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THE BREWERIES OF NEW ORLEANS

GOTTFRIED KRUEGER AND HIS BREWERY

National Association Breweriana Advertising

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COVER

George Merz established an ale and porter brewery in 1858 and is credited with serving the first locally brewed lager in New Orleans on Dec. 1, 1864. This great lithograph is in The Historic New Orleans Collection, Museum/Research Center, acc. no. 1949.1.12. Kip Sharpe of Mobile researched the breweries of New Orleans and authored their definitive history.

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COMMUNICATIONS

JAMES WILLIAM BAYLEY, D. D. S.
2825 ELMWOOD AVENUE
LAFAYETTE, INDIANA 47904
(317) 447-6114



November 27, 1991

Referring to your article on the Lafayette Brewery (Thieme and Wagner) on page 9 of the Spring 1991 issue of the Collector:

John Wagner was born in Germany (area unknown) in 1830. He emigrated to this country in early May of 1854. I have a copy of his oath renouncing allegiance and fidelity to Fredrick (sic) William, King of Prussia that was signed here in Lafayette, Indiana on October 8, 1855. The Brewery could not have been started earlier than 1854, but the date I have found in all records is 1858. John Wagner got married on February 13, 1860 to Elizabeth Krusen (in some records it's spelled Kruss or Kruse). The Wagners had four daughters and two sons. When the brewery incorporated in the 1890s all of them had shares in it. I am not certain whether the Thiemes did the same.

They sold "Ye Tavern Beer" beer in a larger area than you have reported. Beer went as far away as Gary, Indiana to the north and Indianapolis to the South, as well as to Danville and Kankakee, Illinois to the West and Kokomo, Indiana to the east. At the height of its production it brewed as much as three million gallons a year. It had a plant stretching about one and one-half blocks long with another building on the other side of the street for bottling. The buildings were connected by a tunnel under the street.

John Wagner was my mother's grandfather. My mother's mother was Anna Barbara (Wagner) Gude. Her husband William G. Gude was a director of the Lafayette Brewery beginning in about 1905 while at the same time being an officer of the First Merchant's National Bank in Lafayette, Indiana.

The brewery closed due to prohibition and some of the Wagners put their money into the APELLA carbonated apple drink. Some of the Wagner daughters wisely decided not to put their share into APELLA, which very soon went bankrupt. It's interesting that the Wagners and Thiemes had made a decision to put their money into the apple drink rather than into CocaCola as they thought the later didn't have much of a future.

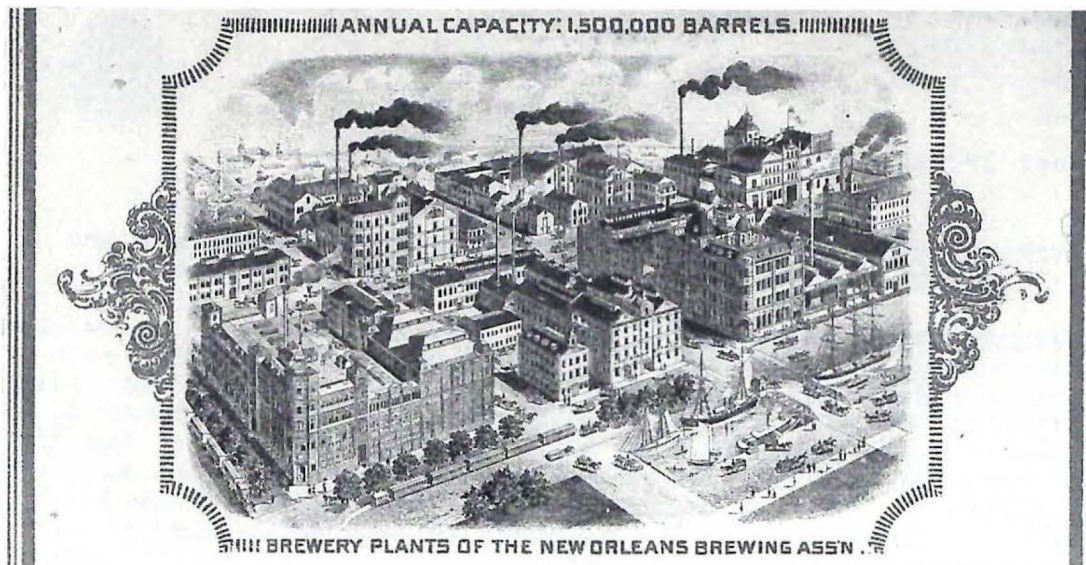
In 1933, at age 55, my grandfather, William G. Gude, retired from his position as president of the bank and with others reformed the brewery into the Lafayette Brewery. He was its first president. W. A. Hanger was not as your article states. There were no direct Wagner ties, but William G. Gude was married to Anna Barbara Wagner, John Wagner, Sr.'s daughter, so ties still remained. My grandfather retired from the brewery in late 1938 and died March 20, 1939.

Thank you for your article on the Brewery.

Sincerely,


James W. Bayley

THE BREWERIES OF NEW ORLEANS



Kip Sharpe

The New Orleans Brewing Association was formed in 1890, and the six breweries of which it was composed constituted all of the breweries then active in the Crescent City. Its roots extend back to before the Civil War and its history is really the story of German monopolization of an industry.

Although New Orleans was founded in 1721 by French settlers, the nineteenth century saw a major influx of Germans. During the mid 1800's New Orleans was a thriving port city experiencing extraordinary growth and prosperity. With a population of 116,375 in 1850 (11,425 were German), it was the fifth largest city in United States. During this period the largest wave of Germans arrived - 34,000 between 1853 and 1854. Most of them moved on because of the ever present threat of an outbreak of Yellow Fever (8,000 people died during the epidemic of 1853). Enough Germans remained in New Orleans - almost 20,000 in 1860 - to foster a demand for beer which in turn sparked the emergence of small "city" breweries. This period of economic growth was halted when the Union forces took New Orleans in 1862 and devastated it. The end of the Civil War triggered another wave of German immigration which lasted into the 1890's. It was during this period that beer gardens prospered and the brewery boom began. Breweries were the fourth major industry in New Orleans by 1894, with an estimated product value of \$2,000,000. This figure does not include income from some 2,000 establishments serving beer by 1900. Every aspect of this industry was dominated by Germans. Include this with a city famous for gambling, racing, prostitution, Mardi Gras and hurricanes, and you truly have "the city that care forgot."

By 1890 the small breweries had either folded or expanded with only the following six brewing companies surviving: Crescent City, Lafayette, Louisiana, Pelican, Southern and Weckerling. New Orleans was the brewing center of the South. In early February of 1890 an English syndicate began negotiating to acquire all of these breweries. The English effort was headed by Dr. E.Y. Ames, former president of the Crescent City Brewing Company, then president of the Bohemia Brewing Co. of N.Y (1). Options from the breweries were stubbornly obtained with the following prices: Louisiana and Southern for \$750,000, Crescent City for \$550,000 and the others at \$300,000 each (2). The syndicate offered \$1,500,000 in cash with another \$1,500,000 in preferred stock. The breweries' counteroffer of half cash and one-fourth each of mortgage bonds and stock was rejected, and the options expired.

The consolidation idea was so appealing that the breweries voted to dissolve their individual corporations and liquidate their assets by selling them to a separate corporation, the New Orleans Brewing Association. This was accomplished on May 31, 1890 (3). The Association's board of directors consisted of the presidents of the individual breweries: Peter Blaise (Southern) president; P.W. Diehlman (Louisiana) vice-president; Ernest Pragst (Southern) secretary; Theodore Brummer (Weckerling); John Langles (Pelican); Henry Lochte (Lafayette); A.P. Noll (Louisiana); and George Finley (Southern).

The Crescent City Brewing Co. was not represented since it was already in the hands of a receiver; it was purchased by the association for \$363,000 in cash plus the assumption of \$200,000 in debt. Louisiana and Southern were paid \$792,000 each while Weckerling, Pelican and Lafayette were purchased for \$322,000 each, for a total of \$3,113,000. The stockholders of these breweries were paid one-third in bonds and two-thirds in stock. The Association financed these acquisitions by issuing \$1,613,000 in bonds with a guaranteed return of 6% annum and \$1,500,000 in capital stock (4).

Success seemed imminent. The Association had total control of local production. Expenses previously expended battling amongst themselves were eliminated. Overhead was further cut by firing four of the six brewmasters and closing the Crescent City and Lafayette branches. Local control did not last long. Five other breweries were opened in the 1890's: Jackson Brewing (1890), American Brewing Co. (1891), Security Brewing Co. (1894), Standard Brewing Co. (1898), and Columbia Brewing Co. (1899). The highlight of the Association was a gold medal for "Perfection Export Beer" at the 1893 Chicago World's Fair. The elaborate trophy in the form of a bottle, with a base of kegs, also won accolades of sightseers (5). During this period considerable business outside the city was also being undertaken, including exports to Central and South America, Mexico and Cuba.



Because of a severe drop in the value of the Association's stock, a floating debt of \$400,000 and differences among stockholders, businessman Adolph G. Ricks was appointed receiver in the fall of 1895 (6). His job was to decrease the debt and/or sell the brewery combination to satisfy the creditors. Although the Association made some debt reduction, the war tax of an additional one dollar per barrel and the cheap supply of wine in 1898 severely hurt the local industry (7). After several reorganization efforts failed and numerous corporate shuffles, the assets of the Association were sold at public auction on August 24, 1899, pursuant to a court order. Bidding took place between Alexander Konta of St. Louis, who had secured options on the five breweries outside the Association, and a reorganization committee composed of the creditors and some of the stockholders of the Association (8). The reorganization committee, later named the New Orleans Brewing Company (emphasis added), was the successful bidder at \$860,000 and took formal possession on September 20, 1899 (9).



The new officers - Val Merz, president; Theodore Brummer, vice-president; and R.R. Rordam, secretary/treasurer made many changes. The office was moved from Camp Street to the Louisiana branch, sales outside the city ceased, the bottling of beer was concentrated in the Louisiana branch, the workforce was reduced and the Crescent, Southern and Lafayette branches were sold or leased.

The capacity of the three remaining branches was 190,000 barrels per annum, i.e. Louisiana (90,000), Weckerling (50,000) and Pelican (50,000). The work force consisted of 200 employees, 150 horses and 40 wagons (10). Despite more competition, i.e. Consumers Brewing Co. (1905), Dixie Brewing Co. (1907), National Brewing Company (1911), and Union Brewing Co. (1911), the Company remained a major force in the local market until January 16, 1920, the effective date of the 18th Amendment.

ABSOLUTELY PURE AND BREWED FROM ONLY THE CHOICEST MATERIALS.

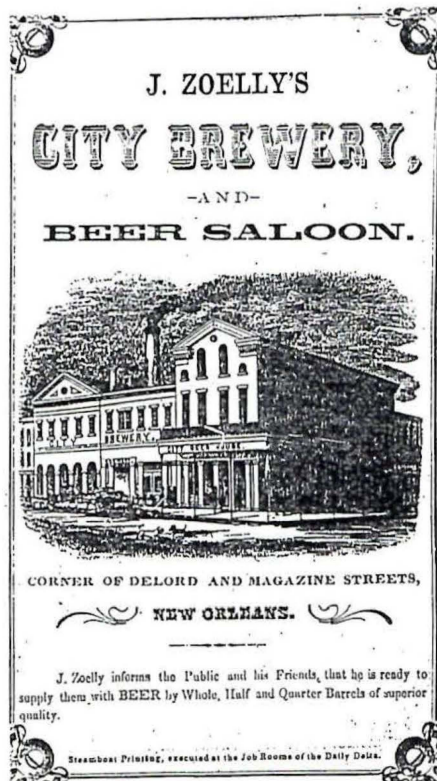


Above, a label showing Peter Blaise, the president of New Orleans Brewing Association. At left, 1919 letterhead of the successor NOBC features two brands and the eagle & crescent trade mark. Below is an ad from the 1857 N.O. City directory by Steamboat Printing "executed at the Job Room of the Daily Delta."

THE WECKERLING BREWING COMPANY

Magazine Street, at the northwest corner of Howard Street (called Delord Street until about 1889) is rich in brewery history. As far back as the early 1850's it was the site of Jacob Zoelly's "City Brewery" and beer saloon a/k/a coffee house (11). The beer produced was said to be a "tolerable imitation" of lager beer (12).

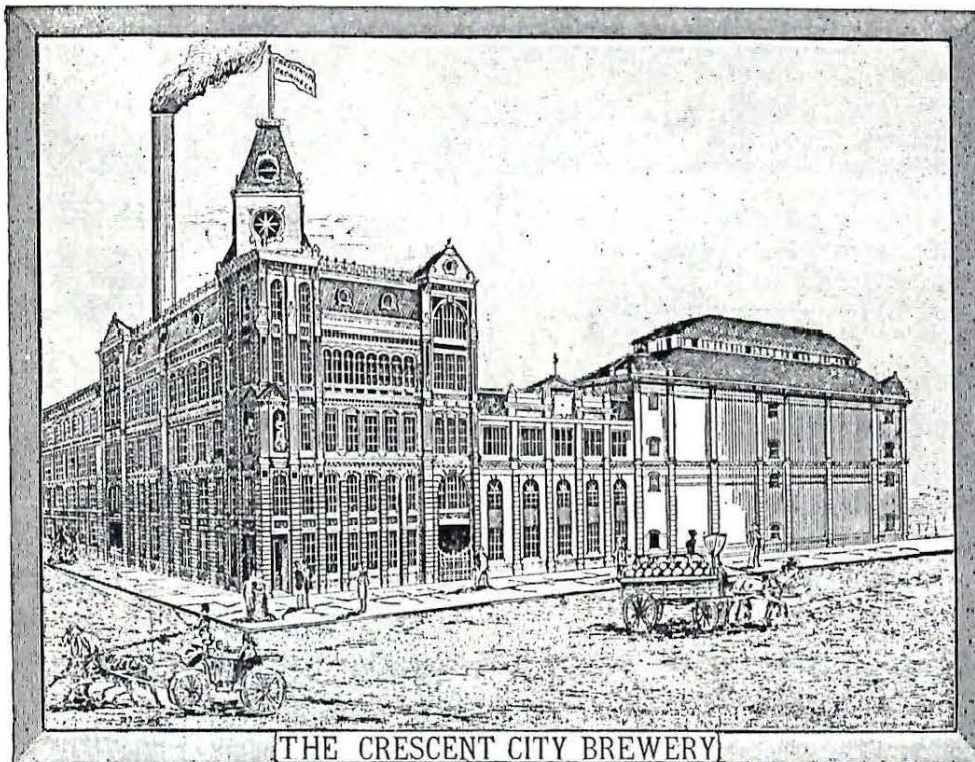
Sometime between 1869, and 1873, J.J. Weckerling, an Alsatian German, took the money he made from operating a modest shoe store and purchased the brewery (13). He was joined in the operation by J.H. Wiberding (secretary) and Thomas Schorr (treasurer) whose brother John W. founded the Tennessee Brewing Company in 1885. This new enterprise, the Louisiana Brewing Co. (1873-1874), then Louisiana Brewery (1875-1877), only produced between 3,000 to 8,000 barrels of beer per year to about 1890 (14).



In 1888, a magnificent five story brewery, complete in every fashion, was constructed on the site. The grand opening was held on October 13, 1888, with the product placed on the market a few days later (15). The officers of Weckerling were: J.J. Weckerling, president; Theodore Brummer, vice-president; George Rice, secretary; Joseph Weckerling, assistant secretary/treasurer; and Thos. Hofer, brewmaster. Val Merz was a member of the board of directors. J.J. Weckerling was not part of the management structure when it was combined into the New Orleans Brewing Association in 1890; Thos. Hofer also left to help form the Jackson Brewing Company.

The brewery remained active after the merger primarily with William Weimers as brewmaster. A fire almost destroyed the brewery on March 1, 1905, with the loss being estimated at \$200,000 (16). The brewery was rebuilt and remained in operation until prohibition. The beautiful structure still stands today and is appropriately occupied by the Gallagher antique mall at 945 Magazine Street.

CRESCENT CITY BREWING COMPANY



Located at the corner of Canal and Claiborne, this brewery was formed in July 1887 by Dr. Edward York Ames (17). With a capital stock of \$250,000 contributed by 236 stockholders/consumers, the corporation purchased the old Woods's Cotton Press and yards and erected an architecturally striking four story brewery occupying 185,000 square feet (18). The bottling works were located opposite the main structure on Robertson and Customhouse Streets. Other features included a 37,000 barrel capacity

refrigerated storage room, a stable capable of accommodating 70 horses and malt bins capable of holding 13,000 bushels. The officers consisted of Dr. Ames, president; Joseph Flanner, vice-president; and Thomas L. Ross, secretary/treasurer. The head brewmaster, Fritz Black (formerly of the Philip Best Brewing Co. of Milwaukee), was assisted by; Charles Freiz of Vienna, Austria. The actual brewing of the product began in August of 1888 and it was supplied to consumers through three strategically located depots (19). "Favorite" bottled beer was at least one of its products.

The Brewery overextended itself and by early 1890 it was in the hands of a receiver. Although it was acquired by the New Orleans Brewing Association in 1890 for \$563,000, it was not in operation by 1891. The Association needed both a local monopoly and to reduce production. The plant was leased in 1904 to a scale manufacturing concern (20).

THE LAFAYETTE BREWERY

Another site with an extensive brewing history is the southside of Tchoupitoulas Street, near the corner of Ninth Street. As far back as 1867 Henry Bassemier and Nicholas Gunther operated a small brewery at this location called the Lafayette Brewery (21). Although it only had an annual production of between two to three thousand barrels, it remained open and under Mr. Bassemier's control until 1881 (22). For the next two years Mrs. H. Bassemier was listed in the city directories as the proprietor. In 1885 the Wegmann Brothers, Joseph and Peter, acquired the brewery.

By 1888 new capital for expansion was added by incorporation. The officers were Henry Lochte, president; Joseph Fabacher, vice-president (father of the Fabachers who were so instrumental in the Jackson Brewing Co.) -- he was succeeded the following year by John Blank; and Theodore Rothenblider, secretary/treasurer. The Wegmann brothers remained as superintendents and directors. The brewmaster was M. Huss. With depots spread around town, the annual production had reached 25,000 barrels by the early 1890's. It was closed by the Association in about 1892 and was thereafter occupied by the Eagle Fiber Company. A large fire on August 13, 1901, and the lack of an adequate water supply caused the building to be reduced to ashes (23).

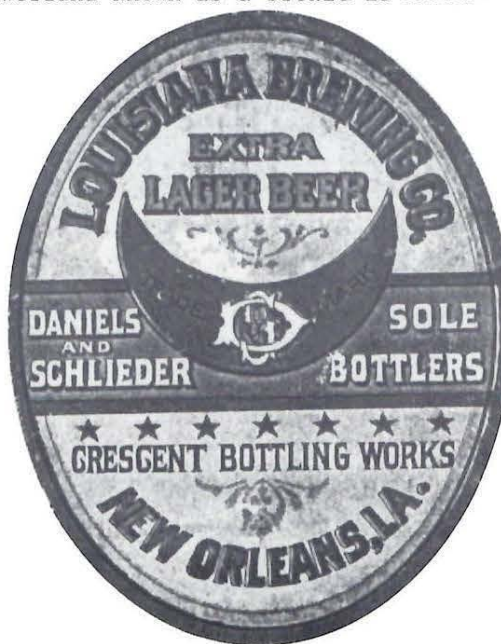
THE PELICAN BREWING COMPANY

The establishment of this brewery is a direct result of one German family, the Eraths. About 1869 Eugene Erath and Jacob F. Wild acquired Fasnacht & Brothers' Brewery and Beerhouse, which was founded about 1852 and located on Annunciation Street, at the southwest corner of Poyfarre Street. In the early 1870's Erath and Wild parted company. J.F. Wild continued to operate Fasnacht's Brewery until 1875. In 1874 Mr. Erath took over the Pelican Steam Brewery, founded in 1870 by Philip Wirtz on the southside of Villere between Esplanade and Bayou Road; he operated it successfully until 1887 (24). August Erath had owned a brewery in New Iberia, LA. between 1878 and 1884.

I assume that the Pelican Brewing Company, organized in 1888 by Albert Erath on North Peters Street, between Clouet and Louisa Streets, was an offshoot of the old Pelican Steam Brewery. After some initial shuffling of corporate positions, the officers for 1889 were: John Langles, president; Charles Schumacher, secretary/treasurer; and Albert Erath, general superintendent. The Pelican branch, under the direction of brewmaster Alois Mayer, was producing 10,000 barrels per year before it was closed in 1910. The only piece of breweriana known is a bronze 25 millimeter round beer token featuring a pelican.

LOUISIANA BREWING COMPANY

The corner stone of the brewery building bounded by Tchoupitoulas, Philip, Jackson and Rousseau Streets reads: "Louisiana Brewing Co.: organized June 26, 1884, P.W. Dielman, president; F.M. Ziegler, vice president; Frank Fehr, superintendent; A.P. Noll, secretary & treasurer...erected 1884, Wm. Fitzner, Arct; A. Thiesn, builder." All of the officers were successful German businessmen in their own right; Philip W. Dielman was a wholesaler, Mr. Ziegler had operated a very large mercantile company and Albert P. Noll was the president of the Teutonia Insurance company. Mr. Fehr had in 1872 formed the beginnings of the Frank Fehr Brewing Co. in Louisville which lasted until 1964. He maintained a distributorship of the latter concern in New Orleans from 1904 to 1911.



With sound financial standing, the large brewery was an immediate success. It received three first prizes for the best beer in the South at the American Exposition in New Orleans from November 10, 1885 to March 31, 1886 (25). Sparked by its success, the brewery attempted to establish a network to sell its bottled beer throughout the country. This proved unprofitable, so in July of 1886 it entered into a contract with Daniels & Schlieder, a local bottler, who agreed to lease the brewery's bottling department and exclusively bottle and distribute all of the brewery's "Export Beer". With the merger of the brewery into the Association in 1890, the relationship was terminated, but not without litigation (26).



Drink Delicious and Refreshing
4-X EXTRA FINE

Old Lager
BEER

None Better Brewed
See That You Get the Genuine

4-X in Clear or Dark Bottles

NEW ORLEANS BREWING COMPANY

Office, JACKSON AND TCHOUPITOU LAS STREETS

Phone: JACKSON 282

By the early 1890's the Louisiana branch, as it was called, was producing 50,000 barrels of beer a year. With the January 1, 1900 close of the Southern branch, this branch took over the bottling of the conglomerates' brands: Nanon, Pilsner, Perfection, Louisiana and Culbacher. Its capacity was 100 casks of bottles per day. More property on Tchoupitoulas Street was purchased in 1907 for expansion (27). The brewery remained operational until prohibition, and possibly a little longer. It attempted to survive as the New Orleans Beverage Co. but the same was liquidated in 1922, and thereafter the building was occupied by the New Orleans Cotton Exchange.

With repeal of the 18th Amendment on April 13, 1933, the former brewmaster August Grontedt (1906-1922), reopened the plant as the Louisiana Brewing Company, Inc. Others involved were Edgar J. Dergbes, G. Dandy Flynn, William H. Hickerson, Oscar A. Paysse, Fred A. Gerstner, and Dennis V. Donegan. An interesting piece of breweriana is a button reading "I am an American - Drink 4-X Pilsener Beer"; this was distributed during World War II due to the strong

anti-German feelings in the country. The plant was liquidated on March 8, 1949, and it was said that "beer lovers nearly wept today as 93,000 gallons of clear, cold brew went gushing down the sewer" (28). The beer was disposed of in this matter due to prolonged costs of refrigeration and federal tax consequences. The brewery was most famous for "Double Eagle Ale", "Eagle Beer" and "4-X Pilsener Beer"; the latter brand (XXXX) dating back to preprohibition days. Only a portion of the old brewery stands today, much of it having been razed in 1990.

THE SOUTHERN BREWING COMPANY



Yet another location with a long brewing history is the block bounded by Villere, Toulouse, Robertson and St. Louis Streets. At this site on December 1, 1864, George Merz introduced the first locally brewed lager beer to the city. Several hundred patrons hailed the product as being first quality, "healthful" and "wholesome" (29). Lager beer, Rhine wine, song and music freely flowed in Mr. Merz's Erster Felsenkeller (cellar) later known as the "Old Canal Steam Brewery." Established in 1858, this brewery was the first to use mechanical refrigeration in the Crescent City--low temperatures in the fermenting cellars being so important in brewing lager beer (30). In 1874, 5,908 barrels were produced and 3,862 in 1875 (31).

1867 City Directory advertisement

Mr. Merz sold out in 1882 to Kaiser & Co. which operated the brewery for a short time. Mr. Merz's nephew, Valehtine Merz, carried on the family brewing tradition; from its inception in 1899 until 1903, he was the president of the New Orleans Brewing Company. Before forming the Dixie Brewing Company in 1906, he served a one year term as the president of the Jackson Brewing Company.

On July 7, 1882, the Southern Brewing Co. was incorporated and shortly thereafter it took over and expanded the Old Canal Steam Brewery. The principals in this corporation, George Auer; Peter Blaise; Ernest Pragst and Edward F. Hoppe, were truly some of the legends of the local brewing industry. Mr. Auer was an experienced brewer having operated the "Eagle Brewery", located at 540 Tchoupitoulas Street, from about 1869 until his death in 1882. Thereafter the Eagle Brewery was operated by his widow and son until it closed in 1887 (32). This had been a relatively large brewery for the period producing about 7,000 barrels per year in 1874; when it closed it was producing about 12,000 barrels annually (33).

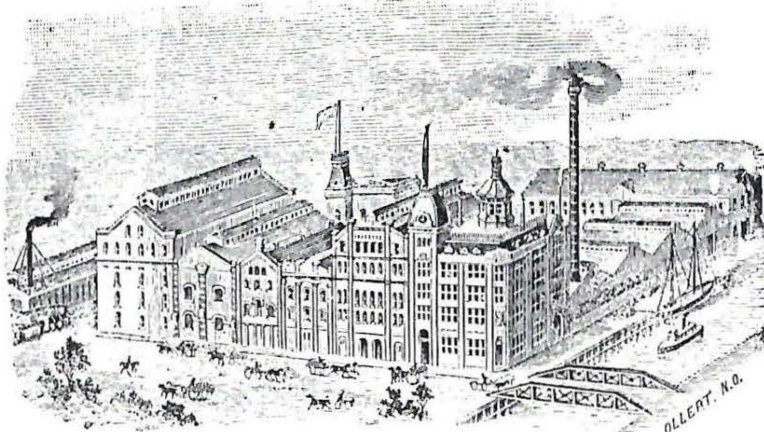
Peter Blaise was born on March 20, 1838, in Alsace, France and came to America in 1852, selecting New Orleans as his home. In 1869 he operated a small brewery at 130 Perdido Street. In 1871 he moved the same to the westside of South Prieur Street, between Gravier and Perdido Streets, where he operated the "Hope Steam Brewery" (34). This brewery remained open until about 1891 although in the last few years it was operated by M. Holtles & Co. When the New Orleans Brewing Association was formed in 1890, Mr. Blaise became its president, and held this responsible and lucrative position until 1896 (35). He was instrumental in organizing the Standard Brewing Company in 1898 and managed the Security Brewing Company between 1909 and 1912.

SOUTHERN BREWING COMPANY,

OFFICERS:
P. BLAISE, Pres.
G. FAHNLE, V. Pres.
E. PRAGST, Sec.

✧ New Orleans, La. ✧

BOARD OF DIRECTORS:
P. BLAISE,
G. FAHNLE,
H. H. BIENHORST.



BREWERS AND BOTTLERS OF THE CELEBRATED

"PERFECTION" * BEER.



OFFICE OF BREWERY AND BOTTLING DEPARTMENT:

✧ 257 St. Louis Street, New Orleans, La. ✧

Capacity of Brewery: 300,000 Barrels annually, or 93,000,000 Bottles.

Ad in the Program for
26th Saengerfest, 1890

Ernest Pragst was educated in Hamburg, German, although being born in New Orleans (March 6, 1860). He served as the secretary/treasurer of the New Orleans Brewing Association from its inception until his untimely death on April 18, 1898 (36). Edward F. Hoppe, of St. Louis, served as the vice-president of the Association in 1893. Others associated with the Southern Brewing Company were George Faehnle, H.H. Beerhorst and brewmasters Carl Lang and Fritz Gund.



With such a cast the brewery was destined to prosper; and succeed it did. At the internationally renowned 1884 World's Industrial and Cotton Exposition in New Orleans (marking the 100th anniversary of the first shipment of cotton from America to England), the Southern Brewing Company received an award for its beer (37). The flagship brand of the brewery was bottled "Perfection". On January 16, 1886, a celebration with speeches, tours and of course cold lager beer, was held to mark the completion of major improvements to the plant. An engraved cornerstone joined the old and new buildings (38).

The five story brewery, with a capacity of 60,000 barrels per annum, covered the entire block. Improvements included a new cold storage room of 20,000 barrel capacity, several large vats from 100 to 200 barrel capacity, a new engine house, a 50 ton ice machine and a new washroom where several thousand barrels could be cleaned per day. By at least 1887, it was bottling its own beer. Although it was said to have an annual production capacity of 300,000 barrels by 1890 (39), it was only producing about 70,000 barrels per year at that time (40). The brewmaster for this period was P. Benzinger, although Fritz Gund was listed as being "in charge" from 1885 to at least 1893 (41). The Southern branch was the sole supplier of the Association's business outside the city. This export business required considerable ice for transportation so in 1893 the old brewhouse was converted into an ice factory of 50 tons daily capacity (42). Previously ice had been purchased while one of the brewery's three refrigerating machines sat idle (the other two cooled the cellars). The war tax and the unprofitability of the export business rendered the brewery a casualty of the 1899 acquisition by the New Orleans Brewing Company; the Southern branch closed on January 1, 1900. It was purchased by a railroad company in 1902 and incorporated into the then new city railroad yard. (43).

CONCLUSION

The New Orleans beer market would not be controlled by any one organization; English syndicates tried twice, followed by investors from St. Louis and then Chicago. The New Orleans Brewing Association had some partial success but financial troubles, the emergence of other breweries and a lack of unity caused it to lose control of the local market. For example, by 1897 the Association only controlled about half of the market (annual production figures in barrels: NOBA 130,000 to 140,000; American Brewing Co. 40,000 to 50,000; Jackson Brewing Co. 35,000 to 40,000; and Security Brewing Co. 40,000 to 50,000). Financial troubles caused the Association to dwindle from six breweries in 1890 to only two breweries by 1911. The Association was also unable to control the saloons which were so important in monopolizing the market (44). Although the New Orleans Brewing Association/Company did not gain total domination, it remained the major brewer in New Orleans until prohibition.

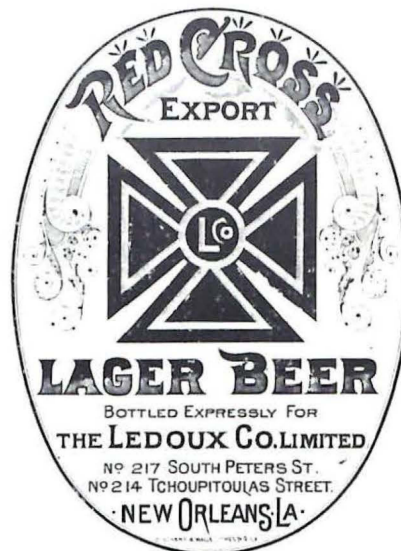
I wish to thank Randy Carlson, Al Kliendienst, Cheryl Nichols, Dr. John F. Nau, Rick Anderson, Charlie Vick, Larry Faucheux, Bob Kay, Richie Hesse, John T. Magill of the Historic New Orleans Collection, and Wayne Everard of the New Orleans Public Library, for their help with this article. I welcome any additional information on the brewing history of New Orleans. Kip Sharpe, 3249 Autumn Ridge Dr. W., Mobile, AL 36695

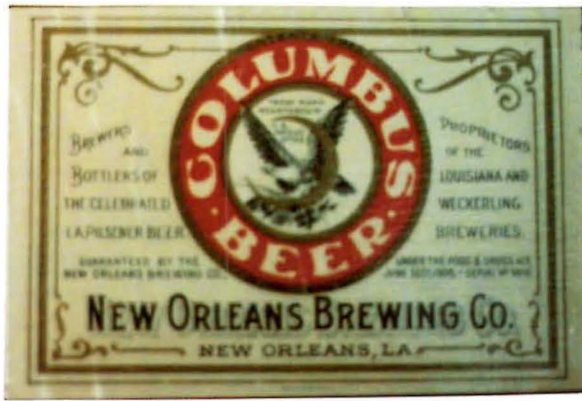
FOOTNOTES

1. "Times Democrat", February 26, 1890, p. 3 col. 7.
2. "Times Democrat", March 6, 1890, p. 4 col. 7; "Daily Picayune", March 22, 1890 p. 4 col. 4 and March 24, 1890, p. 3 col. 2.
3. "Times Democrat", June 2, 1890, p. 3 col. 2.
4. Ibid; and June 17, 1890, p. 3 col. 2.
5. The Brewers Journal, Vol. 17, p. 69, Dec. 1893; July 1893, p. 370.
6. The Brewers Journal, Vol. 20, p. 67, Dec. 1895; The Western Brewer, Vol. 23, p. 1804, Oct. 1898; another problem consisted of embezzlement by the assistant cashier of nearly \$20,000, who immediately fled the city upon review of the books by the receiver. See also "Daily Picayune", May 20, 1893, p. 6 col. 5 and May 21, 1893, p. 9 col. 3.
7. The Brewers Journal, Vol. 25, p. 476, Aug. 1901. The tax was from the Spanish-American War (1898-1899).
8. Ibid., Vol. 23, p. 433, July 1899.
9. Ibid., Vol. 23, p. 534, Sept. 1899 and Vol. 23, p. 586, Oct. 1899. A nice piece of breweriana would be the gold watch presented to Mr. Ricks, upon the sale, by the employees as a mark of their esteem.
10. "Daily States", Aug. 31, 1900, p. 16 col. 1.
11. Mygatt & Co.'s 1857 New Orleans City Directory.
12. "ERA" (New Orleans newspaper), Dec. 2, 1864 p. 2 col. 4.
13. Nau, John F., The German People of New Orleans: 1850-1900, p. 65. Most of the introduction to this article is from his fine book.
14. The Brewers Handbook for 1876: 3,042 in 1874; 2,727 in 1875.
15. "The Dailey Picayune", Oct. 13, 1888, p. 8 col. 3.
16. "The Dailey Picayune", March 1, 1905; The Brewers Journal, Vol. 29, p. 241, April 1905.
17. New Orleans and the New South, (1888) pp. 67-68.
18. "States", August 16, 1888, p. 8 col. 2.
19. Ibid.
20. The Brewer Journal, Vol. 28, p. 315, May 1904.
21. New Orleans city directory, 1867.
22. The Brewers Handbook for 1876 lists production at 2,640 barrels in 1874 and 2,027 barrels in 1875.
23. "The Times Picayune", August 14, 1901, p. 3.
24. City directories, 1869 to 1887.
25. Nau, John F., The German People of New Orleans: 1850-1900.
26. "Times Democrat", June 17, 1890, p. 3 col. 2 and April 24, 1892, p. 10 col. 3-6. Edward J. Schlieder went on to form the American Brewing Co. in 1891.
27. The Brewers Journal, Vol. 31, p. 318, May 1907, and p. 364, June 1907.
28. "States", March 8, 1949, p. 3 col. 3; "Times Picayune", March 9, 1949, p. 14. col. 3.
29. "ERA", Dec. 2, 1864, p. 2 col. 4; "ERA", Dec. 4, 1864, p. 2 col. 4; "Daily Picayune", Dec. 4, 1864, p. 2 col. 5.
30. "Daily Picayune", May 16, 1872, p. 2 col. 6.
31. The Brewers Handbook for 1876.
32. City directories, 1869-1887.
33. The Brewers Handbook for 1876: 7,685 barrels in 1874; 6,758 barrels in 1875. The closing figures are from The Register of U.S. Breweries 1876-1976, (1976) by Friedrich, Manfred and Donald Bull.
34. The Western Brewer, Vol. 23, p. 1779, Oct. 1898.
35. Ibid.
36. Ibid., May 1898, p. 839.
37. Nau, John F., The German People of New Orleans: 1850-1900.
38. "Evening Chronicle", Jan. 16, 1886, p. 1 col. 6.
39. Nau, John F., The German People of New Orleans: 1850-1900; The brewery had two brewing kettles, each capable of producing 250 barrels in a ten hour period - thus a 1000 barrel per day capability; "Daily Picayune", June 4, 1893, p. 12 col. 4.
40. Register of U.S. Breweries 1876-1976.
41. "Daily Picayune", June 4, 1893, p. 12 col. 4.
42. Ibid.
43. The Western Brewer, Vol. 27, p. 27 Nov. 1902.
44. A necessary business practice of the day was to own and lease the saloons so that only the owner's products could be sold. Often the brewery even paid for or financed the entire contents of the saloons.

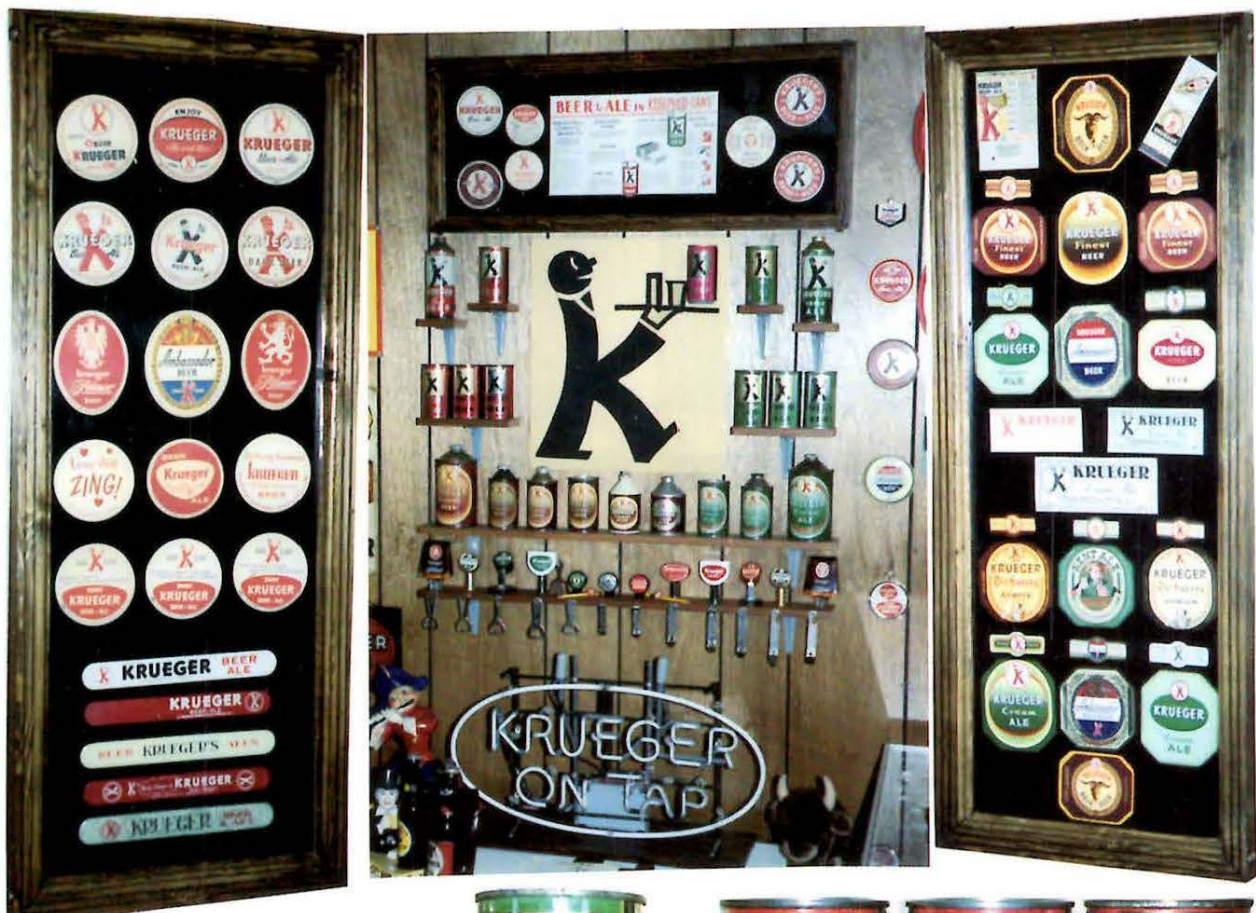
NEW ORLEANS, LA, U. S. A.

BOARD OF DIRECTORS—PETER BLAISE, THEO. DRUMMER, J. LANGLEN, FR. W. BIELMANN, H. LOCHTE, ALBERT F. NOLL, GEO. FAHNSLE.

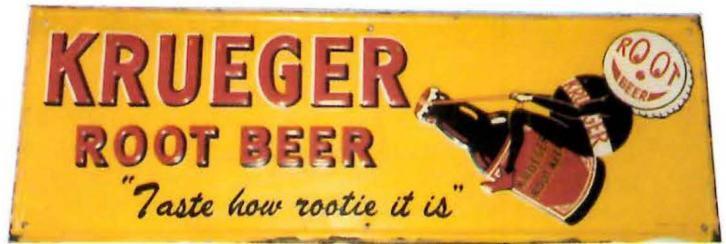
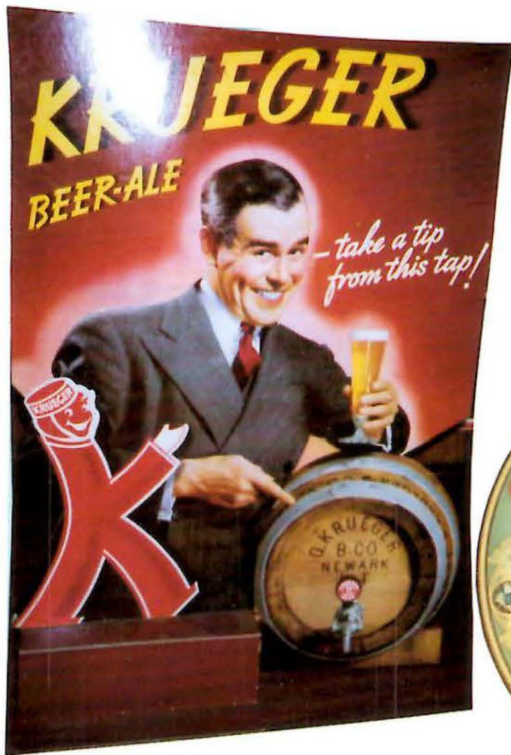




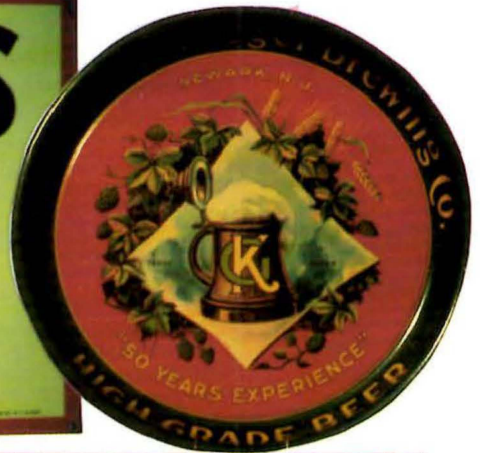
The color portion of Kip Sharpe's 1893 Chicago World Fair publicity folder is bracketed by N.O. Brewing Co. labels from the collection of Al Kleindienst.



Part of the fine Krueger collection of Elaine Kellogg of Kalamazoo. Jack and Elaine started collecting Krueger cans in the late 70's, and broadened their interest to include all Krueger items. Elaine is a recent member of NABA.

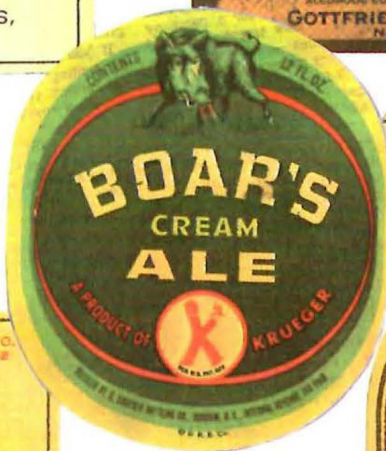
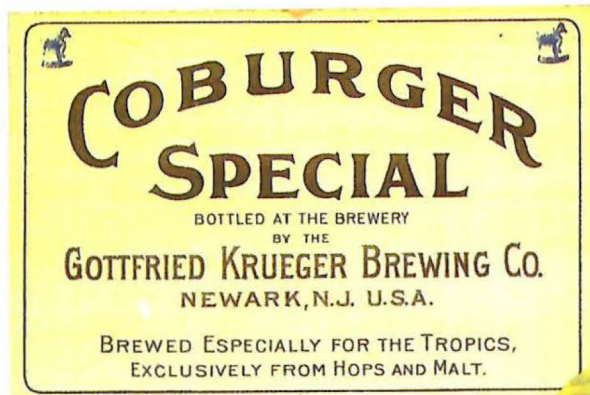


A selection of John Dikun's best pieces span a century of Krueger advertising. The pre-pro lighted sign for screwing into a socket at bottom left is believed to be unique. The round metal plaque at left seems to be in mint condition. Root beer sign also has to be a tough one to find. The neon, however, is from the collection of Elaine Kellogg.



KRUEGER LABELS

Older labels from the collection of John Dikun, reduced here by 70 percent. Coburger Special is the only pre-pro label shown. Half & Half early near-beer lists 12 1/2 fl. ounces and shows pre-pro trade mark of stein in diamond. Post card showing Krueger Auditorium is historically interesting and uncommon.





Also from the Dikun collection, clockwise from top left: a pre - WW II reverse on glass; this ROG test sample was never produced; four tin-over-cardboard signs; a very interesting tin K-man window display carton holder with instructions on bottom panel; a 1930's ceramic barrel shaped mug; pre-pro ROG hanging sign; a nice die-cut tin over wood standing sign, and a lighted back bar piece.



John Dikun

The Krueger Brewing Company of Newark, New Jersey, traces its roots back to 1852 when John Liable, Gottfried Krueger's uncle, established a small ale brewery at the site later occupied by Krueger's bottling house. Nearby, Louis Adam was running a lager beer brewery where Krueger's Brewery was later built. Both breweries were very small and not doing too well. The two brewers decided to combine their operation, creating the Liable-Adam Brewing Company.

After hearing of the great opportunities in America from his uncle's letters, sixteen year-old Gottfried Krueger persuaded his mother (John Liable's sister) in 1853 to let him emigrate from Sulzfeld, Germany, to America. Young Gottfried arrived in Newark in 1854. Wearing wooden shoes, he clomped his way up Belmont Avenue directly to the brewery. There he was given a leather apron and broom and was put to work doing odd jobs for the salary of \$5 a month plus room and board. By the time he was twenty-one he had made foreman.

In 1858 John Liable sold most of his interest in the brewery to Louis Adam, establishing another brewery elsewhere. Seven years later, in 1865, Louis Adam sold his controlling interest to partners Gottlieb Hill and Gottfried Krueger. The selling price was \$55,500. Gottfried Krueger used his savings of \$2,000 and borrowed \$8,000 to make his half of the down payment. The newly-established Hill-Krueger Brewing Company boasted an output of 4,000 barrels. One of Gottfried's first orders of business was to establish a showplace tavern on the first floor of the office building, below his residence at the brewery. Here patrons enjoyed nickel beers, free lunches and song. Later, he built Saenger (singers) Hall near the brewery for German singers' associations and Songfest in which he was actively involved. This hall was eventually renamed the "Krueger Auditorium."

In 1875, when Gottlieb Hill died, production at the brewery was up to 25,000 barrels. A few years later, John Liable died. Gottfried Krueger bought out each man's interest in the brewery, thus becoming sole owner. By 1882 the Krueger Brewery had expanded to fill the entire city block and the brewing capacity had increased to 150,000 barrels. In that year Gottfried Krueger entered into a business deal with an English syndicate. He received a large cash sum, substantial shares in the syndicate, and the position as head of the Krueger Brewery.

In 1889, the year the Gottfried Krueger Brewing Company incorporated, Gottfried Krueger moved from his residence above the offices at the brewery into his new "beer baron palace," a mansion on High and Court Streets in Newark. Gottfried's two surviving sons at this time, John F. and George C., were associated with him in running the brewery.

Gottfried and two other prominent area brewers, Peter Hauck and Anton Hupfel, formed the United States Brewing Company in 1908. Buying out the English syndicate, this American group consisted of Krueger, Hauck, Hupfel, Trefz and Albany Brewing Companies and boasted a combined output of 500,000 barrels. Gottfried also owned the Lyon & Sons Brewery outright plus substantial shares in the Home, Eagle and Union Breweries, all located in Newark. The United States Brewing Company later dissolved. Gottfried Krueger became sole owner of Krueger, Trefz, Home, Union and Lyon & Sons Breweries. At this time the output at the Krueger Brewery was 175,000 barrels annually.



Gottfried Krueger and his two sons, Gottfried C. and John F. Photo of sons is from Board of Trade collage of "Lager Beer Brewers of New York and Vicinity."

Prohibition forced the closings of all of Gottfried's breweries except the Krueger Brewery, which operated continuously throughout prohibition, brewing near beers and producing sodas and soft drinks. Gottfried Krueger died in 1926 at the age of eighty-nine. Not only did Newark lose a beloved citizen and brewer, but a colorful civic leader. He had served as Essex County Freeholder, Assemblyman, Democratic Committeeman and Judge, and was also a liberal contributor to many worthy causes and charities. He alone supported the Krueger Greisenheim, a home for the poor and aged.

On April 7, 1933, the grand experiment of prohibition ended and 3.2 beer became legal. In all of New Jersey, only Krueger's and Hauck's breweries had beer ready to tap. Large crowds jammed the streets at the Krueger Brewery on the night of April 6th, at a minute past midnight, the crowd cheered as floodlights were turned on, illuminating the freshly painted statue of Gambrinus, the mythical inventor of beer, which stood above the entrance to the brewery. People flocked into the brewery offices to fill up on long-forbidden frothy beer. Two days passed before the street corner returned to normal.

Soon after repeal the Gottfried Krueger Brewing Company changed its name to G. Krueger Brewing Company. In 1934, under the leadership of William Krueger, Gottfried's youngest son, it became the first brewery to put beer in cans, which increased sales tremendously.

Throughout the 1930's and 40's the company built many major modern additions to the 19th-century brewery. It was during these years that three Krueger "K" men were erected atop the modern eleven-story grain elevator. They were of die-cut steel, two-stories tall with "KRUEGER" spelled out below each in giant letters. High on the Newark skyline these K-men could be seen for miles, since the Krueger Brewery dominated one of the highest points of the city. During World War II, Krueger gave the U.S. Army permission to use this building as an airplane observation post. More than 25,000 planes were sighted in one year from this point.

The output at the Newark Brewery had gone from 212,000 barrels in the 1st year of repeal up to 750,000 barrels by the mid-'40's. But the days of local city breweries were ending with the competition from the big national brewers. Krueger acquired a number of bottling plants and the Delmarva Brewing Company in Wilmington, Delaware during the 1940's to relieve the overburdened capacity at Newark, but this proved to be a failure. Operating two ageing breweries did not make good business sense. The Krueger Brewing Company closed its doors in 1960. The label was sold to a New England Brewery, and the historic 19th-century Krueger Brewery was demolished in 1988 for a shopping center.



References

John T. Cunningham, Newark 1966, New Jersey Historical Society, Newark NJ

James P. Johnson, New Jersey History of Ingenuity & Industry 1987, Windsor Publ. Inc.

--- New Jersey. The Industrial Story of a State 1954, Rutgers University Press

Krueger Sales Manual 1945

Newark Star Ledger, Aug. 11, 1988

EXPLORING THE KRUEGER BREWERY

John Dikun

One hot summer day in 1988, after belting down a couple of cool ones, I took an impromptu self-guided tour of the ruins of the old Krueger Brewery. The brewery, which stood on Belmont Avenue in Newark, N.J., looked like it was ready for the wrecker's ball. But it was all still there, including what appeared to be a section of the original 1860's brewery and all of the 1880's expansion. Only a portion of the 20th century additions remained. And still standing atop the 20th century grain elevator, 11 stories up, was the Krueger K Man, and his two brothers on each side of the building.

As I later discovered, the brewery was being knocked down piece by piece to expose the original buildings. The City of Newark had hoped to save the 19th century brewery buildings, but they were eventually declared structurally unsound.

After parking my vehicle and giving my wife instructions to call the police if I did not make it out by a certain hour, I ventured into the rubble towards the back of the original brewery and climbed through a hole in the brick wall. Darn! It was dark in there, but my eyes soon adjusted to the faint light which was making its way into the building. I was not unprepared for this tour. Dressed in chinos, T-shirt and work boots, I carried my most important piece of equipment: my newly purchased high-intensity flashlight. I found myself in a very large area. The ceilings must have been 25 feet high in this massive ground level room. There was nothing to be found except scattered debris, but it was clear enough to walk around. The thick interior brick and cement walls were covered with an ancient layer of peeling cork. Almost like a big ice chest. (The cork insulation indicates that this room contained beer fermenting or aging tanks, and the height that these were two levels high with a catwalk for the upper level. Ed.)



Photo by John Dikun shows back of original brewery, near spot where he entered premises.

John became interested in Ballentine bicentennial cans and started collecting seriously in 1978, and shifted to breweriana three years later. A lifelong resident of New Jersey, he collects the northern part of Jersey intensively. John works for a lithography firm.

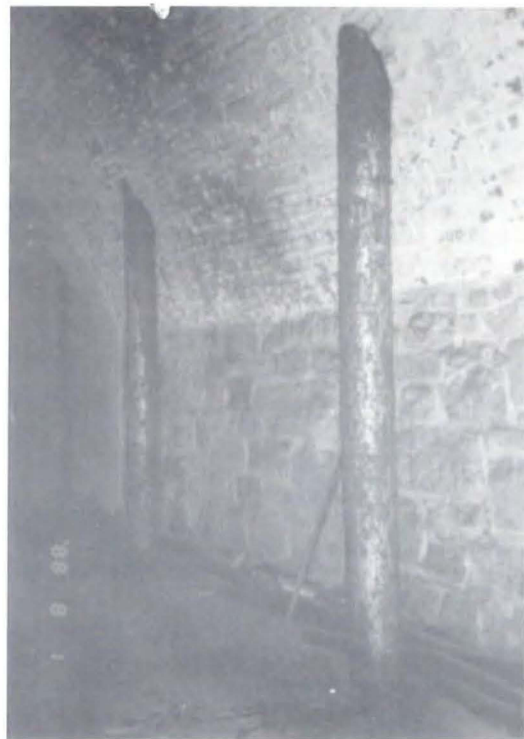
Eventually I found a stairway in the far corner towards the front of the brewery. Beyond this stairway, in the 1860's building, was an old loading dock and large wooden garage type doors. In my mind I could see the horse drawn wagons loaded with wooden barrels of Krueger beers and ales heading out into the street to make their deliveries. Still on ground level, I made my way into an outdoor paved area where the 1860's building had been and a portion of the original office building still stood. This was the site where Gottfried Krueger lived before moving into his mansion in 1889. This section of the office/residence was knocked down in 1949 to make more room for loading operations.

Soon I made my way back towards the stairway. I was too scared to go down, so I ventured up to the 2nd level. There I found myself in a room just as large as the storage area below. I found many old broken brewery tools such as measuring sticks, vat cleaning sticks, etc. In an adjoining area were 4 giant holes in the ceiling which indicated where the large brewing kettles had been. Ancient steel columns graced this area. Each column was topped with a gargoyle-like lion's head. It was spectacular!

After enjoying my visit to the upper floors, I decided to chance the cellars. I was really scared - not only of the dangerous conditions in the crumbling brewery, but also because I was in a high crime section of Newark. As I traveled through the building, I kept an eye over my shoulder and a big stick in my hand.



Part of original office building



Wall of 1880's ageing cellar

I made my way down to the ground floor, swallowed hard, and gently started down the one-time solid steel stairway into the cool darkness of the cellar. Clutching my flashlight, I had to climb over a mound of debris along the way down. I reached the first cellar level. It was dark, the rooms were cluttered with non-brewery junk, almost like someone had lived there or used the area for storage years ago. Scattered sofas, bedsprings and stoves (just to name a few of the items) were rotting in this 1st level of the brewery cellar.

White painted recessed panel held statue of Gambrinus, barely visible in drawing of six story brewhouse on p.20. Lighter-colored brick shows where letters for KRUEGER BELMONT AVENUE BREWERY were mounted. Photo was taken about 10 years ago.



But what was down below? Once again I descended. I reached the second cellar. This was it. The bottom level. The stairs went no further. As I stood at the bottom of the stairway, the first thing I noticed was the quiet and peacefulness down there. The sounds of the city were completely gone. All that could be heard was the dripping of water as if I were in a cave. Slowly I stepped into the past. Shining my flashlight through the cool, misty air, I could see that I was standing at the beginning of a long arched stone aging cellar built in the 1880's. Soon my mind was playing tricks on me because for a moment I could feel the presence of Gottfried Krueger checking on his wooden aging tanks which at one time lined these cellars.

As I walked further into this cavern-like cellar, a not-too-comforting thought crossed my mind. What would I do if for some unexplained reason my flashlight were to malfunction? Would I be able to find my way out in the pitch black darkness? The answer was obvious: "Don't Panic!" I slowly turned around and scooted back to the stairs and out of there.

I did return to the brewery two more times for further exploration, each time bringing multiple flashlights and an exploring partner. Beyond the all-brick 1860's section of the cellar were 4 giant modern aging tanks at the back of the brewery, resting like sleeping elephants. Towards the front of the 1860's cellar was an ancient brick stairway which led up to an underground tunnel. Only wide enough to accommodate one man at a time, this tunnel traveled under the street at least 100 feet to a dead end where it had caved in. The old pipes lining this tunnel led me to believe that it originally connected the brewery to the water main under the street. Large amounts of water were needed to keep this brewery running. (It could also have piped beer to a bottling house across the street, a legal requirement at one time. Ed.)

I am glad that I took the opportunity to visit this brewery because on the morning of September 12, 1988, the historic building was leveled when strategically placed charges were detonated. I visited the site on the following day; the once proud brewery had been reduced to a mountain of bricks and twisted metal.

LABEL PAGES

Bob Kay

When a new bottle house was built for Kansas City's Ferd. Heim Brewing Company in 1900-1901, certain items were placed in a box behind the cornerstone. With the passing of time the rumor spread that gold coins had been sealed there. What actually was found when the cornerstone was removed some 80 years later proved a big disappointment - just some papers in an old bottle. There was also a letter which set the mood of the time:

September 27, 1901

To whom this may come, Greetings:

This is to certify that the undersigned were witnesses at the laying of this corner stone, which took place on the above date, at 3:20 p.m. On this same date, they placed the first fire in the new glass factory, known as the Interstate Glass Co. They are also excavating foundation for the new warehouse, foundry and paint shop for the Smith Manufacturing Co., at the corner of Lydia and Agnes Avenues. The street car which now passes the door was erected by the three Heim brothers, having been in operation at this date about three years. At the commencement of the street car construction, there were all told in the East Bottoms not exceeding one hundred families. On account of the street car, these improvements are going on and there are now in the neighborhood of five hundred families. The undersigned all join in saying that within the next 25 years there will be 50,000 people in the Bottoms. We are also very sorry to note here the assassination of President McKinley. Mr. Joseph Heim, whose signature is in typewriting is at the present time on the way from Europe and Mr. Michael Heim cannot attend the laying of the corner stone, on account of attending a trial in the Wyandotte County Court House.

In 1880, the Heim people put in the first ice machine in their East St. Louis, IL plant, which had a capacity of 25 tons. Since then we have had four 50 ton Arctic machines in operation and in use at this Brewery since 1887. This year we successfully operated a 300 ton De La Vergne machine, which is, at this writing, one of the finest ice machines in operation.

In witness whereof, we have hereunto set our hands the day and date before mentioned.

16 signatures

The paper items, as you have guessed, were labels - eight bottle and five barrel labels, and a variety of neck labels. On a weight basis, the value of these mint pre-pro labels - one of a kind - would not be far off from the value of gold.

The barrel labels included Kufhauser, Perfection, Standard Lager, Scharnagel Select, and Caveroc brands. The last two are also among bottle labels, as are the Bavarian, Leitmeritzer, Bock and Hedderman's Cream brands. There are some great names among them, whose meaning we now rarely understand.





As these were clearly 1901 or earlier labels, they illustrate some pertinent points for dating pre-pro labels. First of all the style of the period is obvious. Some labels listed the brewery and some just showed the brewery trade mark. This was the German symbol § (for paragraph) 11 as part of a gold circle within a red ring. There being ten standard articles in the bylaws of German drinking clubs, § 11 meant that it was time to drink beer - similar to the 19th hole in golf. One label listed a club only - The Wisconsin.

Also note that none of these labels showed the bottle volume so familiar on labels today, or the alcohol content. This information began appearing in the 1911-1918 period. I suspect this became a requirement at different times in certain states. The caption *Guaranteed by the Pure Food and Drug Act of June 30, 1906* is usually found on 1906-1911 labels. Pre-pro labels without this text pose a problem in dating them before or after 1906, specially if the volume information is not given. Study the printing style and the years of operation of the brewery for hints.

Until next time,

Bob Kay

The Heim Brewery and its cornerstone were described in an article by Bob Nash and Fil Graff, which appeared in the *American Breweriana Journal* of March 1986

WHAT'S BREWING

The Year of the Zombie

1991 was the year when presumed corpses or near-corpses arose and began to haunt the marketplace with spirit. Stroh, which was almost consumed by Coors a couple of years ago, received a cash transfusion from Guinness (for a part in a Spanish brewery) and rejoined the game with a modest stake. Some of it was promptly spent on blonde bikinied bimbos; they must have looked good after the near-fatal illness. In any case, the Old Milwaukee brand received some line extensions, the decline in the Stroh brand was slowed, and Schlitz, once the ugly frog, was kissed by lady luck and turned into a promising project. They are even reviving Alex for a cameo TV appearance.

G. Heileman, which seemed on the operating table for organ donation not so long ago, came out of Chapter 11 anesthesia with all organs attached and vital signs intact. The year was hardly great but could have been much worse. Were it not for the large debt, it would not have been bad. With life there's hope.

Pabst, another erstwhile corpse which refused to stay in its grave, is more than holding its own at five - six million barrels. Olde English 800 posted a 25-30 percent growth and may lead in the malt liquor category. Other winners in 1991 were Miller's Genuine Draft and A-B's Natural Light, which are among the top ten brands. It was the first year in which Genuine Draft outsold High Life. Busch Light Draft and Keystone Light also grew at double digit rates. Sales of A-B, Miller and Coors are believed to be only slightly different from last year, with Stroh and Heileman showing 1.2-1.4 million barrel decreases.

Marketing and legal executives in the industry are watching a lawsuit filed by several women employed by Stroh's St. Paul brewery. The suit claims that the sponsorship of the "Swedish Bikini Team" supports a sexist workplace attitude. It is the first time that a linkage between advertising and discrimination has been claimed. It is safe to say that the first amendment - if not good timing - is on the side of the ads. With feminist sensibilities easily jiggled, the "Swedes" probably bounced on the scene about one year too late, if indeed we must have this type of approach. Stroh is hardly alone: A 1990 set of Coors ads for Killian's Red showed a shapely model. In one version she is demurely dressed in blouse and skirt, holding a horse by the reins. The caption is "Ride the Red". I have seen it only in a black & white print in an industry journal. No doubt the model is a redhead and the horse is roan, giving the male reader a choice which to mount. It is an old game, not without humor. But the ground rules are changing, particularly since Hill vs. Thomas. PHB

News from the East: A number of new beers are available or planned for New York State residents. There is the tried-and-true annual **Matt's Season's Best**, a new beer from William Newman, and a pub brewery should open in Troy.

Albany brewer William Newman returned from bankruptcy with a **Saratoga Dortmunder** label. According to our local correspondent, this is considerably stronger in flavor than the usual German lager, perhaps too strong for some. It will be brewed by the Catamount Brewery in White River Junction, Vermont.-- Garry Brown and Jim Moran are partners in many successful ventures, who will open a brewpub in Troy after a long and thorough feasibility study. They feel that Troy "with its deep and rich brewing history and its beautiful downtown, offers the best setting." Sounds good, and the very best in 1992!

-through Schultz & Dooley BCCA Chapter's "Foaming at the Mouth", C.A. King ed.



EXECUTIVE SECRETARY'S PAGE

The last Board of Directors meeting was held in conjunction with the Monarch Show in Palatine, IL on October 26. Dues are due May 31, 1992 and will remain at only \$20 for 1992-93. A new membership application form was designed. Each member received one with the last mailing; please give the application to an interested person.

It is not too early to plan your 1992 vacation around our convention, which will be at the Oldenberg complex in Ft. Mitchell, KY July 31-Aug. 2. There will be some interesting pre-convention events in the Cincinnati area during the last week in July. We will be returning to Stevens Point in 1993. The Board approved Pittsburg for the 1994 Convention. Ron Kikta, who chaired a well-run convention for ECBA in Greensburgs, PA last year, will be in charge.

Our membership continues to grow; there are 63 new members from the last quarter of the year listed in the 1992 Directory. Those received too late for inclusion in the Directory are listed below.

Sincerely,
Robert E. Jaeger
Executive Secretary

ANDERSON GARY L. (Eileen)
28229 Kramer Road
Waterford WI 53185
414-534-5252
Tap knobs
Wisconsin Breweries,
Burlington, Jung,
Sturgeon Bay

BEASLEY WILLIAM G. JR. (Cindy)
820 Carolyn Lane
Gallatin Tn 37066
615-452-3718
All breweriana-dealer
neon signs-signs-statues
thermometers-trays
All Bud & Miller

CARLSON RICK (Karen)
632 First Avenue
Morris IL 60450
815-942-5682
Bottles-cans-labels
mini beers-mugs steins
trays

DENTE FLAVIO
C.P. 222
06/3700222
00100 Roma Centro
Italy
Glasses-labels
mats-cloths

DOLAN ROBERT L. (Nancy)
E5680 Old Ironton Road
Reedsburg WI 53959
608-524-3180
Ash trays-bottles-glasses
neon signs-paper items-signs
Hamm's

FOGARTY J. WARREN (Liz)
2608 W. Montrose Avenue
Chicago IL 60618
312-583-6759
All breweriana-cans
coasters-openers-trays
Any Breweries or Brands

PREY CLETE (Jan)
3308 Gamble Avenue
Cincinnati Oh 45211
513-661-8858
Coasters-glasses-neon signs
reverse on glass
signs-tap knobs
All Cincinnati Breweries

HANCEY RICHARD
800 N. Lindbergh Blvd.
A2ND
St. Louis Mo 63167
314-694-6972
Budweiser Opera
post cards

MC LEOD TOM (Sharon)
5420 SE Logus Road
Milwaukie Or 97222
503-654-5589
All breweriana-cans
coasters-mugs steins
openers

NEUFEGLISE BILL (Donna)
932 Embury Road
Penfield NY 14526
716-671-4621
Glasses-match safes
mugs steins-tip trays
Pre-Pro Rochester N.Y.

ORMSBY MARK
4606 Governor Kent Court
Upper Marlboro Md 20772
301-627-0417
Books magazines-bottles
cans-glasses-labels
tap knobs
Wisconsin Brwgs.
esp. Milwaukee Brwgs.

SHEESLEY GEORGE M. (Dianna)
607 Diamond Blvd.
Johnstown Pa 15905
814-255-6042
All breweriana
mugs steins-pitchers
statues-tap knobs-trays

THORNTON JERRY
915 E. Washington
Mishawaka In 46544
219-259-1454
All breweriana-calendars
cases-clocks
labels-openers

UNWIN DAVID
4800 152nd Place SE
Bellevue Wa 98006
206-746-2574
All breweriana-paper items
signs-tap knobs-trays
Olympia

DUES YEAR ENDS
MAY 31

BUY - SELL - TRADE

British Breweriana For Sale: Cans, trays, bar towels, ashtrays, glasses etc. Write Cliff Hodges for photos, list: 25 Ascot Cresc. Stevenage, Herts. SG1 5SS

Columbus Cone Tops Wanted: Will pay \$\$\$ for Aug. Wagner, Franklin, Washington breweries. Charles Carl, 1967A Dewert Circle, Honolulu, HI 96818.

Book Wanted: Anderson's Breweries of Brooklyn. Also Kosterbader items from Catasqua, PA. Bill Rullman, 3000 N. Romero Rd. SP #A-35, Tuscon AZ 85705.

Brewriana Books For Sale: Write for list. Paul Burden, PO Box 218, Medfield, MA 02052.

Mexican Labels, Jordan Breweriana Wanted: Also Mex. post card of bottles & breweries. Larry Jordan, 2404 Boardwalk Dr. Mesquite, TX 75181-2540.

Breweriana Books For Sale: Write for list to Paul Burden, PO Box 218, Medfield MA 02052

Waldech Signs Wanted: Neon or others. Send photo or description to Jim Radek 405 N. Elmwood, WoodDale IL 60191 (708) 766-9109.

Indiana Wanted: All Indiana Breweries pre-1940, esp. Madison & Weber. Warren Gayle, RR #1 Box 381, Madison IN 47250, (812) 265-6192.

Glasses Wanted: Etched/embossed beer glasses, also match safes. Jim Waxwell, 601 Parkview Bryan OH 43506 (419) 636-3253.

Horlacher, Gretz, Esslinger Wanted: Anything & everything those three. Also Philadelphia labels. Larry Handy, PO Box 593, Warrington PA 188976.

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

Breweriana & Pre-Pro Saloon Paper & Artifacts 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.

**I AM CATALOGING AND WRITING
A BOOK ON BEER TAP KNOBS,
HOPEFULLY TO BE PUBLISHED IN
THE FALL OF 1992.
WE WOULD APPRECIATE PHOTOS,
INFO, WHATEVER, ON KNOBS IN
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EVENTS OF INTEREST

- Feb.14-16 Annual Blue Gray Show, Holiday Inn South, Fredericksburg, VA
Ray Johnson, 6828 Dyer Ct. Springfield VA 22150, (703) 971-3549
- March 12-15 Annual Luck of the Irish Show, Oldenberg Br'y, Ft. Mitchell, KY
Dave Gausepohl, 3488 Ridgewood Dr. Erlanger, KY 41018
- March 26-29 Former Las Vegas Mini-Convention now in Reno
Turkey Lardonis, 1700 Aquilla, Reno NV 89509 (702) 786-1363
- March 27-29 Indianapolis Antique Advertising Show,
Indiana State Fairgrounds, Indianapolis. Also Beer Can Show
and Flea Market same weekend. NABA hospitality hour at
Holiday Inn North, U.S. 421 & I-465 Fri. March 27 8pm.
- April 4 Annual ECBA Show, Macungie, PA
Jim Strouse, 981 Vine St. Macungie PA, 18062 (215) 967-6741
- April 23-25 Just For Openers Convention, Oldenberg Brewery Ft. Mitchell, KY
Tom Zruno, 29 Eland Ct. Fairfield, OH 45014 (513) 874-7922
- May 8-9 Semi-Annual Valley Forge Show, King of Prussia, PA
Larry Handy PO Box 593 Warrington PA 18976 (215) 491-9557
- May 10 Brew City Advertising Show Serb Hall Milwaukee Wi.
Jim Welytok Sussex Wi 414-246-7171
- May 15-16 Annual Gambrinus Chapter BCCA Show, Columbus Marriott North
across from A-B Brewery. Tables \$10. Doug Blegen (614) 890-0835
- May 15-16 Crownvention III, Oldenberg Brewery, Ft. Mitchell, KY
John Vetter, 4300 San Juan, Fairfax, VA 22030 (703) 591-3060
- July 31-Aug 2 1992 N.A.B.A. Convention, Oldenberg Brewery, Ft. Mitchell KY

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OLDENBERG BREWERY MUSEUM
FT. MITCHELL, KY

JULY 31

AUGUST 1-2, 1992

