



The Breweriana Collector

JOURNAL
OF THE
NATIONAL ASSOCIATION

BREWERIANA ADVERTISING

VOLUME 72

FOUNDED JANUARY 1972

WINTER 1991



Miller

BREWING
COMPANY

National Association Bremeriana Advertising

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COVER

One of the great Milwaukee factory signs is this 37" x 28" self-framed tin. In a city whose breweries commissioned some really outstanding lithographs, this red-curtained Miller sign is rated tops. It is dated 1905 according to John Brandt, who has a superb copy. Owner of the one shown prefers anonymity.

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PRESIDENT'S PAGE

Almost all dealings between individual members result in mutual satisfaction, but once in a great while there are problems. Two years ago I appointed an Ethics Committee to advise our Board. A lengthy Preliminary Report by attorney Charles Merrill and glass authority Herbert Ramsey outlined two areas of possible concern. These are present throughout the antique business: reproductions and restorations.

Periodic discussions by the Board brought out the strong feeling that we could not supervise the actions of our members as a matter of procedure, nor should we do so as a matter of policy. The buyer must learn to beware. But in order to do that, he or she must also be knowledgeable. The Board agreed that we should periodically publish articles on items which are being reproduced. Most such items are being marketed legitimately, with no effort being made to falsify the provenance. If you have expertise in a certain area and wish to help other collectors, please contribute to the new "BUYER BE AWARE" column.

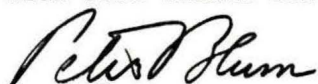
Restoration is a legitimate activity throughout the antique spectrum. We are fortunate to have several excellent restorers among our members, who can enhance the beauty of a rare but damaged piece. The only problem could be one of identification. If it is important to the buyer to know if an item has been restored, the best recourse is to ask and to study the item.

The cover story of this issue is on Miller history and breweriana. Helping us with material represents a very small step in Miller's overall public relations, but is in fact a giant step away from their old image. Miller under Philip Morris had at one time a reputation of being uncommunicative. We are grateful for the support of the Miller Brewing Company, and specifically to Kathy Ellis. Neither Miller nor we could have assembled an article without John Brandt of Hartford, Wis., who is the leading authority on Miller.

Kip Sharpe is an attorney in Mobile, Alabama, where he lives with his wife Ellen and two-year old son. He is interested in Southeastern breweries, and has written a number of articles, including the history of Savannah breweries beginning on page 5. Kip will serve as our correspondent from that region.

This year's convention in Chicago is expected to be the best-attended NABA function ever. Chicago has more breweriana collectors living within an easy day's drive than any other city, Chicago has a very active local group in the Monarch Coaster Chapter, and Chicago is a great city. As usual, we will convene during the first weekend in August. Please note the back cover; detailed information will be provided with the Spring issue.

With best wishes for 1991,



LETTER TO THE EDITOR



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George W. Hilton,
Editor, the Breweriana Collector
Department of Economics
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Los Angeles, California 90024

Dear Sir:

Please do not consider this nit-picking, but I feel I must comment on a paragraph in the fall issue of The Collector. On page 21 a comment was made that the GDR could brew good beer. Nothing could be farther from the truth. I know of no government anywhere that can make good beer. East German beer was bad a few years after the Russians took over and has remained bad until this year.

Being in the beer business for 27 years and 12 years in travel has given me numerous opportunities to sample Eastern European beers, and I strongly believe anyone in the business would tell you that of the Eastern Bloc countries only the Czechs maintained the quality of their beer. Remember that East Germany could not afford the luxury of the Reinheitsgebot and had to brew beer out of any cereals they could muster.

The proof of the pudding in this situation is in the fact that the first West German business moves into the East were made by the German national brewers and a myriad of local brewers, just across the border. Local brewers became distributors of the West beers to get things started. Just before the border was opened I saw many evidences of this including, among other things, a huge tent set up in a Dresden parking lot by Augustiner of Munich. They not only brought their own beer, they brought their own music, waiters, tables, weisswurst, brezen and senf. About two blocks away two charming ladies were selling genuine Nurnberger bratwurst. Needless to say, the East Germans had filled the Augustiner tent to overflowing in their eagerness to get a good brew.

I have never heard anyone praise an East German beer, not even an East German brewmaster. They knew what they had to work with. Thanks for listening.
Sincerely,

Robert G. Simons



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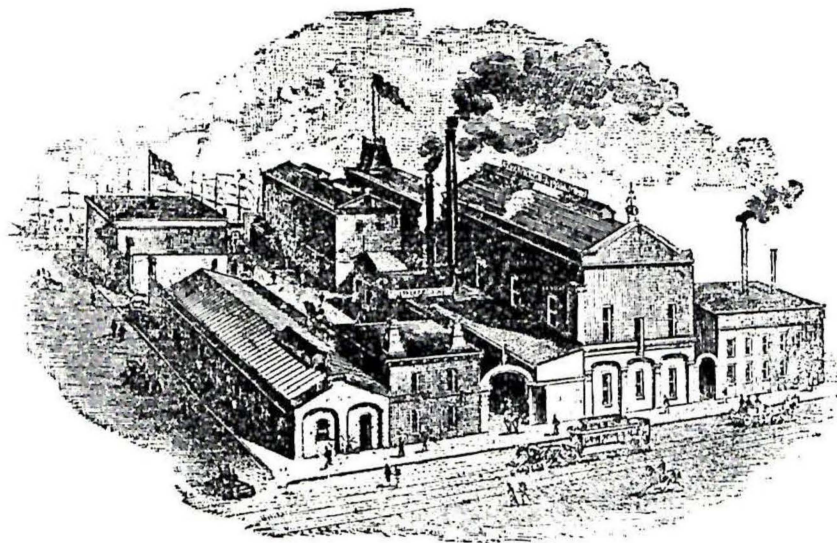
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Savannah Brewing Company

Kip Sharpe

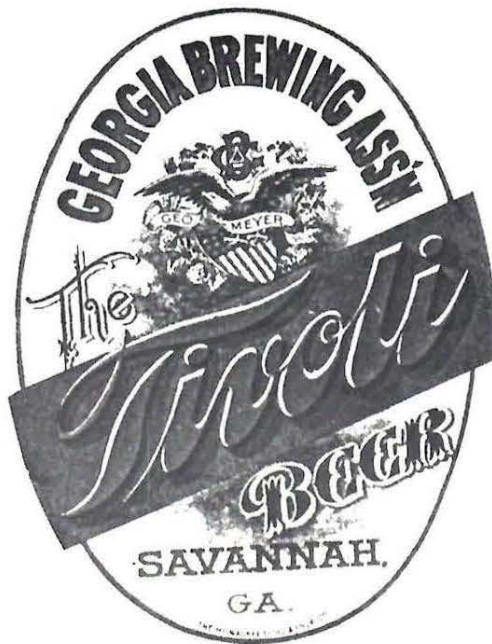
The Savannah Brewing Company was incorporated on March 1, 1889, with a capital stock of \$70,000¹. The initial officers were: Jacob Rauers, president; Jacob Florance Minis, vice-president; J. Randolph Anderson, secretary; and Captain W.W. Starr, manager. Throughout the existence of the brewery the officers remained the same with the exception of the presidency; around the turn of the century, initial member of the board of directors, Abe S. Guckenheimer, succeeded Jacob Rauers. The brewery was located at the foot of Indian Street (number 654) through to River Street.



The formal opening of the brewery was held on July 3, 1889. The buildings and yard were decorated with flags, buntings and streamers bearing the brewery's trade mark, "Pilsen". "There was a crowd from 9 o'clock until 1 o'clock, and thousands of people...paid a visit to the brewery and drank Pilsen beer. Connoisseurs passed flattering comments upon it. Tiers of empty kegs were piled up in the yard when the 'opening' was over. Manager Winter² was proud of the occasion and its success. He had two bands of music playing in the yard and his big yacht, the Frederica, gaily decorated with bunting and flags, sailed up the river with a band on board. In the arbors lunches were set out, and everybody that visited the place was made to feel at home... The building proper, the extensive ice plant, the offices and storage buildings, the company's stables, and everything, in fact, were open to visitors, and everything was free...."³

Kip Sharpe appreciates the help of Rick Anderson, Bill Bickel of the Georgia Historical Society, Randy Carlson, Bob Kay, Kaye Kole, Ulrich Lewrentz and A. Minis, Jr. on this article. He would like to hear from anybody who has information on the Savannah Brewing Co. (3249 Autumn Ridge Dr., Mobile AL 36695).

Other than the fact that George L. Fuchs was the brewmaster and between 20 to 25 thousands barrels of beer were produced in 1898⁴, very little is known about the brewery until 1902. In that year the Savannah Brewing Company secured control the leases of its local competitors, the Georgia Brewing Association and the Herman Winter Brewing Co., and closed the same.



Early Label

The P.H. Wolters Brewing Company was opened in 1892 by long time local brewer George Meyer (president and treasurer), Jacob Bigler (vice-president), Emil J. Rall (secretary,) George Schwartz (director) and P.H. Wolters (director). A great number of invited guests attended the opening and were royally entertained. The following year the primary financial supporters, Bigler and Schwartz, filed suit against the brewery. Mr. Wolters filed a bond to act as receiver, had some partial success in adjusting debts but dissension broke out among the stockholders and Mr. Meyer was appointed by the court as the permanent receiver⁵. Pursuant to court order, the brewery, located at 73 Bay St., was sold at public outcry on March 13, 1894, to satisfy debts⁶. The creditors organized and incorporated the Georgia Brewing

Association to purchase and operate the brewery⁷. By 1897 the brewery was producing between 12 to 14 thousand barrels of beer a year.⁸ The officers for that year were: M.A. O'Byrne, president; Louis P. Hart, vice-president⁹; James P. Grantham, secretary and treasurer; and George Meyer, manager. The brewmaster was Fritz Avenarius. The Georgia Brewing Association increased production by two thousand barrels by 1898. Fearing competition, the Savannah Brewing Company took advantage of a business opportunity and closed this brewery in 1902.

Herman Winter constructed a 15,000 barrel capacity brewery, complete with bottling works, in 1901 at the junction of El.Ry. and Thunderbolt Road.¹⁰ Weiss beer was the primary product although lager was also produced. Shortly after incorporating in 1902 the brewery was closed by the Savannah Brewing Company after it secured control of the lease on which the brewery was located.

Having closed its competitors, the Savannah Brewing Company began making arrangements to supply the demand of its former competitors' customers. In 1902 the brewery changed from coal as a fuel to oil. A new two story bottling house and glass-lined steel tanks, replacing wooden fermenting tanks, were added in 1906.¹¹ In 1907 a three story, 200 by 40 feet in area modern building was erected. The first floor contained storage rooms for empty bottles and a cooperage shop. The next floor housed a newly equipped bottling works which was capable of doubling the bottling capacity. The third floor was used for cold storage and the roof, equipped with a beer garden, was used for entertaining patrons.¹²



The 13" square Meek tray at left features Minetta. Text (clockwise from left) is Purity, Savannah Brewing Co., Excellence, and Savannah, Ga. The Lady-with-Tiger tray has a 13" diameter and identical text. Tray was "Specially posed and designed for the Savannah Brewing Co., Kaufman and Strauss, N.Y." Tip tray for Champagne Cabinet has 4 1/4" diam.



A few months after the three story building was completed, the Georgia State legislature passed a state wide prohibition bill effective Jan. 1, 1908. The brewery discontinued the use of its past brands, "Champagne", "Cabinet", and "Club Extra" and began producing "Georgia Home Brew". This beverage was said to be non-alcoholic so as to come within the new prohibition law.¹³ By 1915, the Savannah Brewing Company had been converted into an ice factory. The following year the name was changed to the Savannah

Beverage and Ice Company and it is noted that it was producing soft drinks made from cereals which resembled beer.¹⁴ The company apparently ceased operation in 1918. Reportedly a portion of the brewery is still standing somewhere in the vicinity of Oelschig's Florist.

The Consumers Brewing Company, incorporated in Savannah in 1912 by N.H. Gilsdorf and H.H. Staib, closed in late 1913 or early 1914. This company was designed to operate the former Herman Winter Brewing Company but due to the applicable prohibition laws, it is questionable whether or not any beer was actually produced.

The "Savannah Beverage Company" was listed in a 1934 directory of breweries but it never obtained the required federal permit.¹⁵ This proposed brewery never reached the production stage. It is rumored that the Jacksonville Brewing Company, only 60 miles south, and the Sterling Brewing Company considered Savannah for a satellite brewery. This too did not come to fruition.

BREWERS OF

ABSOLUTELY

PURE BEER.



ONLY THE PUREST AND BEST MATERIALS USED.

Those who use it can testify to its PURITY and
HEALTH-GIVING POWERS.

THE BEST SALOONS, PATRONIZED BY THE BEST
CITIZENS OF SAVANNAH, USE IT. SOME OF
THEM USE IT EXCLUSIVELY.

TRY IT AND BE CONVINCED.

"CABINET" } ON DRAUGHT
"CHAMPAGNE" } AND IN BOTTLES.
"CLUB EXTRA" }

FOOTNOTES

1. Sholes' Directory of the City of Savannah, 1900 p.146
2. This conflicts with all other reports that say that Captain W.W. Starr was the manager. Although the quoted article does not give his first name, it is probable that Herman Winter was involved in the opening of the Savannah Brewing Company.
3. "Savannah Morning News", July 4, 1889.
4. The Brewers' Handbook for 1889.
5. The Brewers' Journal, Vol 18, Dec 1893, p.75.
6. "Savannah Morning News", March 9, 1894.
7. The Brewers' Journal, Vol 18, April 1894, p.248.
8. The Brewers' Handbook for 1897.
9. Louis P. Hart was a major financial contributor in the Mobile Brewery and served as president and director of the same from 1892 until 1912.
10. The Brewers' Journal, Vol. 25, June 1901, p.369.
11. The Brewers' Journal, Vol. 31, Dec. 1906, p.68.
12. American Brewers Review, Vol. 21, May 1907, p.201.
13. The Western Brewer, Vol. 33, Jan 1908, p.11. I am unsure of the full impact of prohibition on Savannah. The laws were loosened, at least by 1915, for municipal officials were given the privilege to licence beer saloons. For example, by 1915 there were 180 beer saloons in Atlanta. The 1915 Year Book of the United States Brewers' Association, p.24.
14. The Brewers' Journal, Vol. 40, May 1916, p.296.
15. American Breweries, 1984, by Donald bull, Manfred Friedrich and Robert Gottschalk.

Earliest known Savannah brewing artifact is a green cork blob by George Ch. Gemunden. A blob top embossed "James Ray Lager Beer / Savannah Ga. (not shown) is also the only item known by this brewer. Crown top at right indicates that George Meyer was a bottler for Anheuser-Busch.

Below, from left: A 9 1/2" blob embossed "Savannah Brewing Company" surrounding eagle on shield, with "Champagne Cabinet and Wurtzburger Beers"; a crown top for the Salu and Tivoli brands, 9 3/4" (a variation lists "Geo. Meyer Gen'l Mgr" instead brands); and a purplish crown top with slug plate, 7 3/4".



Miller BREWING COMPANY

Frederic Edward John Miller dressed and acted like Frenchman, but his good beer won the respect of the German community of early Milwaukee. Tall and spare, he had a long face with a high forehead and wore a short, Parisian beard. Born on Nov. 24, 1824, the man destined to found the Miller Brewing Company was sent to France at age 14 for seven years of classical education. After graduation, he toured France, Switzerland and Italy. On his way back to Germany, he visited an uncle in Nancy, France, who was a brewer. He decided to stay and learn the business.

Miller settled in Sigmaringen, where he leased a brewery which was the property of the Hohenzollern royal family. He married in 1853 in spite of a very difficult time both politically and economically. The following year he took his wife Josephine and infant son to America.

Frederic Miller was a man of means, having brought \$9,000 in gold with him. He inspected various parts of the country by steamer, and travelled up the Mississippi to Prairie du Chien, reaching Milwaukee overland. Shortly after he arrived in town, he bought the Plank Road Brewery. This was started five years ago by Charles and Lorenz Best and G. Fine. The brewery was abandoned in 1854 after Lorenz died. Brother Philip Best founded what we now know as Pabst.

The Plank Road Brewery was several miles west of Milwaukee in the Menomonee Valley. A source of good water and grain from surrounding farms were an advantage, but the brewery was so far from town that Miller opened a boarding house for his single employees. These workers ate their meals in the family house at the top of the hill overlooking the brewery, and worked 14 hour days.



Miller's Brewery, probably 1880's. Family home was on hill at left, which also contains caves. Single workers climbed hill three times a day for meals.



Frederic Miller in light vest poses with his crew about 1875. Coopers on each side are holding special chisels, which had grooves to catch hoop rim. Later the Oram hoop driver mechanized this work. Saloon sign and print of Menomonee Valley Brewery show promotion.

Not long after he opened the Plank Road Brewery in 1855, Miller began work on a summer beer garden. Eventually the whole side of the bluff was laid out in winding paths, rustic benches, lawns, shade trees and swings.

Unfortunately tragedy pursued Miller's family life. The first five children died in infancy, and in 1860 his wife's death left two year old Luisa, who would succumb to tuberculosis at 16. Miller married Lisette Gross later in 1860. They too had several children who died at an early age, and five who survived: Ernst, Emil, Fred, Clara and Elise.

Miller's brewery prospered in the years after the Civil War. In June 1884 he constructed a new brewery on two acres near Bismark in the Dakota Territory, an odd place in retrospect. Probably he was caught up in the country's mood of westward expansion. But the state went dry, according to one account even on the day the brewery was to open. Miller tried no other out-of-town brewery investment. The Dakota brewery was still listed among Miller's assets when he succumbed to cancer in 1888.

The Miller Garden, now a famous Milwaukee resort with a fine view of Lake Michigan and the Menominee Valley, did not survive Miller for very long. A tragic fire in 1891 destroyed most of it. While the garden was partially rebuilt, it had lost its appeal and grandeur. The last of the Miller Garden was torn down in 1909.



Signs on wagon suggest two distinct brands

The most famous Miller advertising symbol, the Girl in the Moon, dates from the turn of the century. Frederic Miller's granddaughter Loretta Kopmeier, who died this past March at 97, had told her daughter Rosemary Hewlitt that when Loretta was 12 or 13 years old, her father, Carl Miller, took her to the brewery. Carl seated her at the end of a bar at the brewery's lunch room. When Loretta held up her hand dramatically, Carl got the idea of a young woman holding up a glass of beer. Loretta's visit to the brewery bar sounds true, but that was not necessarily the germ for the Girl in the Moon idea.

According to information published by Miller, there was a contest held in 1903 to find a good advertising theme for the brewery. This resulted in the famous High Life Girl. Loretta was ten years old at the time. Whatever the true story, the "Miller Girl" was a famous symbol for Miller until after World War II.

Miller was not the only brewery which had a young woman sitting on the moon. Moctezuma of Orizaba, Veracruz, registered a somewhat carefree senorita lounging there in January 1906. The message seems to be that after a big bottle of cerveza Luna, your girl friend may become unraveled. Ole! Interestingly, while the Miller girl presents a peaches & cream wholesomeness, she is shown with boots, whip, and sombrero. Mexicana?



Plaque has 1907 copyright by A.C. Paul



During the same period, the company sought a name for its new Pilsener. According to a 1980 interview with Clair McCahey, Carl Miller's other daughter - who also died in March 1990 - Carl sent Ernst to Kansas City, Omaha, and New Orleans. "And when Ernst got to New Orleans, just like my father, he loved to go down to the docks. At the dock, there was a great big building, a cigar factory. The name was High Life Cigars." The company paid \$25,000 for the factory and the name, according to McCahey.

At the time of Fred Miller's death in 1888, the capacity of the brewery had grown from 4,000 to 80,000 barrels annually. His oldest son Ernest and his son-in-law Carl A. Miller, a cousin and husband of daughter Clara, took over the active management. His other son Frederick A. became secretary and treasurer, and son Emil took up duties at the brewery. By 1919 Miller's plant capacity had increased to 500,000 barrels. When Ernest Miller died in 1922, Frederick A. stepped up from secretary to the presidency. During his tenure the Company modernized and showed further gains. He died in December 1943.

The presidency then shifted to the line of Frederick's daughters. Elise K. John served during WW II, followed briefly by her son Harry G. John. In 1947 the son of Clara and Carl Miller, Frederick C. became president, and provided the leadership needed for post-war expansion. A warm and dynamic person, he promoted his company and community. He involve himself heavily to build the Milwaukee Arena, and took the lead to bring the Braves to Milwaukee.

Fred Miller was a booster of Notre Dame University, having made All-American tackle and captain on one of Knute Rockne's football teams. One Saturday in December 1954 he boarded a company plane with his son to fly to South Bend for the game. Both died tragically when the plane crashed after takeoff. This ended not only the Miller family involvement in active management, but killed the personal enthusiasm which Fred Miller had injected.

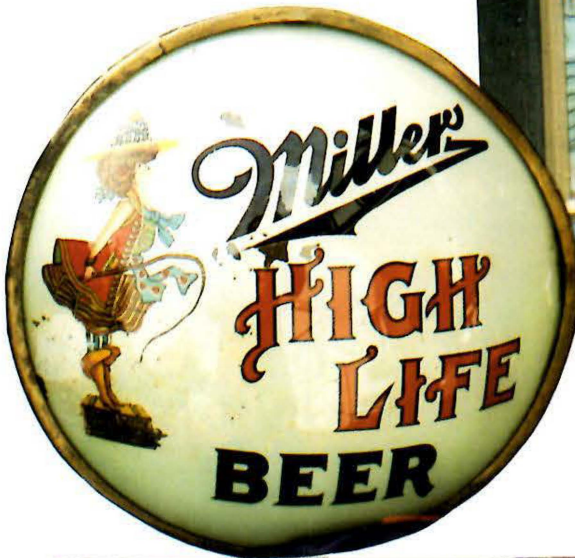


Frederick C. Miller in a
1951 Company publication

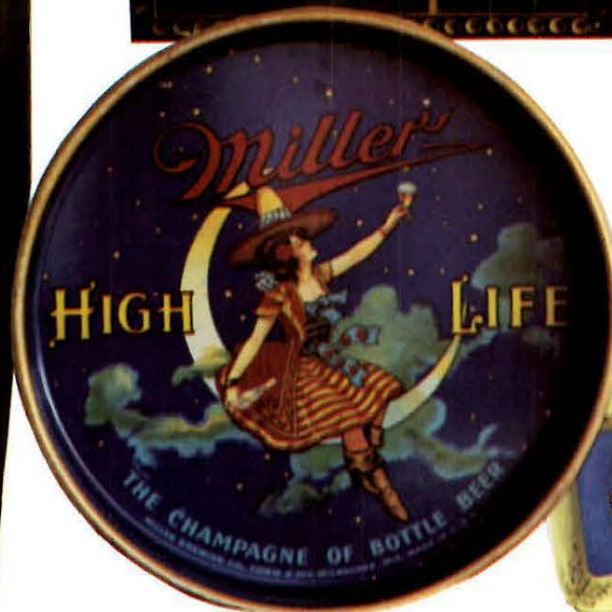
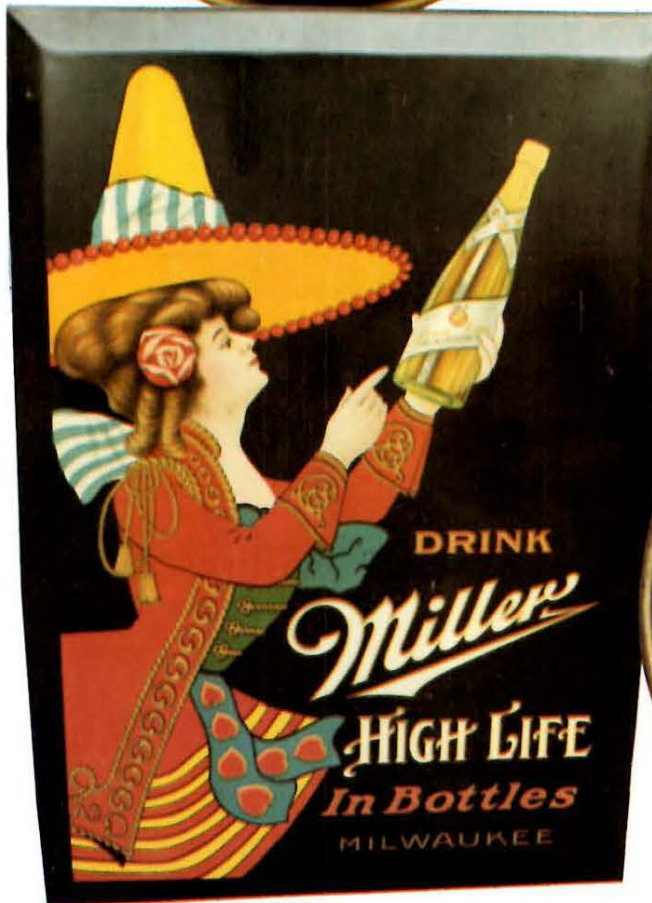
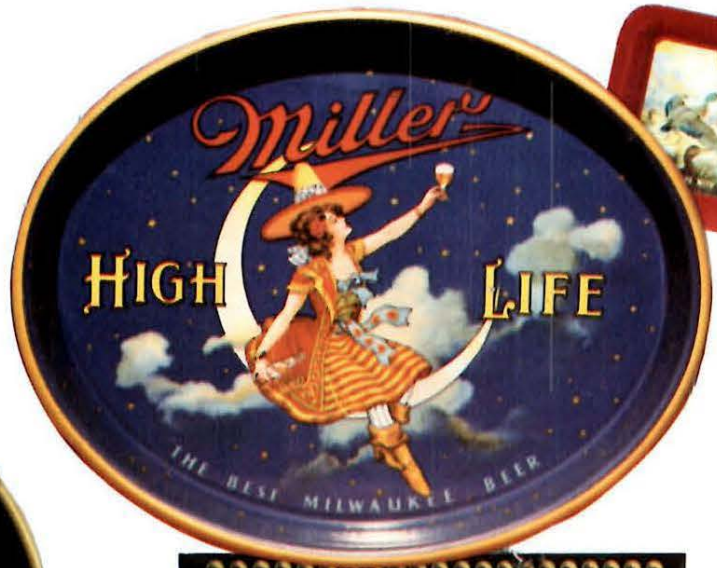
Frederick C. was succeeded by Norman R. Klug, and in September 1966 W.R. Grace & Co. purchased controlling interest of the Miller Brewing Company. In June 1969 Philip Morris acquired the firm. Miller was to achieve enormous growth under PM management and its marketing philosophy. It also ruffled the feathers of an eagle in St. Louis, and the resulting fray changed the industry forever. The story of Miller Lite and the challenge Miller posed to Anheuser-Busch has been reported in the business press, and in the "What's Brewing" columns. In recent years, serious outside pressures have brought A-B and Miller to a mature understanding of their roles as leaders of the industry.

This article has been edited from Miller Brewing Co. sources, in particular an article in the April 1990 issue of HIGH-LITES, and from extensive research by John Brandt. Photographs courtesy Miller Brewing Co., except Mexican label.

These fine pre-prohibition pieces are from the extensive collection of John Brandt. John also has a huge factory litho dated 1888. Lady on colorful litho below rivals anything for exuberance and enticement. To mix a botanical metaphor, the roses in her hair may be gilding the lily.



Evolution of Girl-on-the-Moon from early pose on wooden case and holding whip to the more recent cowgirl look is shown from several sources, mostly by Bob Jaeger. Self-framed tin at bottom left is from the collection of William Lawton.





Early post-prohibition items and the malt syrup can are in the collection of John Brandt. The two newer pieces are owned by Dave Smith of West Allis, WI. His wood-grained sign at bottom left is dated 1952.



The annual show in late October northwest of O'Hare is always a busy event, and it seemed even busier this year. Above is the result of our camera's subject finder. It automatically focuses on any attractive lady, in this case Ursula Barnett.



To the left below, Jack Kellogg and Bill Salk greet each other over a table of tap knobs, mugs and cans. Most of the items tend to be fairly new, but there are also some older pieces, like the Schlitz mug by White's of Utica above at right front. Below is a stock tray from a very "tough" brewery, which changed owners in private.



SCHAEFER STEIN

At a recent meeting of the Michisteiners, the Michigan chapter of Stein Collectors International, our guest speaker brought some steins for sale. He made a point of showing me a handsome dark brown stein, pearshaped in the classic design, with excellent pewter mountings. What made the stein special was the text on the base: The F. & M. Schaefer Brewing Co. Stein and Quaff Club.

A son of the late Rudy Schaefer told the following story when I contacted him about that stein. Some forty years ago his father started an informal club for family members and senior executives. Being an avid stein collector, he commissioned a limited number of these steins, and had each member's initials engraved on the lid. Mr. Schaefer could not recall offhand whose name belonged to the initials AJS on this particular stein.



Mr. Schaefer still had his stein from the Stein and Quaff Club, and did not need another. It would be a very special piece for anybody who collects Schaefer items. The price quoted to me seemed reasonable for a quality stein. My sole motive is to see it go to a NABA member; if interested, please contact John Stuart at 7 & 9 Main Street, New Market, MD 21774.

LABEL PAGES : IMITATORS

Bob Kay

Part of the pleasure I get from collecting beer labels are the stories that the labels themselves tell. I pretend that each label has a story - - all you have to do is crank up your imagination and off we go! Lets start with a Schlitz label that we are all familiar with.



The year is now 1915, and Schlitz is proud and protective of its label. "Wait a minute! Some little outfit in Perham, Minnesota is trying to copy our success. Lets have the lawyers fire off a letter and put a quick stop to this foolishness!"



"Just who the hell does Schlitz think we are! We're just a small brewery trying to make a go of it, and the big guy starts throwing his weight around. Well, if they want to fight, we'll give them something to think about!" Milwaukee indeed! They are just jealous of everybody else who makes a good glass of beer!



Now it's up to you to decide how that one ended. Meanwhile at the Congress Brewing Company in Brooklyn, New York, another story unfolds. "We've got to do something about our market share that Schlitz is picking up. Maybe this label will help stem the tide."



Til next time!

Bob Kay

SCHLITZ CROWNS

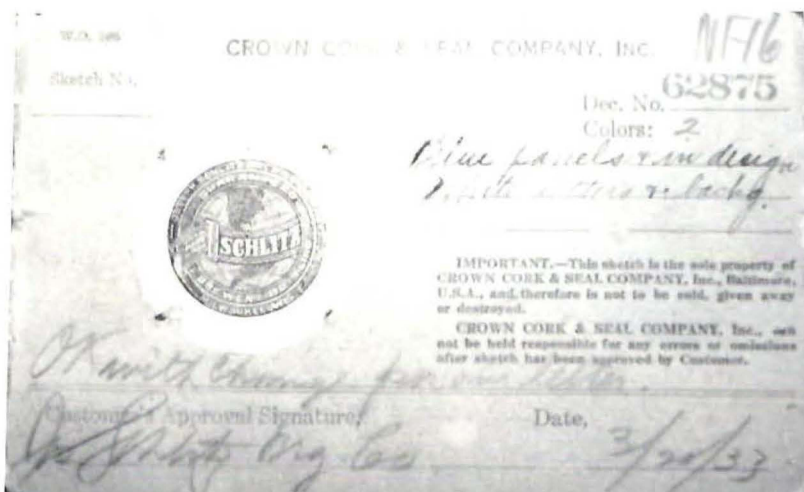
P. Blum

One of the pleasant surprises of being in charge of corporate historic archives is that one may come across the unexpected. A soiled envelope in a dusty box yielded proofs for Schlitz crown (bottle cap) designs from 1911 to 1941. The work was carried out by The Crown Cork & Seal Company of Baltimore. Design prints of paper or metal were submitted for approval on a card, which was returned to Schlitz for filing. A duplicate was held by Crown Cork & Seal.



The earliest crown shown is No. 378, which is dated 10-20-11 on the back. There is a red cross over the design which made little sense. This crown design was never approved. The lowest number in the collection, No. 157, is also of the same date, but is not in good shape. It shows the Authorized Local Bottling crown in orange brown, the same color as the label. It became obsolete in Dec. 1930.

Crown design 4059 also dates from before prohibition. Colors are blue on gold. These two cards are on heavier stock than those from the 30's and early 40's, and are in excellent condition.



The redesigned crown in 1933 has a larger globe and smaller text. Pre-prohibition caption "guaranteed brewery bottling" was kept, although local bottling was now history.

Special South Carolina crown of 1938 showed top of a palm tree, and the text "S.C. TAX PAID 2 CENTS". on skirt. According to stapled note, next production would be "12 tins". Crown now are shipped in heavy cardboard boxes.

W.O. 965
Sketch No. 67570
CROWN CORK & SEAL COMPANY, INC.
Dec. No. 74170
Colors: BLUE & white & skirt
WHITE & skirt
IMPORTANT—This sketch is the sole property of CROWN CORK & SEAL COMPANY, Inc., Baltimore, U.S.A., and therefore is not to be sold, given away or destroyed.
CROWN CORK & SEAL COMPANY, Inc., can not be held responsible for any errors or omissions after sketch has been approved by Customer.
12 TINS
NEXT PRODUCTION
Signature, Ray 4/4/38
Date, 4/7/38

W.O. 965
Sketch No. 89710
CROWN CORK & SEAL COMPANY, INC.
Dec. No. 89710
Colors: SPECIAL BROWN & white & skirt
PLAIN TIN & skirt
JP BUFF & skirt
IMPORTANT—This sketch is the sole property of CROWN CORK & SEAL COMPANY, Inc., Baltimore, U.S.A., and therefore is not to be sold, given away or destroyed.
CROWN CORK & SEAL COMPANY, Inc., can not be held responsible for any errors or omissions after sketch has been approved by Customer.
Customer's Approval Signature, Carter 8/1/41
Date, 8/1/41

First rhomboid appeared in 1941, but seems very plain after the detailed globe & belt. There is neither a reference to brewery bottling, nor is the brewery's full name given.

Red Old Milwaukee crowns and a pale blue Milwaukee Club design were both approved in September 1941. The design number for the Milwaukee Club is much lower (77581), and was probably submitted in late 1938.

W.O. 965
Sketch No. 77581
CROWN CORK & SEAL COMPANY, INC.
Dec. No. 89725
Colors: RED & white & skirt
IMPORTANT—This sketch is the sole property of CROWN CORK & SEAL COMPANY, Inc., Baltimore, U.S.A., and therefore is not to be sold, given away or destroyed.
CROWN CORK & SEAL COMPANY, Inc., can not be held responsible for any errors or omissions after sketch has been approved by Customer.
Customer's Approval Signature, [Signature]
Date, 9/1/41

WHAT'S BREWING

The brewing industry is showing a very healthy rate of entry by microbrewers. This is a minor economic miracle, because during the period 1940-1975 there were almost no new entrants, and those who tried, failed. It was assumed that the large size of economic operating units would de facto prevent entry. Government regulators managed to kill a number of brewing firms in an effort to restrict mergers and concentration. But it turns out that, like our sister industry baking, one can be local and live if a flavor niche is established.

On the megascale, A-B, Miller and Coors continue to grow. A-B's Dry brands are well accepted, Miller will activate the Trenton, Ohio plant probably this summer, and Coors is refitting the former Schlitz/Stroh brewery in Memphis.

Stroh benefited from Guinness' recent foray into Spain. Guinness paid \$1.3 billion for the leading Spanish brewer, known as Cruzcampo. Stroh's share as a minority owner - via a Schlitz investment valued at \$20 million in 1982 - is a cool \$300 million. The gain in Spain was plain to see, given the steadily increasing beer consumption and healthy economy. Stroh is expected to pay its debts, spend money on advertising, and may try again to acquire Heileman. Guinness, now that the Aussies have furled sail, has emerged as a major global player to watch. Their U.S. import arm has taken over distribution of Pilsener Urquell. A Triceratops in the technical sense, Urquell kept to its 19th century process by demand of Marxist economics and faith in a proven flavor.

Schell in New Ulm, MN, a midi-sized brewery with a safer past than future, is doing well with of a contemporary line of specialty beers and non-alcoholic products. Specialty brands are also being tried in PA by Straub and Yuengling.

On the Micro scale, Yakima Brewing and Malting is building a new \$2 million brewery, which will increase capacity to 25,000 barrels. Michigan's Frankenmuth has a new backer for its 10,000 barrel brewery. A relatively large operation with 11 employees, the former Geyer facility requires a sound financial base. German brewmaster Fred Scheer will stay on. South Dakota's Black Hills Brewing Co. in Rapid City was not so fortunate, and is calling it quits after six months. The beer was brewed by Berghoff-Huber in Monroe, Wisconsin. The market could not be developed in South Dakota. The sun beats down mercilessly in the summer there, and your beer better flow quick, cold and pale.

Philadelphia's Dock Street Brewery and Restaurant should have better prospects with its new twin copper kettles. And further North, Connecticut is awash in micros, from New Haven Brewing Co.'s Elm City Ale to Amber in Norwalk's New England Brewing Co. The Lion, Inc. in Wilkes-Barre is brewing a strong lager for the Connecticut Brewing Co. under the Nathan Hale label. Connecticut quaffers will not have to face their economic downturn with a dry throat. PHB

NEATEST FINANCIAL BREWERY DEAL OF LAST YEAR

Guinness PLC has acquired 25% of the Harp Lager Co., which will operate now as a wholly-owned subsidiary. - Beer Can Collectors News Report, Nov.-Dec. 1990.

When Guinness puts down 25%, it is best to fold. Don't argue with the Irish.

BOOK REVIEWS

Richard M. Bueschel, Bueschel's Saloon Series: B. A. Stevens Billard and Bar Goods (Hoflin Publishing Ltd., 4401 Zephyr Street, Wheat Ridge, CO 80033, 1989). 264 pages, paperbound. \$29.95 + \$2 postage.

This book is a gem. Of its 264 pages, 194 are reproductions of catalogs of the firm B. A. Stevens of Toledo, a comprehensive supplier to the saloons of the nation. Stevens offered an amazing variety of things: counters, back bars, glassware, dispensing equipment, statuary, scales, meat processing equipment,, refrigeration devices, poker chips, slot machines, and especially items for bowling and billards. Saloons ranged widely, some being integral with large restaurants, and others being essentially pool halls or bowling alleys. The Stevens firm expanded in response to market demands to serve practically all of this. The pool and bowling lines held up even after Prohibition, but the firm declined and finally perished in 1931.

Bueschel, who had previously written on slot machines and military aircraft, collected for this volume for nearly 30 years. He brought together the reproductions from five catalogs of the firm issued between 1893 and 1902. The introductory essay is divided between a history of the saloon, which is nicely tied in with changes in American patterns of alcohol consumption, and a history of the Stevens firm. There is a great deal of beer-related material, especially on the relations of the major brewers to the saloon owners. Schlitz is the prominent brewer in the book, apparently because it was the most avid in financial assistance to saloon owners.

This book should be of interest to members interested in saloons, pre-prohibition breweriana, the Toledo local history, and especially to people intrigued by beer-handling technology. The catalog portion shows a wide variety of devices for maintaining pressure and dispensing beer from barrels. These seem to me the most novel and rewarding parts of the catalog. The technology of breweries of the period is well known from the Wahl-Henius Handybook and other sources, but there is not much on the saloon end, and this was, of course, when the great majority of beer was dispensed in saloons.

Bueschel notes that saloons were second only to grocery stores among retail enterprises in the period of these catalogs. This book is a good memorial to them, and drives home what a crime against the nation Prohibition was in wiping them out.

GWH

BRIEFLY NOTED: American Narrow Gauge Railroads, by George W. Hilton, the Stanford University Press, Stanford, California. Illustrated with 382 historic black & white photos and drawings and 56 maps, 580 pp. \$60.

The New York Times Book Review of December 23 devoted a half page to Editor Emeritus George Hilton's definitive work, calling it "an authoritative documentation of a long-gone era" and "a treat to browse through". It is a measure of George's ability that he was able to edit The Breweriana Collector while completing this major work. We expect that American Narrow Gauge Railroads will be the achievement by which he will be remembered most. While only few of us are interested in railroad history, George has made all of us proud.



NOW AT 20?

Time really moves on this will be the 20th year since the National Association Breweriana Advertising was founded. The goal of the organization is still to promote the appreciation and preservation of Brewery Advertising.

The members that attended the Baltimore Convention will agree that it was a great city to visit and now its time to say on to Chicago. The Officers and Directors held their fall meeting October 27, 1990 at Palatine Illinois. The first event was to visit the Chicago Convention Hotel. This is a building just a few years old and is a very nice place. Just remember to make your reservation on time when you receive the registration form. This should be the largest Convention ever.

Then back to Palatine for the Board Meeting. The Baltimore Convention was reviewed again. The Auction results were discussed and it could be there will be some changes. The Auction Committee will review the facts and recommend if to make any changes.

The 92, 93 and 94 Conventions were reviewed. The 94 city still has not been named. 92 will be Cincinnati and 93 will be Stevens Point.

A report from the Ethics Committee was reviewed. The results are found in the Presidents Page. This is a hard subject to deal with.

Its always sad to report the loss of members by death. Harry Richard's wife Jan died after a long illness. Pete Peterson died very unexpeded. He was the operator of a Breweriana store in Ottawa IL. This store was 90% breweriana and must have been a help to collectors. It will be a loss to collectors to have the store close? Our sympathy to both families.

Its hard to guess what the mail will bring. How the World of Breweriana Collectors has grown is hard to believe. Received letters from collectors in Rigna USSR and Estonia USSR. The postage is the problem. To send a Collector is about \$3.50 Air Mail or by surface mail it might take Weeks. Seems the only item you can collect at such a distance is labels. Do not know how many N.A.B.A. members collect foreign labels.

The N.A.B.A. continues to grow in membership. All members should have received the 1991 Membership Directory. The Breweriana Collector now has a new editor who is Peter Blum. It would be nice if members could report any interesting Breweriana news to the editor. The Baltimore Convention Mugs are available but only a few are left for sale. The cost of the mug is \$20.

The following members have joined the N.A.B.A. in hope the organization will be of help in their collecting Breweriana. Lets not let them down.

Sincerely
Robert E. Jaeger
Executive Secretary

NEW MEMBERS

ABEL ANDREW
1311 California Avenue Apt. #301
Santa Monica Ca 90403
213-394-3258
All breweriana-bottles
cans-coasters-trays
Upstate New York Breweries

BEIRNE JOHN J. (Kathy)
43-20 Judge Street
Elmhurst NY 11373
718-898-6683
Coasters-labels-tokens

BELL MARK (Vondora)
4235 E. 24th Street
Tucson Az 85711
Cans-history-signs-tap knobs
Schlitz

BRYANT CHARLIE
136 Poplar Hill Road
Binghamton NY 13901
607-648-8488
Bottles-cans-lamps-signs
neon signs-tap knobs

CAIN ALBERT J.
R.D. #2 H230
Hammonton NJ 08037
609-561-2754
All breweriana-foam scrapers
matches-neon signs
paper items-salt shakers
All Camden N.J. items

CHRISTENSEN LARRY
5214 Century Avenue
Middleton WI 53562
608-238-6583
Brewery equipment-mugs steins
photos-signs-tap knobs-trays
Any Breweries & Brands

CRUM GIL JR. (Lorraine)
7617 Rock Service Sta. Road
Raleigh NC 27603
919-779-3386
All breweriana-clocks-mirrors
neon signs-signs-statues
reverse paint on glass

DINEHART STEPHEN
Chicago Brewing Co.
1830 N. Besly Court
Chicago IL 60622
312-252-2739
All breweriana
Brewery owner

ECKERT RAY
P.O. Box 386
Medina Oh 44258
216-725-0951
All breweriana-cans-knives
mugs steins-playing cards
Budweiser & All Brands

FINCH GEORGE F. JR. (Linda)
27 Brookhaven Drive
Ludlow Ma 01056
413-589-0446
All breweriana-clocks
coasters-glasses
mirrors-mugs steins

FLAUGH CHARLES P. (Phyllis)
1094 Oakbrooke Drive
Medina Oh 44256
216-725-3853
Coasters-labels
tip trays-trays

FORRESTER DANIEL
18 Springfield Avenue 1-H
Cranford NJ 07016
201-272-7598
Books magazines-lithos
signs-trays
Rising Sun & Breidts
Elizabeth N.J.


GOETZ ART
3737 N. Nora
Chicago IL 60634
312-685-6315
Cans-coasters-openers
All breweriana from
M. K. Goetz Brewery

HANSON DAVID
International Brewers Exchange
2419 N. 84th Street
Wauwatosa WI 53226
Glasses-history-labels
lithos-photos

HILLS ZOLA
2237 1st Avenue
San Diego Ca 92101
619-544-1173
Barrels-mirrors-tap knobs

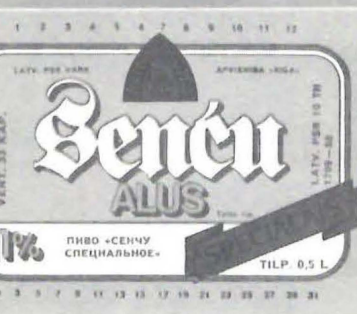
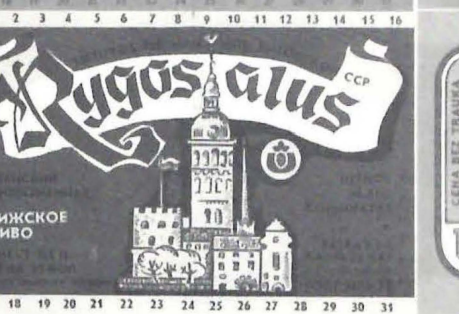
NEW MEMBERS

- HINEL MARK A.**
4376 Parkside Blvd.
Allen Park Mi 48101
313-274-1622
Mugs steins
Bud, Miller, Strohs, Coors
Pabst & Bud plates
- KRANT RICK**
325 S. Cedar Street
Belle Plaine Mn 56011
612-873-5520
All breweriana-bottles
history-mini beers
mugs steins-trays
- LUCCHESI TONY (Linda)**
575 Stratford
Elmhurst Il 60126
708-530-0507
Coasters
- MAGUIRE TOM (Meg)**
Box 754
So. Dennis Ma 02660
508-394-9554
Corkscrews-mugs steins
openers-tap knobs
tip trays-trays
- MAKELA RAY**
1385 Woodlow
Waterford Mi 48328
Labels-mugs steins
- MANAHAN JOAN E.**
715 Suffern Road
Teaneck NJ 07666
201-680-8620
Playing cards
Single cards and decks
All Breweries All Brands
- MC DURFEES RICHARD A. SR.**
85 Park Street
Burlington Vt 05401
802-862-0651
All breweriana-mugs steins
All Brwgs. & All Brands
- MECKLEY KEVIN E.**
2491 Emerald Avenue
York Pa 17404
717-764-6418
All breweriana
Miller
- MICHON MARK (Judy)**
689 Morningside Drive
Battle Creek Mi 49015
- MIK DAVID (Lori)**
34 Sattler Avenue
Buffalo NY 14211
716-896-1352
All breweriana-bottles
All cans
All Brewieriana from
Buffalo N.Y.
- MILNER MELVIN E. (Sharon)**
R.D. #1 Box 243
Tunkhannock Pa 18657
717-833-2439
Foam scrapers-match safes
openers-pitchers
tip trays-trays
East Coast Brwgs. esp Stegnaier
Kaiers, Standard, Tru Age
- MUTZ BRIAN**
9150 Gast Road
Bridgman Mi 49106
616-465-6122
Leaded glass windows-trays
mirrors-signs-thermometers
reverse paint on glass
- NOIROT J. P.**
4362 Callente Street #8
Las Vegas Nv 89119
702-733-6126
All breweriana-cans
mugs steins
- NOTZ DOLORES (Hal)**
647 N. Boylan
Andover Ks 67002
All breweriana-cans-clocks
mugs steins-neon signs-signs
Budweiser
- OLDENBERG BREWERY**
I-75 At Buttermilk Pike
Ft. Mitchell Ky 41017
606-341-2800
- PACIFICO LOUIS J.**
63389 Hillview Lane
Bellaire Oh 43906
614-676-9214
Clocks-mirrors-mugs steins
signs-tip trays-trays
Miller & Budweiser
- PAUL LARRY**
848 Aberdeen N.E.
Grand Rapids Mi 49505
616-364-5540
Bottles-paper items
photos-trays
Grand Rapids Brwg. &
Furniture City Brwg.
Grand Rapids Michigan
- PAULEY DANIEL R. (Kathryn)**
RD #1 Box 335
Middletown NY 10940
914-386-1697
Dealer-foam scrapers
signs-thermometers
tip trays-trays
- PRZEKURAT PATRICK (Crystal)**
491 N. Main
Juneau Wl 53039
414-386-2003
All breweriana-lithos-mirrors
mugs steins-signs-trays
- ROUSSET HAROLD L. SR. (Ida-Mae)**
116 Magnolia Blvd.
Harahan La 70123
504-737-3332
All breweriana-mugs steins
photos-tap knobs
Budweiser, Coors, Miller
Steins & Mugs
- RULLMANN BILL**
3000 N. Romero Rd. Sp# A-35
Tucson Az 85705
602-293-5961
All breweriana-glasses
history-patches-tap knobs
All New York, New Jersey &
Pennsylvania Brwgs.
- SCHOENKNECHT JOHN M.**
801 Chicago Avenue
Waukesha Wl 53186
414-547-0429
All breweriana-bottles
labels-photos
Fox Head Waukesha
Weber Waukesha
- SHINGLER KATHY (Ken)**
Rt 2 Box 53A
Cecil Wl 54111
715-745-2930
All breweriana
- SIMPSON JOHN S. (Connie)**
4410 Beecher Avenue
Dayton Oh 45420
513-253-5392
Coasters-mini beers
mugs steins-neon signs-trays
Stroh's
- SPRAGUE HUGH A. (Sally)**
3032 Oak Valley Drive
Jefferson City Mo 65109
314-893-3189
Signs-trays
Midwest Breweries, Goetz
Leinenkugel, Heileman
- SPRAINITIS JOHN**
6854 Orion Avenue
Van Nuys Ca 91406
818-989-4552
Lamps-mirrors-mugs steins
neon signs-signs-tap knobs
Busweiser, Coors, Miller
Strohs Domestic only
- SPRECHER PAUL**
E8417 Elm Road
Sauk City Wl 53583
608-544-3202
Steins
- SWINNICH ROBERT**
4850 Parker Road
Hamburg NY 14075
Dealer-neon signs
- V P ADVERTISING**
1530 Kenland Court
Colorado Springs Co 80915
719-597-4000
All breweriana-crowns
leaded glass windows
mirrors-tap knobs-trays
- WEBB PATTI (Dana)**
12191 Critchell Lane
Littleton Co 80127
303-697-6472
Clocks-neon signs-statues
Blatz
- WICKLUND JAMES C. (Georgeann)**
7511 Ryebrook
Rockford Il 61111
815-877-0603
Clocks-lamps-mirrors
neon signs-signs-thermometers
- WIDEMAN RODERICK B. (Cathy)**
3239 S. Winona Circle
Tucson Az 85730
602-721-2786
Cans-coasters-mini beers
paper items-post cards-tokens
Frankenmuth (Frankenmuth Mi.)
Walter's (Pueblo Co.)
- WINGFIELD JOHN H. (Irene)**
130 Arthur Street
Bridgeport Ct 06605
203-366-3455
Mugs steins
All Breweries All Brands
- WOODY CHARLES A.**
9449 W. Grantosa Drive
Wauwatosa Wl 53222
414-464-0648
All breweriana
neon signs-signs
Point Beer


DUES
YEAR
ENDS
MAY 31

RUSSIAN BEER LABELS

(To save space the labels have been reduced in size. The width of most labels is about 4 inches.)




BUYER BE AWARE

The first **Buyer Be Aware** column was submitted by John Brandt of Wisconsin. He reports seeing counterfeit labels for sale at several Wisconsin antique malls. These labels are reproduced from the originals with a color copier. To add authenticity, the forger has added date perforation.

The illustration shows a reduced print of the 5" x 5 1/4" fake label with such a perforation. The genuine label is on thinner, older paper, the print is sharper and the brown edge is actually reflective metallic copper. Other Wis. labels forged include Fountain Brew Picnic Beer, Chief Oshkosh, and Old Tankard Ale. "R.S." is on most price stickers.

The invention of the color copier has made it very easy to fool the unwary. When buying rare labels on the open market, use due caution, or better yet, use a magnifying glass. The flat coating of a copier becomes more evident.





Beer Can Collectors of America

747 Merus Ct.
Fenton, MO 63026-2092

Get started in this interesting hobby. FREE--24 empty cans with information on how to join Beer Can Collectors of America. No obligation. Send postcard.

Bob Terray
c/o IFS
Dept. C
1500 Clinton Street
Buffalo, NY 14206

B U T T O N S

Will make any 2 1/4" paper item into a button for you to wear, such as photos, labels, checks.

Also custom buttons for clubs or special ads.

Only \$3.50 + .50 per button for shipping & handling
Quantity discounts available

CYRIL TIMKO
426 Keystone Ave. 7B
Bethlehem, PA 18018

BUY - SELL - TRADE

Mauch Chunk, PA Wanted: Any breweriana from Mauch Chunk breweries to buy or trade for, incl. Weysser, Ortlieb's Bohemian, Schweibinz, Sterling, Frey. Also PA openers. Harold A. Queen, 1001 Centre Ave. Jim Thorpe, PA 18229

Stein Wanted: Need 1985 Limited Edition #1 Stein CS-64. Will buy, or have for trade: CS-58,61,85,100. Ray Makela, 1385 Woodlow, Waterford MI 48328 (313) 673-0473

Can Collection For Sale: Approx 2,000 cans, many cones & flats, mostly grade #1 to mint. Send SASE for list or (414) 242-2996 eve. Scott Sehmer, 11112 North Wauwatosa Road, Mequon WI 53092.

Miller Taps Markers Wanted: Current Miller tap markers lettered for Chicago White Sox, Bulls, Black Hawks, and Phoenix Cardinals only, to buy. George W. Hilton, 6498 Summer Cloud Way, Columbia, MD 21045.

Bubblers Wanted: Paying up to \$1,000 for mint, complete and working bubbler. Also any Berghoff, Ft. Wayne memorabilia & advertising along with any Coca-Cola. Robert Newman, 10809 Charnock Rd. Los Angeles CA 90034 (213) 559-0539.

1985 NABA Mug Wanted: Will pay \$40 reward for mint 1985 Cincinnati Convention mug. Jon Ruckstuhl. P.O. Box 612164, Dallas TX 75261.

For Trade or Sale: Sep1' Brau bottles (Star Union Brewery on label); Buckeye (Toledo) Sparkling Dry bottles; Old Style 1985 mug; Schoenhofen wood cork-screw, Lemp metal ash tray; Alpenbrau (Columbia, St. Louis) ice pick. Looking for any kind of chalkware. Paul Simpson, 1005 S. Pine, Champaign IL 61820.



C O R R E C T I O N

Packets from the Dallas Brewing Company were listed at \$5, \$10, and \$25 in the fall issue. The correct price for the intermediate packet is \$15. Please see the corrected ad at right. The Breweriana Collector regrets any inconvenience.

Introducing Texas Beer

By the Dallas Brewing Company

\$5 Packet Includes: 5 Labels (Body and Neck) for "Texas Cowboy" and "Texas Bluebonnet", 5 Coasters and 5 Crowns for Dallas Brewing Co. All items are new and unused.

\$15 Packet Includes: Everything listed in the \$5 packet + 1 "air filled" bottle of "Texas Cowboy" and "Texas Bluebonnet" and 1 small Dallas Brewing Co. Mug.

\$25 Packet Includes: Everything listed in the \$15 Packet + 1 large Dallas Brewing Co. Mug and 1 T-shirt (your choice).

Send check or money order (in US dollars) to:

**LAGER SALES, BOX 612164,
DALLAS, TEXAS 75261**

EVENTS OF INTEREST

- Feb.15-17 **Annual Blue Gray Show**
Holiday Inn South, Fredericksburg, VA
Contact Ray Johnson (703) 971-3549
- March 2 **Annual Buckeye Trade Session**
Local 14 UAW Hall, 5411 Jackman Road, Toledo
Contact Bill Wisnieski (419) 729-4872
- March 10 **Brewery Collectibles Show,**
Red Carpet Lanes, 5727 S. 27th Street, Milwaukee
Contact Jim Welytok, (414) 246-7171.
- March 14-17 **Western States Convention,**
Tropicana Hotel, Las Vegas. Contact Jeff Smith,
P.O.Box 94864, Las Vegas NV 89193 or (702) 458-4066
- March 16 **Beer Can/Breweriana Show & Party, Montgomery, AL**
The Seasons Apartments, contact Ray Kynard (205) 272-1823
- March 16 **Cascade Breweriana Assoc. First "Not So Irish" Bash**
Vancouver Square Dance Ctr. Jerry Hyatt (206) 695-0355
- March 22-24 **First Annual Hick-A-Loggs Can & Breweriana Show**
Holiday Inn, Exit#28, MI 39 off I-94, contact Don Hicks or
Jack Kellogg, (616) 429-4271 or 342-1514
- March 22-24 **Indianapolis Antique Advertising Show,**
Indiana State Fairgrounds, Indianapolis. Also Beer Can Show
and Flea Market same weekend. NABA hospitality hour at
Holiday Inn North, U.S. 421 & I-465 Fri. **March 22**, 8pm.
- April 20 **Annual 6-Chapters Beer Can & Breweriana Extravaganza**
Schenectady I.U.E. Hall, Erie Blvd. Contact Dennis Heffner
(518) 877-6199 or 1-800 444-1140



Wooden Miller case from
the collection of David Smith
has Union stamp dated 1944 and 1945

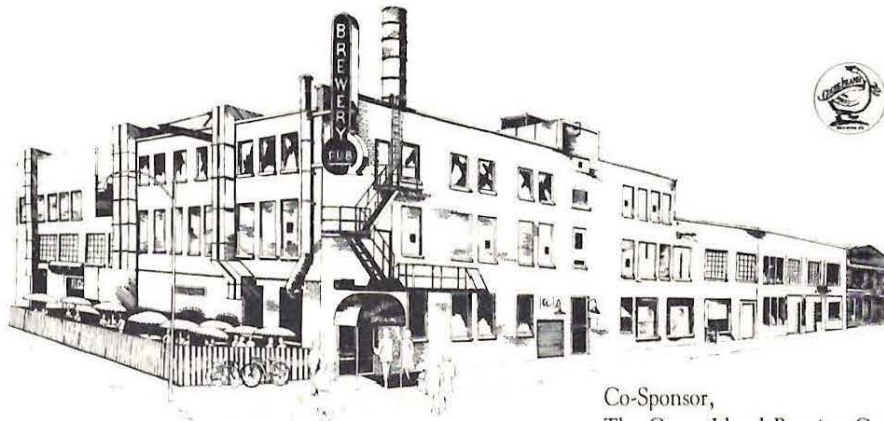
NABA's 20th CONVENTION in CHICAGO

Your Kinda Town!

AUGUST 2-3-4, 1991

Hosted by

"Chicago's Own", The Monarch Chapter



Co-Sponsor,
The Goose Island Brewing Co.

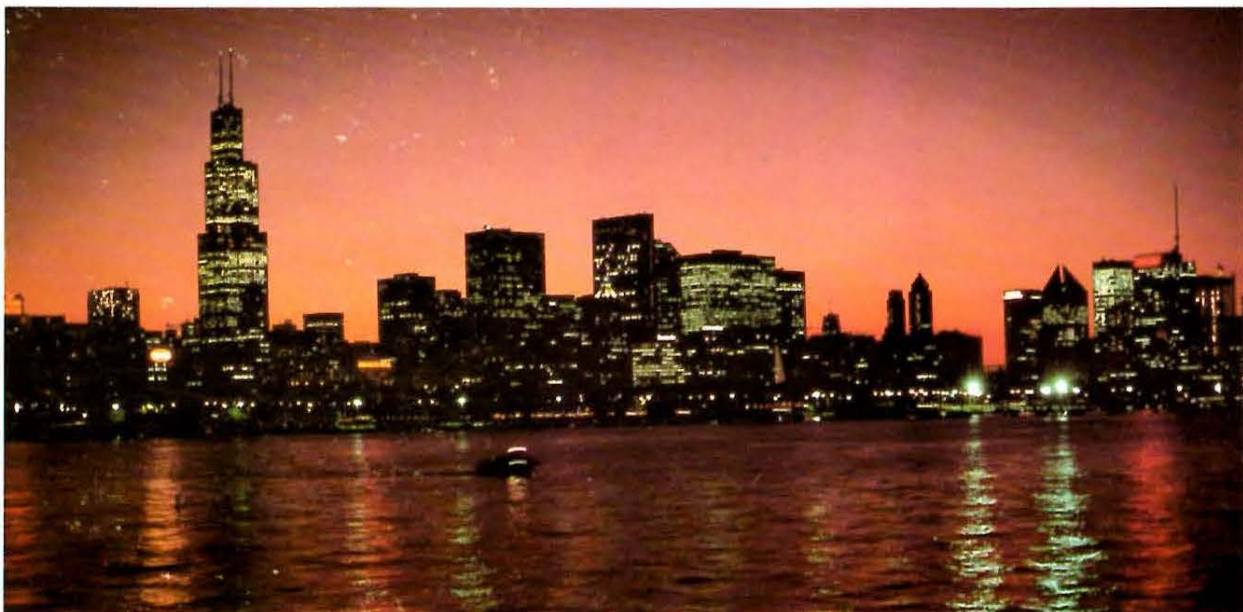


PHOTO COURTESY TWO-TWENTY-TWO PRODUCTIONS

Come Do "The Toddlin' Town" for
NABA's 20th Convention Monarch's 10th Anniversary