

The Breweriana Collector

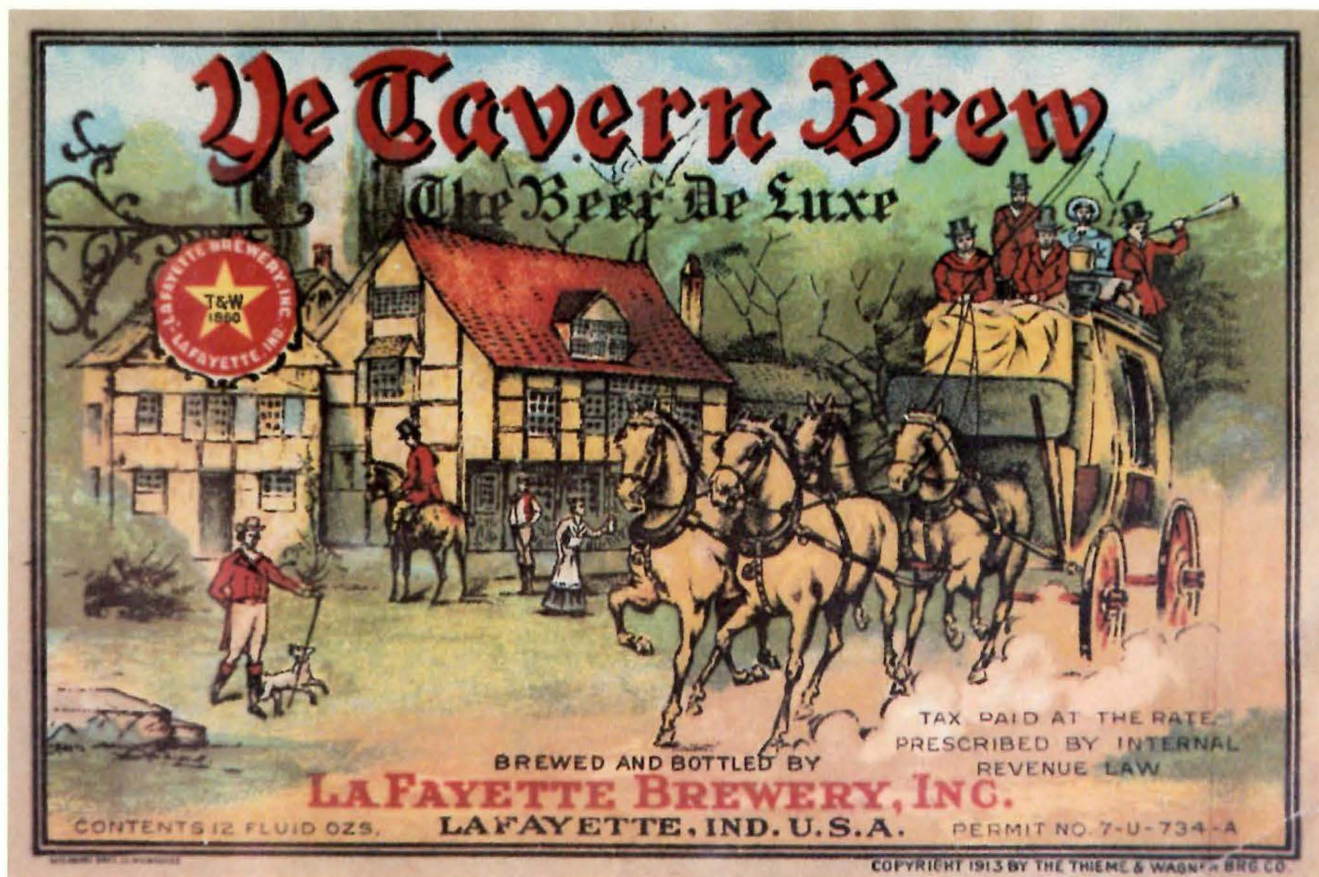
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THE BREWERIES OF LAFAYETTE INDIANA
ALSO FRANKENMUTH MICH. 1900 – 1990

National Association Breweriana Advertising

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COVER

"Ye Tavern Beer" was the dominant brand in Lafayette and the surrounding region of Indiana. Brewing history of Lafayette is the subject of a feature article by school administrator and brewery researcher Dr. Harry Counciller.

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Dues are \$20 per year domestic, \$25 Canadian, \$30 overseas. Send applications for membership, dues, change of address and advertising for the Membership Directory to Robert Jaeger, 2343 Met-To-Wee Lane Wauwatosa, WI 53226. Send advertising for The Breweriana Collector and manuscripts to Peter Blum at Suite 5000, 300 River Place, Detroit MI 48207. Advertising rates are \$80 full page, \$50 half page, \$25 quarter page. Short line ads in the Buy-Sell-Trade section are free to members, but are limited to member's own collection activity. Repeat of free ads is dependent on available space.

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PRESIDENT'S PAGE

In July of last year the large brewery in Frankenmuth, Michigan, closed after 90 years of operation. It had been a part of G. Heileman for 11 years, and only six years ago underwent a major expansion to 1.5 million barrels. The 200 employees rejected a 30% pay cut. The feeling was that production could not be guaranteed after December; better to face unemployment in summer.

It takes about an hour and a half to drive between Detroit and Frankenmuth. There always were several staff members coming down to Detroit for Master Brewers dinner meetings. In the fall we would go up to Frankenmuth to play golf and to eat charcoal-broiled steak in their hospitality room.

Until the middle 70's there was an annual malting barley tour in July, arranged by Rickel, a Detroit maltster, now also closed. We would be driven in station wagons loaded with box lunches and coolers filled with Stroh's, north past Bad Axe to the "Thumb" area, where some malting barley was grown. The afternoon was spent touring barley farms, talking with growers, and cooling off with beer. Then we would head for Frankenmuth, sunburned and hungry, to be revived in one of the famous restaurants, in the company of the local brewing staff. This issue is dedicated to the brewers of Frankenmuth.

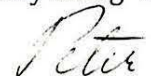
The major story in this issue is by Dr. Harry Counciller, an educator living in Greensboro, Indiana. Harry wrote an article on the Evansville Brewery a few years ago, and I have asked him to contribute to The Breweriana Collector also. We are very pleased indeed to publish his article on the brewing history of Lafayette, Indiana.

Contributing editor Randy Carlson has prepared an interesting article on his specialty, brewery magazines. While publications are a secondary source, they are often the only information available, and they provide a wealth of detail about people and products. Randy has a fine collection of both old and newer brewing journals, and he is always looking for additional volumes to acquire.

Sean Chapin, son of Susan and of our former president Robert Chapin, succumbed to bone cancer on February 15 at age 21. Many of us knew Sean; he had joined us at Oldenberg and often in Indianapolis. Sean faced a situation which no teenager should have to fight, and he carried on as well as anybody could. Let his spirit and our memory of him bring out the very best in us in the life we are privileged to have.

The Board of Directors of our Association sent a contribution in memory of Sean to A.S.K., a group which supports cancer research for children.

Registration forms for the Chicago convention are enclosed. If you don't come, you will miss the major breweriana event of the decade. There are several good functions every year, and we will have great conventions in years to come, but Chicago will be the Big One, the Deep Dish with everything on it.



Peter Blum
President

MAGAZINES FOR BREWERS

I. Pre-prohibition Publications

Randy Carlson

We do not know when the first brewer's magazine was started in the United States. We do know that it was called Die Bierbrauerei, and was published by Rupschhaut (1). The first well-known US brewery magazine was Der Amerikanische Bierbrauer, started by Anton Schwarz in 1868. His magazine was published at first only in German, and after several years he added an English section.

The magazine he founded continued to be published for over 100 years, even during prohibition, before it ceased in 1969. Prior to prohibition The American Brewer was mostly concerned with the scientific side of brewing. This was natural, because to Anton Schwarz the magazine was only an adjunct to the scientific station for brewing which he founded. The firm provided laboratory, consulting and engineering services for breweries, and was later called Schwarz Laboratories. Sections on industry news and personnel changes were added after prohibition; these are therefore the issues of great interest.

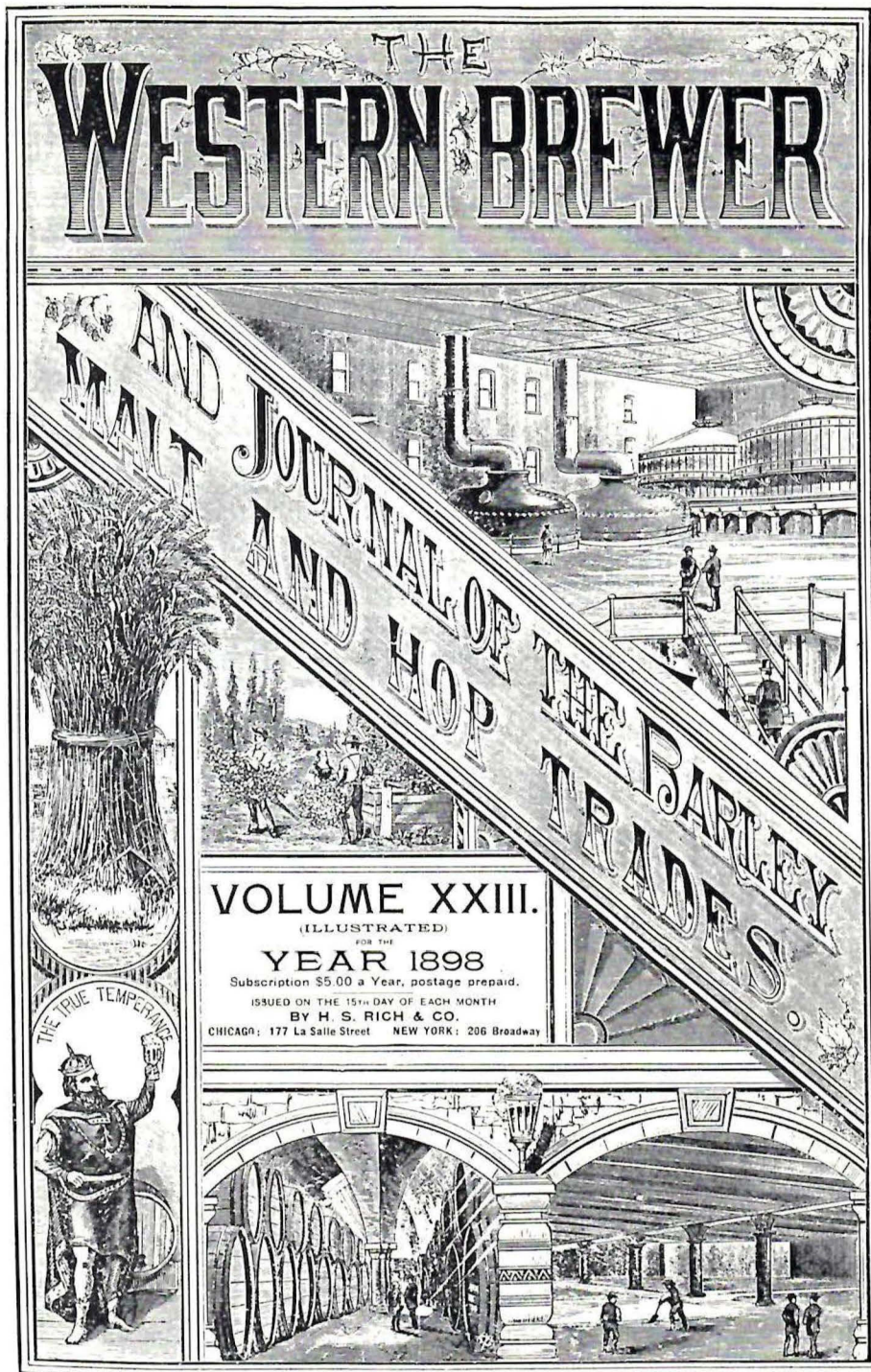
The American Brewers Gazette was started in 1871 in New York City by John Flintoff. In the 1880's it was merged into the Brewers Journal. This journal was founded by John Tovey in 1876, also in New York City. His magazine was printed both in German and English in adjacent columns. After several years the magazine was divided into a German and English section, and after a few more years the German section was dropped. This was a scientific magazine like The American Brewer, but spaces and columns were filled up with brewery business reports. Prohibition and the resulting shrinking subscription base forced an end to publication in May 1920.

The first magazine to be published outside New York was started also in 1876. This was The Western Brewer, published in Chicago, at that time located much further west on the nation's mental map. It was also the first to be printed only in English. The Western Brewer was founded by J.M. Wing & Co., who later sold it to H.S. Rich & Co. in 1887. In 1938 the Gibson Publishing Co. bought it, and ran it until the last issue of April 1960. In the meantime there had been several name changes.

From May 1920 to January 1933 this magazine was known as the Beverage Journal, then once more briefly as The Western Brewer. However, Chicago and the Midwest did not seem so far away any more, and in May 1934 it assumed its final name, Brewers Journal.

This magazine is the most sought-after of all brewery magazines. It was illustrated with line drawings of brewing plants, photos of breweries and of the men who ran them. The brewery history which can be found in each issue is amazing; they are like small versions of 100 Years of Brewing. It was what I would call the "People Magazine" of the brewing industry, with wedding and vacation announcements, obituaries, etc. If you ever get the opportunity to look at this magazine, you will not be disappointed. And if you have any for sale, call me - so I will not be disappointed.

(1) The History of Brewing and Brewing Science in America, J.P. Arnold and F. Penman, 1933



In 1881, also in Chicago, Der Brauer und Maelzer, later the Brewer and Maltster, was founded by Eugene A. Sittig. It started out having a German and English section, but by the early 1900's the German section was discontinued. The contents are partly scientific, but not as much as American Brewer or Brewers Journal. It is packed with lots of information. I believe it was published during prohibition, and after repeal made it until 1937. At this time the family announced that the magazine would be merged with the Brewers Digest, but it merged with the Western Brewer/Brewers Journal instead.

In 1886 another magazine was appeared in Chicago. Dr. Robert Wahl, who later would go on to organize the Wahl-Henius Institute, and wrote one of the best-known textbooks on brewing, founded Der Braumeister. His magazine was aimed at brewmasters of the Midwest, and reported personnel and industry news from the major brewing centers. Although it was printed only in German, I can make out enough to see that it was very interesting. It lasted only five years, when it was merged with or became the American Brewers Review.



"A Monthly dedicated to Progress of the Brewing Trade"

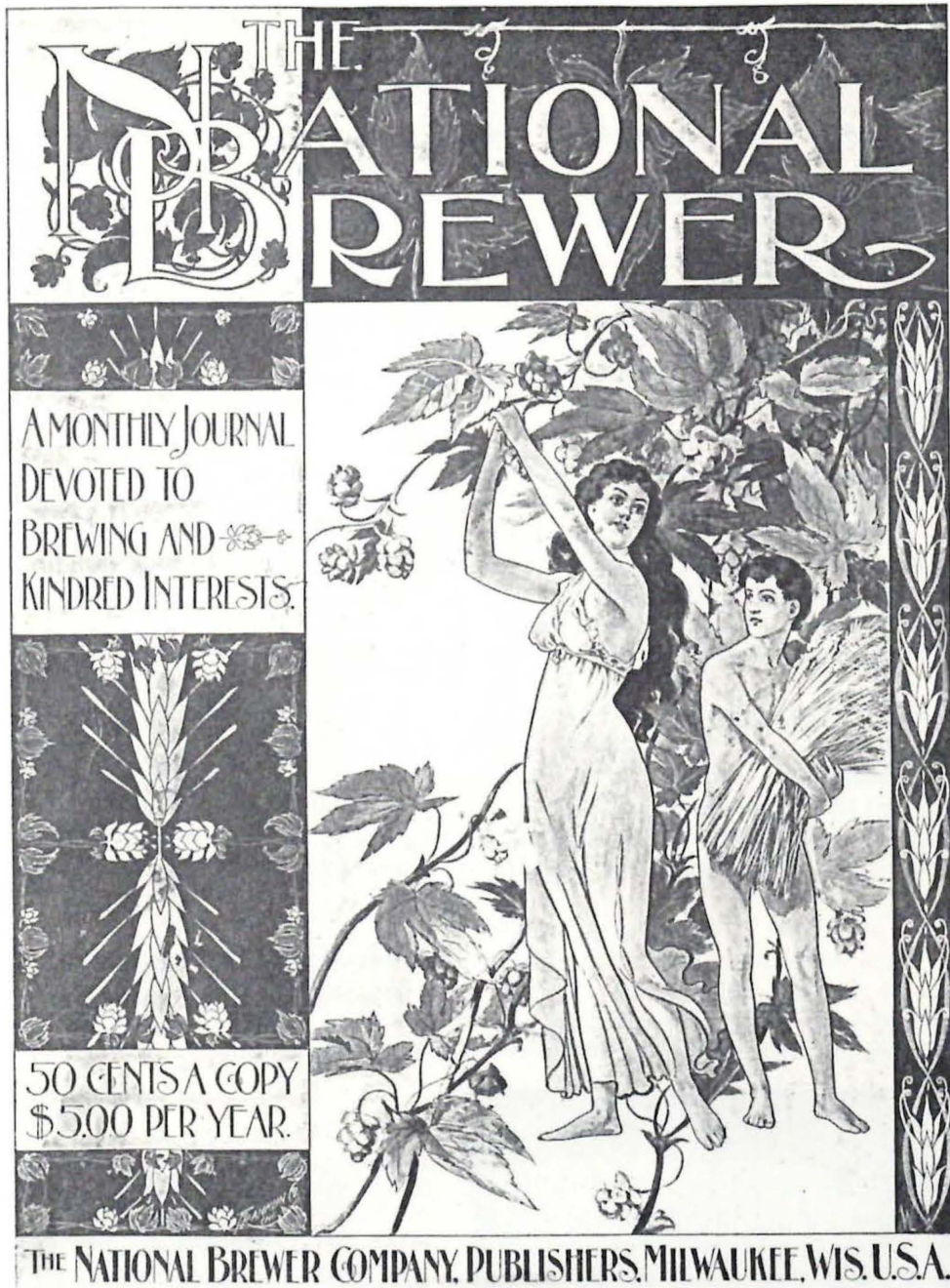
The American Brewers Review was founded in Chicago in 1891, and was published in both languages. In my opinion it is very underrated and not well known. Like the Western Brewer there were many illustrations and photos of brewing plants and their owners. There is a great deal of information and provides good reading. Publication ceased around the start of prohibition.

The Brewers Bulletin was started in 1910 near Chicago and was printed as a newspaper, a format that it still has today. In fact it is the only publication founded before prohibition which is still in business. It is published twice weekly and has a great deal of current information. The cost is \$40 a year; for subscriptions write Marge Collins, P.O.Box 906, Woodstock IL 60098.

Two publications were started during prohibition. The first was The Brewers Art in 1923 by Carl Nowak of St. Louis. It was published infrequently, whenever he had enough for an issue, until 1933 when it became Modern Brewer. When Nowak started his magazine, he stated that it was to keep the industry up to date on changes in the brewing field, as prohibition could not last. The Brewers Art was a modest publication that served its objective.

The other prohibition era magazine was the Siebel Technical Review, founded in 1926, and which served both the brewing and baking industry. In 1934 it became the Brewers Technical Review and in 1938 the Brewers Digest. More on this magazine and Modern Brewer at a later date. Siebel continued to serve the baking industry with Bakers Digest.

OCTOBER, 1897.



Allegorical nudity and good graphics gave The National Brewer a distinct cover.

The final magazine that I want to mention is The National Brewer. The few issues that I have indicate that it was founded in June 1897 in Milwaukee, but I have no idea how long it was issued. It was a very good magazine, with articles and illustrations of the upper Midwest brewing industry. It was very prejudiced toward local brewers, as there was a short editorial on the foolishness of Dubuque brewers to fight the Milwaukee industry, who could put Dubuque brewers out of business if they wanted. There also is a detailed article on John Gund's big fire.

Some of the publications mentioned had a yearly Brewers Directory. The Western Brewer and The Brewers Journal did, and The American Brewer and The Brewer and Maltster might have. The other journals, as far as I know, did not.

THE BREWERIES OF LAFAYETTE INDIANA

Dr. Harry Counciller

I. NEWMAN AND BOHRER SPRING BREWERY

John H. Newman was born in Mecklenburg, Prussia and came to the United States in the early 1800's. He first settled in Ohio as a young man. There he engaged in farming for a time. He had learned the brewing trade and in about 1838 he moved to Tippecanoe County, Indiana, where he settled in Lafayette and began a brewing business with Abraham Miller, his brother-in-law. Abraham Miller shortly thereafter drowned in a local canal, and after his death the firm Newman and Miller became the Newman Brewing Company.

In December 1856 Newman bought land for about \$3,500 from James Spear. He apparently also had to buy water rights to a spring on the property from another family who was heir to a previous owner and who still owned the water rights. Newman piped the spring water to the brewery that he had built and used it for brewing water and steam for the brewhouse. For years, the excess water was sold to neighbors by the barrel, bucket or bottle until the spring dried up from overuse.

Newman also built a large house on the property which had a large storage tunnel running underground from the brewery to approximately half-way under the house. This tunnel was about 15 feet wide and about 18 feet high with an arched ceiling and an entrance into the house. Newman never had to go outside to go to work. He just walked through the tunnel and at the same time used the warmth of the steam to heat his house.

For a time, John Newman went into a partnership with Dietrich Herbert in a brewery known as Newman and Herbert. Herbert sold out his interest to George Bohrer in 1872, a man who had married Catherine Newman in Cincinnati in 1849 and who had later moved to Lafayette. This business became known as the Newman and Bohrer Spring Brewery.



Pre-pro Bohrer label has copper background and edging. Circle around trade mark and SPECIAL BREW are red. Labels by Bob Kay.



Photograph in collection of Tippecanoe Historical Society must be of the original plant of Thieme & Wagner on 100 N. Fourth.

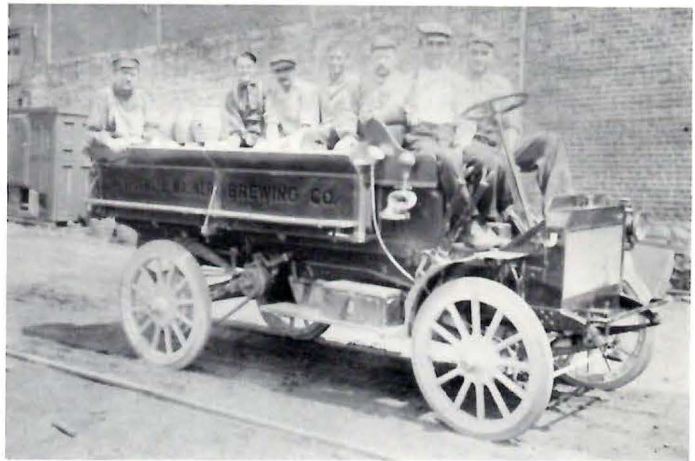
Dr. Harry Counciller lives in Greensboro, Indiana. He is Chairman of the Department of Science, Shenandoah High School, Middletown. Harry holds B.S. and M.S. degrees from Ball State University and a Doctorate in Education (College Teaching-Biology) from North Texas State. He has been collecting cans for a long time, and has authored articles on the Evansville and Spearman breweries.

II. THE GEORGE A. BOHRER BREWING COMPANY

George Bohrer was born in Bavaria near Zweibrucken on December 27, 1819. His mother died when he was an infant and his father died when George was eight years of age. George came to the United States with his brothers and sisters at the age of eleven and settled in Cincinnati. He learned the trade of shoemaker and engaged in the grocery business with a relative. When he and his family moved to Lafayette, he bought the interest of Dietrich Herbert in 1872 as mentioned above.

John Newman died on September 1, 1888 at the age of 72 years. After his death, the firm became known as the George A. Bohrer Brewing Company. It was incorporated and capitalized with \$100,000. Joseph Blistain, who was married to Amelia Bohrer, daughter of George Bohrer, became the treasurer. By 1909 production had reached 20,000 barrels and their business extended to Michigan, Ohio, Illinois and to all parts of Indiana. The Bohrer Brewery closed at the beginning of prohibition and never reopened. It had been located at 111-119 South 4th Street in Lafayette.

Workers climb into what was probably the very first Thieme & Wagner truck, just for fun. The driver sat at right.



III. THIEME AND WAGNER

There had been operating breweries in Lafayette for approximately five years before John Wagner Sr. and Dietrich Herbert first began their enterprise. It opened at 161 North Fourth Street in 1858, although certain historical sources list the issuance of their license as being in 1848. In either case, Dietrich Herbert retired from the firm and his interest was purchased by Frederick August Thieme in 1862. This enterprise then became the Thieme and Wagner Brewing Company. It operated as such until the beginning of prohibition, which began in Indiana in 1918, more than a year before national prohibition began in 1919.

Frederick August Thieme was born in Weimar, Thuringia, Germany on October 18, 1818. He learned the brewing trade and came to the United States in 1849, settling in Dayton, Ohio. He moved to Lafayette in 1857 and bought into the Lamb and Studebaker Distillery. Five years later he also purchased an interest in the Wagner and Herbert Brewing Co.

The Thieme and Wagner Brewing Company began as a small operation, brewing between seven and eight barrels of beer a day and operating from a single building. The partnership grew steadily so that eventually there were a number of buildings covering more than a city block "On the Banks of the Wabash River". By 1880, the government reported that the two breweries in Lafayette, Thieme & Wagner and Newman & Bohrer, were producing 15,700 barrels of beer during that year.

In 1891 the firm incorporated and all of the stock was owned by family members. Frederick A. Thieme died in 1891 and John Wagner Sr. died in 1904. By this time, the business had grown into a multi-million dollar operation managed by descendants of the original founders.

By 1912 numerous buildings had been constructed from plans made by Louis Lehle, a well-known brewery architect and engineer of the day from Chicago. The largest buildings, both modern and up-to-date, were the bottling department and stock house. This building was a five-story structure that permitted larger storage capacity and therefore a longer than usual period for aging of the beer than was the custom of the day. The officers were John Wagner, Jr., President; Frederick P. Thieme, Vice-President and Treasurer, and Frank Wagner, Secretary.

Thieme and Wagner Brewing Company produced Lockweiler, Bohemian and T. and W. Special, but their most important popular product was officially known as Ye Tavern Beer but ordered at "Tavern Beer". The name was really "The Tavern Beer" because the Old English pronunciation of "Ye" is "The". One former patron told me "people would think you were silly if you asked for a "Ye Tavern Beer". It was ordered by saying "'Give me a Tavern Beer' or simply 'Give me a Tavern'". Thieme and Wagner not only brewed and bottled their products but they also delivered them to the surrounding area, reaching as far as Covington, Kokomo and Danville in Indiana, and to Kankakee and Danville in Illinois.



The Thieme & Wagner Brewing Co. brewery on North Fourth Street, ca. 1905-10. Arch with keystone on small building at left led to yard and Wabash river bank. Twin stone seated greyhounds on blocks were later added to each side.



Major flood of March 26, 1913 put North Fourth Street under water. Brewery "On the banks of the Wabash" was now in it. This did not stop loading of new Packard truck. Unusual photos are from rare negatives owned by Thieme family.



In the early 1900's beer was selling for a dollar for four gallons, a dollar and seventy-five cents for eight gallons, three dollars and fifty cents for a fifteen one-half gallon keg, and seven dollars for a thirty-one gallon keg.

The brewery employed approximately fifty persons. An offer of \$1,000,000 was made for the purchase of the business in about 1911 or 1912. It was sold after the beginning of prohibition for \$200,000, one-fifth of its previous value.



The Thieme & Wagner plant during prohibition, ca, 1924. Sign reads LAFAYETTE ICE & COAL CO. New storage (ageing) and packaging buildings are at far right.

For a time, Thieme and Wagner attempted to survive as other breweries did, by producing near beer and other soft drinks. The beverage produced by Thieme and Wagner was called "Apella Apple Drink" with Apples from Yakima, Washington. "A Tonic - A Food - A Healthful Drink - Nature's Best Beverage", National Fruit Juice Company, Lafayette Indiana. This operation lasted for five years. When the price of ingredients increased so that the company could no longer afford to make the beverage, the plant was closed after 60 years of operation.

The brewery was sold in 1933 to W.A. Hanger and a group of incorporators including J.B. Bayer, W.G. Gude, John Watts and C.H. Stuart. They reopened the brewery after the end of prohibition as the Lafayette Brewery, Inc. in association with the Lafayette Ice and Coal Company, which had been operating from the same address since 1923-24.

IV. THE LAFAYETTE BREWERY, INC.

With the ending of prohibition, the brewing business resumed in Lafayette with the new owners in place. A new license was issued on April 1, 1933. W.A. Hanger was the president, but no member of the Thieme or the Wagner families were invited to participate, and therefore were not involved in the brewery after prohibition. There was a certain amount of bitterness due to this perceived or actual snub, and later these families began a beverage distribution business that was in direct competition with the brewery itself. This company was known as Thieme, Wagner and Watson Distribution Company and it distributed products for other breweries. They included the distribution of Sterling, Centlivre, Falls City, Champagne Velvet and others, but due to the political situation in Indiana at the time, licenses lapsed and after three years the company was out of business. The members of the group continued to work for other distributors and the fourth generation of the Thieme family is still in the beer distribution business in 1990.

Production of Ye Tavern Beer resumed on October 12, 1933 at the brewery located at 806-814 North 4th Street in Lafayette with W.A. Hanger as president. The brewery continued in operation until 1953. The brewery attempted to gain the good will of the local people by providing each policeman and each fireman in Lafayette with a free case of beer at Christmas time. Apparently, it didn't enhance business much.

Another time a serious loss occurred when a new brewmaster decided to change the grain base of Tavern Beer. A large amount of the old formulation beer was left, which was sold to local taverns, some of whom bought it in large quantities. The flavor of much of it deteriorated before it could be sold, so that when the new product was brought out, it was mixed in and also sold. As people got various cans of bad beer, they quit buying the product.



Thieme & Wagner Bohemian label (left) is grey on white, with blue outlines, star and special text in red. Ye Tavern Bock was launched soon after repeal. Letters and circle are in bright red.



W.A. Hanger lived elsewhere, reputedly in Georgia or Florida and came to Lafayette on only certain occasions. The daily operation of the brewery was run by Layton Thompson, who was president or manager. John Leuter was vice-president, Louis Panther was brewmaster and Charles Reitmer was his assistant brewmaster.

The brewery introduced Tippecanoe Beer in the late 1930's or early 1940's. The beer was bottled in a new non-returnable bottle called a "steinie". The logo for this beer included an Indian and referred to the fact that the area around Lafayette and in Tippecanoe County was - and still is - famous for the association with the Shawnee Indian Chief Tecumseh and his brother, The Prophet. They led an Indian confederation into battle against William Henry Harrison in 1811. The Indians were defeated and Harrison was later elected the 9th U.S. President along with John Tyler as Vice-President, using the slogan "Tippecanoe and Tyler, Too". Tippecanoe Beer was discontinued after World War II.

Another brand introduced for a time was Kopper Kettle Beer. This beer was canned in conetop cans along with Ye Tavern Beer. There were two versions of Kopper Kettle cans, both IRTTP (one has the slogan "QUALITY FIRST"), but Ye Tavern Beer was marketed both in an IRTTP can and a non-IRTTP variety. These were the only products canned.

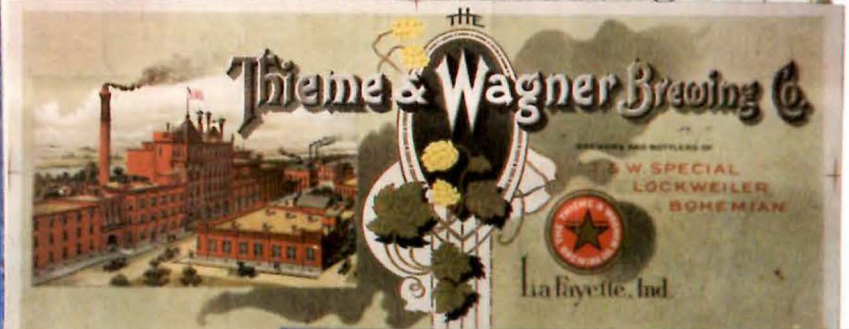
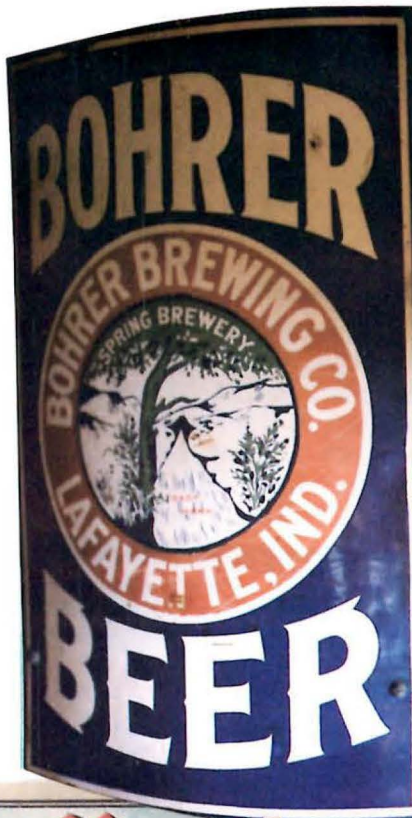
The brewery closed in 1953 and the buildings were mostly empty for the next several years. They were finally torn down in 1975, in order to make way for the construction of a new bridge over the Wabash River connecting Lafayette with West Lafayette and leading to Purdue University.



The following sources were consulted on this article:

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 Bert Plew, North Webster, Indiana
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 Tippecanoe County Historical Society, Lafayette, Indiana





Thieme & Wagner letter-head and labels are from the collection of Bob Kay. La Fayette's version of coach scene tried to replace technical quality with breezy yard. Thieme & Wagner near-beer label had no such hokey wind effect. Rare Bohrer saloon sign and Tavern tin were photographed in a store before they were sold.

BOHEMIAN GIRL

Peter Blum

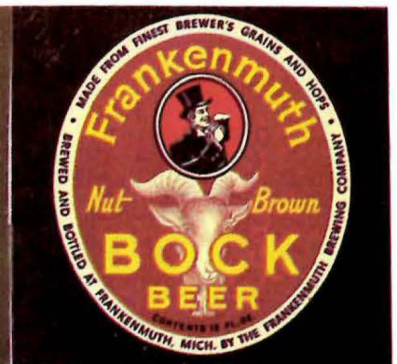
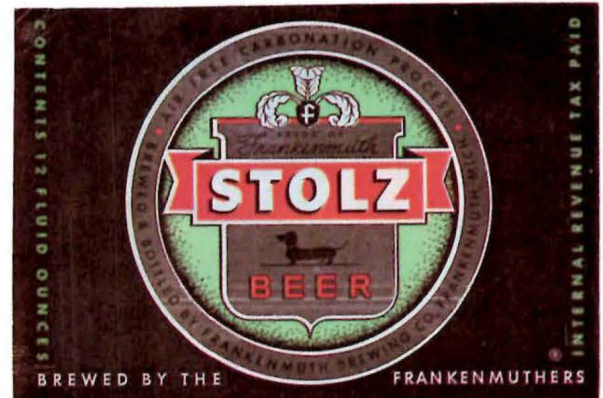
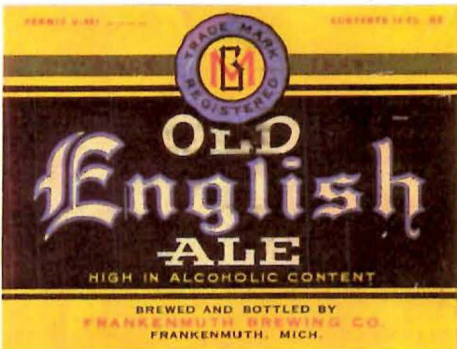
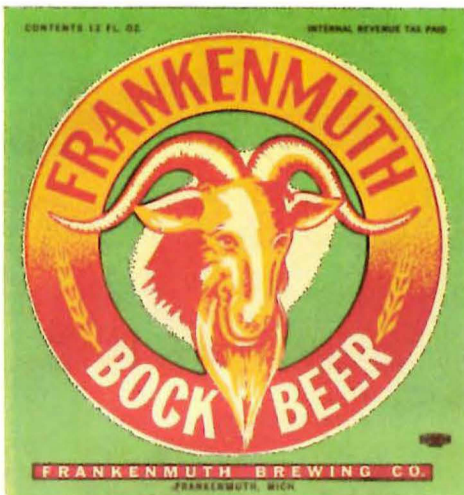
The picture of a Bohemian young woman, her hair decorated with a hop wreath, was as well known in the Hapsburg Empire as the Gibson girl in America. The famous Boston lithographer Louis Prang depicted her in 1890 in brilliant colors, holding a glass of beer, under the heading STROH EXTRA. That Prang litho was the only old poster saved by Stroh. I assumed that it had been commissioned by Stroh, but Michael Grilliot of Chicago burst that bubble with an example for Born of Columbus. So far these are the only executions known.

Lynn Geyer showed an interesting label with the Bohemian girl in the 1989 mail auction. The Neef Bros. Brewery was a small Denver firm which closed in 1915. A little red cap matches her vest, and there is a hop wreath in her hair. She could be a sister to Prang's model. There may be other drawings of that wholesome cheerful face on brewery artifacts, inviting us to sample her beer.



FRANKENMUTH BREWING COMPANY

1900 – 1990

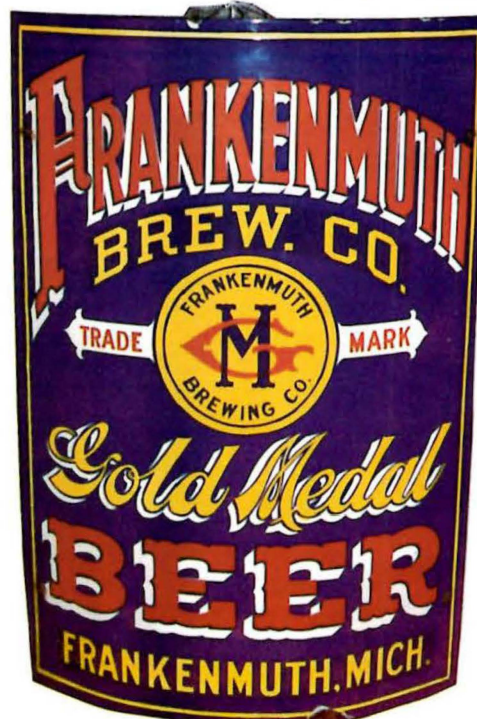
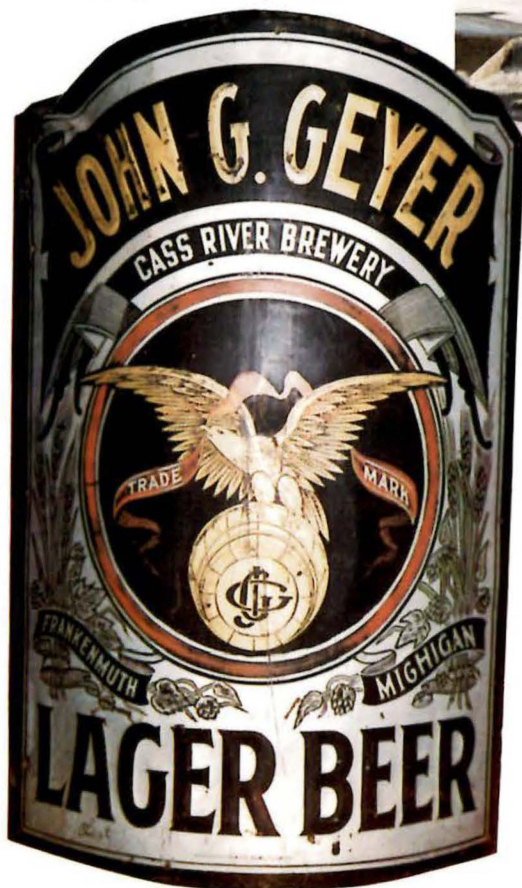


FRANKENMUTH BREWING CO. MICHIGAN



Expansion after World War II resulted in a modern and attractive brewery. Brewhouse has very clean lines, which were somewhat spoiled by Heileman's shield. Giftshop was added in recent years and is visible at right. Entrance to hospitality room and huge packaging complex are out of the picture at right. Photo below shows brewery location at Cass River this Feb.

Prize items in the collection of the Frankenmuth Historical Association are two phenomenal corner saloon signs. The Cass River Brewery was founded in 1862, and was bought by John Geyer in 1874. The last Geyer, grandson Walter, retired as brewmaster in 1983. It is now a large Microbrewery (see the last "What's Brewing" column). Enamelled sign for Gold Medal beer lacks the classic look but has eye-catching colors.



FRANKENMUTH BREWING COMPANY

1900 – 1990

Frankenmuth today is a tourist town in the center of Michigan, with a Main Street crowded with "Bavarian" architecture, huge restaurants and specialty shops. But a century ago there were only farms and small industries operated by the descendants of the German settlers. Local brewing goes back to 1857. The large local microbrewery evolved from the Cass River Brewery of 1862, which was later operated by the Geyer family for three generations.

The popular saloon keeper Adam List is credited with getting the Frankenmuth Brewing Company organized and incorporated in 1899, and he became its first president. Brewing operation started in 1900 after completion of a new brick structure. It had a capacity of 10,000 barrels, and was evidently a success from the start. List, however, soon left for Wisconsin, and settled in Plattville, where he founded the List Brewing Company.

Newly erected brick building for Frankenmuth Brewing Co. was photographed in 1900. All black & white photos courtesy Frankenmuth Historical Assoc. unless stated otherwise.



Five workers, looking like Wild West gang, pose with broom and wooden malt shovel.

The brewery was expanded a few years later by the addition of a malthouse. Local farmers were said to have supplied the barley for malting. They could purchase beer on credit, and settle their accounts after harvest. A house for the brewmaster was built close to the plant. Boesnecker, the first brewmaster, died in 1904; he was succeeded by Joseph Straub, Pius Pfaff, Lorenz Freiman - who married Hulda Boesnecker, and Mike Schachtner. He and Freiman came from Michigan families with brewing traditions.



Brewery about 1915, after addition of malthouse to right of brewery (note kiln stack), brewmaster's residence at left, and saloon with residence at right.

The brewery prospered until prohibition, when it closed until 1924. In April of that year Otto Rosenbusch, the former brewmaster at Stroh's, purchased the property, reconditioned it, and opened it as the Frankenmuth Products Co. The main product was malt extract, which was sold in 5-gallon cans to make 20 quarts home brew. The cans sold locally for 90 cents. Frank Freundel served as brewmaster, and Albert Holmer was his assistant. His son Carl would later have a long career at Stroh, becoming brewmaster in the 70's. In 1928 Trinklein and Stromer bought out Rosenbusch. The new owners expanded the business, marketing Gold Medal Frankenmuth Malt as far as northern Ohio and Indiana. Daily production was two brews of 360 5-gal. can each.



Franko near beer label has red panel and text on orange background with blue shading

By 1928 Holmer had left for Sebewaing. Tension developed between brewmaster Freundel, who was said to have often acted as if he alone owned the brewery, and Stromer. He and Trinklein decided to buy out Freundel, and offered \$20,000, a very large amount for a brewery during prohibition. Freundel just could not refuse that much, and moved to Jackson where he opened the Blue Star Brewing Company.

After repeal Trinklein and Stromer brought in prominent businessmen from Saginaw and Bay City to invest in and manage the renamed Frankenmuth Brewing Company, notably E.J. Whyte and W.B. "Butch" Freidinger. The size of the brewkettle was increased from 60 to 100 barrels for an annual production of 100,000 barrels. In 1934 the original stockholders were bought out, and a publicly owned corporation was formed. E.J. Whyte's daughter was the first chemist, perhaps the very first brewing chemist anywhere.

Photo taken about 1935 shows the newly finished brewery to left of original building. The house at left served as office. Major expansion took place after second world war, in the direction toward camera



The dachshund became the main advertising theme, and was used on labels, outdoor posters and all merchandising items, including a popular chalk piece of a dachshund. The brewery maintained a large kennel of purebred dogs, which became a tourist attraction and were also sent to different markets on display, much like Clydesdale teams at present. Dogs, like horses, need to be cared for. It fell to Fred Sturmer, who succeeded Whyte's daughter as chemist, to do those chores, even on weekends. After a couple of years Fred had enough of those dachshunds, and he got a job at the Stroh lab in Detroit.



Miss Whyte at the dachshund kennels, 1938

One of a series of outdoor billboards featuring the dachshund theme, from collection of W. Weiss

During the next 20 years the plant capacity was periodically increased as business grew. In 1947 an entirely new 400 barrel brewhouse was added, and new storage (ageing) and packaging facilities were built. Production peaked at 371,000 barrels in 1953.

With increasing competition looming, the stockholders voted to sell the brewery to International Breweries, Inc. This was a newly formed corporation with breweries in several cities and plans to promote many brands. Back home on the farm, Lester "Les" Freidinger, son of Butch, took over management the Frankenmuth plant. After only 17 months, International sold the brewery to Carling.



Courtesy Mack Museum, Macungie, PA

Les Freidinger later left to join Stroh as Executive Vice-President, and was closely associated with Stroh's growth period during the 70's. Carling owned the brewery for 23 years and became Frankenmuth's major employer. Production reached 3/4 million barrels.



Above, right: In 1939 Frankenmuth Brewing Co., looking to expand, purchased the Kent brewery, Louisville. New trucks line up near S. 15th St. It was closed in 1942.

At left: Les Freidinger, a local boy who went far, during his tenure as a Carling executive in Cleveland. Les left to become Executive Vice President at Stroh's in late 1960's.

In March of 1979 G. Heileman acquired Carling, and there was an additional set of labels to brew. The brewery underwent one more major expansion to 1 1/2 million barrels. But Heileman's growth by acquisition could not long compensate for loss in market share. Like the Stroh brewery in Detroit, the Frankenmuth plant required to be operated near full capacity, and this was no longer the case. And so in the summer of 1990, a very nice plant became the latest victim of market demand.

This article is based on two brochures, a book, personal conversations and recollections. The brochures are A Brief History of The Frankenmuth Brewing Company, 1976, compiled by Mrs. Joan Ramm, and Keith Boesnecker's Brewing in Frankenmuth, 1983. Both were published by the Frankenmuth Historical Association. The book is Teach My People The Truth by Herman Zehnder, a member of a prominent local family which is also very active in Michigan historical affairs. Chapter 15 of the book concerns the Frankenmuth brewing history.

A great-grandson of the first brewmaster John Boesnecker, Keith Boesnecker, still lives and works in Frankenmuth. Wallace Weiss, a descendant of one of the first directors John Weiss, was brewery plant manager for many years. Keith has the definitive breweriana collection as far as signs, chalk pieces, bottles and cans, while "Wally" Weiss saved labels, stationery and collected photographs. Their help and information is gratefully acknowledged. Both have donated items to the local Historical Association, whose collection manager, Mary Nuechterlein, went out of her way to be helpful.

PHB

SHOWS & CONVENTIONS

WESTERN STATES CONVENTION

The Western States Convention in Las Vegas, which had been the beat of Jim Thomas for a decade, moved to the Tropicana, a much better location and show facility. The event is now chaired by Jeff Smith, and he with his team provided a very fine and congenial convention.

Vegas, of course, has other amusements besides cans and Ceramarte mugs, which comprised the great majority of offerings on the tables. Still, there were older and interesting items here and there. And like at all such occasions, there were high rollers who came early in the week and dealt in private.

ANTIQUE ADVERTISING SHOW, INDIANAPOLIS

While the Vegas casinos were not as crowded as in past years, the Indianapolis Antique Ad Show gave no indications of a recession. In fact, the line formed by the 10 am opening was the longest in memory. The Can Show was also well attended, and there was more breweriana then ever.

Unfortunately the camera shutter malfunctioned without my knowledge, and there are no photos at all from these two shows. This is really too bad, because Harold Mann was showing two interesting items which he acquired recently - a small nice early Schlitz paper piece, very colorful and neat, and a very large enamelled Budweiser outdoor sign, also pre-pro, but with electric light bulbs.



One of the few 5-gal. cans of Frankenhuth malt extract to have survived, and a rare Frankenhuth Kentucky case, both in the Boesnecker collection.

LABEL PAGES

Bob Kay

It is fun to work the prohibition era into one's collection. It was such a volatile and emotional period. Just think of the brewer's situation: they had to throw in the towel or try to survive with a product other than beer. Some sold ice, ice cream, sodas, cheese, chewing gum, chocolate, near beer and so on. Many closed down immediately, while others tried related products, but eventually closed also. A few hardy souls hung on for the full 13 years.

The years of operation during prohibition are often sketchy, and prohibition labels can confirm activities not otherwise known. They are especially interesting because they tell stories of brewers changing company names, marketing various products, and trying to circumvent the new label requirements.

Let's brush up on prohibition "labology". During that period it was a no-no to use the word beer on a label. Also, any cereal beverage had to state "contains less than 1/2 of 1% alcohol by volume". Now let's take a trip back, about 70 years, with labels from the start or early part of prohibition. Notice how the industry experimented with the new label requirements, and how many brewers chose to change company names. 1920 - here we come!

The Anaheim Products Co. tried MALTINA non-alcoholic pure malt tonic.

The Cleveland and Sandusky Company made BOLA, a "healthful, nutritious and invigorating beverage."

Dick & Bros. Quincy Brewery Co. issued NEARO - probably meaning near 0% alc.

The Fitger Co. of Duluth made simply FITGER'S, alcohol approx. .2 3/4 by vol. I'm sure that the dreaded label examiner quickly made them correct the alcohol statement to "contains less than 1/2 of 1% alcohol by volume".

Garden City Brewing Co. of Missoula, MT came out with BARLEY BREE.

John Gund Brewing Co. of La Crosse bottled TUKAYS (KK) water.

Peter Hand Brewery Co. tried NON-INTOXICATING BEER, but the label examiner very likely stopped them for use of the word "beer", even when called non-intoxicating.

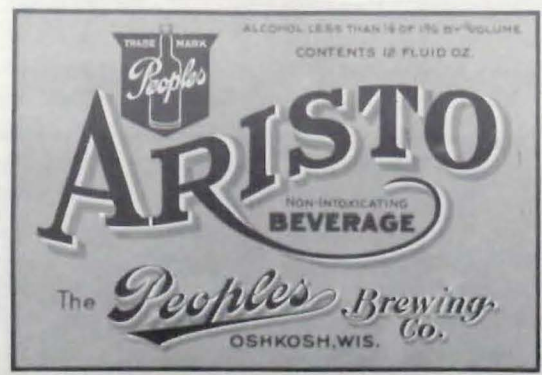
Jetter Beverage Co. of Omaha changed EXPORT BEER to EXPERT BEVERAGE, and produced an OLD AGE brand.

The Isaac Leisy Co. sold LEISY'S OLD FASHION ROOT BEER.

The Peoples Brewing Co. of Oshkosh, WI tried ARISTO non-intoxicating beverage.

Peru Product Co. came out with FAVORITE STOCK BEVERAGE.

Reisch Beverage Co. of Springfield, IL simplified SANGAMO SPECIAL BREW to SANGO BEVERAGE.



WHAT'S BREWING

Growing and Shrinking Pains

Miller Lite shifted its 100+ million \$ account from a division of Saatchi & Saatchi to Leo Burnett. It was the largest shift in \$ bookings in decades. The former agency - Backer Spielvogel Bates - created the "Tastes Geat - Less Filling" theme, which became ball park folklore. But the loss of market share and lack of growth in the face of Bud Light and Coors Light worries Miller. Lite held a 96 % share in 1975 and sold 2.7 million barrels; last year 20 million barrels of Lite were sold, a third of the 60 million b. Light segment.

The Light category is crucial for staying competitive with Anheuser-Busch. Both Miller High Life and Coors Banquet declined substantially, and it was their Lights which provided needed volume. Neither Stroh nor Heileman fielded a strong Light brand; there was nothing to counteract losses of main brands.

Coors had a strong year in the marketplace, as Coors Light showed greater growth than any other brand. The succes is spawning plans - to cement third place, to gain on Miller, to have a secure place in an unforgiving industry for the next generation. Adjustments are required: Rocky Mountain Water, like water from where the sky is blue, is a brewing ingredient from the past. The Federal Trade Commission, that watchdog of advertising vocabulary, noted that some of the water in Coors beer is added in Virginia (tepid tidewater?), and will also be added in Memphis. Welcome to the club of multi-plant brewers.

Water from any source can be purified for brewing. Falstaff had a brewery in Galveston which was completely refurbished, inside and out. Galveston's drinking water contained 300 ppm salt and "10 ppm dead fish". The brewing water, filtered through charcoal and adjusted for the right pH and hardness, tasted far better than anything out of a tap. One can be sure that Coors, with their technical savvy, is doing the right thing at any location.

G. Heileman is facing quite a different problem, as the financial ice cracked under a hot debt. With sales declining, there was no way to service a debt of some 800 million. Heileman's response was to grab the safety net of bankruptcy. While this has the disadvantage of bad publicity, it gives time for a sound analysis and restructuring. The situation in the marketplace is claimed to be encouraging. The question facing creditor banks is whether to take an equity position and hope for improvement, or to sell assets and take a fraction of the dollar. A bath now, or maybe only a shower later - or a deeper bath. Several brewers are eyeing holsters which could be filled by Colt 45. It is also no secret that Stroh would like to acquire all or part of Heileman.

One sure thing which the new season is bringing is brand multiplication. There is Michelob Golden Draft and Keystone Dry to open the war, and we will see others. How about a Blank Golden Draft Dry ? Great text - less taste.

Home brewers Todd Hanson and Jim Survillo are starting a microbrewery in Appleton, Wisconsin. Fox Classic will have a 20 barrel combination mash tub/kettle and brew Houdini Draft (he was raised in Appleton) and the amber Marquette Export, plus seasonal specials. Brewery is on College Ave.; take exit 25 off 41, go east. To quote Houdini (real name was Weiss): Massel Tov!

Henry J. Muessen, who headed the Piel Brothers brewery, died recently at age 88. He had been with the brewery since it resumed production after prohibition, and was CEO when Piel's was sold in 1962. It was under his direction that Piel's developed the "Bert and Harry" ads with Bob Elliott & Ray Golding.



EXECUTIVE SECRETARY'S PAGES

YOUR KINDA TOWN!

Now is the time to think of Chicago for August 2-3-4 and the 20th N.A.B.A. Convention. You should have received all the information with this issue. It is your responsibility to reserve a hotel room. Please note that the hotel will not guarantee a room during the convention period after July 8.

Nominations and elections for officers are held every summer. This year three of the six directors will be nominated; all other officers have another year of their term to serve. The Executive Secretary is appointed by the Board yearly. Members may nominate themselves, but nominees must give their permission in writing. The terms are for two years. There is no payment for motel, meals or travel. Officers must attend a spring and fall board meeting, and all conventions. As in the past, nominees are asked for a brief statement of background and interests to help other members learn about the candidates. This information will be provided with the ballot in the summer issue.

May 31 is DUES DAY. If your membership card expiration date is not May 31, 1992, then your dues are due. Please send \$20 payable to N.A.B.A. (\$25 for Canadian and \$30 for overseas members), and mail to 2343 Met-To-Wee Lane, Wauwatosa, WI 53226.

The Auction Committee will review rates for the Convention Auction; this will result in additional savings to members. Details will be provided later.

The following collectors of breweriana have joined N.A.B.A. in recent months, and we wish to welcome them. My advice to all is to come to the Chicago Convention, and see the largest amount of breweriana for sale or trade ever offered in the world.

Sincerely,
Robert E. Jaeger
Executive Secretary

NEW MEMBERS

ADDONIZIO STEVE (Julie)
126 Castle Drive NW
Cleveland Tn 37312
615-339-2336
Mugs steins-neon signs

AKIN RON
828 W. 19th Avenue
Oshkosh WI 54901
414-233-0831
All breweriana
Oshkosh Brwg. Co. only

ANDERSON ERCELL G. (Joan)
1794 Barber Road
Blue Mounds WI 53517
608-437-3998
Foam scrapers-glasses
labels-tap knobs
Wisconsin Breweries

ARNOLD DOUG (Carol)
1550 Sunset Drive
Owatonna Mn 55060
507-455-1873
Mirrors-mugs steins
salt shakers-signs
Anheuser Busch

BANNON FREDERICK
Rd #3 Sanders Road Box 534A
Queensbury NY 12804
518-792-0993
Mirrors-mugs steins-patches

BELMORE RICHARD L. (Angela)
15700 W. St. Francis Drive
New Berlin WI 53151
414-784-7879
All breweriana-history
lithos-signs-statues-trays
Miller Brewing Co. (girl in
the moon)

BODLAK WILLIAM F.
1541 Monroe Unit 2
River Forest IL 60305
708-366-1325
Coasters
Pilsen Brewing Co. Chicago
Yusay Pilsen Beer

BOYLE JOHN W. JR.
P.O. Box 158 485 Bancroft Rd.
Moylan Pa 19065
215-565-1113
All breweriana-cans
coasters-trays
Chester & Fernwood Brwgs.

BOYLE JOHN W.
P.O. Box 554
Berwyn Pa 19312
215-873-8244
All breweriana

BROWNE DAVID
3137 Barbara Drive
Racine WI 53404
414-637-8915
Bottles-cans-glasses
post cards-signs-trays

BRUNNENMEYER DENNID D.
15019 Rattlesnake Road
Grass Valley Ca 95945
916-477-6021
Bottles-dealer-lithos
signs-tip trays-trays
Buffalo, Ruhstaller,
Wunder, Bartels

NEW MEMBERS

BURKHARDT SCOTT E.
801 S. Home
Park Ridge Il 60068
708-698-2456
All breweriana-bottles
clocks-neon signs-signs
Schlitz

BUSCH DAWN M.
3127 Douglas Lane
Carson City Nv 89701
702-882-3845
Mirrors-mugs steins-bottles
neon signs-signs-tap knobs
Budweiser, Busch

CLINTON PRED (Mary)
2901 Llenhart Road
Dansville Mi 48819
517-623-6073
All breweriana-bottles
cans

COPPEN DONALD J. (Linda)
229 N. Brown Street
Rhinelanders Wi 54501
715-369-3451
Neon signs-tap knobs
All brands

COLLINS RALPH B. (Dorothy)
P.O. Box 567 97 Pleasant St.
N. Pembroke Ma 02358
617-826-6649
Mugs steins
U.S. Breweries only

COSTA PERRIE S.
13005 Manzanita Way
Auburn Ca 95603
916-889-2264
Mugs steins-neon signs
thermometers
Budweiser, Hamm's

CROSSEN GARY (Paula)
7 Sandalwood Court
Streamwood Il 60107
708-885-8620
Coasters-mugs steins
All breweriana Heineken

DAVIS WILLIAM
607 20th Street SE
Cleveland Tn 37311
615-472-8843
All breweriana-clocks
mugs steins
Budweiser, Coors, Strohs,
Miller

DEETZ MIKE (Michelle)
Rt 2 Box 133B
Chippewa Falls Wi 54729
715-723-1056
All breweriana-glasses
mugs steins
Leihenkgels, Walters,
Eau Claire, Bloomer

DI VINCENZO GIUSEPPE
Via Monte Zerbion 19
11100 Aosta V Italie
Italy
All breweriana-books
magazines-coasters-crowns
glasses-labels
American Breweries

ELLINGER DENIS
1218 Harmon
Danville Il 61832
217-431-3727
Clocks-glasses-led glass
windows-mugs steins
signs-statues

ENTRIKIN WILLIAM G. (Mida)
P.O. Box 6096
Lake Worth Fl 33463
407-642-4716
All breweriana-books
magazines-mugs steins
pitchers
All Breweries all over
the world

FASSBENDER BRUCE M. (Carolyn)
3316 W. First Avenue
Appleton Wi 54914
414-739-7021
Mirrors-mugs steins
Budweiser steins
Miller & Pabst mirrors

FINELLI RONALD R.
6201 Hillview Avenue
Alexandria Va 22310
703-960-8099
All breweriana

FOLEY RICHARD L. (Sharon)
2345 The Woods Lane
Lexington Ky 40502
606-269-8077
Labels-signs
tip trays-trays

GILBERT ROY M. (Ruth)
1833 W. 74th Place
Indianapolis In 46260
317-257-2936
History (Steins)
Mugs steins

HANLIN GARY F. (Linda)
1807 N. Mildred
Dearborn Mi 48128
313-563-4446
Mirrors-mugs steins
neon signs-signs-tap knobs
Strohs

HOLZAPFEL ERIC W.
421 Willow Way
Clark NJ 07066
201-388-3985
All breweriana-mugs steins
neon signs-signs-tap knobs
tip trays-trays
Miller "High Life"

HOPPER COL. LESTER E. (Carol)
3530 Mimosa Court
New Orleans La 70131
504-394-3530
History-lithos-mugs steins
Budweiser & New Orleans Brwgs.

HUSNIK JOHN J.
1031 E. Lawson Avenue
St. Paul Mn 55106
612-771-0718
All breweriana
Hamm's

INBUSCH FRANK
9827 W. Menomonee Park Ct. #1
Milwaukee Wi 53225
414-353-5060
Bottles-cans-glasses
mugs steins-signs-trays

JANSSON JAMES (Beth)
60 Great Oak Road
Shelton Ct 06484
203-929-4374
Bottles-cans-history
labels
Malta, Malz, Malt Tonics
U.S. or Foreign

JOHNSON WILLIAM C. JR.
4800 Fashion Square Blvd. Suite 500
Saginaw Mi 48604
517-799-9630
Ruby Red Bottles

KAHL JOHN W. (Lauverne)
2 Middle Holly Lane Apt.2G
Little Egg Harbor NJ 08087
609-294-2829
Bottles-cans

KELLER MICHAEL (Terry)
1638 Sundale Avenue
Cincinnati Oh 45239
513-729-1666
Bottles-statues
tap knobs-trays
Red Top Brewing Co. &
other Cincinnati Brwgs.

KELLOGG ELAINE (Jack)
3607 Pontiac
Kalamazoo Mi 49007
616-342-1514
All breweriana-cans
Krueger & Bock

KIM HYUN J.
1720B Amelia
Columbia Mo 65201

KING WALT (Betty)
Box 173
Canyon Tx 79015
806-499-3521
All breweriana-cans
clocks-neon signs-trays

KRATCHMER MERLIN (Marguerite)
HCR 58 Box 165
Spooners Wi 54801
715-635-2325
Mirrors-mugs steins
signs-trays
Bud, Old Style, Strohs, Miller

KRUZEK WAYNE R. (Donna)
7710 Sunset Drive
Elmwood Park Il 60635
708-456-0399
Bottles-cans-mirrors
mugs steins-signs-trays

LA PENNA TOM
919 Keisey NE
Grand Rapids Mi 49505
616-363-5085
All breweriana-matches
corkscrews-mirrors
signs-tap knobs

LA PENNA WILLIAM
550 Greentree Lane
Ada Mi 49301
616-676-3194
All breweriana
reverse paint on glass
statues-tap knobs
Strohs

LAVOLETTE THOMAS A.
834 Lincoln Avenue
Lansing Mi 48910
517-487-3631
Mugs steins
U.S. Brewery steins, mugs

NEW MEMBERS

LUPIEZOWIEC JOHN
N3935 N. Oakland Road
Fort Atkinson WI 53538
Brewery equipment-history
paper items-photos
Jos. Schlitz Brewing Co.

MARKOVIC GREG (Cindy)
2023 S. 77th Street Apt.1
West Allis WI 53219
414-545-8763
Glasses-labels-lithos
mugs steins-paper items
Milwaukee Breweries

MIDKIFF JAMES E. (Pat)
P.O. Box 66
Carrollton IL 62016
217-942-6910
Cans 16 oz.

MOSES RICK (Joy)
22 Myrtle Street
Lavonia Ga 30553
404-356-8148
Cans-mini beers-mirrors
neon signs-openers-statues

NAKIELSKI TOMMY (April)
622 N. 52nd Street
Milwaukee WI 53208
414-476-3732
Barrels-bottles-cans
glasses-history-mugs steins

O'BRIEN JIM
P.O. Box 551
Aurora IL 60507
708-892-8535
Bottles
(Painted labels U.S. Only)
patches (Worldwide)

PALM GERALD
R. 1 Box 109
Table Grove IL 61482
309-926-6721
All breweriana-neon signs
show promoter-signs-statues
Budweiser

PETER JIM (Bonnie)
1412 Parkhill Drive
Billings MT 59102
406-252-4217
Montana Brewieriana

PITTARD MARK A.
4747 N. Josey Lane #1413
Carrollton TX 75010
214-492-6263
All breweriana-bottles
cans-coasters-labels
Budweiser

RAHNE PAUL M. (Nancy)
1125 Glenrock Drive
Colorado Springs CO 80926
719-576-0303
Bottles (Labeled only) U.S.
Tivoli, Neff Bros. P.H. Zang
All Denver Co.

RICHTER PAUL
RR 1 Box 86
Sykeston ND 58486
701-984-2447
Lamps-mirrors-mugs steins
A - B, Budweiser, Miller
Coors, Stroh's

ROKAITIS JAMES (Lesley Ann)
6400 W. 85th Place
Burbank IL 60459
708-599-3744
All breweriana(Chicago)
coasters-glasses(all sham)
signs-statues-tap knobs

RUSSELL JOHN
8923 N. Knight Street
Des Plaines IL 60016
708-299-2081
All breweriana-mini beers
openers-tap knobs
tip trays-trays

SAN JUAN RICH
823 Cedar Street
Lakehurst NJ 08733
908-657-2482
All breweriana-cans-coasters
signs-statues-trays
Krueger, Ballantine, Piel's

SCHAIBLE GENE
65 Winchester Street
Rochester NY 14615
716-621-4927
All breweriana-steins
post cards-trays
Rochester NY Brwgs.

SCHULER LYNN A. (Bonnie)
214 W. Kilbuck Street
Tecumseh MI 49286
517-423-8189
All breweriana-glasses
mini beers-mugs steins
signs-statues

SCHUETZ JIM (Mary Ellen)
3870 Scenic Road
Slinger WI 53086
414-677-2696
Brewery equipment-lithos
neon signs-photos
Wisconsin lithograph
factory views

SCHWARZ JOANNE
Miller Brewing Co.
Research Library
3939 W. Highland Blvd.
Milwaukee WI 53201

SCOGLIETTI DAN (Pam)
100 N. Whisman #242
Mountain View CA 94043
415-964-1484
Bottles-cans-labels
paper items-signs-trays
All California, New Mexico
& Illinois items

SMITH DENNIS J.
518 Union Place
Fremont OH 43420
419-332-8138
Coasters-glasses-labels
mini beers-mugs steins
patches

SORIG PETE
1478 W. 22nd Street
Los Angeles CA 90007
213-735-3476
Barrels-bottles-brewery
equipment-cans-mini beers
neon signs-tap knobs

STEEGER WILLIAM J. JR. (Barbara)
5 Whipple Drive
Wheeling WV 26003
304-242-0131
Glasses-labels-lithos
paper items-photos-signs
Reymann Brewery Wheeling WV

TYLEE TOMMY (Diane)
4712 Gloucester Road
Alexandria VA 22312
703-354-8229
Knives-labels-paper items
reverse paint on glass
signs-trays
All Anheuser Busch material

WALLER THOMAS M. (Marilyn)
4845 Mt. Alverno Road
Cincinnati OH 45238
513-922-9111
U.S. souvenir steins
mugs steins-signs-trays
antique steins
All Cincinnati esp. Hudepohl

WANG JAMES (Debbie)
29819 Center Ridge Road
Westlake OH 44145
216-871-7854
All breweriana from
Cleveland Ohio area

WESTEN BRODIE C. (Jane)
660 Deer Road
Macomb IL 61455
309-833-2364
Bottles-cans-signs
Schlitz Brwg. Stroh Brwg.
Old Milwaukee Brand

WHALEY GEORGE S.
835 S. 8th Avenue
La Grange IL 60525
708-579-0866
Clocks-lamps-neon signs
pitchers-signs

WOLFE GEORGE P. (Natalie)
741 Wayne Street
Johnstown PA 15905
814-535-1592
Cans-clocks
openers-tap knobs
Western Pennsylvania Brwgs.

YASUDA GUY M.
3734 A. Kaimuki Avenue
Honolulu HI 96816


DUES
YEAR
ENDS
MAY 31

BUY - SELL - TRADE

PLEASE SUBMIT ALL ADS TO THE EDITOR: PETER BLUM 300 RIVER PL. DETROIT MI 48207

1985 NABA Mug Wanted: Will pay \$50 reward for mint 1985 Cincinnati Convention mug. Jon Ruckstuhl. P.O. Box 612164, Dallas TX 75261.

Coasters For Trade: Burkhardt's coasters from Akron for Cleveland coasters. Only a few. Carl Miller, 1285 W. 114th St. Cleveland OH 44102 (216) 521-0925

Convention Mugs For Sale: N.A.B.A. convention mugs for years 1975-79 for sale at \$20 each postpaid. Ken R. Hauck, 4590 Grandcastle Dr. St. Louis MO 63128

Malta Items Wanted: Can. Carling Malta; Malta Dukesa al. can ABC 19/11; Malta El Sol al. ABC 31/36; Unimalz. Jim Jansson, 60 Great Oak Rd Shelton CT 06484

Mini Bottles For Sale: Miniature beer bottles and related go-withs for sale. Send SASE for list to John W. Carver, P.O.Box 50, Willmar MN 56201

Playing Cards Wanted: New playing deck collector badly wants to get description and prices. Send info to John Manahan, 715 Suffern Rd Teaneck NJ 07666

Miller Coasters Wanted: Looking to buy or trade for newer ones not being distributed in my area. Ken Kositzke, 1623 Linwood Ave. Appleton WI 54914

Magnetic Tray Hangers: For sale at \$7.50 per dozen, or will trade for trays and mirrors. Rich Gerladis, 23 Morse Ave. Butler, NJ 07405 (201) 838-3089

Brewed in America For Sale: Mint copy of Baron's history of beer in U.S., \$20 or trade for hydrometer etc. Peter Blum, 1030 Balfour, Grosse Pointe MI 48230



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

Announcing the Beer Label Auction!

Scheduled for mailing in mid-1991, the first catalog for this mail/phone auction has 500+ lots of older US and Canadian labels as well as grouped lots of newer (1950-1980) labels. The minimum bid is \$5 per lot. Initial plans call for 2-3 issues per year.

-Catalogs: Each single-label lot will be photographed and cataloged geographically for reference purposes. Labels will be identified and sorted by state, city, brewery and brand. Additional data will include IRTP markings, federal permit number markings as well as container size.

-CollectorsCorner: This section will cover hobby news, collector tips, and hopefully input from other collectors. The first issue will cover dating US labels, and the U and L-type federal permits numbers. Future subjects will include new ideas for hinging labels in notebooks, concerns about high acid paper, etc.

-Order Catalog-1 now! (Includes prices realized)
US subscribers send \$6 to: Bob Kay, 216 N Batavia Av, Batavia, IL 60510 USA. Canadians send \$7 US. Only subscribers can bid in the auction.

EVENTS OF INTEREST

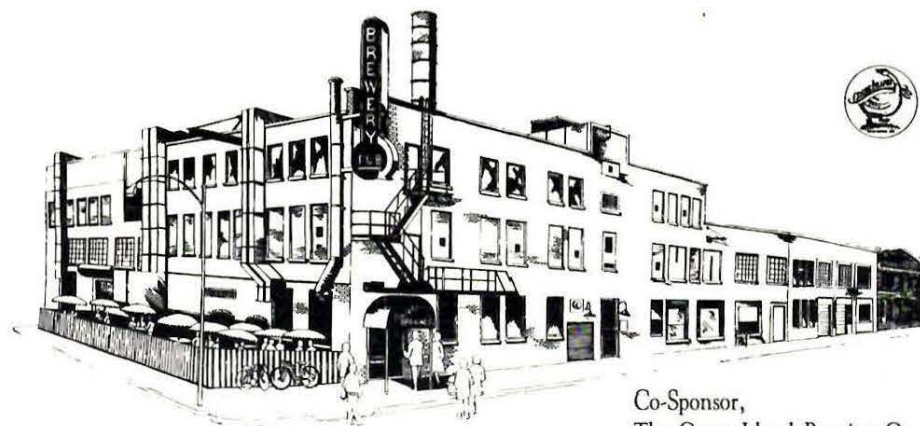
- April 20-21 Quad Cities Beer Can & Breweriana Show, Davenport, IA
Steeplegate Inn (Best Western) on I-80. Jeff Hathaway,
6817 Arbor Lane NE, Cedar Rapids, IA 52402
- April 21 Tidewater BCCA Chapter Buy-Sell-Trade, Fort Story, VA
Sandpiper Recreation Center; Phil Alley, 5433 Sweetwater Ct.
Virginia Beach, VA. (804) 499-6082
- April 25-27 Just For Openers Convention, Durham, NC
Research Triangle Park. Contact John Stanley, 605 Windsong
Lane, Durham 27713 (919) 493-9802
- May 4 Luzerne-Lackawanna Brewery Tour, Wilkes Barre or Scranton, PA
\$15 incl. lunch. Wilkes Barre: Mary Ruth Kelly 832-6244,
Tour from Scranton: Mary Ellen Calemno 344-3841
- May 5 Brewery Collectibles Show, Regency Lanes, Milwaukee
Contact Gordon Durocher, 179 E. Nobhill Dr. Colgate WI 53017
- May 17-18 Crownvention II, Oldenberg Brewery, Ft. Mitchell KY
Contact John Vetter, 4300 San Juan, Fairfax VA 22030
- June 2 Brewery Collectibles Show, Milwaukee
Red Carpet Lanes, 5727 S. 27th Jim Welytok (414) 246-7171
- June 7-8 Second Breweriana and Beer Can Show, Columbus, Ohio
Marriott at A-B Craig Myers 1893A Tamarack Cir. S. Col. 43229
- June 15 Schultz & Dooley Brewery Show, F.X. Matt Garage, Utica NY
Dennis Heffner, 17 Inverness Ln. Clifton Park NY 12065
- June 15 Annual Heileman Hiatus, Heileman Brewery, LaCrosse, WI
Wm. Novak, 5716 Plymouth Downers Grove IL 60516
- June 26-30 ABA Tenth Annual Convention, Drawbridge Inn, Ft. Mitchell KY
(near Cincin.) Chris Galloway PO Box 11157, Pueblo CO 81001
- June 29 Stroh's Fire-Brewed Annual Show, Woodhaven Moose Lodge, MI
Contact Terry Warrick, 9335 Ruth, Allen Park MI 48101
- July 11-13 ECBA Pittsburgh Brewery Tour II July 11 and Convention
\$20 incl. lunch at Allegheny Brewery & Pub. Rich Wagner c/o
Soy World P.O.B. 22, Lock Haven PA 17745. Re convention:
contact Ron Kitka Rd.6 Box 231, Johnstown, PA 15909
- Aug. 2-4 NABA 20th Convention, Chicago
Hyatt Regency Woodfield, contact Paul Zagielski,
8939 Cedarville Rd, Lena IL 61048 (815) 369-2135
- Aug. 15-17 Canadian Brewerianists Annual Convention, Montreal
Loren Newman, 2978 Lakeview Tr. Bright's Grove, Ont. N0N 1C0
- Aug 17-18 National Bottle & Advertising Show, Memphis
Cook Convention Center, 255 N. Main St. Memphis
Gene Bradberry, 4098 Faxon, Memphis TN 38122 (901) 323-7319

NABA's 20th CONVENTION in CHICAGO

Your Kinda Town!

AUGUST 2-3-4, 1991

Hosted by
"Chicago's Own", The Monarch Chapter



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