



# The Breweriana Collector

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OF THE  
NATIONAL ASSOCIATION

BREWERIANA ADVERTISING

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**SCHUELER & COORS**  
**BREWERIES OF GRAND RAPIDS**

# National Association Breweriana Advertising

A NOT-FOR-PROFIT ORGANIZATION INCORPORATED IN THE STATE OF ILLINOIS

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## COVER

Bill Frederick's pre-1880 Schueler & Coors lithograph is probably the find of the century - can anyone imagine finding something better for \$15 in a show? The irony is that it was thought to be a reproduction. Bill knew better.

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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

Chicago was our largest convention ever, both in terms of numbers attending (218 members, 132 guests, 18 children) and items seen in rooms. When the large Hamm factory lithograph reached \$3,900 during the auction, the applause was not only for the courage of determined bidders and a skilful auctioneer, but also for the Monarch Chapter's total effort.

Kudos are due to the many who helped - the Wednesday Open House couples, the Display Room Committee, to Ron Jones for the super Sunday Show, to Art Goetz and his helpers (Elmer Hartog, Charlie Jeske and Bruce Marks) in the Hospitality Room; to Dorothy Hartog, Lynn Procasky, Robbie Graff and Rachel Zagielski in Registration; Dennis and Angie Glossa for graphics and printing; to Rick Procasky for being major domo and consierge; to Dan Potochniak for help with transportation, and to the many other toilers for the Monarchy and NABA. Thank you very much, Fil, Paul and everyone!

With so many activities and items available in Chicago, quite a few pages are being allocated to our convention. I was also able to attend and enjoy the ABA convention at Oldenburg and the ECBA convention in Greensburg near Pittsburgh, and photos from these meetings are included in this issue.

There is a short article about the early days of Coors by Bill Frederick and photos from his collection. The feature story in this issue is about the breweries of Grand Rapids. Having written about Frankenmuth in spring, I had not planned to feature anything from Michigan so soon. Prof. Seeger's article appeared in the Grand River Valley Review, a journal of West Michigan history, and was reprinted in a regional bottle magazine. He kindly gave permission to reprint, and provided a set of negatives he used in the original article. With many color pages taken up by convention items, The Braumeisters of Old Grand Rapids fits in well with its historic photos. Prof. Seeger's field is German, and his interest is the role and contribution of the German community in Grand Rapids. The article has been edited for our audience, and augmented with photos from the collection of Bob Beaman, Bob Kay and Ken Settecase.

The inclusion of Prof. Seeger's article gives me personal satisfaction. After the Stroh-Schlitz merger in 1982, the entire Schlitz print shop was moved to Detroit and expanded. I thought someday I would like to publish a semi-annual journal devoted to Michigan breweries. The Journal of Michigan's Brewing History would be provided on a complementary basis by Stroh to Michigan libraries, historians and specialized collectors. There would be stories on items in the Stroh archives, guest articles, and studies reprinted from other sources. Funding for a limited cultural gesture is no longer a realistic aim. But Prof. Seeger's article would have been perfect for J. Mich. Brew. Hist.

Future issues of The Breweriana Collector will feature Waukesha, Krueger, New Orleans, Hawaii, and of course Cincinnati, the city of our next convention at Oldenburg. Articles on Oregon and Omaha are also expected. If you would like to become a contributor, 1993 is wide open.



Peter Blum  
President and Editor

# COMMUNICATIONS

Bob Kay's first issue of **Beer Labels** focused on an area of growing collector interest. It contains two sections: **The Collector's Corner** and **The Auction**. The first issue of the **Collector's Corner** provided tips on dating U.S. labels, covering Pure Food and Drug statements found on some pre-pro labels, federal L & U permit numbers, IRTP statements, multiple brewery listings, zip codes and so on. By following these tips it is quite easy to place labels, as well as many other brewery collectibles, in a fairly narrow time frame.

**The Auction** offered 3,000 U.S. and Canadian labels, conveniently organized by state, city, brewery and brand, and graded much like beer cans. Judging from prices realized, interest was especially high in southern states. A Monte Carlo label from the Southern Brewing Company in Houston brought the high bid for a single label of \$68. While quite a few labels commanded double digit prices, there were many bargain buys at \$5-6. A group of 415 Wisconsin labels mostly from the 50's and 60's brought \$49, about 12 cents each.

Bob Kay is planning to mail the second issue of **Beer Labels** in December. The fee for the illustrated catalog is \$7 (to Canada \$8, to Europe \$10).



The Monte Carlo label from Houston, with the "twin peaks" of the famed casino.

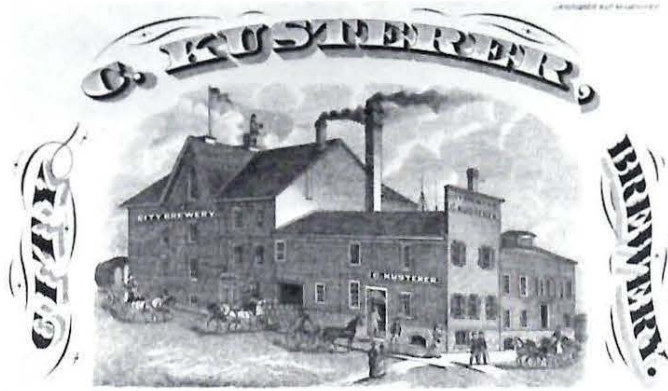
Al Zaika from P.O.Box 65, Bellmawr, NJ 08099-0065 would like help in attributing the two "maverick" (location not given) tokens shown and described below.

**Oval token:** Obverse - Dintenfass Mfg. Co. Scotch hop ale  
Standing Scotchman in center  
Reverse - This check is good for one 5c glass of  
SCOTCH HOP ALE where ever sold

**Round token:** Obverse - Sutthoff (within a ribbon), Wright & Son, Cin. O.  
Reverse - Dog's head facing right, Dog on good Beer



# THE BRAUMEISTERS OF OLD GRAND RAPIDS



William W. Seeger

The first brewer in Grand Rapids was an Englishman named John Pannell, who came to town in 1836 and built a small brewery over a stream at the bottom of Prospect Hill on the east side of Kent Street. His modest output - "a barrel or two at a brewing" - of English hop beer gradually increased, and by 1844 his brewery was doing quite well. That same year Christoph Kusterer, a brewer trained in Germany, established a brewery on the west side of the river and shortly thereafter went into partnership with Pannell.

Christoph Kusterer was a prominent figure in the German-American community. A founding member of the German Evangelical Lutheran Church of Immanuel in 1857, he was the captain of the Grand Rapids Rifles, a German-American militia unit. Kusterer's life came to a tragic end in October 1880 when he, along with all others on board, went down with the steamer Alpena in a violent Lake Michigan storm. His brewing business, however, was carried on by his sons and grandsons, and the Kusterer name remained linked to the brewing of lager beer in Grand Rapids well into the twentieth century.

The Kusterer-Pannell partnership lasted until about 1849, when Kusterer bought out his associate and built a brewery on the southeast corner of East Bridge (now Michigan) and Ionia. The Kusterer family brewed lager beer at that site from 1850 until 1917. The Michigan Brewing Company took over the facility in 1935, operated it for five years and then sold it to the Peter Fox Brewing Company of Chicago; Fox brewed its Fox Deluxe Beer there until 1951.



Christoph Kusterer and his brewery. All photos are provided through courtesy of the Grand Rapids Museum, unless credited otherwise.



Kusterer, flanked by his sons, sits calmly while his workers strike a tableau, probably in honor of new bock beer. Fancy wooden sign of Gambrinus astride a keg, head tilted back and drinking, and framed poster for Bock Bier are shown. Thin wooden shovels were used to turn sprouting barley in floor malting.

With the buyout of Pannell in 1849, Christoph Kusterer was the only brewer in Grand Rapids, but competition wasn't long in coming. First to challenge Kusterer's exclusive position were the Christ brothers - Gottlieb, Gustav and Christian - German immigrants who arrived in Grand Rapids by 1849. While Gustav and Christian found work in Kusterer's brewery, Gottlieb became the proprietor of the Bridge Street House tavern.

Sometime later the Christ brothers built a large brewery on Ottawa between Bridge and Hastings. According to Baxter, "Theirs was a leader among the beer making houses" until the business was wiped out by the disastrous Great Fire of July 13, 1873 (1).

The Kusterer and Christ breweries found a ready market for their lager beer among the German immigrant who settled on the west side of Grand Rapids on both sides of the bridge before the Civil War. Other brewers likewise appeared on the scene to try their hands at satisfying local thirsts, with varying degrees of success. In 1856 Peter Weirich built the Michigan Brewery at Bridge and Indiana. Three years later, one J.H. Roberts launched a short-lived brewery operation at the corner of Fountain and Ransom.



George Brandt

In 1862 George Brandt, who had been a brewmaster for Kusterer since 1856, decided to strike out on his own. Joining forces with Christopher Killinger and Fred Mayer, he established the Union Brewery at 87 South Division. Neither Killinger, Mayer nor A. Maris, who is listed as a proprietor in the 1865 city directory, remained long in the business, but George Brandt stayed on, increasing the value of the brewery's annual output to about 60,000 by 1887.

By the end of the Civil War, four major breweries were producing lager, ale and porter: the City Brewery run by Chris Kusterer; George Brandt's Union Brewery; the Michigan Brewery operated by Peter Weirich; and the G. & C. Christ Brewery. Average annual output reached 16,000 barrels in 1875. In 1877 the value of production was estimated at \$600,000 from capital investments of approximately \$400,000, and about 160 men were employed by the industry (2).

With the number of German settlers steadily increasing after the Civil War, it comes as no surprise that new breweries were established in the city. The Frey brothers - Charles, Christian and Frederick - established the Coldbrook Brewery on Coldbrook Street in 1874. The following year John Adrion and Andrew Geil set up the Valley City Brewery on Page between Tile and Plainfield; later the owners are listed 'as John Adrion and Peter Kautenberger.

January 1, 1876, Jacob Veit and Paul Rathman founded the Eagle Brewery on the city's west side at the corner of First and Stocking. A year later, Adolph Goetz, former brewmaster at the Kusterer Brewery, and Kossuth W. Tusch built the Cincinnati Brewery at 208 Grandville Avenue, and began advertising their lager beer as "equal to Cincinnati beer!". This, according to the Cincinnati Chamber of Commerce, enjoyed a national reputation for quality (3). In January of 1879 Goetz sold his interest in the Cincinnati Brewery to Kossuth's brother Frederick and left for Colorado where he hoped to set up his own brewing business. His stay out west was brief, however, and he returned to Grand Rapids to become Kusterer's brewmaster once again.



Paul Rathman and Jacob Veit of the Eagle Brewery seem none too pleased when everybody took a bock break for the camera. Bock poster shows boy riding a goat. Mash stirrer design (center) dates from medieval times, and became part of the brewer's guild emblem. Stirrers and mash paddles are very rarely shown.

Grand Rapids Public Museum



Left: The barrack-like Veit & Rathman Eagle Brewery on First and Stocking Streets was opened in 1876. Monument carver seemed to have a shop next door.

Below: Frederick A. Tusch's saloon, residence and brewery dates from 1877. Brewhouse resembles country grain elevator. Mrs. Tusch and children are sitting on balcony, where awnings and bird cage add homey touch. Grand Rapids Public Museum.

In 1875 and 1876 a number of non-German brewers launched operations. Aldrich J. Smith and William Draper set up shop at the corner of Oak and South Division, and David L. Stiven established a brewery on the northeast corner of Canal and Coldbrook. Both businesses were short lived, and it is perhaps these failures that Albert Baxter had in mind when he wrote, "An effort was made some twelve years ago to establish the making on a large scale of ale and porter, but the .... success was not flattering (4)."



By 1879 output in the city was confined largely to lager beer. Seven breweries - all German-American enterprises - were operating at the time: the Valley City Brewery owned by brothers Mathias and John Adrion; George Brandt's Union Brewery; the Cincinnati Brewery operated by the Tusch brothers; Christoph Kusterer's City Brewery, the oldest in Grand Rapids; the Frey brothers' Coldbrook Brewery; Peter Weirich's Michigan Brewery; and Veit & Rathman's Eagle Brewery. Another brewery joined the ranks when Adolpf Goetz established the National Brewing Company at the corner of West Leonard and Broadway.

The local brewers, however, were not the only ones vying for customers. In 1887, a Grand Rapids city directory listing for the Toledo Brewing and Malting Company marked the beginning of a phenomenon that would increase significantly over the years: outside competition. A growing number of out-of-town firms sold their beer in the city through local agents. By the turn of the century, these outside competitors would include also Anheuser-Busch, the Findlay Brewing Company, and the Joseph Schlitz Brewing Company.

With glasses at "present arms" position, the Frey brothers, their ten men and two boys pause for the bock season group photo. Two teamsters held whips, and having outdoor jobs, could smoke cigars at will. Bock poster shows goat at bench, about to hoist a stein. Photos show cohesion of a small group in spite of tradition of hard work and stern discipline. Photo courtesy of the Grand Rapids Public Library Michigan Room.



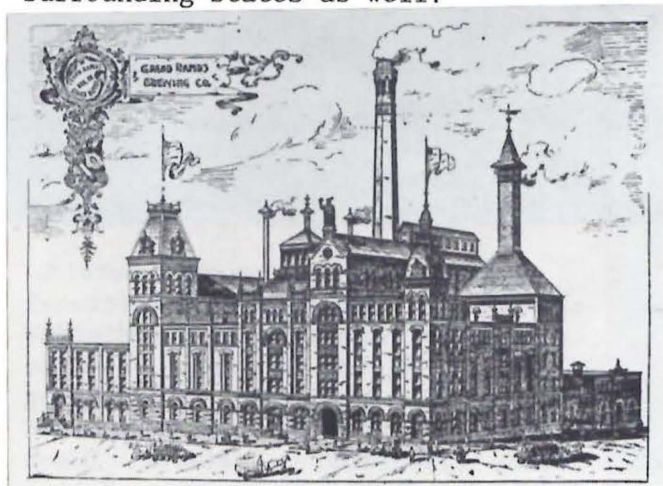
Seeking a way to counter outside competition and needing additional capital for expansion, the individual Grand Rapids brewers came to realize the advantages of joining forces. In December 1892, six Grand Rapids breweries - Kusterer, Tusch Brothers, George W. Brandt, Veit & Rathman, Adolpf Goetz and the Fey Brothers consolidated their individual operations to form the Grand Rapids Brewing Company. The merger provided the new enterprise with capital for the construction of modern facilities and created a combine large enough to compete with brewers from outside the West Michigan area.



Adolph Goetz and his crew in front of a nice saloon sign showing the National Brewery without the corner tower. In the photo above it looks more like a church than an active brewery. The giant corner sign could give order for Sunday service, but lists Excelsior beer.

The Grand Rapids Brewing Company opened for business on January 1, 1893. Charles F. Kusterer was president; Jacob Veit, vice president; Frederick A. Tusch, secretary; C.E. Kusterer, treasurer; and Adolph Goetz, brewmaster. The cornerstone for the splendid new plant was laid on August 7, 1895 amid much publicity (5).

The Grand Rapids Brewing Company produced a variety of fermented cereal beverages, including "Silver Foam" beer, "Hops and Malt" beer, porter, bock beer and Pilsener. The company's market expanded to encompass not only local consumers but also those in many other western Michigan communities and in surrounding states as well.



The Grand Rapids Brewing Company plant as originally erected in 1896 at the corner of Michigan and Monroe streets. The roof cupolas were later removed, and height of many of the buildings increased. A taller brewhouse was erected between the corner building and the malt kiln structure at right, which was razed. Courtesy Grand Rapids Public Library

The huge company's only local competition came from the Petersen Brewing Co. This was the successor to the old Michigan Brewery on West Bridge. Launched by Peter Weirich in 1856, it had been managed by him until his death in 1887, and then run as the Peter Weirich Brewing Company by his heirs. They sold it in 1894 to Julius Petersen and Jacob Wimpfler. A year later, according to city directories, Petersen was the sole proprietor.



As the industry continued to grow, the workers unionized. The establishment of the Brewers Workingmen's Union No. 10 in the 1890's was followed by the Beer Bottlers and Bottle Wagon Drivers Local 254. The Brewers Union met in the Central Labor Union Hall, and the German names that dominated its roster of officeholders reflected German predominance in the industry.

During the first decade and a half of the twentieth century the local beer industry flourished as never before. The Grand Rapids Brewing Company continued expanding its already extensive facilities. In 1900 the addition of a large bottling department was an "absolute necessity" according to company officials, since the "fame of their Silver Foam brand has spread from state to state until it is demanded in all part of the country". Another building, constructed in 1905, contained an auditorium, apartment and storage area. Plans for the building were drawn up by Christian G. Vierheilig. A bottling plant was constructed next at a claimed cost of \$100,000, and was opened with much newspaper publicity and a detailed description on Aug 17, 1907.

Despite its size, the Grand Rapids Brewing Company did not have a monopoly on the local brewing industry. In 1904 a new competitor emerged on the local scene. According to the Grand Rapids Evening Press, Elias Aberle, a Detroit promoter who had organized breweries in a number of Michigan and Ohio cities, was behind the new Furniture Brewing Company. Forty of the 137 shareholders were saloon owners who would provide an outlet for the brewery's products. Chosen to head the new enterprise were C.F. Young, president; John A. DeYoung and L.N. Hodges, vice presidents; and P.H. O'Brien, secretary and treasurer.

By June 1904 a water well had been drilled on the brewery site at Wealthy and Ionia. Plans for the building were developed, and production was expected in spring of 1905. This company was the last local brewery to open its doors in Grand Rapids before the nationwide victory of the temperance movement.

Passage of prohibition was in some measure tied to the entry of the United States into World War I. The outbreak of war with Germany precipitated a vast wave of anti-German hysteria, which in turn kindled a hatred of all things German. Many Americans even tried to link German-American brewers with some mysterious plot to use beer to corrupt innocent American youth and thus aid the nefarious Kaiser. Grand Rapids, too, had its anti-German sentiments. The nearby town of Berlin changed its name to Marne, the teaching of German was banned, and because so many of the city's brewers were of German ancestry, support for prohibition was much stronger than might otherwise have been.

With prohibition set to take effect in Michigan on May 1, 1918, the local breweries began planning for the future. The Grand Rapids Brewing Company set up a liquidating committee to dissolve the company's assets, and at a special stockholders meeting in November of 1917, a liquidating dividend was declared. At another meeting a new company, the Grand Rapids Product Company, was organized to take over the former brewery's plant and equipment. The old company would cease beer production on April 30, 1918, and the new firm would begin producing soft drinks, industrial alcohol, and byproducts. The Grand Rapids Press of April 27, 1918, described the final hours:

Officials of the Grand Rapids Brewing Company announced Saturday that their plant would close permanently Saturday night at 6 o'clock as a malt and spirituous manufactory. Telephones at the brewery were buzzing merrily all day Saturday, but its last pint of beer was sold early in the day and orders for more than 1000 dozens were refused. "Our stock is all gone and we're through for good", said President G. Adolph Kusterer at noon.

On the west side, the Petersen Brewing Company had formed the Petersen Beverage Company for the purpose of producing a new temperance drink called "Vita". The Furniture City Brewing Company also entered the "near beer" market with a product called "Nu Bru".

The 1920s saw the former breweries divesting themselves of much of their property. The Grand Rapids Brewing Company sold its three-story building on Ellsworth and Market in 1920, and the Joseph Schlitz Brewing Company, which owned \$325,000 worth of real estate in Grand Rapids when Michigan went dry, sold the last of its holdings to Rice Veneer and Lumber Company in 1923. In 1929 the George E. Ellis estate foreclosed on the Furniture City Brewing Company's property mortgage. The brewers had fallen on hard times, and many of them would never recover.

The first beers after repeal in 1933 were provided by local distributors working for Detroit, Chicago or Milwaukee breweries. The first load of Blatz beer was delivered from Milwaukee to Grand Rapids by airplane on May 1, 1933.

Local breweries also geared up for production. In 1933 the Great Lakes Brewing Company occupied the site of the old Petersen Brewery. The Imperial Brewing Company, organized by Lewis, Albert and Arthur A. Geistert started up on West Leonard Street. Later known as the Old Kent Brewing Company, this firm became the Valley City Brewing Company in 1935, headed by C.B. Pfeifler.

The onetime giant of the Grand Rapids beer industry made a brief comeback, too. In December of 1932 it filed articles of incorporation with the Michigan Department of State, and in the following year merged with the Furniture City Brewing Company, another pro-prohibition brewery. The officers reflected the local industry's German heritage - G.A. Kusterer, Frank A. Veit, Frank Neuman, George Gruenbauer, and William J. Pulte. The new company hoped to begin operations at the old H.M. Reynolds Shingle Company site, which it owned. But it was not until 1935, when Frank D. McKay, local businessman and financier, purchased the former Muskegon Brewing Company and became secretary-treasurer of the Grand Rapids Brewing Company, that the firm actually began brewing. The beer was produced in Muskegon and shipped to Grand Rapids where the company offices were located. The long delay in getting its product on the market probably doomed the business from the start. The Grand Rapids Brewing Company managed to hang on until the war provided a temporary respite. In 1946 the firm was dissolved, and Goebel of Detroit bought the Muskegon plant.

The rival Michigan Brewing Company met a similar fate. Organized in 1935, the firm purchased the old Grand Rapids Brewing Company property, originally the site of Kusterer's brewery. After extensive remodeling and installation of equipment, they were ready to sell "Old Michigan" beer in the fall of 1936. But the Michigan Brewing Company, like all the other local brewers, could not make a go of it. In June of 1940 the company's assets came into the hands of a bondholder's committee, and in December the brewery was purchased by the Peter Fox Brewing Company of Chicago. Fox Deluxe beer was brewed on the site until 1951, when the company transferred this operations to Chicago.

In November of 1954, the City of Grand Rapids purchased the brewery property for \$160,000. Ten years later the ten-unit complex of old buildings was demolished to make way for urban renewal. Today a parking lot stands on the spot where Christoph Kusterer opened his brewery in 1850, and the last vestiges of a once-proud German-American business are gone forever.

#### References:

- (1) Albert Baxter, History of the City of Grand Rapids, Michigan (Munsell & Co., New York and Grand Rapids, 1891), p.203
- (2) Ibid, p.43
- (3) William L. Downard, The Cincinnati Brewing Industry: A Social and Economic History (Ohio University Press, 1973), p. 31
- (4) Baxter, History of the City of Grand Rapids, p.203
- (5) Grand Rapids Evening Press, Aug. 7, 1885

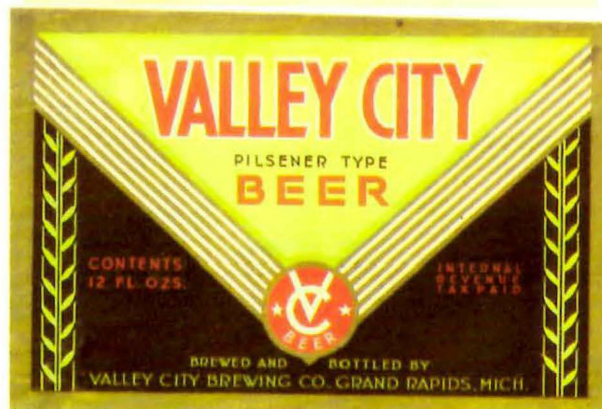
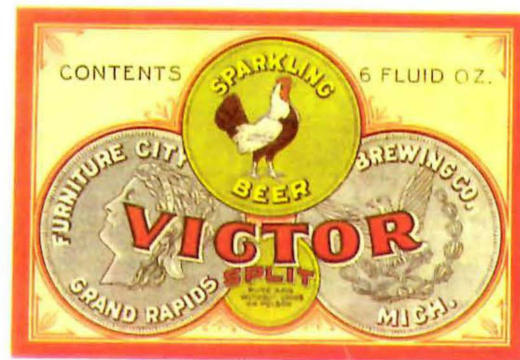
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William W. Seeger is Professor of German at Grand Valley State University. A lifelong resident of Grand Rapids, he is researching a book on the city's German-American community, and has been known to sample the products of the brewer's art. Professor Seeger is wrong, of course, in believing that the breweries of Grand Rapids left no vestiges. The buildings are gone, but the brands live on in collections. Silver Foam sei Panier! (rally to the flag of)

The great oval Grand Rapids family scene is a special favorite of Ken Settecase. The souvenir button and the other trays are from the Grand Rapids collection of local member Robert Beaman.

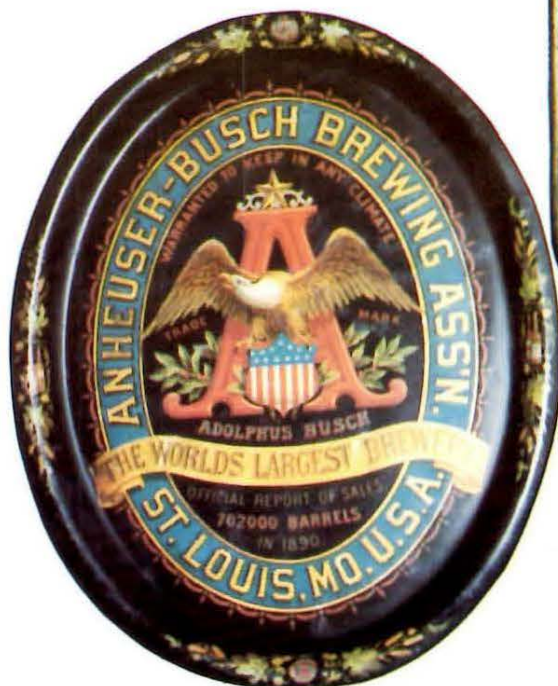
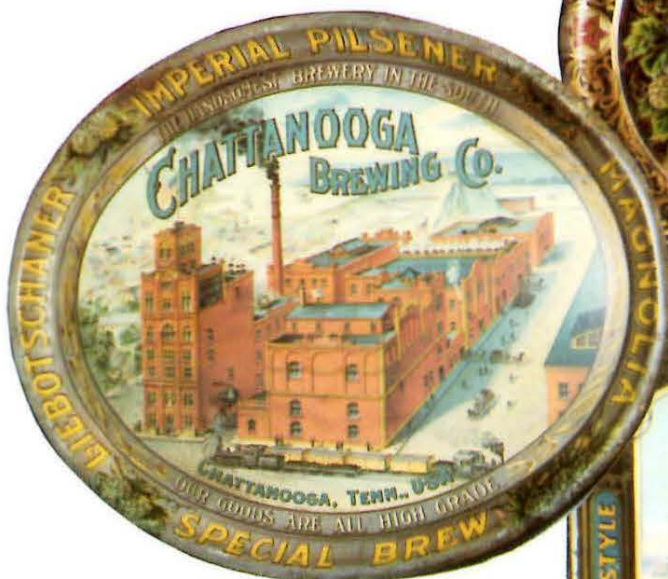


The "Good Morning" stock tray by Petersen is uncommon, and is as sexy as the Dutch in Grand Rapids let you get.



## N.A.B.A. CONVENTION: ROOM SERVICE

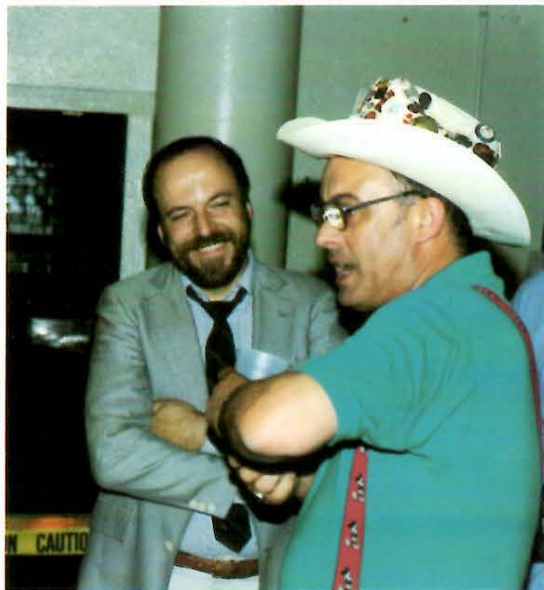
Some beautiful trays could be seen in several rooms. The Leisy and Tennessee trays, among the most attractive of factory scenes, were shown by Ken Settecase; the two A-B trays were by Vern Bauckman. The vertical oval tray is striking.



## N.A.B.A. CONVENTION: BREWERY TOURS

Right: John and Stuart Dinger are flanking Ken Newton at a refreshing break during brewery tour day.

Below: Stephen Dinehart, founder and president of the Chicago Brewing Company, is enjoying a story with Fil Graff.



Above: George Hilton and Steve Dinehart seem to be exchanging cards.

Left: Paul Zagielski has packed up any troubles and left them at the hotel, and is having fun at the brewery tour.

## N.A.B.A. CONVENTION: OPEN HOUSES



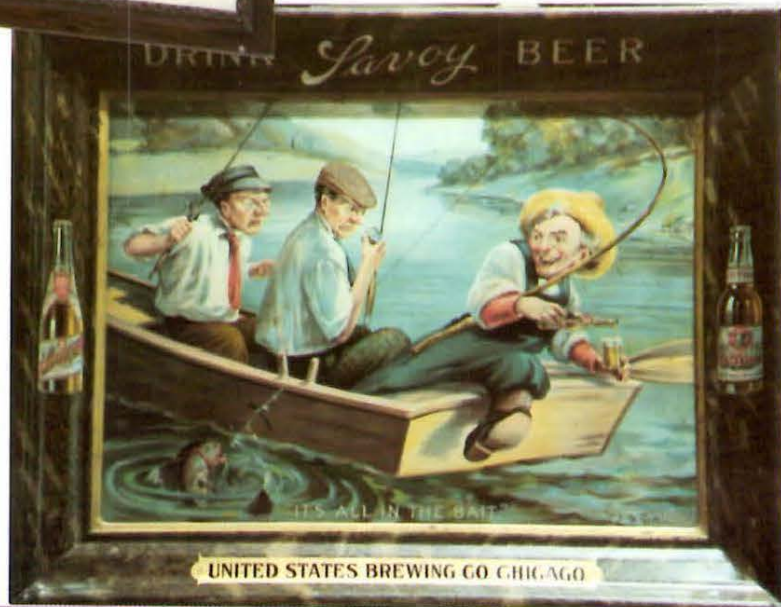
Hosts for the Open Houses were, from top left, Robbie and Fil Graff, with Robbie showing some of her teddie bears; Judy and Norm Jay, who were pleased to be available this year (Norm usually has a business commitment in early August); poolside refreshments are enjoyed by Henry Smith, host Bob Kay, Ken Ostrow and Dave Delongchamp; and Lois and Adolf Grenke. Photos by Henry Smith

## N.A.B.A. CONVENTION: AUCTION



Left: This very large framed Hamm factory litho reached \$3,900 at the auction, and pointed out old adages: really good pieces tend to appreciate more in value, and interesting lithographs have a greater impact than trays. Labels for Velvet, Preferred Stock, Export and Excelsior add information on pre-pro brands. Minnehaha street overpass looks eight lanes wide. Grey stable building at extreme right still stands, its original function long forgotten.

Right: Stock fish story for Savoy beer is not great, but it is just the thing to go with that stuffed bass, and it is a funny Chicago piece.



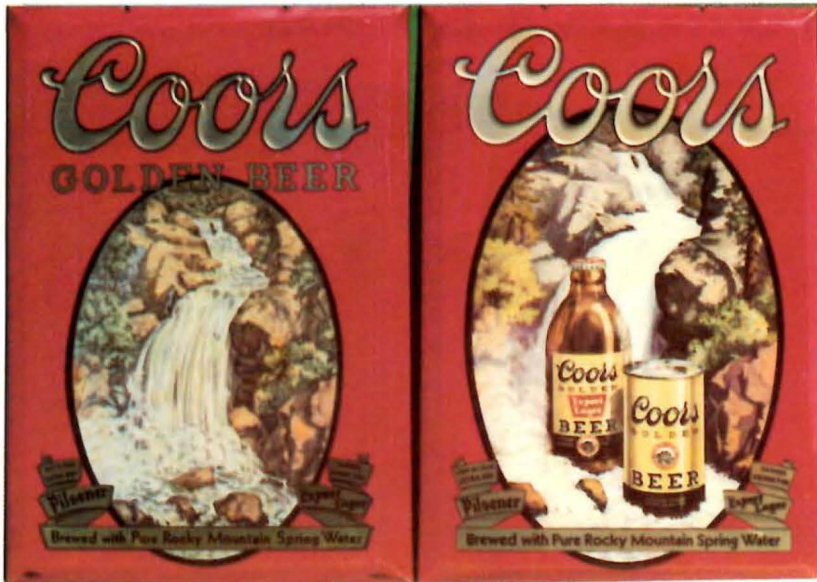
Left: Auctioneer and former president Dave Mathews was in great voice and humor. He is visiting with auction committee members Bob Fleming and Hamp Miller shortly before the start of the auction.

## N.A.B.A. CONVENTION: EXHIBITS

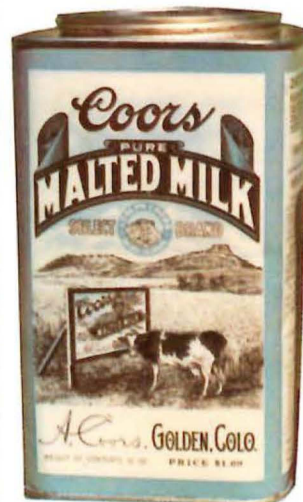


The Exhibit Room featured three rare Tosetti lithographs, the pride of Bob Brockmann's collection. Several local collectors pooled their trays for a display of Chicago's finest, and a great exhibit it was! Below, inkwell and pen set by Pilsen is a rare, unique and colorful pre-prohibition item.





Below, an 1897-98 celluloid calendar and note pad holder; an 1880 bottle still with the S & C logo on the label, and a mint 1901-09 Castle Rock tray.



Above, two 30's tin-over-cardboard signs; a prohibition cardboard sign for malted milk and a 16 oz. can for home consumption, and a late 1930's punchboard showing that the Golden brand was marketed 50 years ago.

# JACOB SCHUELER AND ADOLPH COORS PROPRIETORS

William Frederick

Jacob Schueler was born in Germany in 1835. He emigrated to the United States in the late 1850's, moved west, and arrived in Colorado in 1861. There he caught "gold fever" and he spent many years prospecting. He must have had some success, for in 1865 Schueler started a confectionary business on Larimer Street in Denver. He sold everything from candy to cakes, pies, fruits, jellies, and he branched out to include wines, soda water and ice cream. As Schueler's business grew, he expanded the soda line, and by 1876 bottling became his primary business.

Adolph Coors was born on February 1847 in Baymen in Rhenish Prussia. From 1862 to 1867 he was apprenticed to the Wenker brewery in Dortmund. Early in 1868 Coors sailed for the United States. He arrived in Chicago in May and worked as a bricklayer and stone cutter. In August of the following year he found employment in his old trade with the Stenger Brewery in Naperville, Ill.

Coors left Stenger in 1872 and headed west to Denver. There he purchased a partnership in a bottling business on Holladay Street. By year's end he bought out his partner, and at this time he was selling bottled beer, ale porter, cider, wines and soda water.

Jacob Schueler was buying products from Coors for his confectionary store. This business association led to friendship, and then they decided to become partners in a brewery. Coors knew of an area just east of Golden which had natural springs, and this is where the Golden Brewery was started in 1873.

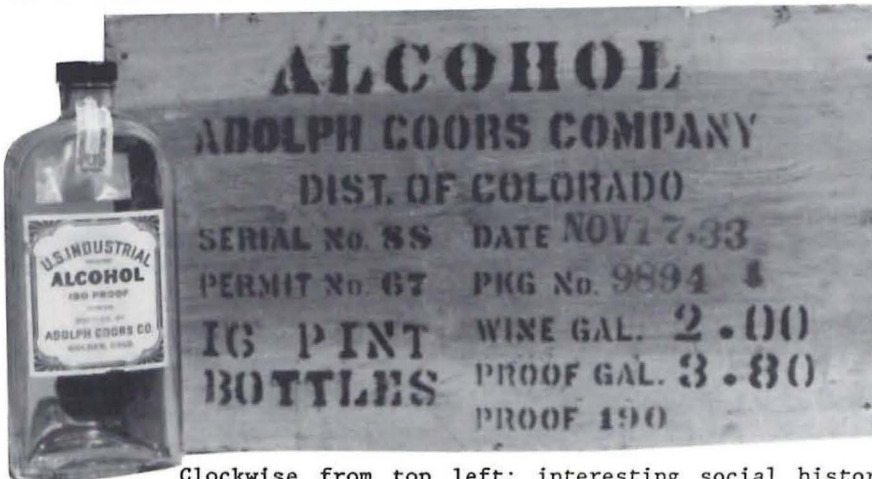
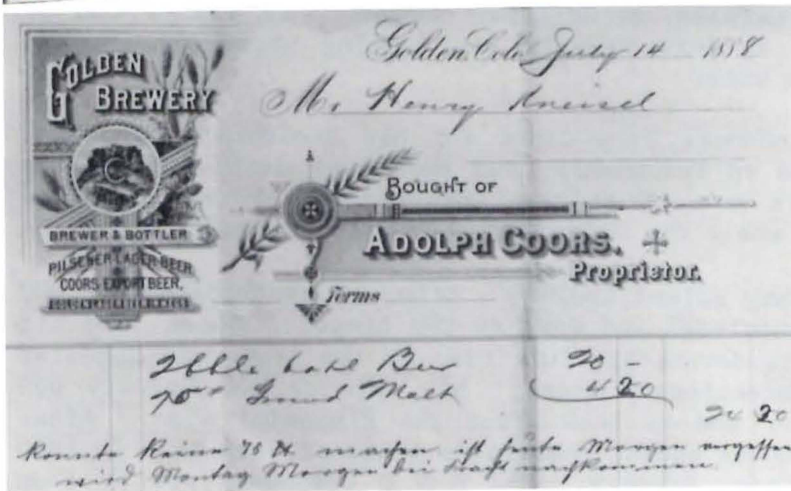
Between Schueler and Coors they raised \$20,000 - Schueler contributed \$18,000 and Coors \$2,000, plus his knowledge and work as the brewer. Coors sold his bottling business in Denver to devote his full time to the brewery. Schueler continued to operate his confectionary store; his role in the brewery was evidently more of an investor and to look after the financial side. After seven years of partnership, Coors bought Schueler's interest, and thus in 1880 the name changed to Adolph Coors Brewery. The S & C trademark was by then known in the area and kept for some time by Coors.

In 1889 Schueler, then aged 54, succumbed again to the itch for precious metal. He and a partner built a concentrating mill, which later became a victim of the silver panic of 1893. Afterwards Schueler moved to Manitou, Colorado, where he bought the Ute Chief Mineral Water Company. Ute Chief did quite well. As Schueler got older and the sentiment for prohibition got stronger, he must have felt fortunate to have gotten out of that risky brewing business. He died in May 1918 at the age of 83. Ute Chief remained in his family's control until it closed in 1944.

The Coors family had developed a porcelain business in the teens using local clay, and they tried to promote other alternate products during prohibition. This included malted milk and industrial alcohol. Adolph Coors died at the age of 84, on June 5, 1929. It was only a matter of a few years to repeal, and for new generations to resume and develop what Adolph Coors had started.

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Bill Frederick is a long-time employee of the Coors Distributing Company in Denver, a subsidiary of Adolph Coors. He has been able to accumulate a very fine Coors collection, and he has a secondary interest in Colorado breweriana.



Clockwise from top left: interesting social history from the mid-30's; three of nine etched Denver glasses in Bill Frederick's collection; porcelain soda fountain jar and glass made from Coors porcelain; 190 proof alcohol bottle and box, and an 1888 letterhead on a bill for beer and 75 lbs. ground malt. Grinding of malt was forgotten, will be shipped Monday morning.

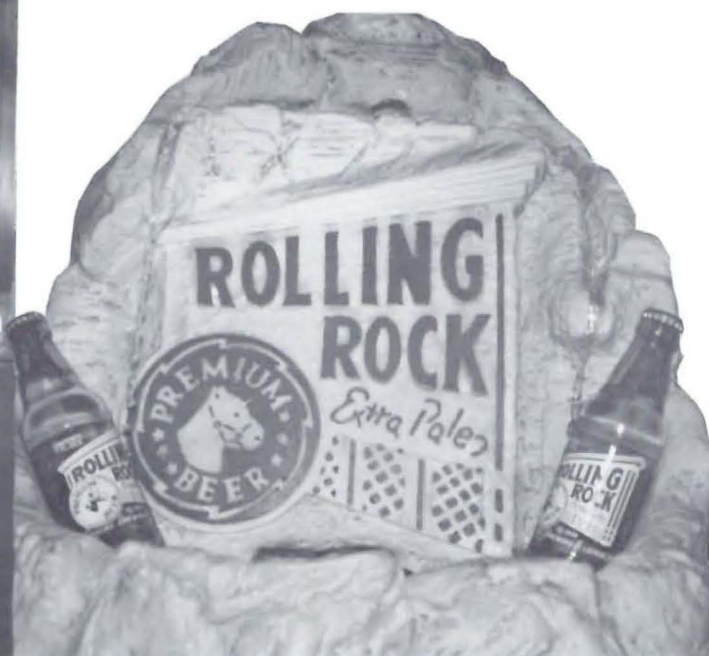
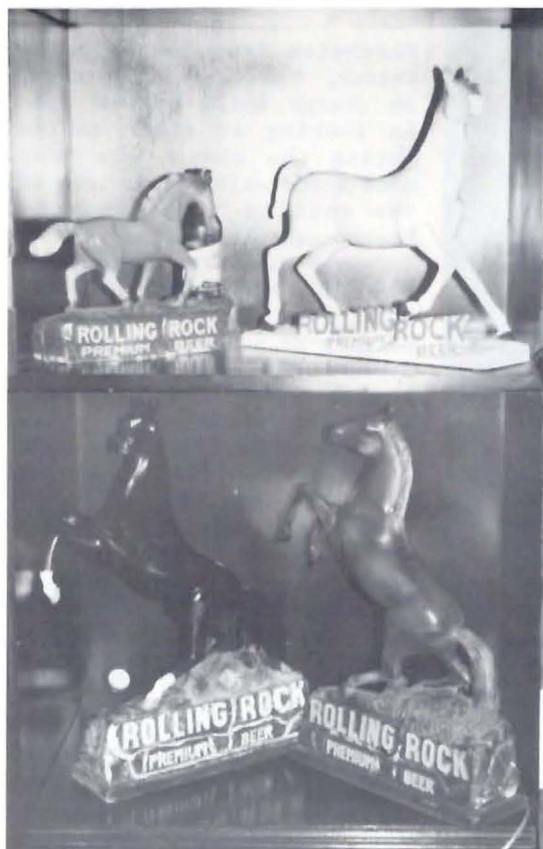
## A.B.A. CONVENTION: FT. MITCHELL, KY



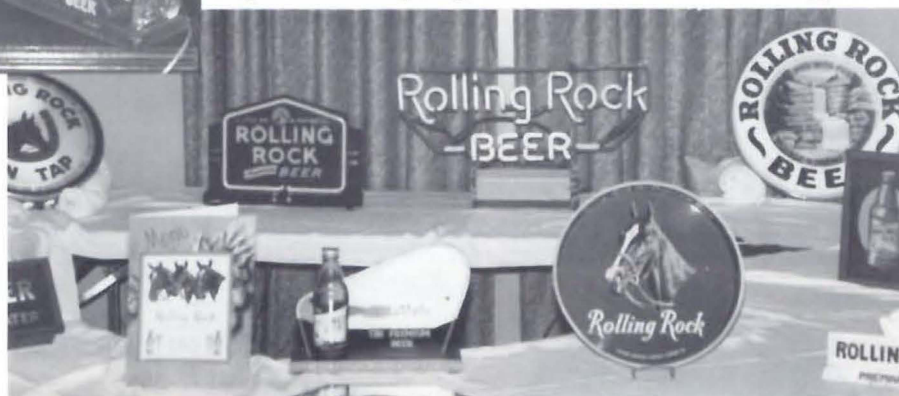
Clockwise from below: Polly Vetter, the Queen of Crowns, in charge while husband John is looking at other tables during the show; the four most interesting items seen at the auction - the red tin heart aced the bidding at \$300 (creates life? An aphrodisiac beer in conservative Cincinnati?); this Sandusky stein seemed a bargain at \$65; a very unusual South Dakota felt banner with a good view of the brewery went for under \$100, while 1976 commemorative Bud salt and pepper shakers brought \$210; the chow line at Friday evening's picnic in a pleasant setting under trees.



## E.C.B.A. CONVENTION: GREENSBURG, PA



Display Room had cabinets with lovely horses, a large representative collection, and an impressive lighted rock spring which was a real show stopper.



Seated at banquet head table from left are Leslie Feathers with Dale Van Wieren, ECBA V-P; Geano Agostino, Rolling Rock distributor; Mike Fitzpatrick, Latrobe brewmaster; Ron Kikta, ECBA convention chair; and Al Pinelli, Latrobe V-P Operations.

## Elegy for a lost sign

*Writer Patricia Hampl recently won a five-year, \$250,000 grant to pursue her work, probably because she can wax lyrical on such matters as a neon brewery sign in St. Paul, MN.*

*Since the sign she praises has just gone dark for the last time (the brewery was sold and closed) and we remember it well, here's a toast to a huge red sign that warmed a lot of gray winter landscapes:*

"From the St. Clair hill I looked down on ... the Schmidt brewery sign, mounted above the nineteenth-century brick factory, that spelled over and over, like an eternal one-word spelling bee, the name S-C-H-M-I-D-T in neon-red chancel-style letters. ...Hypnotized, I watched this sign for hours, for whole seasons.

...I liked everything about the sign — the way it was hoisted above the brewery which itself seemed to have been converted from a medieval monastery and whose dull orange brick made an appropriate mounting for the sign. I approved

too of the style of the letters: the faint overtones of a typeface not so different from the one in Gutenberg's Bible suited my literary taste: I was crazy to be literary. The red neon itself was a red both warm with homeliness and slightly hellish. This satanic quality was emphasized by the thick billows of steam that rose from the underworld of the fake-medieval brewery to the fiery crown of the inferno — the sign spelling out in its diadem its bit of intelligence in unbroken meter.

This meter was not tedious; it did not just beat on and on. It had a snap, it lived:

S-C-H-M-I-D-T (letter by letter)

pause

SCHMIDT (one great choral voice)

longer pause

S-C-H-M-I-D-T

and so, on and on.

I came almost every day to the park, sat on my bench, and watched this basic life-fact impose itself from the Schmidt Brewery sign, sending out its warm and hellish light in a trance I felt the world might be unaware of but to which it still must be responsive."

— from "A Romantic Education," by Patricia Hampl

Seen in NEON NEWS, published by Val Crawford and Ted Pirsig, P.O.Box 668, Volcano, HI 96785. NEON NEWS features techniques and information for neon workers

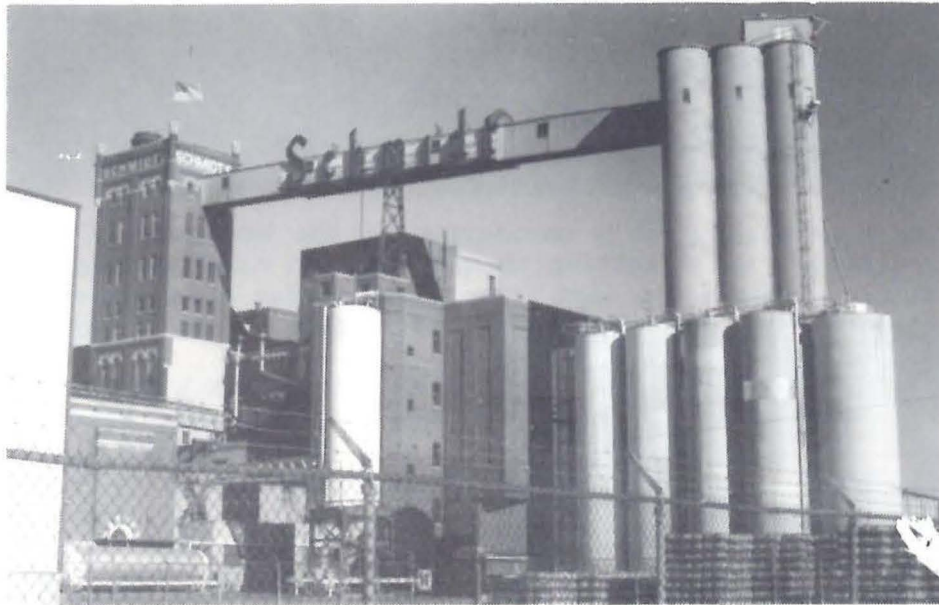


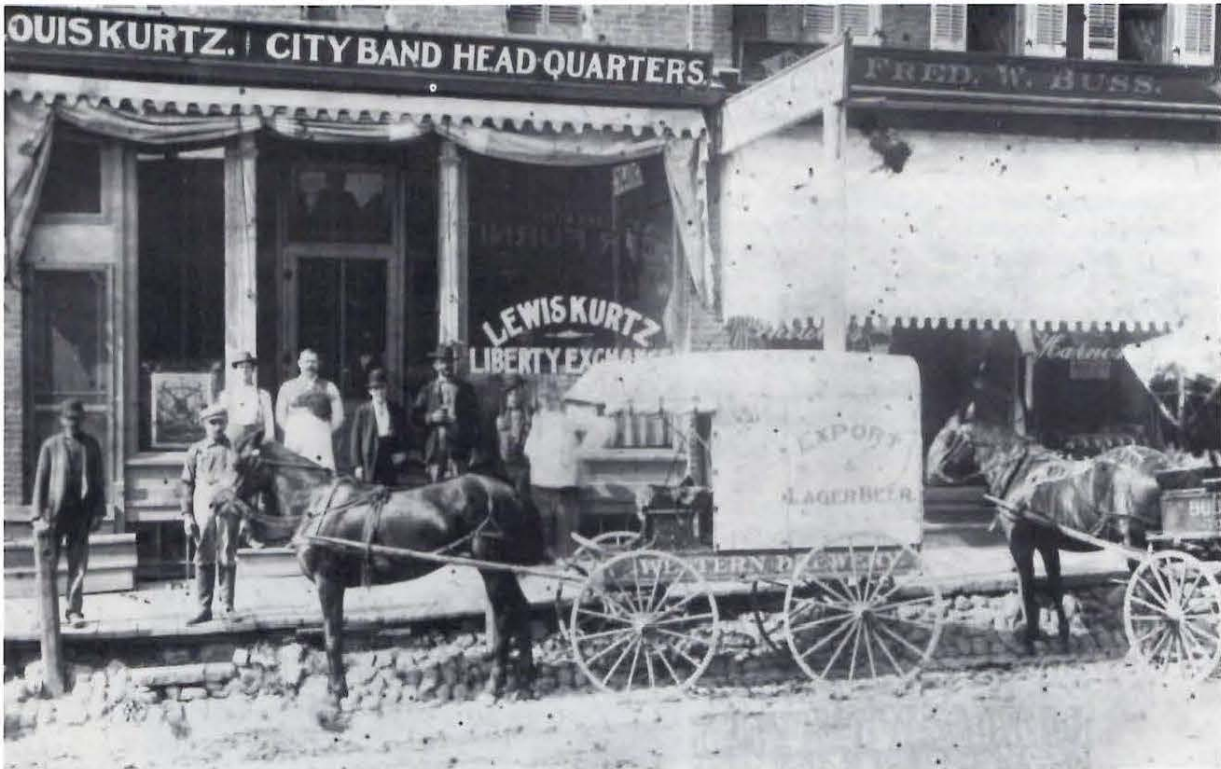
Photo courtesy Chris and Stan Galloway

Will the Schmidt Brewery ever reopen? Against all odds, it looks like Minneapolis investor Bruce Hendry may be able to reopen the plant and brew the Grain Belt label next year. According to an Associated Press report, St. Paul council member Dave Thune helped put a deal together between Hendry & partners and Heileman. The sign will stay - there is no money for cosmetic changes - but the Schmidt brand will remain with Heileman and be brewed in LaCrosse.

# THE SIGN IN THE WINDOW

P. Blum

In 1980 I submitted an article on the breweries of Ann Arbor by Mary Hunt of the Ann Arbor Observer. It was printed in the Fall 1980 issue, Vol. 31, page 11. Mary Hunt kindly showed me the three breweries still standing, the caves of the old Northern Brewery, and gave me a set of photographs.



At this time I am working on a manuscript of the breweries of Detroit and surrounding cities. While sorting through the Ann Arbor photographs of the Observer article, I noticed a sign in a saloon window of a street scene with beer carts. See enlargement below.



THE / B U C K E Y E / BREWING COMPANY sign shows a stag head flanked by two clothed figures. The text in the panel below is too indistinct to identify; the last word seems to be beer. Toledo, O. is clearly visible at the bottom. The sign has the looks of self-framed tin.

Now that we know this is a Buckeye Brewery sign, it seems very obvious. There is a Buckeye wagon standing at right. Ann Arbor historians date this photo in the 1880's. Is anybody familiar with this lithograph or the brand of beer?

# EXECUTIVE SECRETARY'S PAGES



The fall season is with us and the breweriana season is winding down. The Chicago Convention was the best attended convention in the 20 year history of NABA. Many thanks to those who all did the work. A Convention Mug with names will be available to members who attended the convention.

The Membership Directory is now being updated for 1992. If your address or phone number changed, or if you wish to change the category you are collecting, please send this information now. Is your Chicago area code correctly listed?

We wish to welcome another large group of new members to NABA. It is the hope of our Association that you will enjoy collecting breweriana with us!

Sincerely

Robert E. Jaeger  
Executive Secretary

## NEW MEMBERS

- |  |   |   |
|--|---|---|
| <p>BEAUCHOT TIM L. (Deanna)<br/>4567 S-200 W<br/>Albion In 46701<br/>219-691-3334<br/>Northern Indiana Brwgs.</p> <p>BECKSTEAD MARK (Laura)<br/>35080 Hollow Creek Drive<br/>Yucaipa Ca 92399<br/>714-797-3299<br/>Mugs steins-salt shakers<br/>Budweiser, Ceramarte<br/>Products</p> <p>BERCKMUELLER DAVID (Martha)<br/>470 W. Market<br/>Tiffin Oh 44883<br/>419-448-8522<br/>All breweriana<br/>Milan Spring Beer</p> <p>BINKLEY RICHARD<br/>P.O. Box 391<br/>Ridge Farm Il 61846<br/>217-247-2506</p> <p>BOERTLEIN JOHN (Gail)<br/>510 Ivory Court<br/>Cincinnati Oh 45238<br/>513-451-3127<br/>All breweriana<br/>Cincinnati &amp; Kentucky<br/>Area</p> <p>BOWMAN CHIP (Lorena)<br/>Tobico Estate<br/>Kawkawlin Mi 48631<br/>517-686-9788<br/>All breweriana<br/>Phoenix Brwg Co. Bay City Mi.<br/>West Bay City Brwg. Co. &amp;<br/>John Rosa Brewery</p> <p>BROWN RANDY (Mary Jo)<br/>730 David Drive<br/>Oxford Oh 45056<br/>513-523-2431<br/>All breweriana-bottles<br/>clocks-neon signs<br/>signs-trays<br/>Hamm's</p> | <p>BURDA CHUCK (Remy)<br/>3429 Harvey<br/>Berwyn Il 60402<br/>708-484-0412<br/>Glasses-leaded glass windows<br/>mugs steins-neon signs<br/>signs-statues<br/>Yusay, Keely, Monarch,<br/>Champagne Velvet</p> <p>BURDA RODNEY J.<br/>900 Orchard Street Apt.210<br/>Mundelein Il 60060<br/>708-566-9025<br/>All breweriana-mirrors<br/>mugs steins-signs-tap knobs<br/>Miller</p> <p>CARL CHARLES K.<br/>1967A Dewert Circle<br/>Honolulu Hi 96818<br/>808-422-8510<br/>Barrels-bottles-cans<br/>(Cone top only) lithos<br/>signs-trays<br/>Hoster, August Wagner,<br/>Franklin, Washington Brwgs.<br/>of Columbus, Miami Valley<br/>Brwg. of Dayton Ohio</p> <p>CASSINO TOM<br/>281 Garner Road<br/>North Brunswick NJ 08902<br/>908-297-8040<br/>Cans-labels-mugs steins<br/>openers<br/>Coors, Iron City</p> <p>CHRISTOFFEL JIM (Sally)<br/>1061 Squire<br/>Aurora Il 60505<br/>708-820-2138<br/>Hamm's Bear Items</p> <p>CHAPMAN ROBERT C. (Doris)<br/>Olde Towne Antique Mall<br/>181 West Main<br/>Morristown Tn 37814<br/>615-272-4776<br/>All breweriana-lithos-photos<br/>signs-statues-trays<br/>Anything with German touch</p> <p>CONCEPTS UNLIMITED<br/>1502 North 23rd Street<br/>Wilmington NC 28405</p> | <p>CREEK ANDREW<br/>9909 W. Fountain<br/>Milwaukee Wi 53224<br/>414-354-7305<br/>All breweriana<br/>Schlitz Brwg.</p> <p>DAESCHLER FRED J.<br/>217 E. Liberty Street<br/>Barrington Il 60010<br/>708-381-1310<br/>Glasses-openers-trays<br/>Wi &amp; Il Breweries</p> <p>DAVIS DENNIS (Marie)<br/>2231 Sunset Avenue<br/>Wasco Ca 93280<br/>805-758-8210<br/>All breweriana-dealer<br/>mugs steins-neon signs<br/>salt shakers-tap knobs<br/>Anheuser Busch, Avon &amp;<br/>all domestic Beers</p> <p>DAVIS EDWARD M. (Diane)<br/>4 Fielding Street<br/>Penguin 7316<br/>Tasmania Australia<br/>004 372440<br/>Coasters-labels<br/>patches-salt shakers</p> <p>DECKER BILL (Mary)<br/>530 Chestnut Street<br/>Union NJ 07083<br/>908-276-3437<br/>Coasters</p> <p>DECET MICHAEL (ANN)<br/>HCR 65<br/>Traunik Mi 49890<br/>906-439-5634<br/>Bottles-mirrors-paper items<br/>signs-statues-trays<br/>Bosch &amp; Altes</p> <p>DELONGCHAMP DAVE<br/>1436 West Garfield Road<br/>Perrinton Mi. 48871<br/>517-838-4058<br/>Calendars-lithos-signs<br/>reverse paint on glass<br/>tip trays-trays</p> |
|--|---|---|

DONLAN ROBERT F. (Nancy)  
1354 Stony Brook Lane  
Mountainside NJ 07092  
908-789-9129  
Books magazines-history  
neon signs-photos-signs  
Ballantine, Falstaff, Dixie

DRISCOLL MICHAEL W. (Carol)  
3841 W. 108 Street  
Chicago IL 60655  
312-239-4915  
All breweriana  
Falstaff

DUBNICKA JOSEPH A. (Virginia)  
7924 East G Avenue  
Kalamazoo MI 49004  
616-345-3368  
Cans-glasses  
mugs steins-openers

DU BOSE MIKE (Pat)  
27402 Weathersfield Drive  
Valencia Ca 91354  
805-296-4234  
Mugs steins-signs  
All Brwgs. all Brands

ELYA DARRELL  
4410 S. 63rd Street  
Omaha Ne 68117  
402-733-2440  
All breweriana  
Anheuser Busch

FETT JIM  
P.O. Box 1505  
Waukesha WI 53187  
414-544-5973  
Tip trays  
Waukesha, Fox Head, Weber,  
Waukesha Milwaukee Brwgs.  
Waukesha Springs memorabilia

GEIGER TONY  
269 Green Valley Place  
West Bend WI 53095  
414-338-3535  
All breweriana  
West Bend Lithia & Old  
Timer's, Pioneer, Theresa  
West Bend

GODAWA DANIEL S. (Linda)  
2937 N. Pulaski Road  
Chicago IL 60641  
312-282-0475  
Glasses-lamps-mirrors  
neon signs-signs  
Fox De Lux, Old Style, Bud

HABERLANDT TOM (Rebecca)  
4502 Stonecastle Dr. Apt.213  
Beavercreek OH 45440  
513-865-1482  
Cans-history-lithos-trays  
Iroquis, Cincinnati Brwgs.

HAGEDORN KATHY S. (Henry)  
9797 Reading Road Suite AA  
Reading OH 45215  
513-733-5330  
All breweriana-glasses-lamps  
neon signs-signs-trays  
Red Top, 20 Grand Ale,  
Felsenbrau, Barbarossa,  
Wunderbrau

## NEW MEMBERS

HALLSTROM DAVE (Diane)  
501 Hallstrom Drive  
Red Wing MN 55066  
612-388-5744  
Bottles-labels-match safes  
openers-paper items-trays  
Red Wing Brwg. Co. Ladnee Bros.  
Sieg & Dahl, Hamms

HALPERIN MICHAEL  
3 S. 300 Park Blvd.  
Glen Ellyn IL 60137  
708-469-4923  
Cans-clocks-glasses  
paper items-signs-trays

HAMMOND GLEN (Nancy)  
2216 S. 284th Street  
Federal Way WA 98003  
206-946-2381  
Trays

HECKMAN BRUCE (Irene)  
2725 Creek Bend  
Troy MI 48098  
313-641-1701  
Bottles

HEDGES BUD (Elaine)  
7336 E. Main Street  
Reynoldsburg OH 43068  
614-868-5754  
Dealer-mugs steins  
Anheuser Busch, Budweiser

HEUPEL LAURIE B.  
1000 Royal Heights Rd. #41  
Belleville IL 62223  
618-236-7736

HILL ROBERT F.  
P.O. Box 107  
Ocean Park WA 98640  
206-662-3452

HINTON LARRY (Linda)  
632 Clager  
St. Louis MO 63125  
314-487-3469  
Labels  
U.S. Breweries

KACHKA JOHN J.  
5529 W. Edmunds  
Chicago IL 60630  
312-282-3853  
Neon signs

KELLY DAVID J. (Coco)  
P.O. Box 10005  
South Lake Tahoe CA 96158  
916-544-1126  
Die cast metal vehicles  
labels-mugs steins  
leaded glass windows

KLEUTSCH DANIEL J. (Barbara)  
6922 Arizona Avenue  
Hammond IN 46323  
219-845-9293  
All breweriana-clocks  
mirrors-neon signs-signs  
All types & liquor Post Pro

KOB THOMAS A. (Debbie)  
1423 Eton Drive  
Arlington Heights IL 60003  
708-255-7733  
Glasses-mugs steins

KOCH BOB (Mickey)  
404 S. Beech Road  
Osceola IN 46561  
219-674-8554  
All breweriana  
Koch's, Kamms, Hoosier  
& Indiana

KOVEL PALPH (Terry)  
30799 Pinetree Road Suite 127  
Pepper Pike OH 44124  
Advertising-bottles  
Research information

KRAM STEVE (Renee)  
3037 S. 44th Street  
Milwaukee WI 53219  
414-543-2523  
History-paper items  
signs-tip trays-trays  
Milwaukee Beer

KRIEGER FRANK  
306 Western #4  
Wheaton IL 60187  
708-665-4350  
Mugs steins

KUFFEL RONALD (Debbie)  
4019 N. Meade  
Chicago IL 60634  
312-545-4842  
All breweriana  
LAGA BARRY A. (Sondra)  
9901 S. 104 Avenue  
Willow Springs IL 60480  
708-839-1723  
Reverse paint on glass  
signs-mirrors-labels  
Bergoff, C V, Centiliver

LIBUCHA DAN  
7 Twins Lane  
North Providence RI 02904  
401-353-4104  
Lithos-signs-trays

MAZUR SHELTON (Phyllis)  
3035 Mary Kay Lane  
Glenview IL 60025  
708-498-3220  
Tap knobs

MC MICHAEL GARY P. (Vicki)  
7450 Overbrook Drive  
Pasadena Hills MO 63121  
Glasses-mugs steins  
Anheuser Busch, Lemp,  
Strohs, Miller

MERRITT ED (Kay)  
511 Woodland E. Drive  
Greenfield IN 46140  
317-894-4039  
Clocks-lithos-mugs steins  
neon signs-signs-statues  
Anheuser Busch

METTERNICH JOHN (Jo Ann)  
3202 Springdale Avenue  
Glenview IL 60025  
708-998-5982  
Glasses-mugs steins-signs  
Anheuser Busch

MILLER DAVID C.  
512 Cabot Court  
Bloomington IN 47408  
812-339-3251  
Knives-lamps  
openers-signs  
Odd shaped & unusual openers

MILLSAP WILLIAM G. (Evelyn)  
P.O. Box 555  
Robinson Il 62454  
618-544-3532  
Book magazines-glasses  
history-mugs steins  
post cards  
Lemp, F.W. Cook, Jacob  
Schmidt

MOORE JAMES H. (Joyce)  
4820 Beard Road  
Sunbury Oh 43074  
614-524-7054  
Mugs steins  
Anheuser Busch

MORCHINEK SUE  
W12361 County Road MM  
Prescott Wi 54021  
715-262-3633  
Mirrors-mugs steins  
openers-playing cards-trays  
Heileman, OS, SC, GB, etc.

MORSE RICHARD J.  
180 Main Street Unit 6-301  
Bridgewater Ma 02324  
508-697-8285  
Books magazines-labels  
lithos-match safes  
mugs steins-trays

MULLE MICHAEL (Annette)  
285 Thistle Lane  
Lake Zurich Il 60047  
708-540-0291  
Clocks-lamps-mirrors  
neon signs-signs-statues  
Stroh's, Bud, Old Style

NORKUS GEORGE  
3921 S. Archer  
Chicago Il 60632  
312-247-5211  
Openers-trays

NYKORCHUK STEVE (Kathy)  
73 Bickel Court  
Sterling Va 22170  
703-430-5632  
All breweriana-coasters  
mugs steins-signs  
statues-tokens

O'DONNELL PAUL R.  
37 South Street #11  
Medford Ma 02155  
617-396-5416  
Books magazines-mirrors  
mugs steins-tip trays  
trays

OTTO ROBERT C. (Diann)  
217 Nob Hill East  
Colgate Wi 53017  
414-628-2650  
Clocks-dealer-mirrors  
mugs steins-neon signs  
signs

PARKER SCOTT A. (Marilyn)  
5042 Seven Pine Circle  
Huntsville Al 35816  
205-830-6657  
All breweriana-coasters  
mugs steins-openers  
signs-tap knobs-trays  
Anheuser Busch

## NEW MEMBERS

POKORNY JULIE (Bob)  
850 Lois Lane  
Lino Lakes Mn 55014  
612-783-9096  
Clocks-lamps-mugs steins  
neon signs-salt shakers  
show promoter  
Hamm's

RANGER BRIAN (Barbara)  
110 Embleton Circle  
Pointe Claire Quebec  
Canada H9R 3N2  
All breweriana-mirrors-signs  
tap knobs-tip trays-trays  
Canadian & Northeastern U.S.

REIN DEAN  
4307 Hwy 52  
Wausau Wi 54401  
715-842-8354  
All breweriana  
Central Wisconsin Brwgs.

RESLER BRUCE E. (Mary)  
W248 N9449 Norwauk Road  
Colgate Wi 53017  
414-628-0375  
All breweriana  
Miller

REYNOLDS MIKE  
1711 Cooper  
Lansing Mi 48910  
517-482-4123  
All breweriana-clocks  
neon signs

RICE KEVIN (Chris)  
Dallas County Brewing  
P.O. Box 155  
Adel Ia 50003  
515-993-5064  
All breweriana-bottles  
mini beers-mugs steins  
tip trays-trays  
Iowa based & Independent  
Brands

RUBEN MARK  
200 E. 5th #424  
Naperville Il 60540  
708-978-2088

RUZICKA DARYL G. (Millie)  
2913 Galtier Street  
Roseville Mn 55113  
612-484-3681  
All breweriana-cans  
glasses-mugs steins  
signs-trays

SANTORA DON  
P.O. Box 5  
Shirley Ma 01464  
603-588-2089  
Cans

SCHEETZ DANNY W. (Sheila)  
1130 N. 150E  
Chesterton In 46304  
219-926-5167  
Clocks-lamps-neon signs  
signs-statues

SHULER TED R. (Martha)  
2983 Oakleigh Lane  
Germantown Tn 38138  
901-755-7202  
Bottles

SHAWD MERLE KENT  
P.O. Box 250  
Woodward Ia 50276  
515-438-2325  
Mugs steins-salt shakers  
tap knobs-trays  
Budweiser

SMITH JOHN L. (Darla)  
812 Chautauqua  
Wichita Ks 67211  
316-681-0927  
Mugs steins-neon signs  
post cards-signs  
reverse paint on glass  
Miller High Life

SUHRE STEPHEN M. (Mary Ann)  
5254 N.W. 94th Doral Place  
Miami Fl 33178  
305-592-5701  
Mugs steins  
Budweiser

TALLEY JAMES C. (Patricia)  
316 South Main Street  
Tipton In 46072  
317-675-4689  
Anything related to  
C.F. Schmidt Brewery  
of Indianapolis

TONNON GARRY (Cathy)  
114 Alder Drive  
Ramsey NJ 07446  
201-825-3123  
Bottles-cans-mirrors  
mugs steins-neon signs  
Anheuser Busch

TOOGOOD GREG (Lydia)  
RR #6 Box 6621  
Hayward Wi 54843  
715-634-3855  
Clocks-lithos-neon signs  
paper items-signs  
reverse paint on glass

VAN DYKE GREG (Tami)  
1114 Oaklawn  
Grand Rapids Mi 49505  
616-363-3567  
Neon signs-signs-tap knobs

WEAVER JAMES F. (Sally)  
1228 Centerhill Square N.E.  
Canton Oh 44714  
216-489-1474  
All breweriana-brwg. equip.  
history-mugs steins-tap knobs  
Bud, Miller, Pabst, Gennese

WILEY ELDON B. (Jo)  
5686 Harter Home Drive  
Akron Oh 44319  
216-882-4571  
Bottles-glasses-mugs steins

WOLOSON BART D. (Carol)  
575 Hathaway Circle  
Lake Forest Il 60045  
312-853-0030  
Bottles-cans-history  
paper items-tip trays-trays

## BUY - SELL - TRADE

**Tokens traded:** Freeport IL Prima tokens for other brass tokens. Bud 1986 Indy pit crew shirt \$125 or trade for neon. Don Nummi 1204 Faxon, Superior WI 54880

**Virginia wanted:** Advert. from any VA town specially pre-pro glasses and tip trays. Burt Chauncey, 110 Reams Ct., Richmond VA 23236 or call (804) 272-7309

**Berghoff wanted:** Desperate! Will pay \$\$\$ for Berghoff, Coca-Cola bubblers and neon clocks. Robert Newman, 10809 Charnock, Los A. CA 90034 (213) 559-0539

**Val Blatz Tour Book and other brewery tour books wanted to buy.** Bill Millsap, PO Box 555, Robimson IL 62454

**Breweriana & Prepro saloon paper, artifacts and images for sale:** Send 3-stamp SASE for list. Also want saloon, speakeasy business cards. Dick Bueschel, 414 N. Prospect Manor, Mt. Prospect IL 60056. (708) 253-0791

**Oertels '92 Beer Statues Wanted:** Also want other beer-related statues of adv. characters. Warren Dotz, 2999 Regent St., Berkeley CA 94705

**Tennent Cans & Sets Wanted:** Also Becker balloons, mining & industry cans, Kronen Pilskrone. Bill Eaton, 10911 W. 115th St., Overland Park KS 66210-3007

**Chicago Paper Wanted:** labels, letterheads, ads, envel's, checks, invoices, brewery/truck/tavern photos. Also prohibition/bootlegging/speakeasy info and memorabilia. Kurt Kuhlman 1707 W. Melrose, Chicago 60657-1003 (312) 528-0347

**Midwest Beer Glasses Wanted:** Etched, enameled, embossed. Also mugs & steins. Any item from Peoria or Pekin breweries. Jim Searle Pekin IL (309) 346-7804

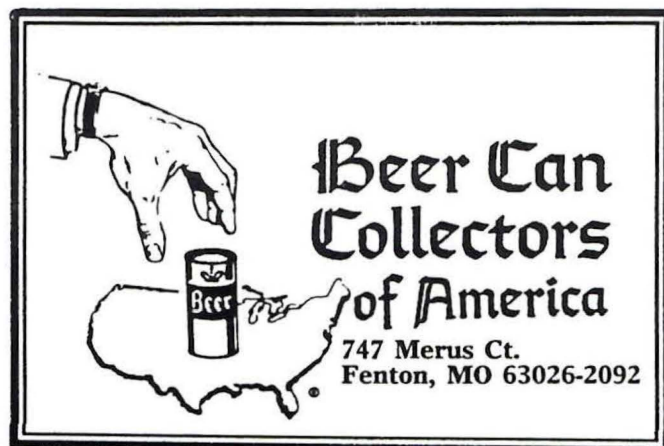
**Brewery Bottle Openers For Sale:** SASE for price list showing photocopies. Hubert Rother, 8829-A S.W. 94th St., Ocala FL 32676

**Enameled Glasses & Brewery Signs For Sale:** Send SASE for price list. Want Iowa glasses. Al Rodemeyer, 526 S.West St. Latimer IA 50452

**Budweiser Steins & Mugs For Sale:** Extensive collection, call Mark Beckstead at (714) 797-3299 or send for list at 35080 Hollow Creek Dr., Yucaipa CA 92339

**Want To Trade Foreign Labels Or Coasters?** Italian collector is very interested in U.S. items Giuseppe Di Vincenzo, Via Monte Zerbion n.9, 11100 Aosta

1992 N.A.B.A. CONVENTION  
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JULY 31, AUGUST 1-2



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## WHAT'S BREWING

A couple of marketing strategies have misfired this summer. Heileman really stepped into it with **Powermaster**, a strong malt liquor which ultimately had to be withdrawn. The reaction is a measure of prohibitionist strength, and that is too bad. After all, wine has double the alcohol. On the other hand, the ads were targeted to the point of being blatant. **Powermaster** cans and merchandising will no doubt become a collectable; six-packs were already selling for \$25 at the convention.

Stroh's **Old Milwaukee** new theme was roundly panned for showing five obviously female persons, dubbed The Swedish Bikini Team, in bits of summer frivolity. Hal Riney, Stroh's advertising agency, got much better reviews with commercials for **Old Milwaukee Genuine Draft**.

Some horror labels have been getting into the news. Louisiana's **Dixie Blackened Voodoo Lager** was first banned in Texas, a wimpy attitude indeed from the Texas Alcoholic Beverage Commission. Hey, they are tough in Texas, but voodoo can really hurt you. A threatened boycott of Lone Star beer got Voodoo readmitted. We don't know if Texans are tough enough to actually drink the stuff. A **Dragon Dry** is being imported into Vancouver by Ms. Kazuko Komatsu, who also bought the Pacific Western label. Perhaps other oriental beasts will show up on labels. Personally, I am waiting for **Loch Ness Lager**.

Industry observers have pointed out that sales growth has occurred only in new brands. Of the established brands only Bud held onto its share; most have lost heavily. The most successful new products have been **Miller's Genuine Draft** and **Coors Light**. The need for new products was the reason for **Powermaster** and for a number of **Old Milwaukee** extensions by Stroh. Pittsburgh Brewing also launched two "draft" brands, to be in bottles with a pebbled texture.

The feeling in the industry is that imports have slowed and pose no new unexpected threat. The growing numbers of Latin and Asian drinkers indicated continued growth from those regions, and Australian beers are doing well, but nothing on the order of the Corona phenomenon is expected. Heineken is still the most popular import, followed by Canadian, German and U.K. beers.

## EVENTS OF INTEREST

- |            |   |
|------------|---|
| Nov 8-9    | <b>Valley Forge Brewery Collectibles Show</b> , King of Prussia, PA<br>Contact Larry Handy (215) 491-9557               |
| Nov. 17    | <b>Chicago Thanksgiving Session</b> , Hawthorn Hall<br>5202 W. 29th. Pl., George Rendl, (312) 528-3042                  |
| Dec. 1     | <b>Cincinnati Cans &amp; Breweriana</b> , Brownsway Lane<br>at Gailey VFW No. Post 7340. Dave Gausepohl, (606) 371-4415 |
| Dec. 8     | <b>Brewery Collectibles Show, Milwaukee</b><br>Red Carpet Lanes, 5727 S. 27th, Jim Welytok (414) 246-7171               |
| Feb. 14/16 | <b>Annual Blue &amp; Grey Show</b> , Fredericksburg, VA, Hol. Inn South<br>Ray Johnson, (703) 971-3549                  |



This beautiful die-cut and embossed holiday scene sold for \$1,600 at the convention auction. It shows a rare combination of a Victorian family Christmas scene with a tastefully displayed brewery card.

Our next issue will not appear until early February. Soon the holiday season will be upon us. Chances for collecting will be reduced, but there is a greater focus on family and friends. In this spirit we wish all our readers very happy holidays.

The Breweriana Collector  
Peter Blum. Editor