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PEARL

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COVER

Encyclopedia Of Texas Breweries by Mike Hennech
Photographs by Gary Jenkins from artifacts in
the collections of John Rydenberg and John
Ruckstuhl

TABLE OF CONTENTS

President's Page	3
Fermentation	5
Pearl Brewing Co.	7
Baltimore Convention	13
Tour of Breweries	15
Baltimore Auction	16
Frankenmuth Chapter	18
Clarification	20
Book Reviews	22
Other Conventions	24
Breweries - Active	25
What's Brewing	27
Secretary's Pages	28
Buy - Sell - Trade	30

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PRESIDENT'S PAGE

The Baltimore convention is now history; those who came could stay in one of Marriott's finest hotels at an affordable rate, and visit a most interesting harbor area. The historic tour on Thursday rated ****. Friday's brewery tour guides were hands-on staff, and the small Baltimore Brewing Company near the harbor proved popular afterwards. Those who accompanied Sue Karacki to Annapolis on Saturday had a fine excursion indeed.

Baltimore proved such an attraction that it seemed at times to curtail the time for breweriana. This is probably more the result of a lower attendance compared to the St. Louis and St. Paul conventions than the program schedule, which was the same as last year. It was good to meet so many members from East Coast states. We will be looking forward to a large Chicago convention.

The success of the convention was due in large part to the many who helped so generously: Larry and Sue Karacki and John Brandt in the hospitality room - the finest we ever had; Fil Graff, Ray Johnson, and particularly Dave Donovan pooled their most interesting pieces for a great display exhibit; Bob Kay and his team ran a fine auction, and auctioneer Dave Mathews, ably assisted by Mike Jones, was in great form. We may never again find such a pleasant combination of hotel and sightseeing facilities in combination with breweriana, and you made it happen. Nice going!

We wish to formally welcome the new Michigan Chapter of NABA. It was formed by Mark Brooks of Frankenmuth, and quickly caught the interest of Michigan collectors. Unfortunately for Mark and for Frankenmuth, the local Heileman brewery, where he worked, closed this July. So far Mark has been able to stay in town, and we wish him and his former coworkers well. Two pages have been devoted to functions of this Chapter. While many of its members do not belong to NABA, we trust that familiarity will bring respect and membership.

With this issue, U.C.L.A. Professor of Economics George Hilton ends a distinguished tenure as editor of *The Breweriana Collector*. George has brought his academic standards of observation, history, analysis, and language to our hobby. Our journal has improved in several orders of magnitude during the eleven years of his editorship. The Board of Directors presented George with a plaque at the convention, and is appointing him to the position of Editor Emeritus in recognition of his great contribution to the Association.

The search for a successor proved difficult, and finally ended up in my court. Being president is easy, given our experienced board. Being editor requires effort, judgement, and faith. Fortunately I will have the support of George as book reviewer and roving observer, a printing expert in Bob Jaeger, and a new assistant editor in Randy Carlson. We also need new and former contributors from all corner of our membership, and we need them on a continuing basis. If you have a story to tell, photographs to submit, or a question to ask, please contact me.

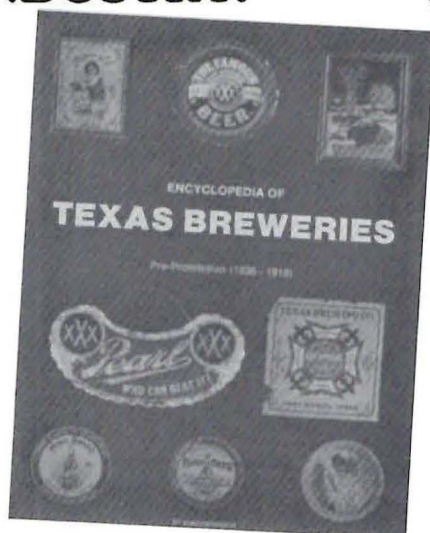


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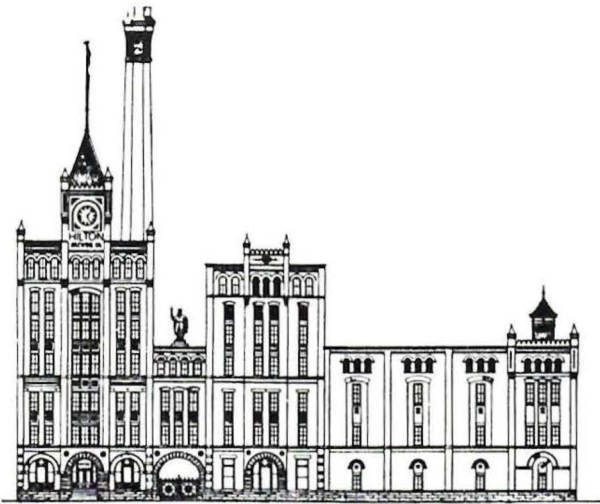
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FERMENTATION

It's Been Grand

With this issue we come to the end of the Hilton editorship after eleven years -- a relatively long period for a non-profit organization. My reason for giving it up is not, as Dan Forbes suggested at our convention in 1989, that since my cat died, I can't write editorials any more. The reason is largely concerned with editorials, however. Over the years there have been several editorial themes, the most important of which were:

- Beer is good, should be treated reverently, and especially, protected against the wowsers.
- The concentration in brewing over the course of our lifetimes has taken place for good reasons and must be accepted.
- The brewing industry is competitive and ordinarily demand responsive.
- Barter is extremely inefficient. If you want to transfer something, buy or sell it.

In retrospect, these themes seem correct, but beer is a limited subject, whether in industrial organization or the collecting of its artifacts. If the editorship continued, the editorials would become quite redundant. Finding novel subjects became successively more difficult until there was really nothing left to say but farewell.

There is a further matter that I am not a well organized person. Like many professors, all my organization goes into research and everything from the checkbook to the clothes closet is in anarchy. Keeping track of who paid for how many advertisements, and who wanted a free ad was not exactly beyond me, but it was never pleasant; and never done well. To all whose ad requests got lost, apologies. What I most enjoyed was working up articles on individual breweries, such as Bob Swiatkowski on Siebens, Mike Bartels on Bartels, Ruddy Heckler on Stegmaier and some others of that character. Unfortunately, I was never able to develop the inflow of such articles that at the outset I thought I could generate. Scrounging for material was always a big part of editorship. Of my own stuff, there is no question that I had most fun working up "A Reader's Guide to Andy Capp," in issue 37 of 1982. This year's trip to England was a reminder that Andy is part of a British way of life that is rapidly declining.

Truth to tell, breweriana collecting was never the principal interest of my life. as I think it ought to be of the editor. My collecting was integral with furnishing my house in Los Angeles in the late 1970s and early 1980s. Artifacts of the Chicago breweries were a decoration that took my mind off living in Los Angeles, which, though the city has its admirers, was never a

place where I felt at home. Now that I live in the congenial reaches of Maryland, those artifacts no longer serve their emotional purpose. Also, when I began collecting, I planned a book on the post-Prohibition Chicago breweries, but Phil Pospychala's The Great Chicago Beer Cans seemed to me to fill that intellectual niche. Will Anderson's experience with his book on the Brooklyn breweries demonstrated how limited is the market for regional brewing histories. Consequently, railroads and steamboats remained my principal research interests, as they always have been. In truth, after the mid-1980s the editorship survived more out of personal friendship with NABA's officers than out of current collecting interest. That friendship, of course, goes on, along with an economist's interest in observing the brewing industry and the universal passion of professors to build up their personal libraries. Accordingly, I will still participate in The Breweriana Collector, mainly in continuing to review books.

It is time, however, for a new editor, some one whose principal interest is in breweriana, and who organizes his affairs efficiently. Peter Blum will take over as editor transitionally, and on the basis of his efficiency in the presidency, should do very well, indeed.

* * *

We have often counseled collecting microbreweriana on the ground that microbreweries and brewpubs are highly perishable. We have no more assurance that they will survive than we have for other small businesses in a competitive environment. We have just lost one of the micros that seemed most promising, the Reinheitsgebot Brewing Co. of Plano, TX. It was a relatively old one, and had an excellent reputation. Its Collin County brand beers had been widely praised and had won prizes. Its problem seems not to have been inadequate sales, but rather the familiar mix of cost, financing and distribution problems that bedevils many microbrewers.

Owners Don and Mary Thompson plan another effort. Texas has not been enlightened enough to legalize brewpubs, but may do so. If not, the Thompsons plan to set up a brewery adjacent to a restaurant and work out some arrangement for sale of the beers at the restaurant. Let us wish them well. And also, let us collect whatever breweriana the new arrangement produces.

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

October 5, 1990





Pearl Brewing Company San Antonio, Texas

by Mike Hennech

Photographs by Gary Jenkins from artifacts in the collections
of John Rydenberg and John Ruckstuhl

The Pearl Brewing Company in San Antonio started in 1881 as the J. B. Behloradsky Brewery (1881-1883). The Behloradsky Brewery was purchased in 1883 by a group of San Antonio business leaders who formed the San Antonio Brewing Association. The Behloradsky Brewery was renamed the San Antonio Brewing Co. in 1883 and began producing Pearl Beer in 1886. The brewery bore the name of the San Antonio Brewing Association from 1888 to 1918 and listed its address as 312 James Street and Avenue A.

The Pearl name came from a German brewmaster who thought that the bubbles in a freshly poured glass of the beer resembled pearls. He called them "Perlen." The San Antonio Brewing Association bought the formula and the name from the Kaiser-Beck Brewery in Bremen, Germany. In 1886 Otto Koehler, manager of the Lone Star Brewery in San Antonio, became president and manager of the San Antonio Brewing Association. By 1902 the officers were Otto Koehler, President; Otto Wahrmund, Vice-President; and J. J. Stevens, Secretary. Koehler remained as president until his death in 1914. His wife, Emma, succeeded him as the chief executive.

The original brewery was later replaced by a larger and more modern establishment. Production was gradually increased to 6,000 barrels per year. In 1889 five 135-barrel tanks were installed by the Pfaudler Company, and by 1916 Pearl was the largest brewery in Texas with a capacity of 110,000 barrels per year. It proved to be the only brewery in San Antonio to survive Prohibition. Mrs. Koehler kept it going in those lean years by producing near beer, bottling soft drinks, going into the commercial ice and creamery businesses, and even operating an advertising sign company. Within 15 minutes of the end of Prohibition in Texas, September 15, 1933, 100 trucks and 25 boxcars loaded with Pearl Beer rolled out of the brewery grounds.

The brewery continued to operate under the name of the San Antonio Brewing Association at 313 Pearl Parkway until 1952, when the management changed its name to the Pearl Brewing Co. to associate the corporation more closely with its product. Pearl acquired the Goetz Brewing Co. of St. Joseph, MO, in 1961 and in 1970 merged with the Southdown Corporation of Houston.

Pearl ceased being a Texas-owned brewery in 1978 when it was purchased by the General Brewing Co. of California. It thus became part of the brewing empire of the late Paul Kalmanovitz, along with Falstaff, Hamms, Pabst and others. It remains active as one of the three breweries still operated by Kalmanovitz's successors.



Pearl's advertising went in heavily for pretty ladies, including this pre-Prohibition maiden.



The San Antonio Brewing Association issued two very similar shallow pre-Prohibition trays for its pride, its Muenchener. Note the bottom line, "Guaranteed to Keep for Years." Would that current foreign beers did so!





Above are three etched glasses issued for Pearl. The glasses at center and right have an unusual orange background for the XXX logo. The bottles are of the blob-top type, presumably of the early years of the century.



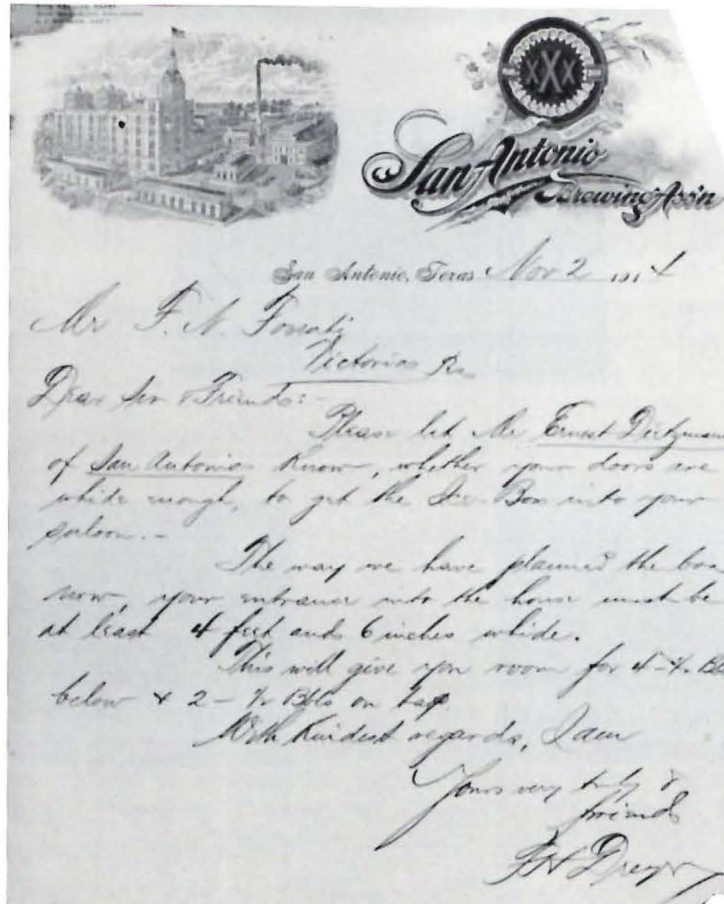


Above is a nice still life featuring both Pearl and Texas Pride, Pearl's venerable second brand. Both brands are represented among the pre-Prohibition labels below, along with the firm's Wurzburger brand.





Above is a ceramic mug, quite handsome with the Pearl logo in brown on a tan background. Below is a letter of 1914 in which the firm enquires of a saloon owner whether his door is wide enough for an ice box.





Baltimore CONVENTION

Ken Settecase, at left, and executive secretary Bob Jaeger in serious conversation. Ken, for many years a determined collector in the Chicago area, now resides in Oshkosh, WI. Below, Jean Gottschalk and Larry Sherk, the tray tycoon of Toronto, are enjoying themselves in the fine hospitality suite of the Hunt Valley Marriott.

Larry Karacki, who co-chaired the local committee with wife Susan, shares a joke with convention chairman Peter Blum (below, left). Sue Karacki guided a tour to Annapolis.

Below at right, V-P Fil Graff, normally taciturn and shy, is caught in his room during a rare animated moment. Looking for items to acquire is Jim Kaiser, a recent victim of cerevisicollectiosis. He is showing the typical symptoms of the disorder, a near uncontrollable urge to buy breweriana. In his case it is the virulent Detroit strain.

Photos by Henry Smith





Auction Committee chairman Bob Kay (above, left) surveys the display of items to be auctioned with Bob Flemming. At top right, Reino Ojala from Burnsville, MN scrutinizes the displayed articles. Below, Bob Fleming is hoisting a Hudepohl self-framed "tin" sign as auctioneer Dave Mathews watches.

Tense moment of auction is captured by Henry Smith's camera below. Hamp Miller is holding the near mint Stroh oval tray. "I have 1375" Dave Mathews is saying, pointing to the last bidder. "Do I hear 1400? 1400?" Hamp, Dave, and just about everybody else are looking at the 1350 bidder. \$1,375 held.





CONVENTION TOUR OF OLD BREWERIES

The 1880's stockhouse of National is flanked by modern structures (top left). The brewery started elsewhere; the site is now a tavern, which was a most welcome stop on the warm afternoon. The old caves were partially excavated in the basement (bottom left). Gunther was situated across the street from National; part of the old Gunther building is shown on top right. Compared to these no-nonsense structures, the American Brewery's main building seems bizarre. It looks like each floor was designed by a different group, with Victorian hunting-lodge elements on the top. In very bad repair now, this structure was definitely worth seeing.

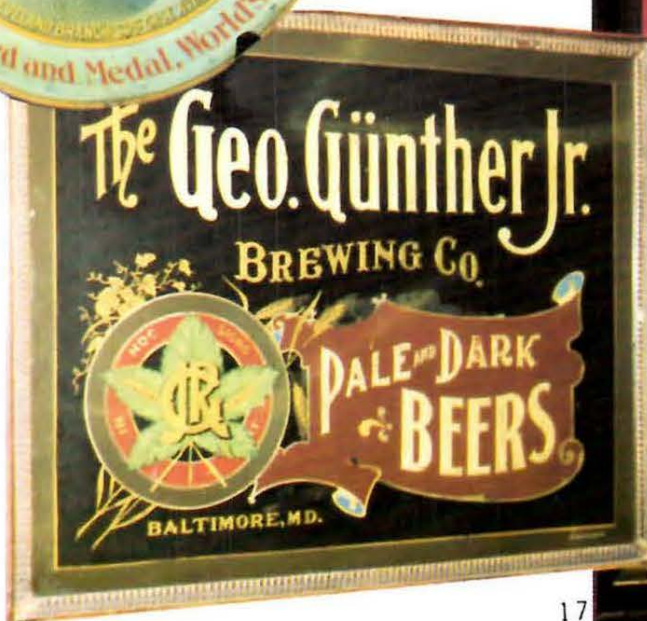
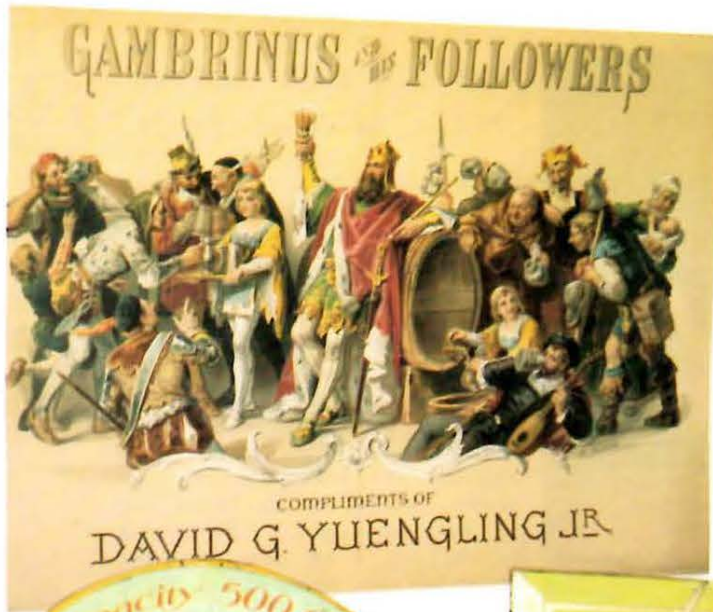




AUCTION ITEMS

While not all the items shown on these pages met their reserve price, these signs and trays, and dozens of smaller and large items were there for the bidding. Trays did not seem to excite the audience as expected, except for the oval Stroh. The David G. Yuengling litho, dated 1880 and in fragile condition but with bright colors, was sold for \$675. A large and colorful Geo. Gunther reverse-on-glass sign got stuck just below its \$1,000 reserve, but later found a buyer. A pre-war lady promoting Fort Pitt Pale Ale with either a sleepy or sexy look seemed a bargain at \$145.







NEW MICHIGAN CHAPTER MEETS IN FRANKENMUTH

On a beautiful Saturday in late August, over 50 Michigan collectors came to Frankenmuth's Heritage Park to set up under a pavillion near the Cass River, to chat, look at a good and varied selection, and to buy. At left is Jerry Potchniok, the only one we know to voluntarily give up breweriana. Tom Snyder, a regular at local and Indy can shows, sports a Las Vegas cap at bottom right. Beer and breweriana - it does not get much better than this. Mark Brooks organized the show and saw his group come of age.



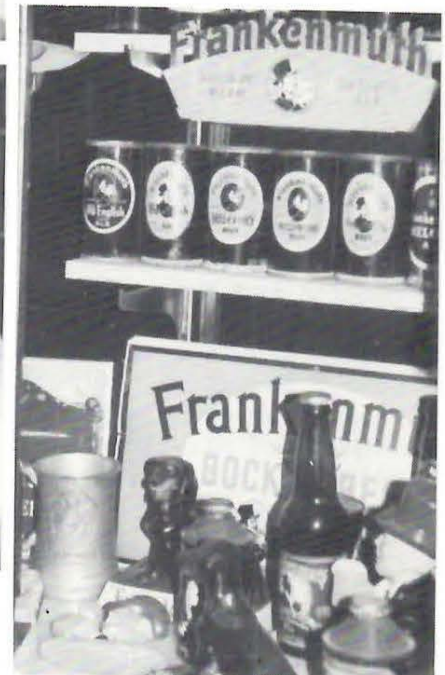
Michigan Chapter

Last fall Mark Brooks of Frankenmuth took the initiative to start a Michigan NABA Chapter. A decade ago, when we had our convention in Detroit, there were just a handful of members in Michigan. In fact, we brought in Mike Bartel from Findley, Ohio to help with the event. Well, Michigan came a long way in a decade. Mark called a meeting in April, and a baker's dozen came one Sunday to Frankenmuth to chat, trade, and go over the proposed constitution.

The meeting was held in the basement of Keith Boesenecker's tavern at 310 South Main, a good old saloon in a town increasingly taken over by Bavarian-tourist themes. To give Frankenmuth credit, it has two of the busiest restaurants in the State and is a pleasant place to visit. While Keith's kitchen is no competition for the Bavarian Inn or Zehnder's, it served our purpose well. And Keith Boesenecker has a showcase of Frankenmuth breweriana. His grandfather was brewmaster at the old Frankenmuth Brewery (later Carling and then Heileman), and Keith is the leading expert on local brewing history.



At left, Woody Peck, Keith Boesenecker, and Howard Diefenbach listen to a reading of the proposed bylaws. Dave Van Hine and Rick Schmidt are in the foreground below. Rick has a fine collection of Bay City breweriana, and deals in rare labels. The couple in the far back is Becky and Dan McShane of Bay City. Becky is a descendant of Kolb Brewery Kolbs, and both are avid collectors of family breweriana. A small portion of Keith's showcase is shown below.



CLARIFICATION



„Beim Klosterbier“, Eduard Grützner (1846-1925)

A. When we ran an antique Chicago label containing a monk drinking beer with an uplifted left forefinger, Tony Fiyalko was moved to look into the figure. He found the monk in several labels, both German and American. He sent us a query as to the monk's origin. I surmised he came out of a German genre painting, but thought the painting was earlier than it proved to be. As I anticipated, Jack Lowenstein could quickly find the identity of what Tony called "Brother Dunkel" among the authorities on such matters in Stein Collectors International. Jack wrote to Kurt Sommerich of Milwaukee, who brought together an impressive packet of information on the monk. He proves to be from a painting, "Beim Klosterbier," by the German genre painter Eduard Grützner, who lived from 1846 to 1925. Klosterbier is "cloister beer," brewed at the monastery for the brothers' own consumption. They are clearly enjoying a good batch. Below is a paragraph on Grützner from a catalog of paintings from the von Schleinitz collection, issued by the Milwaukee Art Center about 1968, from Kurt Sommerich's collection.

EDUARD GRÜTZNER

Grosskarlowitz-Neisse, May 26, 1846 — Munich, April 3, 1925

Seventh son of a Silesian farmer, Grützner began drawing as a child and he himself admitted that, "no white wall or sheet of paper was safe from my pencil". His formal training began at Munich in 1864 under H. Dyck, Hiltensperger, and Strähuber. He then

entered the Academy, and later worked in Carl von Piloty's studio. There he learned and perfected the fluid, transparent style which characterizes his best works, these pictures themselves being among the finest examples of the technical approach to painting common to the Munich School. Grützner's subject matter centered around human-interest narratives, often drawn from monastic life and frequently viewed somewhat ironically, an approach he shared with his friend Carl Spitzweg. His drawing "Carl Spitzweg in front of his Easel" (1884) shows Grützner's abilities as an inventive draftsman, a trait he shared with Spitzweg; but whereas the latter continued to develop as a sophisticated draftsman, Grützner ended his long career painting routinely detailed genre paintings.

Q. Bob Gabler raises a question about the gentleman below. There is no question who he is -- King Gambrinus. The question is who issued him and when. He is a plaque of wood, designed to hang on a wall. The face is very well done, raising the piece above the level of primitive art. He has been in the family of a woman in her 60s in the Baltimore area, reportedly for a long time. He is thought to be a Baltimore artifact. He is 27½" x 17" x 5". Information on him will be greatly appreciated.



The quotation immediately below, from the Los Angeles Times of October 3, is concerned with the proposed increase in the excise on beer in the current proposed budgetary alteration to deal with the federal deficit. It is a succinct statement of the views of a successful brewer, Fritz Maytag, but if applied to that other major new item of the day, the reunification of Germany, it argues that German democratic government is assured. Prosit!

"A tax on beer or soft drinks or newspapers or anything that ordinary people use every day is a very regressive tax," said Fritz Maytag, owner of San Francisco-based Anchor Brewing Co., the nation's largest micro-brewery, which makes Anchor Steam Beer. "The definition of a democracy is a place where the beer drinkers vote."

In truth, one of the few things the few things the German Democratic Republic could do efficiently was brew beer. Practically all foreign visitors reported the beers were excellent. That wasn't enough to salvage the GDR's reputation. Any country that produced the Trabant automobile deserved to be discontinued.

BOOK REVIEWS

Peter Tombs, A Guide to British Brewers: Their Beers and Pubs (Sidgwick & Jackson, 1 Tavistock Chambers, Bloomsbury Way, London, WC1A 2SG, England, 1990), vi + 314 pages, paperbound. £9.99.

This May I took the Fair Constance to Britain for her first trip there -- one of life's bigger deals. I planned on arrival to buy the current year's Campaign for Real Ale's Good Beer Guide, but the 1990 edition had not yet been issued. Instead I found this directory of British brewers, which to my amazement proves to outdo CAMRA in devotion to the effort to preserve traditional British beer. CAMRA in its annual volumes at least pauses to note "No real beer" for breweries that produce only lagers or keg versions of British ales, and usually has space for a denunciation of Bass' computerized brewery at Runcorn. The volume at hand takes no notice of breweries that do not produce the traditional stuff. Runcorn is not listed among Bass' plants and Allied's venerable lager brewery at Wrexham, North Wales, is not shown as living or dead -- and frankly, I don't know which it is.

Otherwise, however, it is a well-written and thorough directory. There is a short and typically adulatory history of the brewery with a list of its traditional beers and a listing of pubs where the beers may be found. Tombs put in a great deal of travel to search out the various brewpubs and micros that he includes. The book would be an excellent companion for a nation-wide pub crawl of such places.

The book will be an important historical source on British brewing in the later years of the 20th century. As in the U. S., there is no presumption some of those brewpubs will last long enough to get any other historical documentation. The author's commitment to the real ale movement is a bias that limits the book's validity as an historical source. Britain's belated conversion to lager, which is probably a more important trend in the industry than the revival of traditional ales, is barely noted. It is mentioned that some brewers made moves to expand lager capacity, but in general the rise of lager is ignored. This sort of bias would not be forgiven in any other form of scholarship and I fail to see why it should be forgiven here.

GWH

Stephen Morris, The Great Beer Trek (Stephen Green Press/Pelham Books, revised edition, 1990), x + 229 pages, paperbound. Distributed by Viking Penguin, 40 W. 23rd Street, New York, NY 10010. \$12.95

A decade ago Stephen Morris gathered up his wife and a modest supply of provisions and set out on the Great Beer Trek, doing what many of us have done more casually, visiting surviving breweries and dropping by the McSorleys and Berghoffs of the nation. He then did what most of us don't do, wrote it up as paperback. The book was well reviewed, quite properly. A lot of mileage and effort had gone into it, and it conveyed the benign feeling that beer-drinking produces, as beer scholarship should.

The revised edition is a reproduction of the original text of 1984 with a limited number of changes, with updating mainly in boxes alongside the text and in directories of brewers, brewpubs and notable bars at the ends of chapters. In each directory he has a listing of Kindred Spirits, mainly BCCA chapters and home brewers' clubs. Like the original, it is an excellent book for the glove compartment, especially if you travel a lot professionally. Morris says he plans the next Trek for 2000 with his sons -- to whom he has dedicated the book -- driving him. Let us speculate on who will be running Dubuque Star and Dixie then.

GWH

Mike Hennech, Encyclopedia of Texas Breweries: Pre-Prohibition (1836-1918) (Ale Publishing Co., Box 168024, Irving, TX 75016), 163 pages, plastic-bound. \$23 + \$2 postage. Texas residents add \$1.85.

Member Mike Hennech has produced what is mainly a documentary history of the pre-Prohibition Texas breweries. It is prefaced by a history of Texas brewing from the outset in 1836 to 1918 that is quite comprehensive, given the limited survival of newspapers and other documentation of the early years. Hennech clearly did his work, examining local newspapers -- even in German! -- census data, reports of the federal alcohol authorities, and the Sanborn fire insurance maps. Inevitably, his basic source for the corporate histories is Bull, Friedrich and Gottschalk's American Breweries, but he has searched the Brewers Journal, The American Brewers Review and 100 Years of Brewing. Most, but not all, of the corporate histories are items reproduced verbatim from these sources or from local newspapers. For Spoetzl, the Galveston Brewing Co. and some others, Hennech has written a short history to supplement the documentary material. He is explicit that the book represents on-going research, and he solicits input for revision and updating. This course of action will probably result in the book in future editions being less of a documentary history and more a literary one, with additional corporate histories by Hennech. This would result in later editions giving the impression of being a more finished product than the present one. However, as the book stands, it is a useful contribution to the history of an area that has not generated much brewing history. It is recommended for the library of anyone seriously interested in Texas brewing.

GWH

Moirra F. Harris, The Paws of Refreshment: The Story of Hamm's Beer Advertising (Pogo Press, place not stated, 1990). xii + 81 pages, paperbound. \$15.95.

This book is the outgrowth of a short section on Hamm's advertising in John T. Flannagan's Theodore Hamm in Minnesota, previously reviewed here. Ms. Harris subsequently found at a flea market an album of Hamm's newspaper ads of the turn of the century. She then decided on a full history of Hamm's advertising, centering necessarily on use of the cartoon figure of a bear that has dominated the brand's promotion since 1953.

The book opens with a good short history of Hamm's from the founding of the firm in 1865 through its peak as a national brewer of 3.8 million barrels of output in 1964 and into its abrupt decline thereafter. It was sold in 1965 to Heublein, then to Olympia and Pabst. As is well known, the Hamm brewery in St. Paul is now in the hands of Stroh, and Hamm's is a secondary brand of Pabst. Hamm's advertising in the early years was dominated by newspaper ads, mainly by the Banning Advertising Co. of St. Paul, which did some excellent work. Hamm's post-Prohibition advertising was rather undistinguished until the Campbell-Mithun advertising agency of Minneapolis developed the bear in 1953. The author has an extensive discussion of responsibility for the bear, which has several claimants. The bear was discontinued in 1969, but reinstated in 1972. He has survived to the present, although because of the decline of the Hamm's brand, he is no longer a major presence. The book is well illustrated with Hamm's breweriana centered on the bear from collections of Pete Nowicki, Jim Welvtok, Bill Stein and other well known Hamm's collectors. The book is exceptionally articulate and well written. Particularly notable are some sketches for the bear, run at the heads of chapters, done by Swift-Chaplin Productions of Los Angeles for Hamm's animated commercials. They have genuine artistic merit. Although the bear is correctly looked upon as one of the masterpieces of beer advertising, it is notable that he could not prevent the decline and fall of Hamm's. Changes in ownership and especially in advertising agencies deprived the bear of continuity that he needed. Withal, this excellent book is a fine documentation of him.

GWH

Conventions of Other Organizations

FUN, FRIENDSHIP, PEOPLE INVOLVED MARK ABA'S NINTH ANNUAL MEETING

Beer collectors and enthusiasts, 220 of them, were in Denver in June for four busy days at the Ninth Annual Meeting of the **American Breweriana Association**. Seventy-five early birds enjoyed a welcome reception on Wednesday night and inaugurated the hospitality suite featuring products of Anheuser-Busch, the officials host for ABA-IX. A Budweiser- ABA commemorative glass was again provided by the host.

Two buses left on Thursday morning for lunch and an optional tour of Anheuser-Busch's Fort Collins brewery. A stop at two antique malls were also on the agenda. On Thursday evening, a auction was held with **Jim Tambke** of Lohman, Mo. as auctioneer and a committee headed by **Jon Rudstuhl** of Dallas.

Seventy members attended the Friday morning business meeting at which these new officers were introduced: **Paul Rahne** of Colorado Springs, president; **Ralph Collins**, N. Pembroke, Mass., vice-president; and **Linda Huntsinger**, Minneapolis, Minn., recording secretary. Elections chairman **Len Chylack**, West Chester, Pa., announced the results of the ABA's annual election of new directors. The three winners on a slate of six were: **Jim McCoy**, Denver; **Hugh Griffin**, Portsmouth, Va., and **Jim Warnock**, Ft. Collins, Colo. The directors accepted a proposal to have the Tenth Annual Meeting at the Oldenberg Brewery in Ft. Mitchell, Ky. with **Herb** and **Helen Haydock** as hosts. ABA executive director, **Christine Galloway**, announced a membership increase of 462 since the previous meeting, and a current membership of 1504.

Another optional tour on Friday sent two buses to the Wynkoop Brewpub, the restored Tivoli Brewery for lunch, then to Coors. Friday evening members set up for their public show and went shopping at the Denver Collectors' Fair. The ABA show was in conjunction with this regional antique and collectibles show at the National Western Stockshow complex. Weekend shuttle service was provided for the one-mile trip between the hotel and the show.

Those attending took a break from the weekend public show to enjoy a dinner-dance in the hotel on Saturday night. Five limited edition Coors employee mugs were awarded as door prizes with these winners: **Larry Young**, Fullerton, Calif., **Ellen Mugrage**, Lynnwood, Wash., **Darla Smith**, Wichita, Kans., **Don Huntsinger**, Minneapolis, Minn., and **Don Ray**, Omaha, Neb. Members donated over 100 raffle prizes which were given away and raised \$936 for ABA's operating fund. The party, planned to end at midnight, continued to 2 a.m. with music from the 50's and 60's.

ABA will depart from its customary 3rd weekend in June Annual Meeting date and move to the last weekend of the month for its 1991 meeting at Oldenberg, Fort Mitchell, Ky.

HAMBURG, HIER SIND WIR!

by Jack G. Lowenstein

"Hamburg, here we are!" That is what 190 members of Stein Collectors International said in unison in mid-July. As anticipated, SCI's third German convention was a huge success -- earlier ones were in 1978 and 1984. Headquarters was the elegant SAS Plaza Hotel, and lectures, displays sales and auctions were at Hamburg's new Convention Center. Our hosts from Mettlach (of Villeroy & Boch fame) put on a fabulous program on steins, and also were our guides to the sights, culture and beauty of Hamburg. After opening ceremonies we had lectures in English on "Historic Raeren Stoneware," "The Faience Steins of Southern Germany," and "The Works and Designs of Franz Ringer of Munich." Highlight of the convention was an exhibit of the works of Heinrich Schlitt 19th century artist and designer for Billery & Boch. Over 100 of his paintings, sketches, book illustrations, plaques and steins were displayed. A new book on him by Prof. J. A. Schmoll and Dr. Therese Thomas was unveiled. It will be sold in the U. S. later this year. The stein sale had its usual popularity, although high prices and a weak dollar prevented the usual brisk business.

History and museum buffs had plenty of chances to do their thing. We had two city tours, one by bus and the other by canal boat. We came away with respect for the splendor, artistry and rich tradition of this historic Hanseatic city. Members even made a few trips to the (in)famous Reeperbahn, once the notorious red light combat zone of Hamburg, now sanitized but still exotic.

Saturday's dinner dance entailed a banquet in which every course was prepared with beer -- including the cake for dessert. Sunday was the last day of the formal convention, but about half the members joined the official post-convention tour to Luebeck, Berlin (without the wall) and Potsdam. In all, it was a wonderful convention. We are already looking forward to another get-together in Germany in 1996. Meanwhile, our 25th anniversary convention will be held in Chicago in early July, 1991.

Prosit!

BREWERIES -- ACTIVE

Bayern Brewing Co., Missoula, MT

Several notable bar tourists had alerted the editor that the Bayern Brewing Co., a brewpub in the former Norther Pacific Railway station in Missoula, MT, was not to be missed. Going up there added about a day to the annual trip west, but there are no regrets about that. It proved to be up there with Oldenberg among the most impressive such operations.

The enterprise occupies the entire NP station. The brewery and a tap room are in the west end of the building. Missoula is the seat of the University of Montana, and the bar has a built-in trade in members of the college community. Offices and the reception area occupy the center of the building. The east end has a gourmet restaurant which would do credit to any major city. The meals are moderately expensive but very well executed. The beers are very professional. On my visit a lager and a golden ale were on tap. The proprietors are Reinhard Schute and Jurgen Knoeller, who have German academic training in brewing. An outdoor area for beer drinking is at the east end of the complex. If one gets jollies out of looking at diesel freight trains, the entire complex gives one an observation point for a moderately busy railroad. The former NP main line in this area has been taken over by a regional carrier, the Montana Rail Link. Its operations, in truth, are not exceptional. There are also HO model trains in the main dining room.

I really do not know how this brewpub got to a remote college town in Montana, but it is well worth a visit. One may suspect that the proprietors will try their luck in a larger metropolitan area in a few years.

Montana Beverage Co.

Although I was in Montana to visit Bayern Brewing, I did not miss the opportunity to visit the microbrewery in Helena, capital of the state. It proves to occupy a neat building a block or so from the former Northern Pacific station. President Bruce De Rosier bought the rights to the Kessler brand, which had been the local beer in the days of local brewing. The standard lager is the Lorelei brand, which proves to be nicely balanced in flavor. I found it on tap in a local bar on a strip opposite the station.

The brewery sells T-shirts and some glassware. It uses tap markers but does not sell them. It provides tours in the afternoon. The brewery has a nice piece of breweriana outside, a blue and white sign for the Kessler brand, presumably newly executed, but in the style of the former Kessler brewery.

Spinnakers Brew Pub, Inc.

One of the pioneers of the brewpub movement is Spinnakers in Victoria, BC. It proves to be in a former residence, a stone house that appears to be early 20th-century, with a fine view of Victoria harbor. The area has long been a major retirement area for the British, especially of the military. This has created a local demand for hand-pumped traditional British beer, and Spinnakers is one of the few brewpubs in North America to brew it. I had a pale ale, which seemed a representative example of what the British consider real ale. I was not impressed, but I have never liked the so-called real ale. The dining room serves a rather standard menu of hamburgers and similar fare, with mountains of french fries.

Victoria, if you have never visited it, is a bit of a tourist trap, with retired London buses running about, and Scottish tartan shops about. The trip out is very nice by any of the several steamer routes. It is recommended.

Master chef Wolfgang Puck opens beer joint

Brings European staple to America

By Aaron Lowenberg

Wolfgang Puck walked over to the shiny 40-foot high tank, pulled a lever and poured himself a glass of fresh homemade beer. At first glance, the picture doesn't seem to make sense. The most famous chef in Los Angeles is walking around an enormous brewery?

Puck, famous for his California cuisine, has opened a unique restaurant, Eureka, on the premises of the Los Angeles Brewing Company in West Los Angeles. While the brewing company produces its own homemade European lager, Eureka will be serving gourmet meals to go with the beer.

Eureka, located on South Bundy Drive, is much more affordable than Puck's other Los Angeles restaurants, Spago and Chinois, yet there isn't a drop in the quality of food. Entrées at Eureka are in the \$10 to \$20 price range, with appetizers costing \$5 to \$10.

The menu features Puck's signature gourmet pizza, as well as such delicacies as smoked Chinese duck, Moroccan roast leg of lamb, and grilled Louisiana shrimp. Puck even hired a special sausage maker from Germany to make homemade sausages and wursts. For lunch and lighter appetites, there are a variety of cold and warm gourmet salads. For hearty appetites, there is a huge grilled ribeye steak.

"I have tried to put things on the menu which people will like to eat while kicking back and enjoying a beer. Beer food is different in every country, so there are entrées which represent several countries," said Puck.

The real attraction of Eureka is the beer, also called Eureka, which is a European-style golden lager. The beer is brewed completely from scratch by Brewmaster Mark Scott.

Scott brews Eureka in accordance with a strict Bavarian

brewing law passed in 1516, called the Reinheitsgebot. This law mandated that all beer brewed in Bavaria be brewed solely from malted barley or wheat, hops, water and yeast. Most American beers have rice, corn or sugar added to them, which lessens the flavor of the beer. This is why European beers are considered to be superior to American beers.

The goal of the Los Angeles Brewing Company is to provide a beer with all the quality of a European import, while maintaining the freshness of a domestic beer.

Freshness is very important for beer. Unlike wine, which gets better with age, beer deteriorates with the passage of time. When a beer is made in Europe, it takes a lot of time for the beer to be sent to America, and then be put on the shelves to be sold. During this process, the beer loses a great deal of freshness. Eureka lager is served at the restaurant right after it is brewed, providing it with a freshness imported beers can't achieve.

Tours of the brewery are offered during the day. Visitors can see the bottling plant, as well as the room where the fermentation tanks are. Eureka lager is fermented at extremely cold temperatures for approximately five weeks. Unlike most American beers, Eureka isn't pasteurized, even though pasteurization allows beer to be stored at higher temperatures. The problem with pasteurization is that it lessens the flavor of beer.

The concept of a restaurant with a brewery may be relatively new in the United States, but it isn't an original idea, according to Puck. "In Bavaria, every town has a brewery, but they also have a so-called *brasserie* with it where they serve simpler food than say, for example, where I lived in France. I think it (Eureka) will be a good marketing tool for the beer and will tell people to drink beer with food and not just as a drink to have at a bar."

During the first few months that it is open, Puck plans to spend most of his time at Eureka. "A restaurant

The real attraction of Eureka is the beer, also called Eureka. The beer is brewed completely from scratch by Brewmaster Mark Scott who makes it in accordance with a strict Bavarian brewing law passed in 1516, called the Reinheitsgebot. This law mandated that all Bavarian beer be brewed solely from malted barley or wheat, hops, water and yeast.

is like a child. As you raise it, you hope that it becomes more and more independent." He added, "Hopefully, Eureka will become independent enough that I won't have to spend as much time there."

Eureka is open seven days a week for both lunch and dinner. Reservations are necessary, especially on weekends. Eureka is a great place to get really good food without having to pay a lot of money. It isn't affordable for every night, but it is perfect for special occasions.

Be sure to order a glass or two of the beer — the freshness will definitely be noticeable. The dress is extremely casual, although some people do dress up. On a lucky night, one might even see the master Chef Wolfgang Puck at work in the open kitchen.

RESTAURANT: "Eureka." Located at 1845 South Bundy Drive (six blocks south of Santa Monica Blvd).

WHAT ' S BREWING

Three-Ring Circus

The brewing industry seemes to be imitating Ringling Brothers and Barnum & Bailey. There is Anheuser-Busch in the center ring, with Miller and Coors on each side. Each is showing spectacular feats. Out on the midway, Stroh and Heileman are trying to drum up business. The microbrewers have booths where you can have fun for your money. Barkers in front of some tents point to exotic dancers from far-away places and promise new delights in drinking satisfaction.

To add to the carnival atmosphere, there are prohibitionists walking around with big REPENT! signs. For somebody who came of age into an orderly industry, not much of a reference frame has remained. It will take somebody else to read the future: it is a circus out there.

This fanciful scene is of course partially the result of summer sun. But A-B has become so dominant that it can afford to fight a proposed increase in excise tax singlehandedly. Miller is being pressured to open its mothballed Ohio brewery, and may well be ready in a couple of years. And Coors is 1.5 million barrels and \$20 million in net income ahead of last year after six months. What was still a competitive industry only five years ago has turned essentially into a three firm situation. Given present trends, Stroh, Heileman and Pabst may add up to one viable competitor.

As the new decade nears the end of its first year, one of the pillars of sound brewing for a century seems to become an endangered species. The tunnel pasteurizer, that standby for a biologically stable package ("safe to keep in any climate" was the 1890's slogan) is being replaced by sharp filtration of cold beer. While not a new idea - "draft-brewed" was widely tried in the 1960's - Miller's success with new equipment has given it validity.

The "cold-filtered" process is simple in concept but requires very tight controls. Even the water used to rinse cleaned bottles can be a potential problem in many cities and must be checked. A tunnel pasteurizer is safer; the filled and crowned bottles or cans are "walked" through zones of increasingly hot and then cold water. It has evolved from ferris-wheel like baskets which were loaded manually, mostly by women, to huge double-deck automatic installations.

Coors has long ago replaced pasteurization with special microbial filters, but it was alone in this approach. Anheuser-Busch, Schlitz, Pabst, Schaefer, Miller all became major brewers who relied on the proven process. When the Millipore membrane filtration idea came and went in the 60's, it seemed that the pasteurizer was here to stay. But Miller was able to reverse a sales decline with ceramic filters, and A-B seems to have made up its mind that new products will have to be cold-filtered. Will we still be able to say "safe to keep in any climate"? Yes, but the process is not foolproof. PHB

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BOHEMIAN BEER®**
Land of Pleasant Living Series No. 14



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Falstaff, Miller

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P.O. Box 3591
Beaumont Tx. 77704
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All breweriana
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MEMORIES OF



Its time to thank all the members that made the Baltimore Convention a big success. The Motel was first class. The tour of the Baltimore Breweries still standing was very interesting. The screen painting is a part of Baltimore along with the row houses. The Aquarium a person could spend a complete day at and still not see it all. The Inner Harbor also was very interesting. Those who saw Baltimore will have many enjoyable memories.

The display of the National Bohemian Beer items was outstanding. The members who put this display together really did a super job. Its hard to believe so many items are still around. Again well done.

There also was the regular N.A.B.A. meetings. The Board of Directors meeting reviewed the past year and studied the future. After three hours the meeting was concluded. The results of the election were Peter Blum President, Phil Graff Vice President, John Brandt Recording Secretary, Stanley Loula Treasurer. Robert Brockmann, Herb Haydock and Rick Procasky were elected Directors. The organizations finances were studied and the dues for 91-92 will remain at \$20. It was pointed out that three members attended every N.A.B.A. Convention and thats 19. Those members were Norbert Ashbeck, Richard Bucht and Herbert Haydock. The Baltimore auction saw many fine Breweriana items change hands. It was good to see our East Coast members and hope all will plan on attending the Chicago Convention in 1991. Again Welcome to the following new members hope the N.A.B.A. will help you in collecting BREWERIANA.

Sincerely

Robert E. Jaeger
Executive Secretary

CULBRETH EDWARD C. (Frances)

Rt 5 Box 41
Kaufman Tx. 75142
214-932-6949
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703-786-7505
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Anheuser Busch, Portners

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Heilemans

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3321 Leyton Lane
Madison Wi. 53713
608-271-0826
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paper items-post cards-signs

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Lorain Oh 44052
216-244-5163
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Brewery Scenes

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513-922-0471
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Wolcott Ct. 06716
203-879-5618
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lithos-tap knobs-trays
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Racine Wi. 53403
414-554-1849
Signs Esp. moving & Hamms
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manufacture, advertising agencies,
all people involved with Beer signs
esp. Hamms signs, Hamms family &
their descendants
All Brwgs. & Brands Esp. Hamms
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Pete's Lair Tavern
5520 SE Colony Circle
Milwaukie Or. 97267
503-659-0406
All breweriana-mirrors
neon signs-signs-tap knobs
- MATTINGLY RANDY (Susan)
6 Flintridge Court
Baltimore Md. 21236
301-529-1314
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Any Baltimore Brewieriana
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American, Bismarck etc.
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Hollister Ca. 95023
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602-439-5991
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statues-tap knobs-trays
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Lexington S.C. 29072
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signs-statues
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Rock, Baseball Beer Items
- POWELL DON (Tanya)
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314-893-4185
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reverse paint on glass
signs-trays
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Capital Brwg. G.B. Falstaff
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patches-salt shakers-trays
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Oley Pa. 19547
215-987-3184
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menus-paper items
Pottstown, Boyertown, Deppen
Lauers, Reading, All Penna.
- REINSORF RICHARD (Janice)
9 Barbara Terrace
Middletown NJ 07748
201-671-9047
- REINHARD CHARLES R. (Gladys)
R.D. #2 Box 194 Club Road
Oley Pa. 19547
215-987-3558
Labels-matches-menus
neon signs-paper items-signs
Budweiser, Reading, Boyertown,
Pottstown & Old Dutch
- SCHARF ELWOOD
1001 Webber Street
La Porte In. 46350
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labels
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3116 E. Fairchild Street
La Crosse Wi. 54601
608-788-5039
Glasses-mugs steins
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1710 N. Essex Avenue
Odessa Tx. 79763
915-381-4504
Clocks-mirrors-neon signs
reverse paint on glass
signs-tap knobs
Schlitz
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12022 71st Avenue
Palos Heights Il. 60463
708-448-2274
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windows-mugs steins
neon signs-signs-tap knobs
Drewry's & others
- SULLIVAN DANIEL P.
220 Clarence Street
Fort Atkinson Wi. 53538
414-563-6323
All breweriana-barrels-books
magazines-dealer-mugs steins
Anheuser Busch Inc.
- UPPELMAN BRAD
23 East Street Box 145
Spring Grove Pa. 17362
717-225-3858
Mirrors-mugs steins
- WAGY C. KEITH (Rosalee)
101 N. Main
Avon Il. 61415
Calendars-coasters-mugs
steins-neon signs-tip trays
Budweiser, Coors, Miller
- ZIMMERMAN DAVID (Lynn)
P.O. Box 324
North Freedom Wi. 53951
608-522-3617
- ZYNDA FRANK (Vickie)
12444 Greenway
Sterling Heights Mi. 48312
313-264-7892
All breweriana
John Zynda Brwg. & White Eagle
Brwg. of Detroit Mi.

BUY -- SELL -- TRADE

Wanted to buy: Bemidji Brewing Co., any and all items. Cort Langdon, P. O. Box 147, Bemidji, MN 56601.

Wanted: Brewery stock certificates and bonds. Larry Moter, Route 1, Box 310, Woodford, VA 22580. (804) 448-3928 evenings. I would like to correspond with other brewery stock collectors to compile a list for possible publication.

Wanted: Miller High Life items, esp. glasses, steins and trays. Ed McChrystal, 4541 S. Deyo, Brookfield, IL 60513. (708) 387-9425.

Wanted: Oregon pre-Pro labels, glasses, trays and letterheads esp. Portland Brewing Co. Art Larrance, 1339 NW Flanders, Portland, OR 97209. (503) 222-7150.

Wanted: Anything from upstate New York breweries, esp. pre-Prohibition. David Rivers, P. O. Box 423, Getzville, NY 14068.

Wanted to buy: Labels, foreign or domestic, new or old. Pat Wheeler, 114 Jones Street, Middletown, RI 02840.

Wanted: Root beer pottery mugs, bottles and jugs. Jan Henry, Route 2, Box 193, Galesville, WI 54630.

Wanted: Etched and embossed beer glasses, beer match safes. Traders available. Jim Maxwell, 601 Parkview Ave., Bryan, OH 43506. (419) 636-3253.

Beer trays: Over 300 for sale. NY, NJ, PA, CT, MA, IL and others. Send large SASE with 4 stamps for list. Arnold Merkitich, 602 Higbe Lane, W. Islip, NY 11795. (516) 661-1828.

Wanted: Mexican breweriana, labels, trays, glasses, old bottles, etc. Larry Jordan, 4169 Driscoll, Dr., The Colony, TX 75056. (214) 625-5939.

Wanted to buy: Vienna art plates, any advertising. Ray Frederick, 9801 Dahlia Ave., Palm Beach Gardens, FL 33410. (407) 626-3807.

Wanted: Falls City Beer Bottle-man bobbin figural and other interesting advertising character figurals. Dr. Warren I. Dotz, 2999 Regent St., Berkeley, CA 94705.

Microbrewery coasters to trade: Oldenberg (KY) and Melbourne (OH) for other U.S. micro coasters. Bob Bickford, 241 Fournier St., Berea, OH 44017.

Novice collector of labels and brewery logo mugs would like to correspond with other collectors of these items. Dennis Smith, 518 Union Pl., Fremont, OH 43420.

Collection for sale: Over 500 painted label beer bottles, many unique. Largest known collection. To be sold as a whole. Paul Burden, P.O.Box 218, Medford, MA 02052.

Wanted to trade: Labels, Dutch and others, for American. Albert van der Meeren, Kruisberglaan 293 NB Ijmuiden, The Netherlands.

For sale: c. 200 trays, 1900s to 1960s, mainly East Coast and Canadian. \$10 to \$200. Most are excellent. Mike Miller, Box 12336, Glendale, CA 91224.

Wanted to buy: All Bartels breweriana. Tom Bartels, 1100 Ruxton Rd., York, PA 17403. (717) 684-8261 days or 845-7504 evenings.

Wanted: Label approval forms that depict the label. Daniel B. Potochniak, 1610 Celebrity Circle West, Hanover Park, IL 60103.


Wanted to trade: European coasters for U.S., Canadian, Australian coasters. Also seek information on Michael Funck, a Lusemburg emigrant who founded a brewery in Wisconsin. Marc Obry, 30, Rue des Genets, 1621 Luxembourg.

Wanted: Chicago paper items, esp. labels, letterheads, ads, envelopes, stock, checks, receipts and photographs of breweries and trucks. Kurt M. Kuhlman, 1707 W. Melrose St., Chicago, IL 60657. (312) 528-0347.

Wanted to buy: Current Sieben's tap markers and trays. George W. Hilton, 6498 Summer Cloud Way, Columbia, MD 21045.

EVENTS OF INTEREST

(WILL BE RESUMED IN THE
WINTER 1991 ISSUE)



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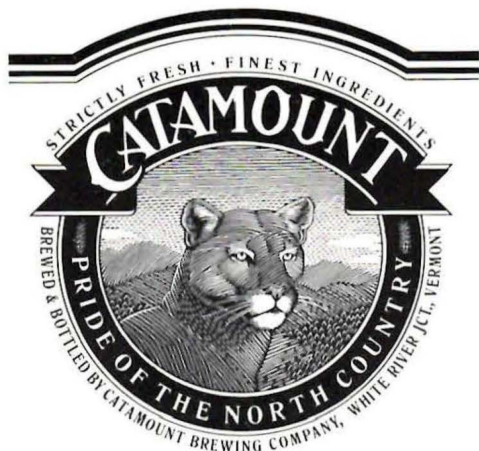
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BALTIMORE



Dave Donovan, Rayner Johnson, and Fil Graff combined items from their collections for a memorable display exhibit. It was placed in a room adjoining the hospitality suite, and proved a popular attraction. The "Bauernschmidt's Beauty" at top right might have limited appeal today, but she looks like a good sport for an ethnic dance. Her tambourine has a brewery ad. Two outdoor saloon globes - actually rounded disks - are shown at left. They were mounted upside down; the ad could be rotated. Below is a "Mr. Boh" display, whose keen monoculistic vision spotted both beer and beauty.

BREWERIANA

