

The Breweriana Collector

JOURNAL
OF THE
NATIONAL ASSOCIATION

BREWERIANA ADVERTISING

VOLUME 68

FOUNDED JANUARY 1972

WINTER 1990



Cincinnati Cases

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 Zagielski

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
Cincinnati Cases	7
Clarification	13
Book Reviews	14
Artifacts from Indianapolis	17
Breweries Active	18
Meetings of other Organizations	21
What's Brewing	22
Press Items	23
Secretary's Pages	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 6498 Summer Cloud Way Columbia Md 21045. 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 program for the Baltimore convention during the first weekend in August has been completed. It will offer a top hotel at a very reasonable rate, a Thursday tour of Old Baltimore by Fil Graff ending at the locally famous Haussner's for dinner, an excursion on Friday to Heileman's brewery and later a do-it-yourself evening at the Inner Harbor, Baltimore's multi-attraction area. On Saturday morning there will be an optional morning tour for shopping and sightseeing in Annapolis. This will only partially overlap our auction. The evening will end with a traditional Baltimore Bullroast Buffet.

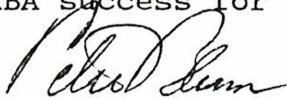
Given the special flavor of the waterfront attractions and the quality of Marriott's Hunt Valley accommodations, the Baltimore convention has to be an outstanding opportunity for combining breweriana with a great vacation trip. Registration forms will be distributed with the next issue.

On this page in the last issue I mentioned two organizations (BCCA and TCCA) where collectors can find brewery-related items. Now I would like to mention our sister organization, the American Breweriana Association, headquartered at P.O. Box 11157, Pueblo, Colorado 81001.

Like between siblings, there is both support and competition, pleasure and annoyance. ABA was started by people who barely knew we existed. It is now a large national organization which does some things very well. Chris and Stan Galloway are Executive Director and Editor respectively, and a nicer couple would be hard to find. Their effort is ABA, to a large extent.

In spite of many similarities, ABA is quite different from NABA. It's at its best when providing special services - label exchanges, lots of short ads. There are drives for this or that financial or membership goal. The bi-monthly ABA journal tries to have something for everybody.

I believe that ABA and NABA are viewing each other with greater respect and mutual support, and it is in this spirit that I commend the Galloways for their efforts and wish them and ABA success for the future.



Peter Blum
President

MARKETING

For Beer Firms, Turmoil Brews; Coors Chuckles

By MARJ CHARLIER

Staff Reporter of THE WALL STREET JOURNAL

On the surface, the U.S. domestic beer market is as stagnant as a day-old draft. But below the industry's flat combined consumption figures, the business is in a frothy turmoil.

Market share is shifting significantly among some brewers, new sales figures show, signaling a remarkable turnaround for Coors, threatening to force a restructuring of at least three of the top six brewers by 1991, and promising to push a few more small brands off the store shelves.

Early estimates of 1989 beer sales show that four of the largest U.S. brewers wrangled increased sales in 1989 in spite of continued flat domestic consumption. Those gains, according to preliminary sales figures compiled by Jerry Steinman, publisher of Beer Marketer's Insights, came at the expense of two ailing domestic brewing companies. Mr. Steinman's estimates are based on actual data from 39 states, plus discussions with distributors and brewers. His data don't include results for individual brands.

For the year, Stroh Brewery Co.'s shipments declined about 9.6%, according to Mr. Steinman, and G. Heileman Brewing Co. showed a decline of 9.7%, he said. The leaking volume of those two brewers, ranked No. 3 and No. 5 in 1989, was picked up by Anheuser-Busch Cos., whose volume increased 2.9%; Philip Morris Co.'s Miller Brewing Co., which added 3.3%; and Adolph Coors Co., which gained 6.5%, according to Mr. Steinman. Pabst Brewing Co., a unit of S & P Co., gained 8.2%, while all other domestic brewers lost 8.5%. Imports declined 8.5%.

Coors in Third Place

Coors also posted an increase of 22.5% in the fourth quarter, Mr. Steinman estimated, largely due to gains in Coors Light and the introduction of its new popular-priced beer, Keystone. The increase propelled the Golden, Colo., brewer into third place for the fourth quarter, passing Stroh, after a sluggish first half in which shipments declined 2%. "Coors has to be just sitting back and chuckling about its fourth-quarter numbers," Mr. Steinman said.

A spokeswoman for Coors declined to comment on Mr. Steinman's estimate, but said the brewer recorded an 18% increase in Coors Light shipments through the end of November over the year earlier. Also, shipments of Keystone were running ahead of expectations, she said, but declined to give specific numbers.

The shifting market shares coincided

with financial problems at Heileman and Stroh and led analysts to speculate about the possibility of a major industry restructuring. "This may be the meltdown we've been expecting," said Tom Pirko, president of beer consultant Bevmark Inc. of Los Angeles.

The Australian operations of Heileman's owner, Bond Corp. Holdings of Australia, were placed in the hands of a court-appointed receiver and manager last week, raising questions about Heileman's long-

The Beer Market

Estimated shipments by U.S. brewers in thousands of barrels*

	1989	PCT. CHG. FROM 1988
Anheuser Busch	80,750	2.9%
Miller	41,850	3.3
Stroh	18,450	-9.6
Coors	17,600	6.5
Heileman	13,050	-9.7
Pabst	6,600	8.2
All others	5,000	-8.5
Domestic total	183,300	0.7
Imports	8,600	-8.5

*Includes increase in exports by U.S. brewers of about 250,000 barrels

Source: Beer Marketer's Insights, Jan. 8, 1990

term prospects and pointing to the possible sale of some of the brewer's plants or brands. And, during the fourth quarter a proposed purchase of Stroh by Coors for \$425 million fell apart when Coors discovered the Detroit brewer was in worse shape than expected, said a source close to the negotiations.

The problems at Heileman and Stroh are in part a result of the expensive marketing battle waged by Anheuser and Miller, by far the nation's largest brewers. With volumes of 81 million and 42 million barrels respectively, the two companies can afford to spend much more on advertising and marketing to maintain and build their customer base. In November, for example, Anheuser announced that it will begin to discount its powerful Budweiser brand, further squeezing the brewers' already-skinny cash flow, said PaineWebber Inc. analyst Emanuel Goldman.

"It's hard to go against AB and Miller and their ad budgets," said Frank Walters, analyst for Shanken Communications Inc., New York, an industry researcher and publisher.

With negligible debt, Coors has been able to increase its ad spending and remain profitable. But Heileman has about \$850 million in debt, the result of the 1987 leveraged buy-out by Bond. The earnings drain from the debt service led Heileman to renegotiate some of its debt repayment terms in November. The company said last week that it is trying to get additional relief from its banker, Bank of Boston Corp.

Meanwhile, Stroh, which is closely held, is also heavily in debt and has been unprofitable as well, analysts said, although the company declines to comment.

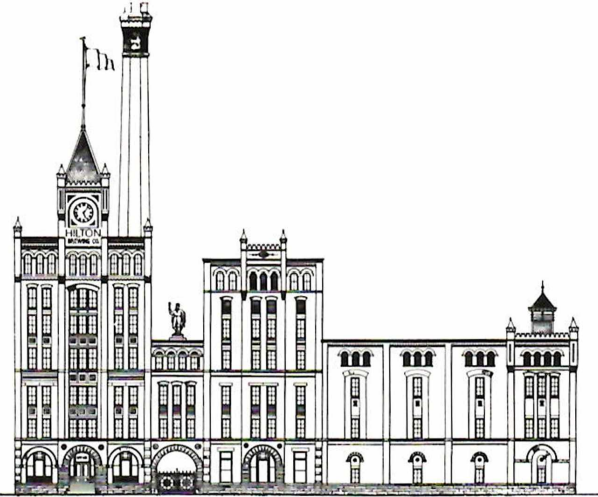
Stroh and Heileman's problems led many analysts last week to speculate that Coors might be able to pick the cherries off the two brewers' trees, buying such strong brands as Heileman's Old Style and Lone Star brands and Stroh's Old Milwaukee and Schlitz Malt Liquor brands. Other brands might be picked up by Miller or Pabst and still others could simply disappear, analysts speculate.

In December, after Coors failed to pen a final agreement to buy Stroh, both parties said they agreed to continue talking. The Coors spokeswoman said the company is also talking with Heileman, but declined to attach any significance to the talks. "Everybody is talking to everybody else," she said.

Coors's increase in sales to 17.6 million barrels for the year underscores the brewer's need for additional brewing capacity. Coors has only one brewery, a 20-million barrel plant in Golden, Colo., and a packaging facility in Shenandoah, Va.

In addition, the purchase of some of the two brewers' stronger Midwest brands could help Coors gain market share in Chicago and Wisconsin, regions that have proven resistant to the company's national expansion movement of the past few years. "The right combination of brands could create a super No. 3 company" to compete with Anheuser and Miller, said Mr. Pirko.

While some Heileman assets could help Coors, even an outright sale may not get Heileman out of debt trouble. Analysts said the company is probably worth only about \$350 million to \$500 million, which won't cover the debt left from the \$1.3 billion Bond buy-out. It now appears that price was much too steep. "Based on our analysis, Bond got a Ford for the price of a Mercedes and now they have a used Ford on hand," said Mr. Pirko.



FERMENTATION

DO AMERICANS LIKE

THE TASTE OF BEER?

The first night out of Maryland on the long drive to Los Angeles last fall found the editor at the end of the bar at Oldenberg, awaiting dinner. At the other end of the bar was a woman, alone, paring Bud Light over the rocks and sipping it slowly. This sight presented real intellectual problems. Admittedly, some micro-breweries do not have the knack, but Oldenberg is a master of brewing. Its Maerzen is as good a beer as exists, and all of its brands have beautifully balanced flavors. Why, with such riches at hand, would one drink a light beer over ice? I had no doubt the lady was there entirely for social reasons, which I did not stick around long enough to observe. What she was drinking gave her a reason to lounge about the bar with minimal ingestion of calories. I see no reason to believe that she was seeking the flavor, systemic effect or anything else concerned with beer.

This brief episode gave much opportunity for cogitation on the rest of the trip west. There is not much question that the flavor of beer has declined drastically in the last few years, but the trend is a much older one than that. On the basis of recipes for beer dating from 18th century Britain, the beer had about double the hopping of present British beers. Ring Lardner had his character Jack Keefe, hero of You Know Me Al, observe in 1919 after getting out of the army, "wile we was over there takeing the fight out of the Germans the people that stayed home done the same thing to the beer." In 1949 I was reliably informed that the brewmasters of the Baltimore breweries had privately concluded that the market would not take a full-flavored European type lager, but privately brewed such a beer for their monthly meetings. There is not much question that the major brewers recognized in the 1950s that they would do better if they made the taste milder.

The trend appears to have accelerated perceptibly. Budweiser, which for years had about 157 calories per bottle, is now reported under 150, which presumably reduces the malt flavor. It has been argued that the decline of the whiskey business has put the brewers not so much in rivalry with hard liquor as with a variety of soft drinks. Teen-agers are so habituated to the intensely sweet flavor of diet soft drinks that when they reach the beer-drinking age the dry, hoppy quality of a full-flavored beer is not a normal transition. I thought the flavor of Stroh since the 1950s had been nicely balanced, but weak. The Stroh available last summer seemed to have a mildly sweet quality, which is probably most easily explained as a bridge away from the diet soft drinks. The dry beers that have spread with such rapidity since the Japanese introduced them might appear inconsistent with this, but most of them are not so much dry as absent in flavor. (For an exception, see the discussion of the Honolulu Brewing Co. in this issue.) The dry beers have been called the vodka of beer, something with the effect but not the taste.

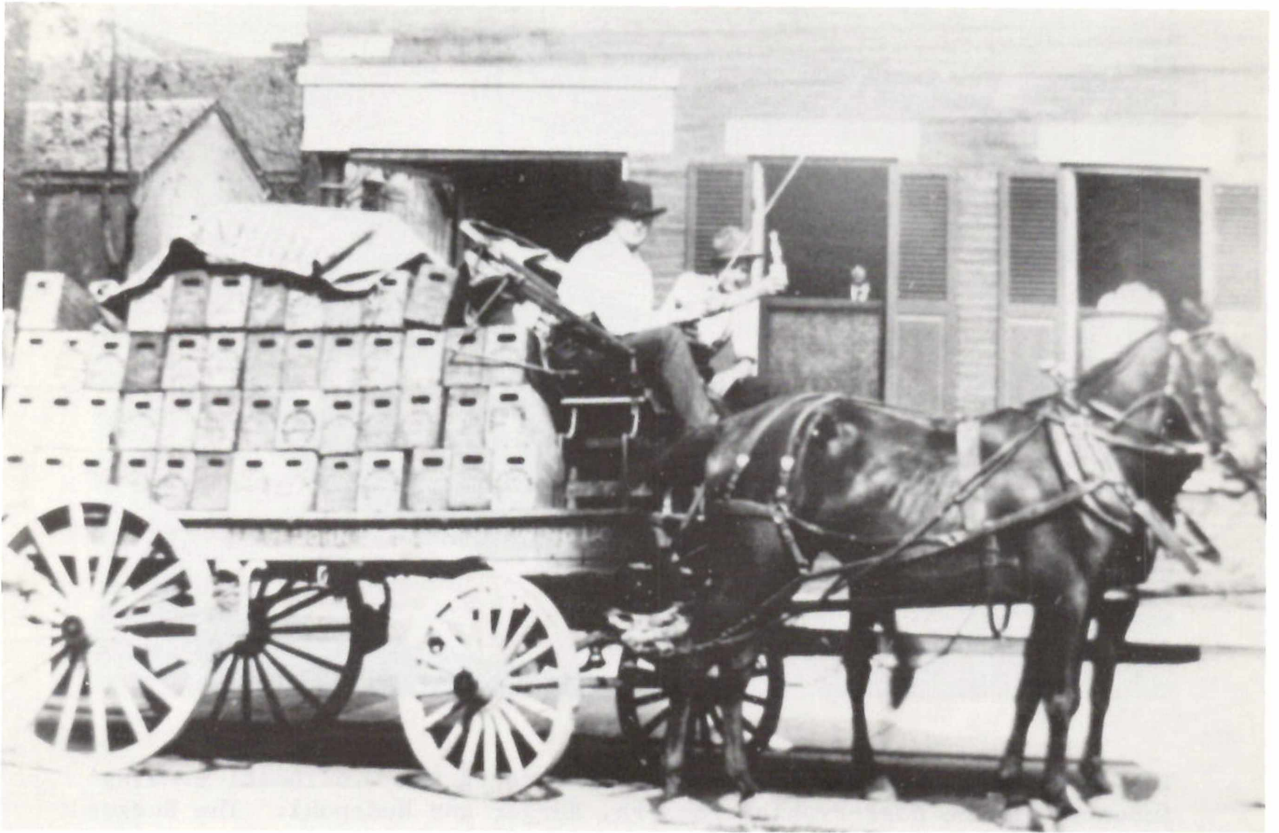
As we have argued throughout the editorship, the brewing industry is ordinarily demand-responsive. It gives the public what the majority wants, and that simply is not strongly flavored beer. Obviously, there are plenty of people who do want strong beer flavor, and a mix of imported brands, microbrewery products and specialized brews of the major brewers, such as Genesee's Twelve Horse Ale provide it. On the way back from Los Angeles in December the editorial path, unsurprisingly, led through Shiner, TX, but in the late evening, long after Spoetzl's famous hospitality room had closed. I paid my homage to the brewery by having a draft Shiner at a local restaurant, but then noted a bottle beer with the odd names Pecans, brewed by Spoetzl under contract for a bar in Austin. The bartender said the man who had contracted for it had discovered the recipe of an old Austin brewer and arranged for Spoetzl to brew it. The contrast was remarkable. Shiner is a standard American lager with a clean flavor, but no strong elements of beer flavor. Pecans was well hopped with a fine aroma and a strong malt flavor for a light-colored lager. Spoetzl could produce a beer of that strong a flavor as its main brand, but has presumably concluded that the public doesn't want it -- no doubt correctly. It is rather difficult to explain why the public behaves in this fashion, when the experience of the coffee producers seems to be the reverse. On the basis of their advertising, the coffee makers appear to compete on the strength of their tastes. Perhaps because most people do not drink coffee black, the taste can be altered to suit the taste of the consumer. No brewer wants his taste altered -- as by pouring his light beer over ice, for example.

* * *

At press time for the fall issue the merger of Stroh into Coors appeared assured, but the deadline for consumation of the deal passed without the transfer taking place. It may still take shape, but the output figures for 1989 hardly show much incentive for it. Coors showed an increase in barrelage, mainly because its Keystone brand has taken off well. This can only reduce Coors' interest in the Old Milwaukee brand, which was presumed its principal incentive to acquire Stroh. Both Stroh and Heileman had big declines in 1989, and both have closed breweries, Heileman the plant at Perry, GA, and Stroh the former Schlitz brewery in Los Angeles. It would appear that Coors could satisfy its ambitions by buying one or two breweries east of the Mississippi from either Stroh or Heileman and otherwise foregoing a merger. The bankruptcy of the Bond brewing empire in Australia hardly bodes well for Heileman, and in absence of any public figures on earnings, it is unclear whether Stroh can continue independently. It is difficult to be optimistic about either of these noble enterprises.

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

January 29, 1990



CINCINNATI CASES

with Photography by Henry M. Smith

When a few years ago the editor went into editorial raptures about cases, Henry M. Smith dipped into his extensive collection of Cincinnati breweriana to bring forth the set of photographs reproduced here. The shot above shows a two-horse deliver wagon of the John Brenner Brewing Co. of Covington, KY, apparently making a delivery at the saloon in the background. It is a pre-Prohibition scene from Henry's collection. The cases appear to be designed for twelve large bottles. The wagon's bed descends from the sides to the middle to keep the bottles stable in transit. The photograph is an interesting one, if only because most such pictures show draft beer being delivered in kegs. The horse are well groomed, but thin. One suspects the heavier beasts were out delivering barrels.

This brewing company had its origin as Brenner & Seiler in 1880, but then bore the name of John Brenner alone from 1886 to 1910. Finally, it operated for three years as the Jung Brewing Co. and closed in 1913. The brewery was at Scott and Pike Streets in Covington.

The photographs on the following pages are by Henry Smith from cases in his collection.



The two similar boxes come from the leaders of the Cincinnati brewing industry in the post-Prohibition era, Burger and Hudepohl. The Burger case was produced by the General Box Co. of Cincinnati in June, 1942. On the basis of the design, the Hudepohl case is probably from the same maker. Each is designed for 24 12-ounce bottles.





Above is an open-topped pre-Prohibition case. The Wetterer Brewing Co. operated the former Germania brewery on Central Avenue from 1902 to 1919. The Schaller Brewing Co. was the pre-Prohibition incorporation of the former Mueller brewery on Main Street. It operated briefly as the Schaller Brewery Co. in 1934.





The Bruckmann Co. was one of Cincinnati's major brewers. The case is post-Prohibition. Bruckmann's Ludlow Avenue plant lasted until 1949 and was then operated for a year by the Herschel Condon Brewing Co. which issued the cardboard case of Crowntainers below. The Crowntainers proved to be extremely rare beer cans, as the short life of the Condon brewery would lead one to expect.





The Jackson Brewing Corporation was the final (1937-41) incorporation of a very old brewery at McMicken Avenue and Elm Street. As the case indicates, the brewery dated from 1862. Clyffside operated the former Sohn brewery on McMicken from 1933 to 1945. The case was lettered in red for the Felsenbrau brand, but the paint had faded to the point that the company branded it in black.





Schoenling, the pre-Prohibition refrigeration specialist that went into brewing in 1934, issued the case above during the IRTF period. Hudepohl, like many brewers, issued a reproduction of an old case with a hinged top in celebration of its centennial in 1985. Like most such, it did not include a metal fastener for the lid.





No doubt as a courtesy to the metropolis to the north, Henry Smith includes this post-Prohibition case of the Tip Top Brewing Co. of Cleveland. Tip Top operated the former Jacob Mall brewery on Davenport Street in northeast Cleveland from 1939 to 1944.

The color photograph on the cover shows a case, coaster and two bottles of the Delatron Brewing Co. of Reading, a northeastern suburb of Cincinnati. This was entirely a post-Prohibition enterprise, founded in 1934 and operating until 1946. The brewery continued in operation as the Cincinnati Brewing Co. until 1951.

CLARIFICATION

Tony Fiyalko has continued his research into the monk with the up-raised finger shown drinking on the "Old Times" label of the cover of our issue 63. Tony has found him as pitchman for the National Brewing Co. of Baltimore, the South Bethlehem Brewing Co., and the Hacklberg Brauerei of Passau, West Germany. As Tony says, "I guess you can't keep a good man down." Tony suggests a name-the-monk contest, and proposes as his entry, "Brother Dunkle."

Whatever this estimable cleric is named, we ought to be able to identify his origin. We suspect he can be found in a German painting, possibly of the 17th century. We continue to ask for the assistance of our Germanophiles in tracking him down. Art libraries are awfully good at this sort of thing. On the basis of his appearance on German labels, he may well be found in a German book on folk art or something of that sort. As thoroughly researched as art history is, we may be reasonably assured that somebody has treated him. It is just a matter of running down the book.

BOOK REVIEWS

North American Microbrewers Resource Directory for 1989-90, compiled by the Institute for Brewing Studies, P. O. Box 287, Boulder CO 80306. 220 pages. \$60.00.

Before you say \$60, W-0-W!!!! just read this review.

If you have followed the microbrewing industry for as long as I have, you know that it has just exploded. The first trade directory of the industry published in 1986 covered a total of 75 breweries in the United States, including micros, brewpubs and large breweries. This edition covers a total of 288 breweries. This illustrates the rapid growth of the industry, but the book also documents the casualties. Five brewpubs or micros closed during the past year.

The book has 22 chapters, of which some are admittedly not very interesting: #15, Malt Suppliers, and #16, Hop Suppliers, for example. But some are just great, such as #1, The Year in Review, and #3, United States Beer Brands. The latter lists about 400 brands being produced by the many micros, brewpubs and contract brewers. There are no brands from the big brewers in the list. The list has four columns; we will show one beer as an example:

Brand	Style	Percent of alcohol	Name of Brewer
Wasatch Bock	Bock	4.0% by volume	Schirf Brewing Co.

The following chapter gives the production of each brewery, even if only a guess. The largest microbrewer is the Sierra Nevada Brewing Co. of Chico, CA, with 14,000 barrels. The smallest is the Albuquerque Brewing & Bottling Co. with 25 barrels. This listing also includes the brewpubs and the larger breweries. The book uses the usual output of 15,000 barrels per year as the dividing line between micros and major breweries. Here is a sample entry:

Rochester Brewpub
800 Jefferson Road
Henrietta, NY
(716) 272-1550.
Founded: 1988

Personal:

Contacts: Kevin Townsell, Keith Morgan

Products:	Style	% alcohol	Months available
Rochester Red Ale	Ale	N/A	12
Rochester Amber Ale	Ale	N/A	12
Oatmeal Stout	Stout	N/A	12
Wheat Beer	Wheat	N/A	12
Kringle Beer	Ale	N/A	Winter

The book is packed full of information. It is a must for anyone seriously interested in brewing, either as an historian or as a brewer, and is well worth the money. If you are a member of the institute, it is only \$50. Membership is \$100 per year, including a subscription to The New Brewer, discounts on books, and updates of the list of active brewers several times a year. To join, or buy the directory, or subscribe to The New Brewer (\$48), phone (303) 447-0816 and have your credit card ready.

Randy Carlson

Stephen P. Walker, Lemp: The Haunting History (The Lemp Preservation Society, 2333 S. Grand Boulevard, St. Louis, MO 63104, 1989) vii + 119 pages, paperbound. \$12.95 + \$2.00 postage.

By the standards of practically any time in the late 19th century, the William J. Lemp Brewing Co. looked a better bet than Anheuser-Busch to be the big national St. Louis-based brewer. The firm had a huge plant on the south side of St. Louis, a big distribution system, and an excellent reputation for quality. But things didn't work out. Oh, how they didn't! The firm could not cope with Prohibition as A-B did, and was forced to sell off the enormous brewery, mainly to a shoe producer, in 1922 for 8¢ on the dollar. The head of the firm who sold the brewery was so depressed that he shortly committed suicide, third of a grand total of four Lemp's who shot themselves to death between 1904 and 1949. An effort to revive Lemp Beer by contract with a brewer in East St. Louis in 1939 failed, and the name has not been used since 1945. The Griesedieck family bought the rights to the Falstaff brand and the Lemp's' shield logo in 1920, and prospered with them for some years. It is fitting that this book appears approximately simultaneously with closure of Falstaff's last brewery, the former Berghoff plant in Fort Wayne. The Lemp family became extinct with the death of a reclusive member in 1970. The principal memorial to all this is the brewery itself, looming large and mainly empty, dominating the vista of its neighborhood in south St. Louis. If there is any happy ending to this lugubrious tale, it is that the brewer's mansion at 3322 De Menil Place has been developed into a gourmet restaurant. Needless to say, the restaurant has the reputation of being haunted, and author Walker seems willing to accept that the ghost of Charles Lemp, last of the four suicides, does a little supernatural hanky-panky on the premises.

The book is just a superb job, the best of brewery history-family history books known to me. Most such books, even if well done, are simply accounts of a German immigrant and his descendants making a success out of life. The Lemp's give an author about all he could ask, including a divorce action of 1909 that kept the family on the front pages of the St. Louis papers for weeks. Walker, a musician, states in the blurb on the rear cover that he became interested in the Lemp's after dining in the restaurant in 1984, and quickly became obsessed with them. This comes through clearly in the thoroughness of the scholarship. One can usually spot works that the author did just for money, or for completion of a degree, as distinct from those such as this one that the author did purely out of enthusiasm for his subject. One simply has to become obsessive about a subject to perfect a book for its own sake. People who do not become obsessive about their subjects usually cannot drive themselves through the dogwork of the end of a book. This volume is complete to locations of the Lemp's' remains in the family mausoleum. The documentation is exceptional, down to dockets of the family's legal actions and inquests.

My only regret is that his book did not appear before our most recent convention in St. Louis, so that I could have recommended the restaurant in the Lemp mansion for a pre-convention dinner. We'd have had a grand old time wondering whether Charles Lemp had joined us for the meal.

GWH



Kurt M. Kuhlman, The 1990 Historic Chicago Breweries Calendar (Kurt M. Kuhlman, 1707 W. Melrose Street, Chicago, IL 60657), 28 pages. \$10 + .95 postage.

Member Kurt Kuhlman has dipped into the riches of his collection to produce a calendar with twelve full-page illustrations of the Chicago brewing industry. Two photographs show breweries, Keeley, Ambrosia, plus a shot of the outdoor beer garden at Sieben's. Exactly half the illustrations are of delivery trucks, and these are really works of art. Most show new trucks on delivery in 1933. The January shot is of a Garden City vehicle of the "SuperTruck" make, beautifully lettered in gold and other colors for Primator and lesser brands. The others are Edelweiss, Atlas, Bismarck, Monarch and Manhattan. Two photographs show the city's characteristic advertisements painted on the sides of brick buildings, and the December view shows a Christmas advertisement for Nectar on a Chicago Transit Authority bus.

The whole project is nicely carried off, a good example of desk-top publishing on the author's computer. We do not know the extent of the aforementioned richness of Kuhlman's collection, but we trust it is enough to make the calendar an annual production.

GWH

BEWARE OF GHOSTS!

Once the Lemps were counted among the cream of St. Louis' social elite, and the products of their brewery -- including the original FALSTAFF recipe -- were known world wide; until Prohibition and a rash of family suicides marked the downfall of their dynasty. Today, there is convincing evidence that the Lemps are *still* with us -- at least in spirit -- keeping a watchful eye over the stately mansion they left behind, now acclaimed as one of America's most haunted houses.

To learn more about the rise and fall of one of our country's most notable brewing families, place your order today for the newly published book, LEMP -- THE HAUNTING HISTORY, by St. Louis historian Stephen Walker. Send \$12.95 per book, in check or money order (plus \$2.00 per order for shipping) to:

THE LEMP PRESERVATION SOCIETY, INC.
Department BC
2333 South Grand
St. Louis, Missouri 63104

128 pages
SUMPTUOUSLY
ILLUSTRATED

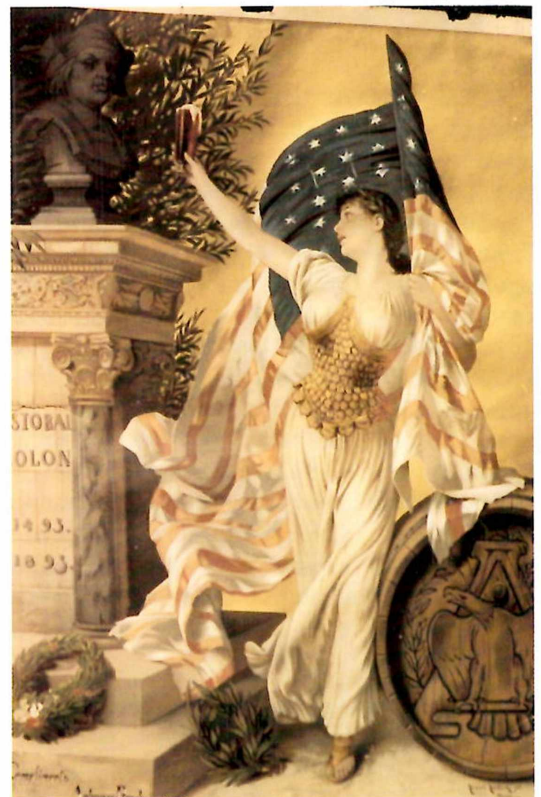


ALL BOOKS
AUTOGRAPHED
BY THE AUTHOR.

A MUST FOR EVERY COLLECTOR'S LIBRARY!

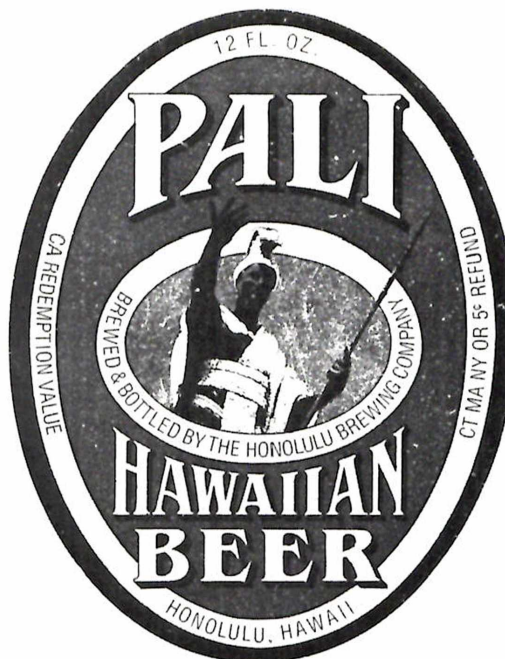
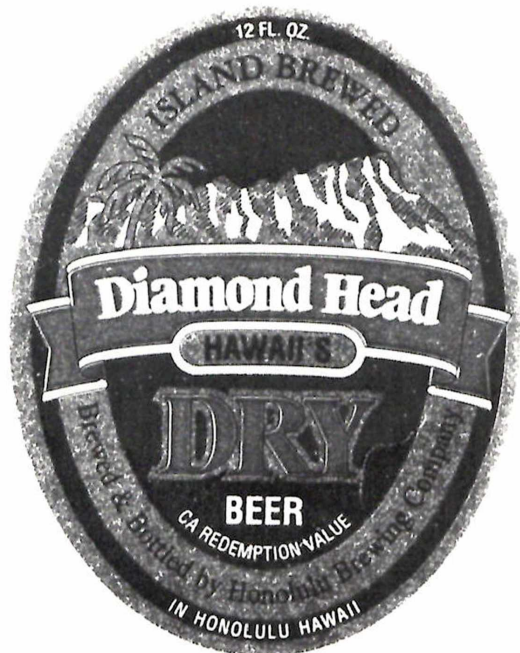


Seen at Indy - Instead of an eagle carrying a youth, Omaha gives us a white bird holding a dwarf in pink! Above: a hard to find New York tray.



Four Trommers bottles in colors bright enough to seem real were shown by Fil Graff, who also displayed the Columbian Exposition lithograph by Anheuser-Busch. Looks like old Christopher liked them well-endowed.

BREWERIES - ACTIVE



HONOLULU BREWING COMPANY

Honolulu, Hawaii

The editor in his customary slavish devotion to university obligations, found himself in Honolulu again in December -- for the usual reason, following the UCLA women's volleyball team around. At the Rose and Crown, Waikiki's best known pub, Maui Lager had disappeared since my visit in 1988, Diamond Head Dry of the Honolulu Brewing Co. had appeared and Koolau Lager was much improved. A visit to the Koolau plant on the following day made all clear -- except for the disappearance of Maui Lager. The Koolau brewery had changed hands and was reorganized as the Honolulu Brewing Co., with Hans Kestler, erstwhile chief of Heileman's short-lived Blatz microbrewery in Milwaukee, as brewmaster. The improvement in Koolau was instantly explained. Diamond Head is the brewing company's essay in dry beer, and a very successful one it proved to be. As Kestler stated over the bar in the hospitality room, it is intended to be literally a dry beer, rather than a beer without flavor. The firm has a third brand, Pali, intended to be a standard American lager. It is a good example of the breed. Diamond Head had won the silver medal for dry beers at the Great American Beer Festival, and the brewery seems to be developing good local market coverage. Kestler indicated it needed considerable additional financing, however. His conversation was extremely informative, on local brewing in Honolulu, the demise of the Blatz brewery, and the problems of German reunification.

The brewery nestles unobtrusively on the east side of the state prison on the west side of Honolulu about midway between the central business district and the airport. Visitors are welcomed. Glassware and shirts are for sale, including quite a nice golf shirt with the Koolau logo at the pocket. The firm plans to expand its sale of artifacts. I confess never having found Hawaii quite the terrestrial paradise the rest of middle-class America seems to find it. Accordingly, if you find time hanging heavy out there, drop by the brewery. It is quite fine.



THE LONG ISLAND BREWERY COMPANY

Huntington, N. Y.

With the micro-brewing movement continuously growing and extending into many diverse regions of the country, one may wonder why Long Island has remained untouched until now. The populous counties of Norfolk and Suffolk, with a combined annual beer consumption of over a million and a half barrels, make the Island a likely location for an enterprising beer baron to try his hand. John Black thinks so. A former school administrator and real estate agent, Black is president of the newly formed Long Island Brewery Co., headquartered in Huntington, NY. He is a newcomer to the brewing trade, but realizes his is entering a highly competitive business. He feels the Long Island market is big enough for all and that consumers will give a hometown boy a chance.

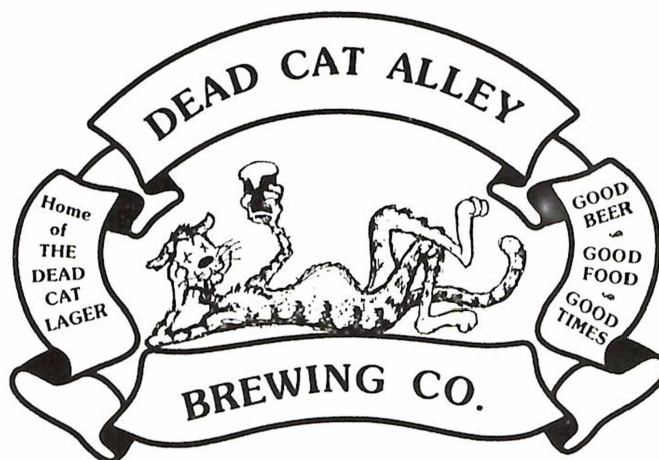
LIBC's initial product is Montauk Light, named for Long Island's historic lighthouse at Montauk Point. A picture of the landmark graces the label, not only reminding buyers of the company's Long Island origins, but further explaining that this is a light beer. Many consider a low-calorie beer an unusual choice for a micro's first attempt, because the technical complications involved in brewing light beer give the big brewers a major advantage. At 105 calories per 12 ounce bottle, Montauk is about equal to Coor's Light. Although it carries a higher price tag, Black feels the higher cost will not frighten away many potential customers in a market where boutique beers and imports sell well. He will match his beer against the best selling comparatively priced Canadian light imports any day.

Beside giving the local economy a boost, Black hopes that LIBC will help polish a somewhat tarnished public image of Long Island in recent years. Its problems of overpopulation, pollution, traffic and a controversial nuclear power plant have been nationally publicized. Who can forget the infamous garbage barge that hauled its unwanted cargo halfway around the world in search of a final resting place last year? Few would disagree that as an export and source of local pride, a good beer would be preferable to garbage!

As a number of the newer East Coast brewing companies have chosen to do, LIBC has called upon F. X. Matt to brew and bottle its beer. Contract brewing is a practical alternative to the expense of setting up a brewery. Nevertheless, the dream of having one's own remains. As a second brand, LIBC plans to introduce an unspecified heartier beer soon.

What does the future hold for LIBC? Hopefully, a home-based brewing facility and perhaps a brewpub. Outer Long Island has not had a brewery since the Linden Brewing Co. of Lindenhurst closed down in 1947. Back then competition from the New York City brewers like Schaefer and Ruppert was severe. Although New York is no longer a brewing center, the national brands and imports present a formidable challenge to anyone seeking even a small fraction of the market. Still, increasing public acceptance of locally brewed beers encourages microbrewers to keep trying. LIBC has broken ground in what ought to be a fertile field by offering Long Islanders a beer to call their own.

Tony Fiyalko



The editor, still imperfectly recovered from his sad bereavement of 1988, was not predisposed to the Dead Cat Alley Brewing Co. of Woodland, CA. Its address of 666 Dead Cat Alley to the contrary, it is on Main Street of Woodland, a farming town about 17 miles northwest of Sacramento. It proves an enterprise of Jim Schleuter, proprietor of the much lamented River City Brewing Co. of Sacramento, and of the extant Hogshead brewpub in Sacramento's restored waterfront area. Schleuter has always been able to turn out a better standard lager than most publican brewers, and does so in Woodland. The amber ale and stout are on usual brewpub standards. Standard American beers, imports and some micro beers are also available. Cuisine is orthodox: burgers, chili, sandwiches, steak, and a salad bar, all nicely done. The theme is mainly sports-bar, with wide screen television at various points.

Given the fact that Woodland is no tourist attraction, has no known yuppified population, and is well served by Hispanic beer joints, it is not clear what brought forth the decision that a brewpub is just what it needs. However, the enterprise is brought off well, the beer is much above average, and the customers appear quite contented. In short, it has risen above the choice of its name quite well.

GWH

MEETINGS OF OTHER ORGANIZATIONS

BEER CAN COLLECTORS OF AMERICA, CANvention XIX

The 19th annual BCCA CANvention was held in Columbus, Ohio, at the Hyatt Regency Hotel in early September. It was well attended with a total of 721 members and 327 guests for a total of 1048. Member attendance represented 17.2 percent of total BCCA membership. Thirty-seven states were represented and three Canadian provinces plus five foreign countries had some representation. The three-day CANvention included a special session on breweriana, foreign cans and conetop cans on the first day; this was very well attended. It was at this session that one of the largest collections of IRTP labels from the 1930s and 1940s surfaced. It contained thousands of domestic foreign labels, including 700 Canadian labels.

A major change in the format of activities for the CANvention this year brought forth some positive response. CANvention schedules in the past have had national hospitality all three nights of the show -- Thursday, Friday and Saturday nights. This year the national hospitality room was dropped on both Thursday and Friday nights. One of the major benefits from doing this was to increase room-to-room activity at the hotel. The Saturday morning business meeting had a straw vote that demonstrated the popularity of the change.

The local Columbus BCCA hosting chapter showed a remarkable job of organization and hospitality for everyone attending. The Hyatt personnel were very cooperative, although BCCA has been in better managed hotels in the past.

One of the major differences between the BCCA and NABA conventions is in the facilities and planned activities. The BCCA plans less activities away from the show, which results in a lower registration fee, while NABA does a superb job of planned activities for members and guests, but this is reflected in a higher registration fee. Conversely, BCCA tends to hold its conventions in larger, more expensive facilities due to its greater display and trade floor requirements. NABA shows are usually in smaller hotel facilities, which result in more affordable room costs. Both systems have their positive benefits.

This year's CANvention display competition was one of the best. The "open" category, which combines breweriana with cans, contained the largest number of entries. Even though the BCCA awards three winners in a category, that category this year had some tough competition.

Next year's CANvention will be in New Jersey, where we will be celebrating the twentieth anniversary of the organization.

Marcia Butterbaugh



PACIFIC BREWING COMPANY

WHAT'S BREWING

For decades the Budweiser brand posted increasing sales, to the point where it accounted for one-quarter of all U.S. beer consumed. So when the first signs of Bud becoming a mature brand and actually losing a couple of percent volume appeared, analysts were caught unprepared and made a big deal of it. People at A-B had seen it coming a year ago. They started, talking about the "Budweiser Family" of Bud and Bud Light, the "Michelob Family" and the "Busch Family". Budweiser is hardly in trouble. Bud Light and Bud Dry have taken up the slack, and Bud plans to increase sales by matching discounts. Still, the trend is clear: New Age brands are growing, and Old Line brands are declining.

Miller has broken into Chicago in a big way. Everybody who is still in the pot for Chicago is spending big money advertising - one hears \$50 million between A-B, Miller and Heileman in 1988. Those kind of stakes may be bad news for Heileman's Old Style, particularly with the parent company having difficulties with creditor banks.

Coors, which started the fiscal year with a losing first quarter, had a very good fourth. Sales reached 17-1/2 million barrels, a 6% increase. The increase, about 1 million barrels, is credited to their Light as the Banquet brand has been declining for some time.

Time ran out on the Stroh-Coors purchase agreement scheduled without a contract. My crystal ball blew a fuse. An agreement was expected because both families considered it the best outcome in a very competitive industry. It may have been that the price - \$425 million - left little room for flexibility when negotiations got to the gritty details. It seems that Stroh, like Coors, did not have to push the panic button. Guinness has paid Stroh \$48 million for a half-share ownership of the Sundance line of natural fruit beverages. Sundance, launched in 1986, became the dominant "New-Age" beverage. Still, Stroh had a bad year - down about 10% - and something will have to give.

Pabst's volume is up close to 10% to about 6.5 million barrels (it was 15 million ten years ago). Money is hard to earn as price is low and ads are expensive, but at least the brands are alive and moving. This is the sort of scenario Stroh should have tried with the Schlitz brand. But Stroh turned the label a garish metallic red and promoted it to rock & roll lovers. They did not care and anybody old enough who remembered good Schlitz stayed away. Interesting comment by Pabst's president that they are not getting young drinkers. They would not have gotten them anyway, and at least they are getting somebody.

It has been a tough year for beer lovers. Light and Dry? Bah, Humbug! Or, more realistically what gets bought gets brewed.

PHB

PREVIEW

Brewing Up History

By Robert A. Nysten and
Eric N. Moody

Things are really hopping at the Brewery Arts Center in Carson City. Besides serving as a center of local theater and art activities, the center has unveiled a permanent display on the history of the Carson Brewing Company. The colorful display, which opened on Nevada Day, features photographs, brewery equipment, a neon Tahoe Beer sign, bottles, labels, advertising signs, and other breweriana from the collection of Addison Millard, the son of Arnold and Alma Millard, the last owners of the old-time brewery.

What seems to have been Nevada's first brewery was established in Carson City by John Wagner & Company in 1860 during the first rush to Virginia City. By the time Nevada achieved statehood in 1864, business was booming, and a new two-story brewery building was erected on the corner of South Division and West King streets, where it still stands. The lower floor housed the brewery and a barroom and the upper floor served as a lodge room.

The Carson Brewery specialized in steam beer, a bottom-fermenting brew produced without the constant cold temperatures that true lager requires. The pure, clear water used in the brewing process came from King's Canyon Creek west of town. Hops and barley were imported from California and other outlying areas. In January 1863, the brewery produced 90 barrels of beer, and by the end of the month all the barrels were sold. Business was very good that year, with more than 500 barrels of beer being sold at \$3 per gallon.

The brewery delivered barrels, kegs, and bottles of beer to local saloons. It also supplied Comstock taprooms and even opened its own saloon in Virginia City. One of the horses that pulled the brewery's beer wagons was said to prefer beer to water. When left standing near a beer keg, he would turn it over and sniff the stale liquid. On occasion, when he was given good beer, he lost no time in disposing of it.

Jacob Klein, one of Wagner's three partners, was a native of Alsace, France. After emigrating to America, he moved to California in 1853. He arrived in Carson City on April 18, 1860, and bought



Carson City's Brewery Arts Center was a brewery in the 1930s (above). The center is celebrating its past with an exhibit of old brewery photographs and other breweriana.

an interest in the brewery. By 1877 he had bought the interests of Wagner and Adam Gerhauser, the other partner. Klein held onto the business until his death in 1899.

In 1900 the business was sold to James Raycraft and Frank Golden, who incorporated and changed the name to Carson Brewing Company. They ran both the brewery and saloon until 1910, when the brewmaster, Fritz Hagmeyer, induced his brother-in-law, Max Stenz, former owner of the Goldfield Brewery, to purchase the operation.

In 1912, Stenz converted his brewing from steam beer to lager beer and labeled his product Tahoe Beer, "Famous as the Lake." In 1915, Stenz purchased his first delivery truck and branched into bottling soft drinks and packaging artificial ice. The brewery also bottled mineral water from Carson Hot Springs.

With the coming of Prohibition, Stenz again became the sole owner of his brewery after the company's stockholders lost faith and sold him their outstanding shares. During Prohibition, the Carson Brewing Company experimented with a low-alcohol "near-beer" known as Tahoe Lager. It was an immediate hit. For a while the brewery had a virtual monopoly in the region on near-beer, but soon other breweries followed its lead.

In 1926, Arnold A. Millard, son-in-law of Max Stenz, took over management of the brewery. Sales continued to decline, and in 1930 Millard went into the coal, wood, and fuel-oil business to keep the brewery from closing. This was a lifesaver, for during the last year of

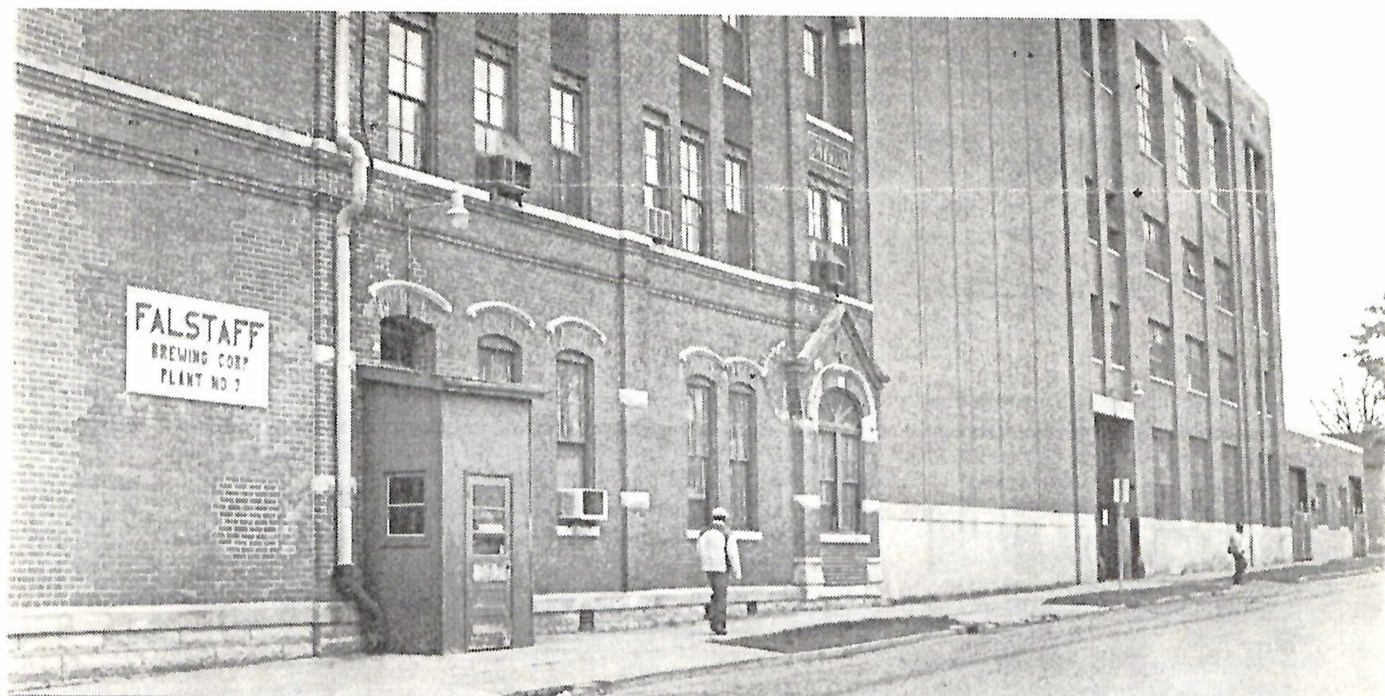
Prohibition the brewery sold only 150 barrels of near-beer, with not enough profit to pay the wages of one employee.

The re-legalization of beer in 1933 brought new life to the brewery. Old and worn-out machinery was replaced, new equipment purchased, and the brewery completely remodeled. Twenty additional men were employed to increase plant production to 1,600 gallons of beer per day. Millard also had a large sign painted on the building's east wall advertising Tahoe Beer. Millard sold the wood, coal and fuel-oil business and went out of the ice business.

By the 1940s, large brewing companies were taking over the beer business throughout America. Many small breweries were being bought up and closed at this time. In 1948, Arnold Millard decided to liquidate his business. The brewery shut down. This marked the end of the oldest brewery in the state and one of Nevada's oldest businesses.

The Millard family sold the property in 1950 to publisher Donald W. Reynolds, who owns the Donrey Media Group, for use as a printing plant for the *Nevada Appeal* and *Carson Chronicle*. In 1974, the newspaper moved to a new building on Bath Street.

Through the efforts of the Carson City Centennial-Bicentennial Commission, the old brewery building was acquired from Donrey. Today, it is the site of the Brewery Arts Center, which, in addition to the brewery exhibit and other special displays, brings art shows, classes, and theater productions to Carson City. Call the center at 883-1976 for its calendar of events and classes.



When the Falstaff brewery closes its doors early next year, it will end more than 100 years of brewing in Fort Wayne.

NEWS-SENTINEL FILE PHOTO

Fort Wayne's last brewery closing door on era of ale

FORT WAYNE NEWS-SENTINEL

Wed., Nov. 8, 1989

By BETHANY THIES
Of The News-Sentinel

Falstaff Brewing Co. announced yesterday that it is closing its 1025 Grant Ave. facility by Jan. 7 because of the company's recent "heavy losses and sharply reduced sales."

Penny Lester, personnel director at the Fort Wayne brewery, said almost all of the company's more than 200 full-time employees would be laid off by the January closing date. Employee transfers to other Falstaff production sites are not expected, she said.

Only the sales department and part of the finance department are being kept to continue distribution of the product, which will be brewed at another location, Lester said. Where the beer will be produced and what will happen to the Fort Wayne facility have not been announced.

Officials at the San Francisco-based S & P Co., the majority stockholder that bought out Falstaff last December, were unavailable for comment.

Mayor Paul Helmke said he received word about Falstaff's decision to end local operations at 11 a.m. yesterday. Helmke said he was "upset by the news" because of the company's long history as a prominent local employer.

Although Fort Wayne officials were in contact with the company in the past year, he said Falstaff gave no indication of any problems or that it needed financial help.

"We regret their decision," he said, "but we can't change" the market factors leading to the shutdown.

However, Helmke said economic development officials are contacting the company to see what the city can do to change Falstaff's mind or in any way help workers losing their jobs.

Those employees are not very surprised the company is closing. After hearing the news yesterday, several workers met at the Question Mark tavern at 2121 E. Washington Blvd., a regular gathering place for Falstaff workers across the street from the brewery.

"We knew it was coming, but we didn't know it would be so soon," said Forrest Huffman, a six-year employee of the brewing company.

"We knew something was up when the company was spending thousands to fix up the outside of the building but letting the machinery go to hell," Gary Trimble said. Trimble has been a Falstaff employee since losing his job with International Harvester when it left town in the early '80s.

Joe Woodfin, who also joined Falstaff after Harvester closed, knew the company was not going to be in Fort Wayne forever.

"When I hired in it was considered something just above temporary," he said.

Brewing analysts also were not shocked by yesterday's announcement.

"The Falstaff Brewing Co. has been declining for years," said Benj Steinman, executive editor of Beer Marketers Insights magazine in New York.

He said that although the big brewers — Anheuser-Busch Inc. and Miller Brewing Co. — are growing, the smaller companies are having to shut down. "The trend in the industry is decreasing regional and increasing national brands," Steinman said.

The St. Louis-based Falstaff Brewing Co. bought out the locally owned Berghoff Brewing Co. in 1954. In 1975, California brewery and real-estate tycoon Paul Kalmanovitz took control of the company.

After Kalmanovitz died in 1987, his hold-

ings were formed into the Paul Kalmanovitz Testamentary Trust. One of the trust's companies, the California-based S & P Co., bought out Falstaff in December. S & P's other beer brands include Pabst Blue Ribbon, Olympia, Hamm's, Pearl, Ballantine, Jacobs Best, Haf-fenreffer and Brew 102.

The company's other brewery sites include plants in Washington, Wisconsin and Texas.

According to the Oct. 16 issue of Business Week magazine, S & P's annual beer sales are more than \$500 million. Its 7.5 million-barrel annual production ranks it sixth in the industry.

Staff writer Andrew Jarosh contributed to this report.

Local suds shops

Fort Wayne has been brewing beer for more than a century. In the 1800s, most was brewed by individuals. Though details are sketchy on the founding and demise of many of the city's earlier breweries, information from state records and the Fort Wayne Historical Society show how competition thinned ranks:

1879

Francis Beck, 157 Wells St.
Charles L. Centlivre, Spy Run Avenue
Certa & Flankert, West Wells Street
Fred Kley, 232 W. Main St.
H. Hubach, 181 E. Wayne St.
Hey Linker & Co., Washington and Wabash Avenue
John M. Riedmiller, Taylor and Eagle Street
Herman Wilken, 37 W. Water St.

1890

John Hornung, 232 W. Main St.
Bloomingdale Brewery, Cedar Canal
(West of Wells Street)
Charles L. Centlivre, Spy Run Avenue
Certa & Rankert, West Wells Street
Hey Linker and Co., Washington and
Wabash Avenue

1909

Charles L. Centlivre, Spy Run Avenue
Herman Berghoff Brewing Co., Grant
Avenue

1937

Centlivre Brewing Co., Spy Run Avenue
Berghoff Brewing Co., Grant Avenue
Hoff-Brau Brewing Corp., Glasgow Avenue

1951

Centlivre Brewing Co., Spy Run Avenue
Berghoff Brewing Co., Grant Avenue

1954

Centlivre Brewing Co., Spy Run Avenue
Falstaff Brewing Co. buys Berghoff Brew-
ing Co., Grant Avenue

1961

Falstaff Brewing Co., Grant Avenue
Centlivre Brewing Co., Spy Run Avenue,
sold to employees; name changed to Old
Crown Brewing Corp

1970

Old Crown Brewing Corp., Spy Run
Avenue
Falstaff Brewing Co., Grant Avenue

1973

Old Crown Brewing Corp., Spy Run Ave-
nue, closes, leaving only Falstaff Brewing
Co., Grant Avenue.

1989

Falstaff Brewing Co., Grant Avenue,
closes.

From Harry Counciller.

The brewery on Grant Avenue

1887: Herman Berghoff and brothers —
Henry, Gustav and Hubert — establish
Herman Berghoff Brewing Co. at 1025
Grant Ave.

1918-1933: Berghoff survives Prohibition
by selling Bergo pop and low-alcohol
"near beer."

1954: The St. Louis-based Falstaff Brewing
Corp. swallows up Berghoff.

1973: Falstaff completes a \$2 million
expansion project, doubling beer produc-
tion and adding ale to the product line.
The move makes the brewery the larg-
est of Falstaff's seven plants.

1975: Paul Kalmanovitz, California brewery
and real estate tycoon, gains control of
Falstaff.

1977: Falstaff shifts 90 percent of its St.
Louis production to Fort Wayne.

1983: Controversy brews over Falstaff's
ouster as the official beer of the Three
Rivers Festival.

1985: The company threatens to close its
Fort Wayne facility during employee con-
tract negotiations.

December 1988: Falstaff accepts a \$27.6
million buy-out offer from the company's
majority shareholder, California-based
S & P Co.

August 1989: Employees approve a con-
tract with lower pay raises on the condition
that \$1.5 million be invested in upgrading
the plant's canning equipment.

Nov. 7, 1989: Falstaff announces it will
close its Fort Wayne facility by Jan. 7,
1990, for an "indefinite period of time."

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



**Respect for Tradition
Commitment to Innovation**



Hibernia Brewing, Ltd.

318 Elm Street • Eau Claire, WI 54703 • (715) 836-BEER

Innovation

Small breweries survive in the marketplace not by brewing

standard American-style pale lager beers alone. National breweries can brew such beer cheaper, and promote it on a far larger scale. We at Hibernia have chosen to concentrate on specialty and pure malt European-style beers. Our first new brew was a draft dunkel weizen beer produced especially for the 1985 Great American Beer Festival in Denver, Colorado. We have also brought back the original beer of John Walter, our Eau Claire All Malt Lager Beer.



Eau Claire All Malt is a pale full-bodied beer that is brewed from four different types of malt, Hallertauer and Tettnanger hops. It is lagered for six weeks - far longer than most other American beers. Eau Claire All Malt is one of the few American beers that passes the strict quality standards of the Bavarian Beer Purity Law of 1561.

Future brews from Hibernia will cover a wide spectrum. Each season of the year will have its own special beer. 1986 will see the introduction of real pilsner beer and a hearty line of ales. The product choices for the new generation of small American brewers is exciting, and Hibernia is in the forefront.

From the folder issued to visitors at the late lamented Hibernia brewery in LaCrosse.

To Russia With Beer

Move over Mikhail, Fred Powers plans to introduce a new form of *glassnost* (as in hoist another glass) to the thirsty Soviets.

Powers, owner of Gorky's Cafe and Russian Brewery, has decided that locations in Los Angeles and Hollywood are not enough and is in the process of bringing suds to the steppes by opening microbreweries in Leningrad, Yalta and Moscow.

Gorky's microbreweries here make four brands of brew under the label Gorky's Russian Beer: Russian Imperial Stout, Baltic Light, Red Star Ale and Golden Pilsner. With a little too much openness, Powers contends that his libations are far superior to the beers currently brewed in the Soviet Union.

The Soviets' main beer is a kind of light



Los Angeles Times

Gorky's on 8th Street in Los Angeles.

lager, akin to, say, Coors. The Soviets, Powers says, are "working with antiquated equipment that's not really capable of making a quality beer. . . . Generally speaking, it's recognized that all of the beer is basically poor quality."

Preliminary agreements are in hand for the Yalta and Leningrad sites, Powers said, and he's working on Moscow. If all goes as planned, the breweries should each take a year to build and open.

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

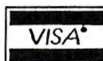
BOOKS FOR COLLECTORS

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
 EMBOSSED 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



order
today!



Don't
be
left
out!

At this time all members should have received the 1990 Membership Directory. This is again the largest listing of Breweriana members ever. Advertising is limited to a number of pages. Its the duty of a member to notify N.A.B.A. of a address or phone number change. The members listed below joined after the Directory deadline please remember to add them to your Directory. Again this period over 50 new members joined some are listed in the Directory. Also you have received a Membership Application please give it to a interested Breweriana person.

Its not too early to make your vacation plans. The Convention dates are August 3-4-5, 1990 at Baltimore Maryland and there will be Pre-Convention events as well. Make your plans now for 1990. As in the past the COMPLETE CONVENTION PACKAGE must be purchased. Pre-Convention events are optional and an added fee is charged for each. Baltimore is a city of many historical tourist attractions a great place for a Convention.

If you wish to beat the deadline for 1990-1991 dues which is due May 31,1990 please do so. Dues are still only \$20 make payable to N.A.B.A. and mail to 2343 Met-To-Wee Lane Wauwatosa Wi 53226.

In 1990 the N.A.B.A. will have an election of officers. This will include President, Vice President, Recording Secretary, Treasurer and three Directors. The Executive Secretary is appointed yearly by the officers and directors. Any member may nominate himself or herself for any position. More information will be sent to you in the future.

To the new members the Officers and Directors meet twice a year at Indianapolis Indiana and also at the annual Convention. No expenses are paid by N.A.B.A. All Officers and Directors must pay travel, motel and meals expense. The N.A.B.A. has a Hospitality Room Friday night before the Indianapolis Board meetings and Advertising Show. The Spring Hospitality Room is March 23,1990 and the Fall date has changed to October 5,1990. That means the dates of the Advertising Show is October 6-7,1990. Location information is found in the Breweriana Collector. Still time to order 1989 St. Paul Convention Mugs. Only \$20 send to 2343 Met-To-Wee Lane Wauwatosa Wi 53226.

Any member has any questions about the N.A.B.A. please send questions to the Executive Secretary.

Sincerely
Robert E. Jaeger
Executive Secretary

NEW MEMBERS

ARSNOW DALE F. (Connie)
W332 N6274 Hwy. C
Nashotah Wi 53058
414-367-8211
Clocks-lamps-mirrors
neon signs-statues-trays
No specific preference

BARNES LARRY
4913 Luann
Toledo Oh 43623
419-474-9828
Mugs steins

BUCHLI ARLYN G. (Judy)
Rt 5 Box 212
Chippewa Falls Wi 54729
715-723-9031
All breweriana-glasses
mugs steins-openers
signs-tap knobs
Leinenkugels, Walters (Eau Claire)
Breunigs, Bloomer Brwgs. Al's
Lager & Buckingham Ale

BUNDY PAT
P.O. Box 668787
Charlotte NC 28266
704-394-9361
Coasters-glasses-labels
matches-neon signs-patches
Storz Brwg. Co. Omaha Nebraska

CHAPMAN LARRY L.
829 Jones
Le Claire Ia 52753

COOLAW JEFF (Martha)
5132 Round Rock Drive
El Paso Tx 79924
915-821-7539
Cans-coasters-labels
signs-tap knobs-trays

EGGERT ROBERT R. (Donna)
514 W. Commerical Street
Appleton Wi 54911
414-734-8205
All breweriana-barrels
clocks-mirrors
neon signs-signs
Old Style by Heileman's

FARLEY PAT
8600 W. 64th Terrace
Shawnee Mission Ks 66202
913-677-0111
All breweriana
Muelhbach & Goetz Brwgs.
Country Club

FOSTER DAVID (Carla)
954 Marion Road
Columbus Oh 43207
614-444-7928
All breweriana-books
magazines-brwg equipment
history-labels
All Columbus Oh. Breweriana

GAGNON WAYNE (Joyce)
130 E. Lagoon Drive
Slidell La 70461
504-649-6267
All breweriana
Jaxs

GOYER RICHARD L.
301 Wellington Road
De Witt NY 13214
315-446-4755

GRIER JOHN A. (Lillian)
2515 Windsor Road
Baltimore Md 21234
301-665-9654
Bottles-glasses-mugs steins
signs-trays
Arrow, American, Guenther,
National, Free State
Old Baltimore Breweries

HESSE RICHARD
705 Nursery Avenue
Met La 70005
-835-5233
Jax, Regal & Dixie
Breweriana

KARUTZ WALLY
6270-D Mc Donough Drive
Norcross Ga 30093
404-447-0675
Mugs steins
Budweiser

KING CHARLES A. (Karen)
29 Lawrence Avenue
Latham NY 12110
518-783-5840
All breweriana-bottles
coasters-paper items
post cards-trays
All Brwgs. from Troy, Albany
Amsterdam & Schenectady

KING RICHARD S.
New England Brwg. Co.
9 Admiral Lane
Norwalk Ct 06851
203-847-3209
All breweriana
New England Breweries

KOEHLER GERALD (Norine)
32222 Acasemy Road
Burlington Wi 53105
414-534-4096
Glasses-mugs steins

MITCHELL JOHN C. (Merle)
3411 Nantucket
San Antonio Tx 78230
512-696-2858
All breweriana-books
magazines-cans-coasters
mirrors-signs
All Texas Breweriana

MARTIN REID
Big Time Brewing Co.
4133 University Way N.E.
Seattle Wa 98105
206-545-4509
All breweriana-barrels
brewery equipment-cases
signs-trays

MIASKOWSKI RON
4250 SW 107 Avenue
Miami Fl 33165
305-554-5542
All breweriana-bottles
paper items-trays
Florida & Connecticut Brwgs.

O'BROCTA JAMES F. JR.
10564 Wilbur Road
Dunkirk NY 14048
716-366-1526
Books & magazines-bottles
history-neon signs
photos-signs
Koch's Brwg.

PIKE BOB
180 Fairway Ridge Drive
Alpharetta Ga 30201
Bottles-labels-mirrors
neon signs-signs

NEW MEMBERS

PREISER BONNIE
108 W. Second Street
Oglesby Il 61348
815-883-8013
Glasses-coasters-signs-trays
Star Union Brwg. Peru Il.

RAPP MICHAEL
404 Vassar Avenue
Swarthmore Pa. 19081
215-543-8259
All breweriana-clocks
crowns-post cards
Yuengling Brwg.

ROUPPAS WILLIAM (Jeanne)
Box 822
Toledo Oh 43601
419-475-1235
All breweriana
Buckeye, Toledo Oh. Breweries

SASVELD CLYDE J. (Mary)
11333 Lawler
Worth Il 60482
708-388-4461
Glasses-mugs steins
openers-pitchers
signs-trays

SMITH JOSIE
151 First Avenue #61
New York NY 10003
Beer ads from magazines
coasters-paper items
pinbacks-table tents

STAM KENNETH R.
93 Russell Drive
Random Lake Wi 53075
Neon signs
Outdoor signs Eastern
Wisconsin only
Jung & Kingsbury Brwgs.

VOLEK BEVERLY (Lawrence)
1126 Loyola Drive
Libertyville Il 60048
708-680-3726
Sioux Falls Brwg. & Malting
Co. & Old South Dakota Brwgs.

WALKER DONALD E. (Marcia)
2294 Terrace Drive N.
Clearwater Fl 34625
813-799-4253
Bottles-glasses-openers

DUES YEAR ENDS

MAY
31

\$20 Payable to
N.A.B.A.
Mail to
2343 Met-To-Wee Lane
Wauwatosa Wi. 53226

WELLS MARTIN SR. (Norine)
201 Queens Lane
Blue Springs Mo. 64014
816-229-6291
All breweriana-bottles
cans-glasses-openers-tap knobs
Miller & Budweiser

WENDELL FRANCIS E.
Wendell Distributing Co. Inc.
P.O. Box 112
Cape Charles Va 23310
804-331-2472

WESTBROOK TERRY (Myron)
1212 Wilson Avenue
Norfolk Ne 68701
402-371-9101
All breweriana-mugs steins
salt shakers-signs
Budweiser

WHEELER PAT (Glory)
114 Jones Street
Middletown RI 02840
401-849-1506
Coasters-labels
openers-signs
Hornell (Old Ranger, KOK,)
Enterprise Fall River Mass.



The sign on the right was Auctioned off at the 1989 St. Paul Convention for a large price.

Looks like the Corner Sign on the right is the same subject ?



BUY -- SELL -- TRADE

Wanted: Pre-pro minimugs. Don't lose 20% by auction. Call me collect. Ray Frederick, 9801 Dahlia Ave., Palm Beach Garden, FL 33410 (407) 626-3807.

Wanted: All Texas brewery items. Mike Henneh, 2721 Stark, Ft. Worth, TX 76112. (817) 496-1766.

Coasters for sale: Send business-size SASE for my list of over 100. Half are older 4" Wisconsin. Ken Kosizke, 1623 N. Linwood Ave., Appleton, WI 54914.

For sale: Beer trays. Send SASE for list. Mike Bartels, 120 Gregory Lane, Lima, OH 45807. (419) 339-5647.

Wanted: All Massachusetts breweriana. Richard Kohn, 6 Ridgefield Road, Winchester, MA 01890. (617) 729-4559.

Wanted: 1930s bubbler for any brand. Will pay \$500 and up. Also seek Berghoff artifacts. Robert Newman, 10808 Charnock Road, Los Angeles, CA 90034. 213) 559-0539.

Wanted: Statues, Bosch-plaster hunters, Rainier mug man. James Schmelter, 2121 N. 12th St., Sheboygan, WI 53081. (414) 458-9604.

Wanted: American Breweries by Don Bull, Ohio embossed bottles. Ken Bryson, 1066 Headley St., Zanesville, OH 43701.

For sale: mini-beers and sodas. Send SASE for list. Also will buy mini-beers. John Carver, 4668 Evelyn St., Milton, FL 32570. (904) 994-9414.

Wanted to trade: Dutch beer labels for American and other labels. Albert v. d. Meeren, Kruisberglaan 293, 1974 NB IJmuiden, Holland.

Wanted: Green Bay Packers schedules, beer or non-beer sponsors or advertisers, pocket to poster sizes, any years. Larry Setaro, 6 Concord Road, Danbury, CT 06810.

Wanted: Pre-Prohibition miniature beers. Top dollar for museum grade pieces. Send photos or call. John Wyss, 43 Western Hills Ext., Coralville, IA 52241. (319) 645-2961.

Wanted: Etched and embossed beer glasses, beer match safes. Jim Maxwell, 601 Parkview, Bryan, OH 43506. (410) 636-3253.

For sale or trade: 75 to 100 German beer glasses, many sizes and styles. Jim Martinetto, 1507 Third Ave. SW, Grand Rapids, MN 55744. (218) 327-3212.

Schaller Brewery Eclipse brand, Cincinnati, pre-pro tray with woman with long hair and gown, sitting on crescent moon. VG+ condition. Will trade for NYC pre-pro tray. Arnold Merkitch, 602 Higbie Lane, West Islip, NY 11795. (516) 661-1828.

For sale: Set of 10 British pub towels, \$35 postpaid. Mint condition. Martyn Hallewas, Caspar Tagellian 3, 3051 Rotterdam, Holland.

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, Ridgecrest Dr., Goodlettsville, TN 37072, (615) 859-5236

EVENTS OF INTEREST

- March 3-4, 1990 Third annual Music City Madness, Soda Mart/Can World, Goodlettsville, TN 37072. (615) 859-5236.
- March 24-25 Indianapolis Antique Advertising Show, Indiana State Fair Grounds. NABA will hold hospitality hour at the Holiday Inn, U. S. 421 at I-465, Friday March 23, 8PM.
- April 20-21 Dutch Breweriana Association (BAV), International beer and collector days at De Leeuw brewery, Valkenberg, Netherlands. Write BAV, Postbus 331, 2350 AH Leiderdorp, Netherlands.
- April 26-28 Just For Openers convention, Durham, NC. Contact John Stanley, 605 Windsong Lane, Durham, NC 27713. (919)493-9802.
- June 14-17 American Breweriana Association, IX, Denver, CO. Write ABA, P. O. Box 11157, Pueblo, CO 81001.
- July 11-14 Eastern Coast Breweriana Association, Oldenberg Brewery, Fort Mitchell, KY. National convention.
- July 18-23 Stein Collectors International convention, Hamburg, Germany. Write Pat Manusov, P. O. Box 661125, Los Angeles, CA 90066.
- August 2-5 National Association of Breweriana Advertising, Baltimore MD. Information and registration forms to be provided with spring issue.
- August 10-12 Canadian Brewerianist, national convention, Halifax, Nova Scotia. Write Larry Sherk, P. O. Box 191, Stn. G, Toronto, Ontario M4M 3G7.
- October 6-7 Indianapolis Antique Advertising Show. NABA will hold Hospitality Hour, as above, October 5.

WANTED BEER ITEMS



Statues
Animated Signs
Metal Signs
Plaster Plaques

THE BREW HOUSE
2121 North 12th Street
Sheboygan, WI 53081
(414) 458-9604



- **INNER HARBOR**
See U.S. Frigate Constellation
- **FELL'S POINT**
18th Century Portside Neighborhood
- **NATIONAL AQUARIUM**
From Coral Reef to Beluga Whales
- **HARBORPLACE**
135 Shops, markets, cafes in pavilions
- **MARITIME MUSEUM**
Submarine U.S.S. Torks at Pier 3

BALTIMORE

CONVENTION AUG. 3-4-5, 1990

- **B&O RAILROAD MUSEUM**
From 1856 to Pennsylvania' GG-1, Roundhouse
- **FORT McHENRY**
1812 and the Star-Spangled Banner
- **OLD BREWERIES**
Take the historic convention tour
- **SCIENCE CENTER**
Imax Theater with 5 story screen
- **SPORTS & CULTURE**
Ruth's birthplace, Poe's house, Peale Museum

