Brewerianist



The tenth annual convention of the Canadian Brewerianist was held August 10-13 in London, Ontario. It was attended by about 105 CBers, who began arriving on Wednesday. Thursday was set aside for registration and room-hopping, with the evening hospitality provided by the Amstel brewery. Friday began with the business meeting, at which it was decided that Montreal would host the 1991 convention. Friday afternoon was spent at the Labatt brewery, where many a beer was had and many a gift purchased. The evening was hosted by the Montreal chapter, with a clinic and slide presentation on Canadian trays by Larry Sherk and Wray Martin.

On Saturday morning two busloads of CBers made their way to Stratford, where the tour included the Brew House, a place where you make your own home brew, the storage cave of the old Perth brewery, and the Taylor & Bate Brew Pub, where most of us joined the Ancient Order of Froth Blowers. There was also a walking tour of old Stratford that took a small number of CBers to the Express Room of the Empire Hotel for lunch and a few brews. At the banquet Saturday night the guest speaker was Drew Knox of the Northern Algonquin brewery, a new Ontario microbrewery. The award for Label of the Year went to Labatt for its reintroduction of an old Ontario label. The fund-raising auction raised over \$1500 in funds for the club.

The convention concluded on Sunday with the Buy-Sell-Trade session. Next year the convention will be held in Halifax, Nova Scotia, on the Atlantic coast of Canada. This is an open invitation to join the club, and to make plans for the convention, which promises to be one of the best ever.

Phil Mandzuk

On the following page are four photographs taken by Peter Blum at the second annual breweriana show at the Oldenberg Brewery in Fort Mitchell, Kentucky.



The Haydocks' Second Annual Oldenberg Show over Memorial Day Weekend was not large by show standards, but there was enough material to find something. And Oldenberg offers a fun evening with a great show, and breweriana on a megascale.

Clockwise from top left: Two satisfied new members, Jim Kaiser and Don Limpert, both from Michigan.- This Erie litho is one of several hundred outstanding pieces in the Haydock collection. - A cabinet of brass and copper items and brewery instruments. - NABA V-P Fil Graff seems to lurk in the corner hoping to snare a customer or a pretty blonde - but Linda Bauckman from Woodbridge, Virginia, is only looking.

Eastern Coast Breweriana Association

ECBA met at the oldest American brewery, Yuengling, and at one of the newest, Stoudt. The convention, which lasted a week, began with a tour of Yuengling on Monday, July 10. The membership was most impressed with the eagerness of the old firm to survive, as manifested in the installation of new stainless steel equipment in the ancient (1829) brewery. Also impressive was the knowledge of the tour guide, 17-year-old Jennifer Yuengling, a Bucknell freshman who can talk about the brewing process with the authority of a retired brewmaster.

The membership proceeded to the convention city of Reading, which no longer has an active brewery. Breweriana from Reading and Sunshine abound, however. A pub crawl of Reading's well-publicized bars showed a great deal of this. The group had dinner and a tour at Stoudt, a restaurant-brewing-amusement complex in Adamstown, PA, similar to Oldenberg. Next year's convention will be at Oldenberg, conducted by Herb and Helen Haydock.

Based on the ECBA newsletter and this editor's independent tour of Yuengling this summer.

BOOKS FOR COLLECTORS

1985 BEER CANS UNLIMITED - \$10.00
THE CLASS BOOK OF U.S. BEER CANS - \$9.95
THE CLASS GUIDE TO FOREIGN BEER CANS (Vol.I) - \$9.95
THE CLASS GUIDE TO FOREIGN BEER CANS (Vol.II) - \$9.95
FROM BEER TO ETERNITY - \$14.95
HERE'S TO BEER - \$7.95
THE WORLD GUIDE TO BEER - \$12.95
BEER TRIVIA - \$4.95
THE CONNOISSEUR'S GUIDE TO BEER - \$11.95
THE BOTTLES, BREWERIANA, & ADV. JUGS OF MN. - \$11.95
MINIATURE BEER BOTTLES & GO-WITHS - \$12.95
THE BEER TRAY GUIDE - \$5.95
BEER ADVERTISING OPENERS - \$8.95
A PRICE GUIDE TO ADVERTISING OPENERS & CORKSCREWS - \$5.00
THE BREWERIES OF IOWA - \$6.00
THE POST-PROHIBITION BREWERY GUIDE 1933-1983 - \$6.95
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
OFFICIAL PRICE GUIDE TO BEER CANS & COLLECTIBLES - \$7.95
CHICAGO BREWERY COASTERS - \$3.50
BEER USA - \$19.95
THE BEER CANS OF ANHEUSER - BUSCH - \$4.95
BEER NEW ENGLAND - \$19.95
SODA CAN COLLECTORS GUIDE(4 VOL.) - \$39.95
PAINTED LABEL SODA BOTTLES - \$19.95
EMBOSSSED SODA BOTTLES - \$10.00
COMMEMORATIVE SODA BOTTLES - \$9.00

PLEASE INCLUDE \$2.00 FOR SHIPPING & HANDLING.

Send orders to:

Soda Mart / Can World
Dept. N3, 192 Ridgecrest Dr.
Goodlettsville, TN 37072
(615)859-5236



NOTICE! COLLECTORS AND DEALERS

Now you can attract hundreds of new buying and selling prospects. List your name, address and interested buying (or selling) categories in the **1990 Who's Who in Collectibles and Antiques Directory**. This prestigious guide is sold nationwide by mail to over 5,000 qualified people every month! For your annual listing, by category, simply send a one time fee of only \$25.00 (up to five different categories) to: Collectors Network, Pub. Dept., 516 Fifth Ave., Suite 507, NY, NY 10036. (Receive two free copies per listing. Order addtl copies at \$12.95 each.)

Stein Collectors Deluge Dearborn



If the personnel at the Hyatt Regency Hotel in Dearborn, MI, thought the July 4 week-end would be a quiet one, they were absolutely wrong. Starting as early as July 2, some 300 avid beer stein collectors, all members of Stein Collectors International, gathered at the hotel, eager to start their 23rd annual meeting and convention. Steins were to be seen everywhere: in the rooms, in suites, in display cabinets, in cases being unpacked even in the lobby. These collectors weren't fooling around, and trading, buying and selling started whenever two collectors met.

The convention officially started on Thursday morning, July 6, with opening ceremonies and two excellent talks about the Stroh Brewery stein collection and the Ludwig Moser glass drinking vessels. After lunch, the stein sales room opened, with collectors flocking to it like kids into a candy store. Some 1500 steins and accessories were available for sale, with wheeling and dealing apparent everywhere. That evening we visited the Ford Museum, where we dined in Lovett Hall and toured the impressive exhibits. Friday had to be heaven for auction aficionados: two professionally conducted auctions with some 850 lots of the finest in steins, plaques and similar collectibles. That evening we were guests of Stroh at the River Place office center for a German night complete with beer, an oompah band, German costumes (note Jack Lowenstein, above, as his favorite collectible, the Munich Child, complete with stein and radishes) a German buffet, and more beer, Stroh's, of course. Our chug-a-lug contest had to be cancelled because of Stroh's worry about liability.

On Saturday there were two more lectures: drinking vessels of the Kaiser's Germany, and one on the mysterious "D.R.G.M." marked steins. That afternoon at the members' auction yet more steins found new homes. The best was saved for last: our evening gala dinner with a motif of "Christmas in July" of red and green. Santa Claus came with an elf assistant, handing out presents. Everyone got into the holiday spirit, making it a very memorable event. We all said farewell Sunday morning, pledging eternal friendship and promising to meet again next year at Hamburg, Germany. And quiet once again descended on the Dearborn Hyatt Regency.

Jack G. Lowenstein



BREWERIES - ACTIVE

Capital Brewery

Part of the fun of owning stock in a brewery is going to the annual shareholders meeting. The Capital Brewery Co. of Middleton, WI, had such a meeting on August 26, 1989, which my wife, our 19-month-old son and I attended. So did about 100 other people.

The meeting was held in the brewery's beer hall and was accompanied by refreshments including Capital's Oktoberfest Beer. We arrived about half an hour before the scheduled 11:00 AM start time and took a quick tour of the premises. We also spent some time renewing acquaintance with some of the brewery's personnel. The meeting started about 15 minutes late with introduction of the board of directors. Richard King, the CEO, was the primary speaker. He went over the progress the company had made during the past year, set forth the profit/loss analysis, and concluded that things were improving. Barrelage has been up and the seasonal beers -- Oktoberfest, bock and weiss -- have been well received. Plans are in the works for a wild rice beer for the holidays. New packaging for the six-packs was discussed, including new cardboard containers that will completely shield the product from light. These packages will probably be used only for the seasonal beers. The bottling for Capital is currently done by the Point Brewery up the road in Stevens Point, but Capital would like to have its own bottling facility sometime next year. Local acceptance of the products has been good, but the company would like to expand its marketing. It will host several events during September, including a Taste of the Midwest, which will feature beers brewed in the Heartland. There are also plans to erect a sign off the Madison Beltway (Highways 12-14), advertising the brewery, beer garden and beer hall. There is now easy access from Beltway to the brewery via the Verona Road interchange. King would like the beer hall and garden to become a profit center and tourist destination.

Brewmaster Kirby Nelson then said a few words about the just-bottled (and fantastic) Oktoberfest beer and about the fun he has turning out the seasonal beers. He gave us an agricultural update, explaining that this year's wetter and cooler weather has helped the barley crop, both in quantity and quality. This should improve beer and lower the cost of malt. Nelson heaped praise on his staff for doing a fine job and then offered tours for everyone after the meeting. Finally, a question-and-answer period was held. Enquiries about advertising, bottling equipment, brewing capacity and other topics were handled by King. Upon adjournment, more Oktoberfest was offered to thirsty shareholders, the tours began, and other souvenirs were available for purchase.

This was a rather enjoyable way to spend a few hours on a Saturday. The necessary business was conducted, some insight was gained into the running of a small brewery, and some friendships were rekindled in an atmosphere of *gemutlichkeit*. Another benefit was that my some Michael and Kirby Nelson's son Ian spent a lot of time together at the meeting. No doubt they were organizing the local chapter of the Future Brewmasters of America.

Bob Swiatkowski

To put it mildly, Capital will be delighted to have you as a shareholder. It gives out order forms for stock to tour visitors and distributes forms with its product. The brewery has never made money, but seems to be improving its position. And, as Bob indicates, ownership is a lot of fun. If interested, write to the Capital Brewery Co., 6670 Terrace Avenue, Middleton, WI 53562.

A Capital Idea.
From Wisconsin's Small Town Breweries



FORT COLLINS TOUR

Anheuser-Busch

2351 Busch Drive, Fort Collins, CO 80524

If brewery tours are intended to be educational, this one really is! The big brewer's newest plant is a state-of-the-art brewery, and a tour through it is the definitive demonstration of late-20th-century brewing technology. The tour is very well thought out as an overview of the operation. A-B's tours range from none (Los Angeles) to self-guided (Columbus) to incidental to big amusement developments (Williamsburg). This one is a conducted tour that lasts about an hour. It begins at a hospitality house on the grounds and proceeds through a walkway, mainly glass-enclosed and well above the operation. Particularly impressive is a computerized control station, with one man in charge of the entire operation. It is clearly the most capital-intensive brewery in operation. The pasteurizers look like any other pasteurizers one has ever seen, but bigger. The filling machine is like any other filling machine one has seen, but faster -- 2000 cans per minute -- and so on to the end of the tour. The walkway has a nice display of evolution of the A-and-Eagle logo, some of A-B's moderation message, and a slide display of the company's various activities. The tour ends back at the hospitality house, after a brief visit to the local Clydesdales, housed in an adjacent stable. One may have two short draft beers; this is presumably not conservation of the brewery's six million barrel per year output, but rather A-B's preoccupation with moderation, especially when driving. The brewery is in a rural location north of Fort Collins on the west side of I-25. It is a typical A-B brewery, huge, boxy, well-proportioned and scrupulously clean in every detail. It is quite photogenic from the approach. The brewery at Cartersville, GA, currently under construction will be a near duplicate. If you are an A-B shareholder, don't miss a tour. If you work for another brewing company or belong to the Brewery Workers, you may not care for it.



Cherryland Brewing, Ltd.

Sturgeon Bay, WI

Anything that unites two of the editor's interests fires his adrenals mightily. When one of the members mentioned casually that a brewpub had opened in the former Green Bay & Western station in Sturgeon Bay, WI, plans for the trip back to Maryland were revised immediately, and I was in Sturgeon Bay by dinner time on the Sunday the convention closed.

The brewery proves to be one of two independent enterprises housed in the old brick station. The other is a restaurant, Oliver Station, that serves standard unpretentious American fare at very moderate prices. The two are coordinated; Cherryland's beers are on tap. The brewing equipment is behind the bar in the east end of the station. Shirts are for sale, both T-shirts and a quite nice white golf shirt with a ten-wheeler locomotive and "Oliver Station, Sturgeon Bay, Wisconsin" printed above the pocket.

My original intention was to visit every brewpub possible and to comment on the quality of the beer. My present view is that brewpub beer is a rather standard item. Most of it tastes as if the management took the Campaign for Real Ale's doctrine as the absolute truth, believing that the public is yearning for high-malt, heavily hopped, rather flat British style ales. Most of them specialize in an amber ale, with either a pale ale or a pilsener at the lighter end and a porter or stout or both at the heavier. I usually order the pale ale or pilsener, and feel that what I am getting is essentially a version of the amber ale. Most of them appear not to have the equipment to do a lager to compete with the European, Canadian or Japanese imports. At \$2 and up a glass, the brewpubs compete in price with the imports.

Cherryland seems to me representative of the foregoing observations. It is well worth visiting, partly per se, partly because the old brick station is a fine one, and partly because Sturgeon Bay is in very pleasant resort country.

BOOK REVIEWS

John T. Flanagan, Theodore Hamm in Minnesota: His Family and Brewery (Pogo Press: location not stated, 1989), xiii +127 pages, paperbound. \$12.95.

Author Flanagan, who was a speaker at our recent convention in St. Paul, is one of several grandsons of Theodore Hamm, the brewer who began the brewery at which we dissported ourselves. Flanagan is also Professor Emeritus of English at the University of Illinois. From this combination of backgrounds, one would expect a well written volume strong in genealogical information, and so this book proves to be.

Theodore Hamm, no less than Eberhardt Anheuser, found himself a major brewer rather by accident. Hamm and his wife were running a boarding house for other German immigrants to St. Paul when he lent a sum to a local brewer, Andrew F. Keller, who proved unable to repay the loan. Hamm found himself the proprietor of Keller's Excelsior Brewery, which he managed with great success. By 1894 he was able to build the large brewery in which his firm brewed the beer that became one of the major brands in the upper Midwest, and ultimately, in the nation. He died in 1903 after amassing a considerable fortune, establishing a family tradition of philanthropy, and beginning a trend to diversification that eventually took the Hamms into real estate and into operation of the Emporium department store in St. Paul.

Actually, only the first 38 pages of the book are devoted to Theodore Hamm, the rest to his successors, William Hamm, Sr. and Jr., and to the recent history of the brewing enterprise. The intermediate portions of the book are particularly heavy in family history. It is questionable whether many readers will be interested in the conversion of the furnace at the family's summer home from wood to oil (p. 57), but there is a fascinating account of the kidnapping of William Hamm, Jr., in 1933 by the Alvin Karpis gang. William Hamm, Sr., had died in 1931, leaving an estate of \$4,225,247, a fact not unnoted by the local criminal element.

The Hamm Brewing Co. peaked in the 1950s, partly owing to an extremely clever advertising campaign built around the cartoon figure of a klutzy bear. The firm acquired breweries in San Francisco, Los Angeles, Houston and Baltimore, but in the long run could not operate the system profitably. The family sold out to Heublein in 1965, and the St. Paul plant passed successively into the hands of Olympia, Pabst, Stroh and now Coors. Flanagan notes that a fifth-generation descendant of Theodore Hamm, Charles Ankeny, has opened a brewpub, Willett's Brewing Co., in Napa, CA. Thus, the family is yet in brewing.

The book ends with a chapter by Moira F. Harris, another descendant, called "Bottles and Bears" on the bear and other breweriana of the company. Our several members who find nothing so fascinating as the Hamm's bear should definitely add this book to their libraries, and the less specialized collectors may also want it for their collections.

GWH

Lawrence C. Sherk and Wray Martin, The Canadian Brewerianist Beer Tray Inventory (Canadian Brewerianist, P. O. Box 191, Station G, Toronto, Ontario M4M-3G7, 1989), 20 pages, paperbound. \$5.50 in U. S. funds, postpaid to U. S. addresses.

Canadian beer trays, no less than Canadian beer, have tended to be substantial. Porcelain trays were particularly identified with the Canadian brewers, and because of their durability, are relatively abundant. Larry Sherk and Wray Martin have undertaken a comprehensive catalog of Canadian trays, very well thought out.

The trays are listed by brewer with a code showing material, shape, rim, depth in centimeters, and approximate value. To use their example, P/Ro/C/3/3 would be a porcelain round tray with a curved lip, 3 centimeters deep, worth about \$100 to \$200. Trays are listed by brewer, ranging from a single piece from Amyot & Gauvan to 18 from John Labatt. The listing is open-ended, as it should be. There is a separate listing of tip trays. A nice touch is a list of eight trays that the authors have heard of but never seen. They present them with copious question marks, requesting confirmation of their existence. Forty-one trays are illustrated.

The pamphlet has a single page on the history of Canadian trays. Ontario's prohibition of point-of-purchase advertising in January, 1946, essentially ended the issuance of trays there. My only suggestion is that the authors should have attempted dating trays whenever possible. Admittedly, that might not have been possible in most instances. Withal, they packed a great deal of useful information into a relatively short pamphlet, and should have our gratitude for what they did.

GWH

Robert E. Kay, Mini Beer Update (Bob Kay, 216 N. Batavia Avenue, Batavia, IL 60510), 44 pages, paperbound. \$6.00 postpaid.

Bob Kay's Miniature Beer Bottles & Go-Withs of 1980 remains the principal work on miniature bottles as its tenth anniversary approaches. Inevitably, the passage of a decade has brought forth some new examples, old examples that had not been found by 1980, considerable escalation of prices, and some factual errors in the original presentation. Rather than revise the original volume, Bob has issued a breast-pocket sized pamphlet with the new information. It presents his original listing with additions marked with an asterisk. On pages 39-43 he gives catalog data on the additions, which number 80. Finally, he lists the seven errors he has found in the original volume. This, it should be mentioned, is a very small number for a work as comprehensive and path-breaking as the 1980 book.

Our view of the original volume was that it was a model of enthusiast scholarship, both in comprehensiveness and presentation. The same can be said of the updating. It is a very concise method of updating, and it has independent merit as a highly portable guide to collecting. The original of 1980 is still in print, incidentally, available from Bob for \$13.95. If purchased, the Update is included without charge.

GWH

***** IT'S HERE! *****

THE 1990 HISTORICAL CHICAGO BREWERY CALENDAR

Each month features a rare photo of one of the buildings, billboards, or delivery vehicles that helped to shape Chicago's colorful brewing past.

Toast the new decade by ordering your copy today!
Available now for only \$10.95 postpaid. (Check or Money order)
Makes a great gift too!

Call or write for your limited edition.
Kurt M. Kuhlman, 1707 W. Melrose St.
Chicago, Illinois 60657. (312) 528-0347

HERE'S TO THE '90's!

THE MUSEUM OF BEVERAGE
CONTAINERS & ADVERTISING

Over 28,000 different beer & soda cans and over 10,000 soda bottles on display along with all types of unique beverage advertising. Also a 2,500 square foot Gift Shop. For more information write or call: Soda Mart/Can World, Ridgcrest Dr., Goodlettsville, TN 37072, (615) 859-5236

WHAT'S BREWING

DEATH IN DETROIT

In a city inured to sudden death, the proposed sale of Stroh to Coors caused shock and dismay. The closing of the home brewery in 1985 was emotionally wrenching, with layoffs and a landmark structure being demolished. But intellectually one could understand an old facility no longer being competitive. This is going to be final and forever: the Stroh family is going out of the brewing business after four generations in this country and two before that in Germany. Can 139 years in Detroit be ending just like that? Yes, because the beer wars permit mistakes only from the strongest.

The symptoms for the fatal weakness of Stroh actually surfaced about 15 years ago with some decline of the core markets of Michigan, Ohio and Indiana. Success in new markets hid this fact and everything seemed rosy. The beer was excellent and the commercials were innovative and often memorable. But by 1980 new people in Marketing no longer had the patience to wait for the best; a new agency and a new slogan and new designs appeared. Stroh was no longer going to be the old-fashioned anachronism in this brave new world.

Then came two bold moves which catapulted Stroh into the big leagues: the purchase of Schaefer in 1981 and Schlitz the following year. From 6 to 22 million barrels and from a single plant to seven. It would have been the perfect opportunity to combine the Schlitz capability in multi-plant management with Stroh traditions and leadership. Unfortunately some key Stroh people retired or left at that time. The Schlitz people were no help or could not help either, and history repeated itself. As an industry observer, it will be interesting to see how Coors will handle this challenge. As a participant, I now know how Milwaukee staff must have felt. And how ironic, that now we have the package we should have had years ago.

Anheuser-Busch is well on the way of becoming a world brewer. Budweiser is now being exported to Mexico, and Bud may well become the Coca-Cola of beers. Miller is testing Genuine Draft Light Beer as a companion to or possible replacement of Lite. Miller's position as the number 2 brewer will be challenged by Coors, but is secure for the near future. Sales are up and generating income needed for the huge marketing budgets now required.

G. Heileman faces a tough situation. Bond paid about twice as much for it as Stroh did for Schlitz (in \$/barrel), and just like Stroh, he no longer can find the funds to compete aggressively. If the Coors-Stroh merger is consummated, Heileman will be a weak No. 4. Still, some of the Heileman divisions are staffed by competent and enthusiastic people. Schmidt in St. Paul, Pittsburgh and Rainier come to mind. Bond will not roll over dead.

F.X. Matt in Utica has purchased the trademarks of the New Amsterdam Brewing Company. Matthew Reich, who founded New Amsterdam and had it first brewed in Utica, will continue as president of the new Matt division. There is also new life in Monroe, Wisconsin. The name of the local brewery is now Berghoff-Huber Brewing Co. Ltd., with a Berghoff line replacing the lost (to Stroh) Augsburg labels.

August A. Busch, Jr. died in St. Louis at the age of 90. When Schlitz captured first place in the 1950's, he took time out to visit every distributor to learn the facts. He understood loyalty even more than beer. PHB

NEW MEMBERS

Don't
be
left
out!
order
today!



ANDORFER DAVID
5728 Braun Road
Racine WI. 53403
414-554-6048
Cans-signs-statues
Domestic only

ATKINSON TOM
17 Chestnut Avenue
Leeds Ma. 01053
Signs-trays
Altoona Brwg. Co.

BARTELS MIKE (Helena)
120 Gregory Lane
Lima Oh. 45807
419-339-5647
Mugs steins-playing cards
Bartels Brewery

BATTERSON DAVID JR. (Polly)
2530 Chateau Drive
Jackson Mi. 49201
517-563-2308
All breweriana
Any Brwgs. & Brands

BETEBENNER JON W.
701 W. 11th Street
Webb City Mo. 64870

BIGAJ MICHAEL P.
55 Barlow Avenue
Lackawanna N.Y. 14218
716-826-1176
Coasters-neon signs
tap knobs-trays
Simon Pure & Iroquois

BOOKOUT JIM (Dorothy)
10302 Tolman
Houston Tx. 77034
713-944-4211
Ash trays-cans-openers
Falstaff

BRUNEAU HOMER F. (Alice)
179 Custer's Court
Buccaneer Estates
North Fort Myers Fl. 33917
813-997-5908
Bottles (Painted label
bottles only)

CARLSON BRIAN
4106 W. 126th Street #307
Savage Mn. 55378
612-894-6092
All breweriana
Hamm's Brewing Co.

CARVER JOHN W. (Vicki)
4668 Evelyn Street
Milton Fl. 32570
904-994-9414
Mini beers-openers-salt shakers
Jordan, Kato, Standard all
of Mankato Mn.

CHRISTIE BILL BUD (Kris)
740 W. 6th Street
Garner Ia. 50438
515-923-3066
Cans-clocks-mugs steins
neon signs-salt shakers
signs
Budweiser

CONTI FABIO
Casella Postale S. Lazzaro
Parma Italia 43100
Cans-coasters-labels
matches-trays

COUETTE BILL A.
1301 N. Atkins
Pt. Stockton Tx. 79735
915-336-5532
Cans-coasters-labels-mirrors
openers-tap knobs-trays

DAHL RUSTY
1704 W. Main Avenue
Red Wing Mn. 55066
612-388-7512
All breweriana

DIRLAM DAVID K. (Coralie)
4893 Dexter Pinckney Road
Dexter Mi. 48130
313-426-8166
Signs-statues-trays

DROHAM KERRY L. (Rebecca)
269 School Street
Marshfield Ma 02050
617-837-6615
All breweriana-coasters
openers-signs-tip trays-trays
All of great interest

DUHN TOM (Joanne)
19341 W. Tahoe Drive
Mundelein Il. 60060
312-566-9512
Foam scrapers-mugs steins
pitchers-signs-root beer(all)

EATON BILL
4300 W. 82nd
Prairie Village Ks. 66208
913-381-1262
Cans-clocks-mirrors-mugs
steins-neon signs-tap knobs
tip trays-trays

EISCHEN MARVIN (Annette)
1348 19th Street
Cameron Wi. 54822
715-458-4158
Cans-coasters-glasses
mirrors-mugs steins-openers

ELLIS STEVE (Shari)
226 Shrader Road
Iowa City Ia. 52245
319-351-8504
Cans-clocks-mirrors
neon signs-signs
American only

FASHINGBAUER GREG
1966 3rd Street
White Bear Lake Mn. 55110
612-426-3125

FEIDEN FRANK (Loaura)
20 Monroe Avenue
Latham N.Y. 12110
518-783-9639
All breweriana-calendars
mugs steins-openers
salt shakers
Anheuser Busch, Budweiser

FONTANA GEORGE (J. Lynne)
914 Nashua
Houston Tx. 77008
713-868-6218

FOX RICHARD B. (Karen)
25686 Livingston Circle
Farmington Hills Mi. 48331
313-474-7313
All breweriana
Fox Deluxe, Patrick Henry Beer
Peter Fox Chicago Il. Fox Deluxe
Grand Rapids Mi, Marion In,
Oklahoma City Ok.

GERGEN JOE
3816 S. Lamar #2002
Austin Tx. 78704
512-447-8089
Cans-glasses-openers-trays

GOETZ HAROLD
2290 Francisco #305
San Francisco Ca. 94123
415-922-4908
Bottles-cans
mini beers-mugs steins
Commemorative Beer Cans

GROOT LDE
Prins Hendrihstr. 23
3361 XN Slidrecht Holland
01840-16841
Bottles-glasses (Dutch, Belgian,
& English) labels-mini beers
openers

HALL DONALD C. JR. (Linda)
69 Regent Avenue
Lockport N.Y. 14094
716-434-0605
Clocks-coasters-mirrors
paper items-signs-trays
Genesee Brwg. Rochester,
New York

HALLEWAS MARTIN
Caspar Fagellaan
Rotterdam Netherlands 3051HC
010-4224174
Cans-dealer

HALSEY DOUG (Kimberly)
4900 Colonel Perry Drive
Columbus Oh. 43229
-436-3985
Cans-signs-labels
openers-schedules
Hudepohl, Genesee Brwgs.
Chillicothe & Columbus Oh.

HOAG DON (Jo Ann)
5426 Beartrap Road
Saginaw Mn. 55779
218-729-6302
Cans-cases-coasters
labels-openers-trays

HUBBARD WALLY S. (Jeanette)
1117 San Mateo Drive
Punta Gorda Fl. 33950
813-575-4767
Glasses-mugs steins
Lowenbrau & others

HUBER WILLIAM L.
1201 N. Juniata Street Apt.10
Hollidaysburg Pa. 16648
814-685-0906
Lithos-tip trays-trays
All Brwgs. & Brands
(No reproductions)

HUNTSINGER LINDA J. (Donald)
3936 York Avenue S.
Minneapolis Mn. 55410
612-920-9235
All breweriana-cans
Show promoter-friends
Sioux City Brwg. Co. Heidel
Brau Brwg Co. Sioux City Ia.

NEW MEMBERS

JAROSZ CHRISTINE
1465 Glenwood
Sylvan Lake Mi. 48053
313-681-3250
Mini beers-neon signs
salt shakers-signs
statues-trays

JENSEN JEFF L. (Shelly)
208 W. 74th Street
Richfield Mn. 55423
612-869-6231
All breweriana-lithos-neon
signs-reverse paint on glass
signs-trays
Gluek's

KALER CURT
13118 Pleasant Place
Burnsville Mn. 55337
612-894-0555
All breweriana-bottles-cans
glasses-paper items-signs
Schmidt City Club, Target
Symbol

KENNY CRAIG P.
7933 S. Birch
New Orleans La. 70118
504-865-1785
Cans-crowns-coasters
mini beers-neon signs-signs

KOHN RICHARD
6 Ridgefield Road
Winchester Ma. 01890
617-729-4559
All breweriana from
Massachusetts & New England

KUEHL KELLY J.
P.O. BOX 414
Minneapolis Mn. 55458
612-727-2775
Books magazines
coasters-labels

LUGOWSK RICHARD (Erin Jennings)
6701 S. Western Avenue
Darien Il. 60559
312-323-3539
All breweriana-history
leaded glass windows
mini beers-signs-statues
Miller, White Cap

LYNCH DENNIS (Sandra)
8548 Pineway Court
Laurel Md. 20707
301-725-0918
All breweriana-cans
signs-trays

MADRAZO JOE (Ruth)
948 Quate Court
Vacville Ca. 95688
707-447-9858
All breweriana-bottles-clocks
mirrors-mugs steins-signs
Miller, Palstaff, Budweiser
Hams, Lucky, Coors

MANZER TORI
18 Chestnut Street
Boston Ma. 02108
617-227-4311
British Bar Mat Collectors
Society - U.S. & British
Bar Towels

MARSHALL JAMES D. (Sandra)
8008 Broken Reed Court
Frederick Md. 21701
301-898-7011
Glasses-mugs steins
neon signs-salt shakers
Coor's neons

MATCKIE II RICHARD A.
71 Mammoth Road
Londonderry NH 03053
603-434-7114
Bottles-cans-glasses
signs-tip trays-trays

MATHEWS DONNA (David)
P.O. Box 521
New Carlisle In. 46552
219-654-7751
All breweriana

MEEREN A VD
Kruisberglaan 2g3
1g74 NB Umndiden
Netherlands
Labels

METZ ROBERT C. (Karen)
2125 Kingston
Bullhead City Az. 86442
602-758-4557
Mugs steins
Budweiser

MORRILL RUTH
312-223-0326
All breweriana
All brands

NEMEC GREG (Cheryl)
502 Aspen Lane
Plover Wi. 54457
715-341-5338
All breweriana- mugs steins
All Brwgs. All Brands

OJALA BRYAN T.
209 Riverwoods Lane
Burnsville Mn. 55337
Glasses-signs-trays

ORLOSKE TOM (Sharon)
996 Prosperity Avenue
St. Paul Mn. 55106
612-774-4695
All breweriana-glasses-lithos
history-menus-openers-paper
items-playing cards-tip trays
All breweriana from Jacob
Schmidt Brwg. St. Paul Mn.

PARKS RONALD L. (Barbara)
29711 39th Place S.
Auburn Wa. 98001
206-941-5889
Calendars-glasses-lithos
mugs steins-reverse paint
on glass-trays
All Midwest Brwgs.

PLACEK MARK
3111 Lincoln Street
Wisconsin Rapids Wi. 54494
715-423-2009
All breweriana-cases-labels
mugs steins
Walter's, Leinenkugel's

QUAAS KEN
39 W. 74th Street Apt.4B
New York N.Y. 10023
212-362-0792
Clocks-signs(tin & light up)
trays
Signs & Trays featuring People
and Characters

QUINN JIM
1608 1st Avenue East
Spencer Ia. 51301

ROTHROCK PAUL D.
111 Oneida #408
Pontiac Mi. 48053
313-338-4028
All breweriana-cans-labels
mini beers-photos-signs

SADOFF RICHARD A.
3071 Treetop Way
Edgewood Ky. 41017
606-261-6200
All breweriana-cans-mirrors
signs-statues-trays
U. S. Brwgs. & Brands

SAXER RICHARD K. (Marilyn)
5916 Yarmouth Drive
Dayton Oh. 45459
513-439-4854
Kuebler breweriana

SERRATOS LUIS S.
1645 Waverly Avenue
San Jose Ca. 95122
408-251-2939
Bottles-mugs steins-neon signs
openers-signs-trays
Anchor Brwg. & Anheuser Busch

SIMPSON PAUL (Melanie)
901 Bellepark
Champaign Il. 61821
217-398-3928
All breweriana-corkscrews
mugs steins-openers-paper
items-statues
Reisch Springfield Leisy
Peoria Il.

SNYDER KERRY C. (Christina)
R 3 Box 44
Walkerton In. 46574
219-369-9208
All breweriana-clocks-dealer
mirrors-neon signs-signs
Pabst, Bud, Miller, Old Style
Drewrys, Strohs, Blatz, Coors
All "Lite"

SOCCHI PAUL
7625 W. 173rd Street
Tinley Park Il. 60477
312-768-4056
Cans-clocks-glasses-signs
mugs steins-signs-tap knobs

STILMAN BILL (Bonnie)
3304 Cactus Springs Drive
Laughlin Nv. 89029
702-298-0666
Mugs steins-salt shakers
Budweiser, Hams, Oly

TAMBEKE JAMES H. (Norma)
R.R. 1 Box 98
Lohman Mo. 65053
314-782-4950
All breweriana-dealer
mugs steins-neon signs
salt shakers

TRAVAGLINI MARK
7601 Powhatan Street
New Carrollton Md. 20784
Glasses-mugs steins
signs-trays
Duquesne, National
Wisconsin Brewers

VANDER MEER PETER (Ilona)
Stratosfer 1
3225 VH Hellevoetsluis
Holland (X-H)
Labels

WEBER CHARLES G.
P.O. Box 1382
Fond du Lac Wi. 54936
414-923-6693

WORDEN TIMOTHY
1245 S. 20th Street
Milwaukee Wi. 53204
414-645-2072
Signs-statues
All Blatz Breweriana
signs & statues

ZINNIEL EDW. A. (Audrey)
383 N. Macy Street
Fond du Lac Wi. 54935
414-921-8647
All breweriana-crowns-mugs steins
neon signs-signs-trays
Budweiser, Chief Oshkosh,
Rahrs Oshkosh

BUY -- SELL -- TRADE

Wanted: Colorado and Nebraska paper: letterheads, postcard, labels, envelopes invoices, statements, etc. from Coors, Zang, Neefs, Tivoli, Walters, Storz, Krug, Feters, etc. Bill Frederick, 5118 S. Osceola, Littleton, CO 80123. (303) 794-1100.

Wanted: Peoria and Pekin items: Leisy, Union, Gipps, American of Pekin. Also St. Louis items. James Searle, 1003 Illinois St., Pekin, IL 61554. (309) 346-7804.

Wanted to buy: American Breweries by Don Bull. Semi rare and rare Ohio embossed beer bottles. Ken Bryson, 1066 Headley St., Janesville, OH 43701.

Wanted to buy: NABA 1985 Cincinnati convention mug. Mint only. Jon H. Ruckstuhl, P. O. Box 616164, Dallas, TX 75261. (817) 354-0232.

For sale: Hamms glass collection, 70 different, singles or complete. Includes some tougher glasses, such as His & Hers Velvet Glove, Blue Hamms Preferred. Mike Hajicek, 4601 Shoreline Dr., Spring Park, MN 55384. (612) 471-8729.

For sale or trade: 4-color Shoenling neon, 1950s. John Kieran, 2210 Greensboro, Bellevue, NE 68005. (405) 292-4024.

Wanted to buy or trade: Pre-Prohibition or Prohibition bottles with paper labels. Must be in good condition. Jim Radeck, 405 N. Elmwood, Wooddale, IL 60191.

For sale: Beer cans, cones and flats, soda cans, back bar statues, bottles, signs, etc., off-grade to mint. SASE for list. Les Whitman, P.O. Drawer KK, Westwood, CA 96137. (916) 256-3437.

Wanted: Beer statues, esp. Piel elves and Pabst bartender. Also Blatz, Old Heidelberg items. Jim Schmelter, 2121 N. 12th St., Sheboygan, WI 53081.

Wanted to trade: U. S. coasters, inc. micro-brewery. Will swap for Belgian and German coasters. I buy older U. S. coasters. Drew Popowic Veronique, 59 Rue de la Gare, 59330 Hautmont, France.

Wanted: All Massachusetts breweriana: lithos, clocks, coasters, thermometers, neons, tap knobs, calendars, trays, etc. Richard Kohn, 6 Ridgefield Rd., Winchester, MA 01890. (617) 729-4559.

For sale: Collection of 700 Japanese beer cans, bottom opened, all different. Homer F. Bruneau, 179 Custer's Ct., Buccaneer Estates, North Fort Myers, FL 33917.

Wanted: Mexican beer labels and pre-1950 Mexican breweriana. Larry Jordan, 4169 Driscoll Dr., The Colony, TX 75056.

Wanted to trade: European cans, labels, trays, coasters offered in trade for U. S., Canadian and Latin American. Fabio Conti, Cassella Postale S. Lazzaro, 43100 Parma, Italy.

For sale: Mini-beer bottles and foam scrapers from various breweries. List for SASE. Florida breweriana sought. Garf Steen, 8655 SW 219 Terrance, Dunnellon, FL 32630.

Wanted: Santa Claus pictorial labels. George Hansen, Box 214, Wautoma, WI 54982.

Wanted: Pre-Prohibition Schlitz items, rare or unusual. Leonard Jurgensen, 1025 Squire Ct., Oconomowoc, WI 53066. (414) 965-3281.

Will the person who had the Reinharts (Toronto) mug at the St. Paul convention please contact me if it is still available? Phil Mandzuk, 340 Morley Ave., Winnipeg, Manitoba R3L 0Y5, Canada.

For sale: Bud lighted bubble sign, pheasants under dome \$45, 1958 wall watch sign \$35, Old Style clock with two people \$35. Ed Zinniel, 383 N. Macy St., Fond du Lac, WI 54935.

EVENTS OF INTEREST

November 18, 1989 Bama Cannas Beer Can & Breweriana Buy-Sell-Trade Show, 9-4,
Ray Forest Estates Clubhouse, Foley, AL.

December 10 Brewery Collectibles Show, Red Carpet Celebrity Lanes, 5727 S. 27
St., Milwaukee, 10-3. Contact Jim Welytok, (414) 246-7171.

April 7, 1990 ECBA spring show, Macungie, PA.

Conventions of national organizations:

Eastern Coast Breweriana Association, Oldenberg Brewery, Ft. Mitchell, KY, July 11-14.

National Association of Breweriana Advertising, Baltimore, MD, August 2-5.

Stein Collectors International, Hamburg, Germany, date not provided.

Canadian Brewerianist, Halifax, Nova Scotia, August 10-12.

American Breweriana Association, not yet reported.

Indianapolis Antique Advertising Shows, Indiana State Fair Grounds, fourth week-ends
of March, June and September.

Full schedules of events will be printed in the winter and spring issues. Please let
us know of events of likely interest to the membership.

Budweiser Wild Turkey Jim Beam

BOB'S BOTTLES AND BREWERIANA

Visit our shop just off Interstate 44

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

BOB'S BOTTLES AND BREWERIANA

423 Boonville Street

Springfield, MO 65806

Days call (417) 831-7316

Nights call: (417) 831-8093

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 • NABA • ACC • BDI

817 354 0232

Leave Message

AUCTION ACTION!



ABOVE A unique reverse on glass in ornate metal frame from Hastings, Mn. is held by Auction Committee member Bob Brockmann and Bob Flemming while auctioneer Dave Mathews flanked by Mike Jones keep track of bidding.

BELOW Hamp Miller is holding a very unusual "chalk" piece from Northern Michigan which attracted tremendous bidding.

