

The Breweriana Collector

JOURNAL
OF THE
NATIONAL ASSOCIATION

BREWERIANA ADVERTISING

VOLUME 77

FOUNDED JANUARY 1972

SPRING 1992



MALT TONICS AND MALTA

National Association Breweriana Advertising

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

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COVER

The Schlitz Malt Extract lithograph in a gold filigree frame is one of the beautiful pieces in the Stroh archive. The companion piece for lager got away.

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Dues are \$20 per year domestic, \$30 Canadian, \$40 overseas. Send application for membership, dues, change of address and advertising for the Membership Directory to Robt. 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, \$10 two lines. Short 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

The affairs of our Association are discussed by our Board three times a year - at the March Indianapolis Advertising show, at our annual convention, and at one of two fall shows.

As always, we heard our treasurer, Stan Loula, review and project the state of our finances. Stan is an officer in a Chicago Bank and has given us professional financial services and sound advice. Our biggest expense is, of course, the printing and mailing of this journal. We have come a long way in 20 years as our membership has grown. Further growth will bring about additional improvements.

A recurring theme at Board meetings is a critique of a convention just past, the updating of the coming convention, and the location of the one two years down the road. This year we will convene at the Drawbridge Inn/Oldenbergh Brewery complex, where the Haydock collection is on permanent display. It is a thrill each time I see it; if you have never been there, do avail yourself of this opportunity and spend at least a long weekend there. Next year we will be in Stevens Point, Wisconsin - not much of city, but there is a very suitable hotel with excellent "chemistry", a historic brewery, and it is easily reached from Chicago or Milwaukee. Pittsburgh has been selected for 1994 on the basis of last year's Eastern Coast Breweriana Association convention in nearby Greensburg. The area has many attractions for the visitor and the brewery buff. It will also give many of our eastern members a chance to attend without having to travel more than one day.

The feature story in this issue is about Malt Tonics and the modern successor Malta, by Jim Jansson of Shelton, Connecticut. Jim started collecting malta cans and as a BCCA member for many years before he broadened his specialty to include paper items like labels, bottles and ads. It is an interesting field, and I provided some background. The next issue will focus on Cincinnati; our convention hotel is about 10 miles away on the Kentucky side.

President and Editor

STEIN & GLASS AUCTION RESULTS

Peter Kroll

Close to 2000 items were featured in Auction #6, including beer, soda, restaurant, cartoon, railroad, Kentucky Derby, dairy, sports, world's fair, and other types of collectable glasses, mugs and steins. Prices in the auction ranged from \$3 to \$633, and did not seem to be influenced by the recession. According to Kroll, horse racing glasses are also attracting bids with Kentucky Derby getting the highest prices.

The top selling item in this auction was an Anheuser Busch "Senior Grande" lidded beer stein (CSL4) from 1975 at \$633, even with a little damage to the thumb rest. Other Budweiser steins from the 1970's did very well. A 1975 "A" and eagle stein (CSL2) sold for \$275, a 1982 Olympic stein (CS55) for \$270, and a 1981 Holiday (CS50) sold for \$192. A number of Pre-prohibition mugs also did very well. A turn-of-the-century Fabachers mug from New Orleans sold for \$151, a Hagemester Brewery mug from Green Bay, Wisconsin sold for \$126, and a North Western Brewery mug from Chicago sold for \$150.

Beer glasses also saw some high levels. A Tritschler & Tiesse etched glass from Clinton, IA hit \$155, a Cincinnati Burger Brau went for \$65, a Saazer Crown from Cincinnati went for \$32, and Trophy Beer from Chicago sold for \$57. This auction also had a limited number of advertising Salt & Pepper shakers with the big sellers being a set of 1976 Budweiser shakers at \$275, and Budmen shakers at \$284.

The Auction #7 book (it is \$8.00), will be out in the Spring of 1992. Additional information on this auction and upcoming ones is available from: GLASSES, MUGS AND STEINS, P.O. BOX 207, SUN PRAIRIE, WI 53590.



Left: Bud Senior Grande, CSL 4, \$633. Top: (All Ceramarte) Oktoberfest Maryland, \$25; 200 Years of Freedom, \$40; Oktoberfest The Old Country, \$35. Bottom: Standard Brewing, Baltimore, \$85; Pabst, \$80; Rochester Mettlach, \$80; Chicago '33 Expo \$15.

Beer Labels 2 Auction Closed in January

While the weather was cold, the bidding was hot in Bob Kay's second Beer Label Auction. Over 1000 lots of U.S., Canadian and foreign beer labels as well as soda labels were offered.

Competition for Canadian labels was especially strong, with an early Saskatoon Porter featuring an Indian chief in full feather head decoration commanding the high bid of \$101. There was quite active bidding for U.S. labels from Cincinnati, Iowa, Oregon, Texas and West Virginia. A group of four circa 1940 Hudepohl labels brought \$65, with the Pilsener Style in this group being considered a sleeper. A sharp looking Corn Belt from Clinton, Iowa fetched \$26, and a prepro Bock from Portland, Oregon, brought \$65. South American and African labels seemed to generate special interest among the foreign group.

The Collector's Corner featured aspect of caring for and displaying labels, letters from collectors, and just plain Label Talk. Here is one example: Why do you suppose there are two variations of One Sound State Beer? Could it be because the state capital Reno was in the wrong place on one? The version with the wrong Reno location (between the S and t of State) is quite rare.

Bob is planning the next issue of *Beer Labels* for this June. The fee for the illustrated catalog is \$7 (\$8 to Canada, and \$10 to Europe).



LABEL PAGES

Bud Beer by Manhattan? Thats what the labels say!

by
Bob Kay



Now it helps when talking to labels if you just put yourself in a time warp and go right to the scene. These first two labels help place the time as 1936-40 when the notorious Manhattan Brewing Co. had an interest in the Food City Brewing Corporation of Battle Creek, Michigan. Also recall that Al Greenburg and 'da boys' who ran the Manhattan Brewing empire were not above stealing a trademark here and there, or whatever it takes to sell the syndicate beer.

This time the *Old Style Vienna Beer* label has an interesting story to tell. It is an attractive label aimed at the import beer taste. Note that this version is called *Old Style Vienna* and that the banner says *Michigan's Finest Brew*. This must have been an intriguing label because 'da boys' in Chicago used it in a grandiose scheme to sell syndicate beer on a wider scale. Will it work? Lets listen in and see.



'Since we want to go nation-wide we'll change it to *America's Finest Brew*, from Manhattan Brewing Co, Chicago. Hum! not bad. You know A-B are really making inroads with Budweiser. Now that we've got America's Finest Brew — could we — should we — What the hell lets go for it! We'll change it to *Bud*! Maybe just to muddy the waters for the A-B lawyers we'd better say *formerly Old Style American Vienna Beer*.'



(Sometime later.....) 'Holy Cow! I expected some static but now Anheuser-Busch, Heileman's and the fed's are all fired up. The label examiner says to stop printing *Bud* and *Old Style* on the label. Well it was fun while it lasted. How much did we sell before they got us? Okay, somebody doctor up the labels so we can work them off.'

(Still later.....) 'What the bleep is this? a bread store? *Bun Beer*? and boy thats some neck label - with a big hole in the center? What genius came up with that? Boy things were sure simpler during prohibition!'

'Okay, lets go back to square one. This is still a good label! Lets see what we can do outside of Michigan. Lets just make it *Old Vienna Beer*, America's Finest Brew. Maybe we can salvage something out of this mess!'

The epilogue.....In June of 1944 the Treasury Department wrote Manhattan Brewing Co. and formally rescinded the certificate of approval for Old Vienna Brand Beer. The reason?.....the use of such names on containers of beer is apt to create misleading impressions or inferences as to the origin or identity of the products.....In the same letter they also rescinded approvals for Lubeck Royal, Badger and La Favorita.

The origin of the Old Vienna Label is not really clear. The Wisconsin Brewing Co. of Kenosha, WI had the earliest one I know of. They were in business from 1933-35. Of course, then it was *Wisconsin Famous Brew*. Who would ever guess that this label would find its way to both Chicago and Battle Creek, MI breweries, and, however briefly, carry the *Bud* and finally *Bun* brand names.

A friend of mine who once worked at Manhattan told me an interesting story. It seems he dropped into his office on a Sunday afternoon in the late 1930's and chanced upon the bottling line filling real Anheuser-Busch Budweiser labels. When Alex Greenburg spotted him he was quickly run off! As you learn more and more about the infamous Manhattan brewery nothing should surprise you!

Till next Time!

Bob Kay



MALTA AND MALT TONICS

James Jansson and Peter Blum

Malt Tonics are familiar to every pre-prohibition label and bottle collector, and once formed a small but firmly established brand type for most large and many medium-sized breweries. The bottles came in one of two characteristic shapes, squat or tall but with a smaller base diameter than at the shoulder. The smaller base was also used frequently with short bottles.

Tonics were promoted as a health drink, and there was a definite appeal to convalescents and those who had tired blood, morale or libido. "It will calm the mind and nerves, give you will power, destroy the frightful sense of weakness and dispell your fear" was part of the Pabst copy. Who needs a shrink when a bottle of tonic can do the same? Schlitz has a great framed sign with the caption "Invigorates the System". The consumer knew best which system could use some invigorating.


English brewers had their own version of tonics, which evolved from porter. It will be recalled that porter originated as a rich beer for those doing heavy labor, like porters, which was relatively low in alcohol. The next step was a type called Brown Stout. It was not as heavy and was definitely low in alcohol, and filled a niche between German-type tonics and regular beer.

Malt Tonics originated in Germany as a Malzbier ("malt beer") which was very popular with nursing mothers and ordered for children under the age of ten or so, while the grownups quaffed their Pilsener. Tonics were not revived in this country after repeal, but many breweries in Europe still market them. And against all our experience with bock beer which shows that a heavy brew will not sell in warm weather, the tonic type found a good market in Latin America under the generic name Malta.


In modern times the tonics reached a broader base than just nursing mothers and recuperating patients. For decades Schaefer in Brooklyn and Allentown had a significant business in exported Malta to Puerto Rico and supplying native Latin consumers in its marketing area. Rheingold, Ruppert and Schmidt also catered to the eastern latin segment. Schlitz before prohibition had a Tonico de Malta with the typical 0.5 percent alcohol, "excellente para las madres". At the present time Malta is only a small niche, filled by breweries in Ham-monton, NJ, Wilkes-Barre, PA and Auburndale, FL. It is seen as a healthy beverage which gives strength. Germany, Puerto Rico, Venezuela and Panama, among other countries, are producers of Malta today.


Other than cans, bottles and labels, there has been very little breweriana associated with Malta and tonics. A pre-pro tin sign advertising Malt Nutrine by Anheuser-Busch is known. It may have been supplied to physicians to hang in their waiting rooms. There are many attractive print ads dating from the 1890's to the 1910's which are interesting to read. At a time when non-prescription medications were ineffective at best, malt tonics at least were a wholesome beverage. And who knows, maybe they did perk up fatigued systems.

James Jansson from Shelton, CT, specializes in tonic cans and labels to the point where he has adopted the nickname "Senor Malta". He has provided very interesting material from his collection, augmented from the Stroh Archive.



PERFECTION IN BREWING IS REACHED IN AMERICA





ASK FOR "PABST"

Take Up the Slack. The human body in the heat of summer may be likened to a ship in a dead calm; she cannot make port without the little tug-boat, which, catching her by her loose cable pulls gently, but gradually, and taking up the slack brings her safely to the dock.

The nerves, the muscles and the mind in summer, are at the slack of their cables, yet the cares of household or business may increase. That famous little tug,

PABST MALT EXTRACT, The "Best" Tonic takes right hold of the loosened ropes, gently gives new action and vitality, and draws one through the critical months to fresh and vibrant life. Cool, foaming and full of rejuvenating influences, it makes the relaxed forces taut and strong.

Pabst Malt Extract *is* The "Best" Tonic.

PERRY'S VICTORY

BINNER CHICAGO

Is there unwelcome summer slack when sails should be bulging? Pabst Malt Extract text gets its message across in pretty plain language. Ad appeared in July 1897. The "Best" may refer to Philip Best, the prior name of Pabst.



THE HISTORY OF BREWING BEGINS WITH EGYPT

BEEN SICK?

YOU and I have dreamed that we were trying to run away from something and our strength gave out at the critical moment, our legs refused to carry us, and when we tried to crawl on our hands and knees we always slipped back and commenced to fall, fall, fall. Nothing to save us! We grasped and clutched, the branch broke, the abyss yawned below us, and above, a star, like a ball of fire, came nearer and nearer. The weakness was horrible and the struggle for life so fearful that we awoke in the quiet peace of our room, caught our breath, and the sense of security, strength and *will power* came like heaven to a soul in torment.

THE CONVALESCENT

feels this sense of weakness, and the disease, which has left him wholly unable, without help, to fight his way back to perfect health and full recovery, seems like a fiend who jeers and points to the shattered constitution and broken-down spirits. Nature unaided, like truth, may rise again, but **PABST MALT EXTRACT, the "Best" Tonic** will set every spring of health in action, build up the battlements of the body by feeding and nourishing every fibre of the physical system, and send the rich blood through the veins.

Ah, but that is not all.

It will calm the mind and nerves, give you *will power*, destroy the frightful sense of weakness and dispel your fear. This is half the battle, and the wonderful strength-giving qualities of the Malt will fight the rest. Ask your physician if this is not true, and he will say "Yes" with emphasis.

"The result of the use of "Best" Tonic was eminently satisfactory. Although I found it adapted to all cases of debility, in the emaciation consequent upon protracted wasting diseases, in tardy convalescence and in the general debility of advanced age, it is indeed a tonic *par excellence*."—R. Frank C. Browne, M. D., Riverside, R. I.

FIVE LITTLE BOOKS
MAILED ON REQUEST
WORTH READING
WORTH GETTING
WORTH KEEPING

Address, **PABST.. Milwaukee**
MENTION THIS PUBLICATION

Pabst has regular psychodrama in the July 1895 issue of The Peterson Magazine to drum up business for its Malt Extract. After reading text, you may feel like having a malt liquor instead. Magazine ads from Jansson's collection.

Pabst Extract American Girl Calendar for 1910

The exquisite beauty of the Pabst Extract American Girl Calendar for 1910 cannot be described.

It must be seen to be fully appreciated.

So pure—so subtly charming—so sweet and beautiful is this portrayal of the American Girl that it will appeal to you at once.

In panel shape, measuring 7 inches in width and 36 inches in length, it lends itself perfectly to the filling of those corners that are so hard to decorate. Printed in fourteen delicately blended colors, it harmonizes pleasantly with the color scheme of any room.

You will surely want one of these calendars for your room, den or office.

This calendar is free from advertising, even the pads being printed on the back. All we ask is that you think, when you glance at it, of

Pabst Extract The Best Tonic

and remember "It brings the roses to your cheeks"—that it is the perfect blending of malt and hops into a builder of health, strength, vigor and vitality—a tonic that enriches the blood, steadies the nerves and rebuilds the wasted tissues of the body.

For Sale by All Druggists—Insist Upon It Being Pabst

This Calendar is Free

All we ask you to do is to send us ten cents in stamps or silver to cover cost of packing and mailing. Write today.

PABST EXTRACT DEPT. C
Milwaukee, Wis.



Pabst Extract ad of 1909 promotes 7 x 36" calendar for 1910. We don't know if a large white rose tacked to the busom qualifies for "so subtly charming", but I would be inclined to send a dime to Dept. C and take a chance.

Schlitz

Indian Girl Calendar

for 1909

Is in panel form seven inches wide and thirty-six inches long. It is beautifully lithographed in twelve printings and has the roughened finish like burlap. The dates are clearly pictured on tabs of birch bark.

The central figure is the beautiful Indian Girl typifying the goodness and purity of

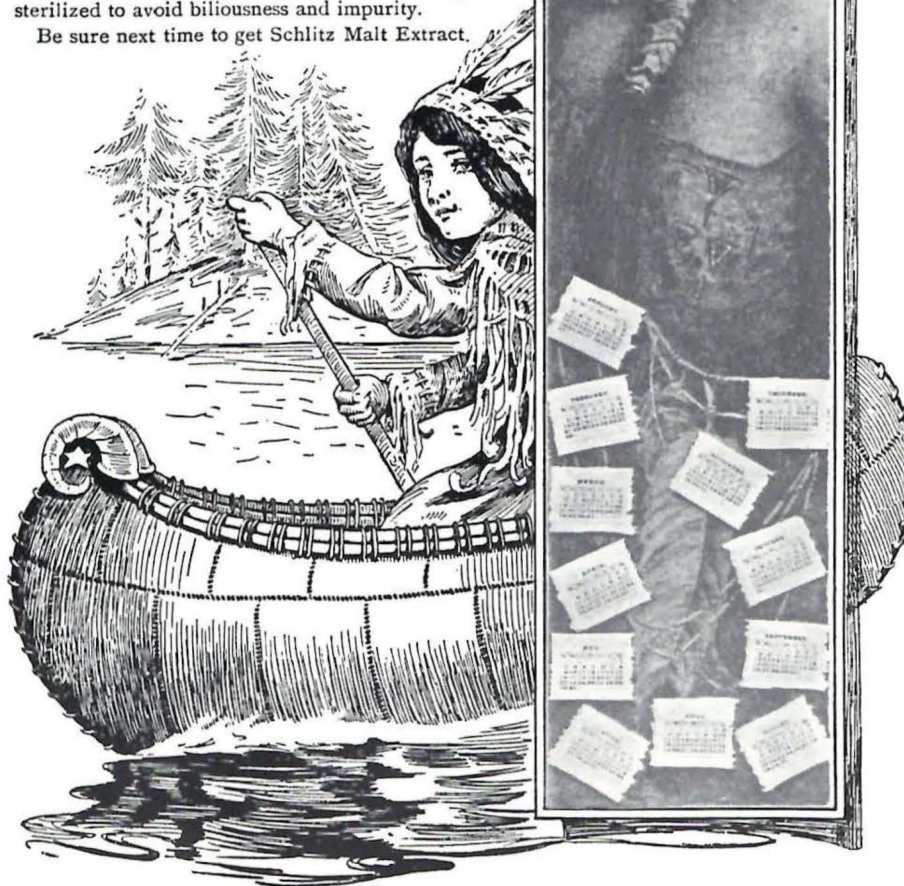
Schlitz Malt Extract

a food, a digestor and a tonic

It is richest in the food and tonic values of barley and hops.

It is brewed in careful cleanliness. It is aged and sterilized to avoid biliousness and impurity.

Be sure next time to get Schlitz Malt Extract.



This beautiful calendar will be mailed upon receipt of 10c in stamps or coin.

JOS. SCHLITZ
BREWING CO.
Dept. 14
Milwaukee, Wis.

Schlitz Malt Extract fielded a strong entry in the battle of busoms for 1909. Being "Indian", she could bare her shoulders with impunity. Illustration is from a collection of old Schlitz ads donated to Stroh by John Lupiezowiec.

MALTA CANS

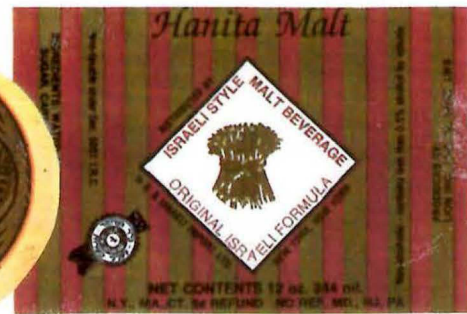


Surrounded by some of his malta cans, Jim Jansson asks: "do you have malta in cans?" Please let him know.



TONIC AND —

MALTA LABELS



GERMAN MALT BEER LABELS



German malt tonics focus primarily on children, health, low alcohol and nutritive values. "Unter Zuckerverwendung hergestellt" is required text for use of sugar (corn syrup) as malt adjunct.








Schlitz Malt Tonic labels are from Stroh archive. Red Cross in Spanish version was a daring but probably effective touch. English version lists both nutritive and tonic values. See also front cover for pre-pro Extract version.

Below: Malt Bitters trade card is typical of popular early promotion. Bitters and medicines and form a distinctive group of glass collectibles. From Jansson.



JOHANN HOFF'S

<p>JOHANN HOFF'S MALT EXTRACT WITH IRON. PEPTONATE OF MANGANESE AND IRON USED IN CONVALESCENCE, WASTING DISEASES, LOSS OF APPETITE AND A VAL- UABLE ADJUNCT IN THE TREATMENT OF ANAEMIA, CHLOROSIS &c. Does not affect the teeth or distress the stomach KEEP IN A-COOL PLACE WELL CORKED. NOT OVER 1/4% ALCOHOL.</p>	 <p>JOHANN HOFF'S</p> <p>MALT EXTRACT WITH IRON</p> <p>FOR A GENERAL TONIC FOR NURSING MOTHERS GENERAL DEBILITY, ANAEMIA, CHLOROSIS &c. <i>None genuine without the signature of Johann Hoff</i> JOHANN HOFF CO. NEW YORK</p>	<p>DIRECTIONS: ADULTS: A wineglassful before meals and at bedtime CHILDREN: One half the quantity. JOHANN HOFF CO. SOLE AGENTS NEW YORK. CONTENTS 11 FLUID OUNCES.</p>
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<p>This liquid compound of malt has been manufactured for over 50 years, and we are satisfied that it will meet the demand of the medical profession as an efficient agent to strengthen the weak and debilitated, build up weakly children and adults, insure healthy appetite for mothers while nursing, etc. This Extract is a purely medicinal preparation, and not a beverage.</p> <p> Johann Hoff Co. NEW YORK Sole Agents</p>	 <p>JOHANN HOFF'S EXTRACT A LIQUID MALT TONIC COMPOUND WITH CALCIUM HYPOPHOSPHITE CONTENTS: 11 FLUID OZS NOT OVER 1/4% ALCOHOL The alcohol is generated in the manufacture of this Extract from barley malt and not artificially added. USED IN CONVALESCENCE, IN GENERAL DEBILITY, FAULTY NUTRITION, FOR NURSING MOTHERS, ETC. Recommended by eminent physicians here and abroad for more than 50 years. Johann Hoff's Malt Extract has received over 70 acknowledgments from Exhibitions, Scientific Societies, etc. A highly palatable Cereal Extract, easy to assimilate and at the same time a powerful aid in the digestion of other foods. JOHANN HOFF CO. NEW YORK</p>	<p>Johann Hoff's Extract Directions for Using Loss of Appetite—A wine glassful taken half an hour before each meal and before retiring at night. Dyspepsia—Discontinue the use of ice water, coffee, milk and all strong liquors, and use HOFF'S EXTRACT with each meal or luncheon. Sleeplessness—Take one or two wine glassfuls every night before retiring. Nursing Mothers—Should use it liberally at every meal and at luncheon. Convalescence from fevers and other wasting diseases. Use it liberally at meals. Coughs and Colds—A wine glassful or two, sweetened with sugar, taken hot before retiring at night, will afford relief, and assist in breaking up the most obstinate cold. Beware of cheap substitutes. Insist upon the genuine JOHANN HOFF'S EXTRACT</p>
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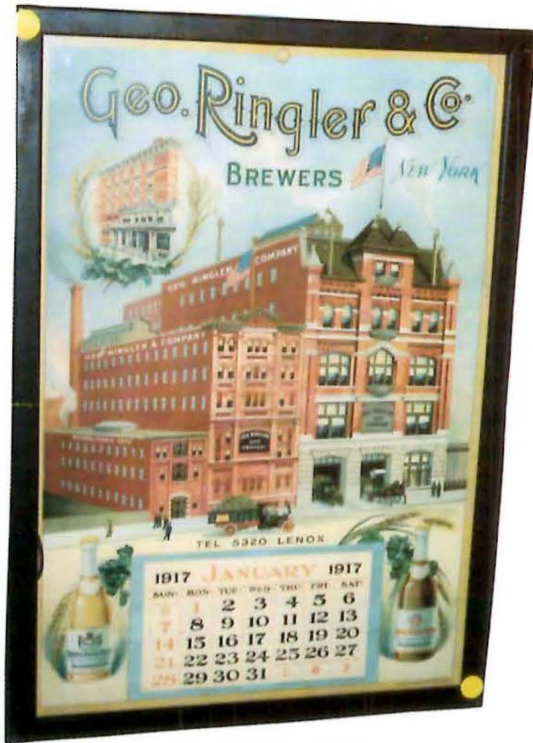
Johann Hoff's bottle labels are from the Jansson collection, here reduced in size. In spite of the wild medical claims and creative chemistry, malt extracts were a good source of many vitamins. Jan 1893 ad ran in Scribner's.



ONE DOZEN BOTTLES OF

Johann Hoff's Malt Extract

THE INDIANAPOLIS



George Ringler calendar shows brewery in all its pre-pro glory. Litho was shown by Bob Kay. Hohenadel tray really does a lobster justice. The tray, Blatz sign and Old Dutch lighted sign were displayed by Dave Delongchamp and Todd Elder. Early self-framed tin version of common Pabst paper beer & oyster sign belongs to a home-based dealer.



ANTIQUE AD SHOW



The Hugs had an impressive display, which included a flawless Indianapolis factory scene. Also seen was the only brewery interior tray of memory. Ropkins of Hartford, Conn. brewed only ales and porter. Two great Harvard pieces were shown by Ken Ostrow, a hefty brass saloon sign with nice border detailing, and a pretty lady displaying a lower limb. Hair the color of amber ale - it doesn't get any more enticing! The Crystal Spring porcelain inset belongs to Wm. Morford, Cazenovia NY

ITEMS OF INTEREST

The Buckeye sign in the Ann Arbor saloon window (Fall issue, p. 26) has been identified. A perfect copy, paper with original frame and glass, was found in Portland, OR by Reino Ojala of Sunfish Lake, MN. Reino thought that it would look good at home, and it flew back with him. Lithographed by Calvert of Detroit, the poster has a superbly decorated frame. Who would have expected that little Buckeye would spring for such a fine item! The stag is flanked by Miss Barley in a pink dress and Miss Hops in a rakishly draped blue gown, both hoisting a foamy brew.

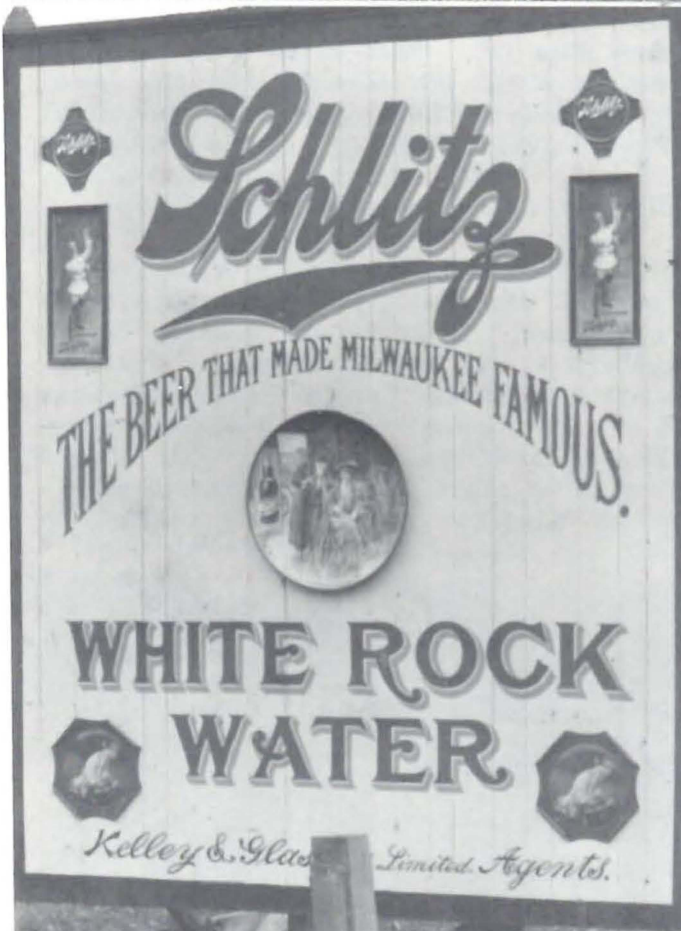
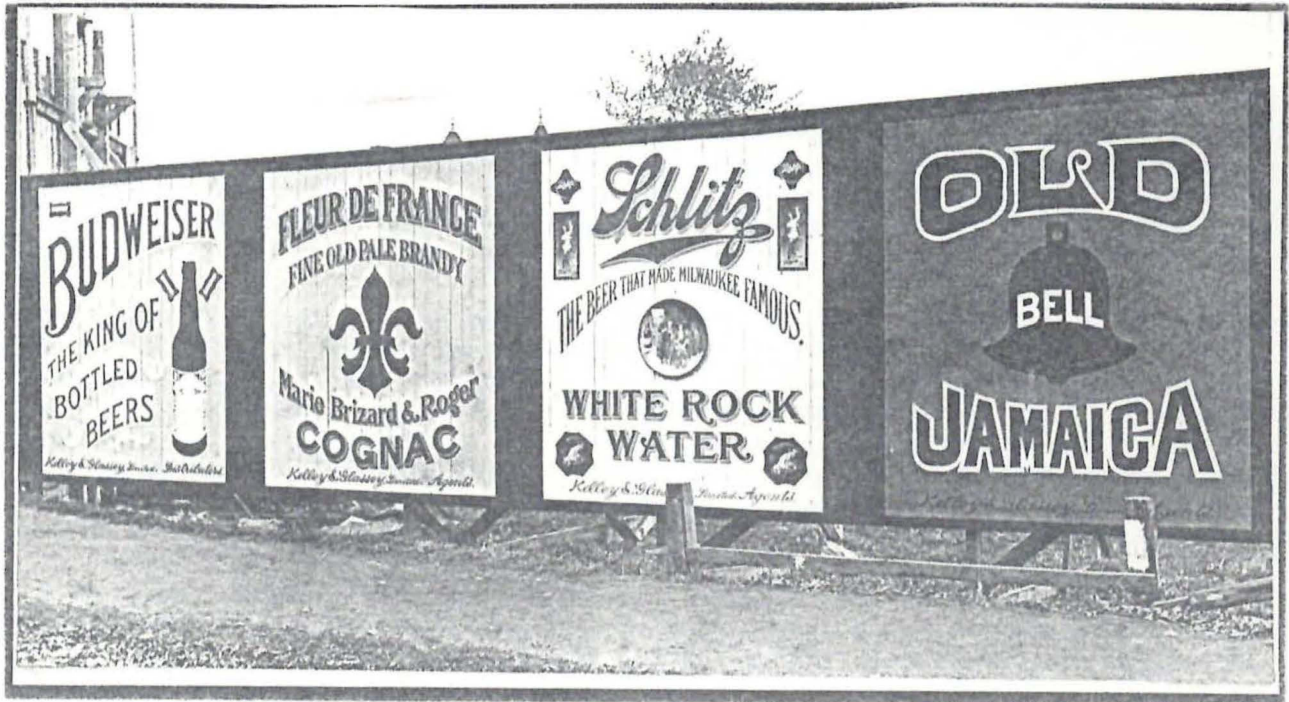


Two rare chalk pieces from the Stroth collection. The foppishly dressed gentleman showed up first before prohibition as a paper lithograph, and also served on blotters and a prohibition litho for Temperance Beer. He is best known for a 1930's metal sign in a dark red frame.

This attractive French tray was found a long way from home at one of the shows in the Matt Brewery garage quite a few years ago. It was executed for Brasserie La Meuse by Imprimeries Lemercier, 51 Rue de Seine, Paris, ca. 1925. The tray shows excellent Art Deco graphics and the trade mark of a seated lady, La Meuse, at bottom right. The Meuse River - Maas in Dutch and German - flows parallel to the Rhine, and roughly separates the wine regions to the west from the beer provinces of Alsace-Lorraine to the east. Brasserie La Meuse was absorbed and closed long ago.



INDOOR – OUTDOOR BREWERIANA?



*Kelley & Glassey were probably agents in Jamaica

A benefit of being the archivist at Stroh is that you can find unexpected breweriana items. Schlitz archivists had saved a number of old photographs showing their agencies abroad. These had been mounted on heavy stock and each was given a number on the back. Unfortunately the master list was lost, but many were identified on the front with handwritten information.

While placing these photos in mylar protective sheets, I came across a photo of outdoor billboards by Kelley & Glassey, Ltd, an unidentified importer*. The Schlitz space was nicely decorated. A second look showed that the decorations consisted of signs mounted on the wood, including a circular plaque dangling from a wire!

Of course, these signs could have been put up just for the photograph. Even so, they are very interesting. I am only familiar with the tall rectangular sign of a man in German uniform, raising a bottle high. We do not have Miss Purity crouching on a rock and looking at her reflection. This was a turn of the century teaser for several products; the mini-wings added respectability. The large plaque shows Schlitz being poured for a seated lady. Does anybody have this item?

CASE STUDY: BREWER'S BEST

Randy Carlson

The year was 1933, prohibition was over, and the small and regional brewers were producing and selling their beer once more. Advertising executive Fred Mayer was enjoying the large number of different beers which he found as he travelled. But he noticed that by 1939 many of his favorites were no longer available. Fred Mayer along with Peter Theis, advertising agent for Schlitz, and Arthur Deute met to plan possible ways to stop this sad trend.

They soon realized that small brewers had to overcome two obstacles in order to survive. The first was the 30 million barrels in unused capacity, and the second was the powerful presence of shipping brewers. They felt these issues would come back to haunt small brewers unless they were addressed. If a number of local brewers could band together and produce a brand of beer in their own market and have the advertising handled nationally, they might be able to pull it off. It was important that this brand of beer would not interfere with each brewer's own brand.

One problem was to name this venture. The three men decided that, since they would demand the very best from each brewer, their name will be Brewers Best Associates, and their beer will be called "Brewers Best".

The next problem was the need for uniform beer quality and flavor. E.A. Siebel & Co. of Chicago, now J.E. Siebel Sons Co. designated the standards that each brewery had to maintain, and provided the formula for the beer. Siebel staff would also tour the brewery of each applicant and check technical capabilities to meet standards. Besides providing quality control, Brewers Best Associates would supply labels, crowns, handle national magazine advertising, copy for local media spots, and point-of-purchase merchandise.

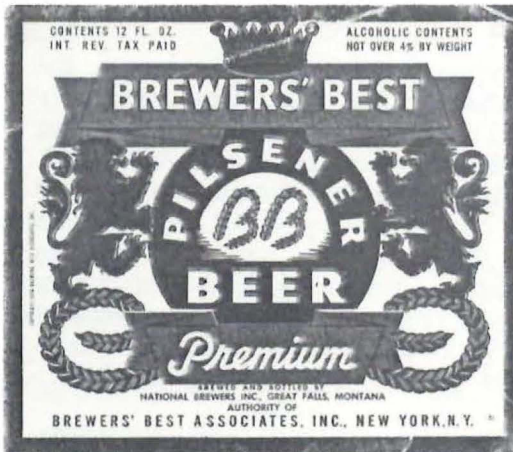
Brewers Best was introduced on April 18, 1947 in New York City's Waldorf Astoria Hotel, then the most fashionable spot in the country. Fourteen brewers were admitted initially: American of Baltimore, Atlantic of Chicago, Blackhawk of Davenport, Peter Breidt of Elizabeth NJ, Detroit Brewing Co., Esslingers of Philadelphia, Flock of Williamsport PA, Robert Graupner of Harrisburg, Harvard of Lowell MA, Koch Beverage & Ice of Wapakoneta OH, Menominee-Marquette of Menominee MI, Chas. Schaeffer of Brooklyn, Two Rivers in WI and Walter in Trinidad CO. A national advertising campaign was introduced simultaneously with a full page spread in Time Magazine. The ad was carried by Newsweek, Life, Colliers, American Weekly and Esquire in the following week.

Brewers' Best Expands to Hawaii

With the granting of a Brewers' Best franchise to the Hawaii Brewing Corporation of Honolulu, Brewers' Best Associates, Inc. establishes its first territory beyond the continental United States, which it has covered on a coast to coast basis since November, 1946. Drinking a toast on the occasion we see: C. F. Barter, Pacific Coast Sales Director for Brewers' Best; C. F. Wanenburg, vice president & Gen. Mgr., G. S. McKenzie, president and P. R. Chaney, secretary, all of the Hawaii Brewing Corp.



Newsweek reported that by August 1947 sales of Brewers Best were at the rate of 600,000 barrel per year. The brand was selling well in Idaho, Iowa, Montana, Wyoming, and parts of Illinois, Ohio, Pennsylvania and Wisconsin. It was also available in the New England States except Vermont. Management hoped that by January 1948 90 % of the country would have access to Brewers Best. The number of producing breweries had climbed to 19. They had turned down 40 plants and had 33 more applications waiting. The Brewers Digest stated at this time that memberships would be limited to 52 breweries.



New Point-of-Sale Piece

Here's the crest that identifies Brewer's Best Premium Beer mounted on a counter card and pushed out from a rich green background by scoring on gold foil around the motif - a device giving the insignia the appearance of a fine jewel mounted on velvet (Brew.Digest).



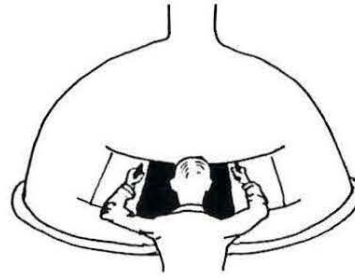
Business Week magazine for October 25, 1947 reported that the number of breweries producing Brewers Best had climbed to 21, and that George Ehret of Brooklyn was the latest firm to be added. It was also stated that one brewery was asked to drop out as their beer was not up to standards. The article described the franchised beer to be working much like a soft drink franchise. Each brewery had to produce a set amount of the brand, and paid \$1.25 for each barrel sold to the head office. Brewers Best announced that \$300,000 was budgeted for advertising, and that they would spend \$1.5 million in 1948. Business Week went on to state that the 21 brewers could cover the 48 states, and that the organization would add ten more plants by the end of 1947.

I do not know how long this beer was produced and sold, but the book Who's Who in Brew shows that by 1951 only the Grace Brothers Brewery in Santa Rosa was producing the brand. Grace Brothers must have purchased the label, as they brewed it until 1965, and then Maier brewed it for two more years. The brand then did an old soldier's trick and just faded away.

In addition to the original 14 and Ehret, I have labels from August Wagner, Hoffbrau in Ft. Wayne, Mankato, National Brewers in Great Falls and Sebewaing. With Grace Bro. and Hawaii, this adds up to 22. Please notify me if you know of other breweries which produced Brewers Best. Randy Carlson

Brewers Best is now only an interesting footnote on a marketing concept which failed. With excellent hindsight we can pretend to have known all along that this was bound to happen; beer is not seen like a franchised soft drink. We would prefer for each small or medium-sized brewery to have its own and somewhat distinctive brand, and not get involved in a generic label without a history. The interesting part of this case is that the concept did not die with Brewers Best. It was revived three decades later by three large brewers on an international level with Masters. I believe the reason for its failure were basically identical. PHB

WHAT'S



BREWING

Is the King of Beers getting old?

After decades of steady growth, Anheuser-Busch seems to be facing the end of the climb. Nobody is feeling sorry; Anheuser-Busch gets respect but little sympathy. And Anheuser-Busch will still dominate the domestic market, will set prices and be able to outspend its competitors whenever they want. The bottom line may even improve by not having to budget capital for new construction. Then there are all these amusement parks reinforcing the Busch name. And on this subject, Anheuser-Busch will open its first foreign amusement park near Barcelona in 1995. It only took a 20% share - \$73 million - to place Budweiser into this prime expanding market.

Anheuser-Busch is getting top dollar of the beer segment, but Budweiser is placed between several very decent lower costing products on one side and on the high end drinking a Bud may no longer be the status symbol it once was. A leveling is probably unavoidable. The surprising fact is that it has taken generations for the brand to mature.

The strategy in the industry has been to replace a weakening brand with an extension, e.g. with Natural or Dry or Cold Filtered to keep the volume up. So far it has worked. Busch Dry is one of the fastest growing brands. Anheuser-Busch has a history of correcting weaknesses and coming back strong.

To make a pun, some beer marketers have a new buzz word: "Upstrength Malts". We are talking 40 oz. bottles of St. Ides Premium Malt Liquor, Olde English 800, King Cobra, Schlitz's Red Bull, 64 oz. bottles of Midnight Dragon and the vetoed Powermaster. The industry is being criticized because the 40 oz. bottle of a strong malt has become an inner city rite of passage for young teens. Rapper Ice Cube has been used effectively by McKenzie River Corp., which markets St. Ides under contract from Heileman. The feds made him tone down his lyrics, but the word is out: it's cool and hot. Success in the ethnic segment is like selling cigarettes - the more smoke there is, the more heat you can expect.

Anheuser-Busch in Spain is not the only foreign news. Coors is going into Korea, and Heineken will finally enter Germany next year. Heineken sells in 150 countries but its eastern neighbor is a tough Nuss to kracken. Closer to home, Canada is being pressured to permit U.S. beers to be sold without restrictions. Old Milwaukee is their #1 import, and Stroh would like to see some changes.

BUYER BE AWARE!

Color Copier Suspected in Unusual Mini Bottles

Several highly questionable Chicago label miniature bottles have surfaced recently. One was "Old Manhattan Bock Beer" from the Manhattan Brewing Co., three were from Peter Hand, one Meisterbrau, and there were two others. Bob Kay, who to date has not seen the bottles, doubts very much that these bottles were legitimately circulated. They are not listed in either the original Mini Bottles and Go-Withs, or its recent update.

The labels appear to have been made on a laser type color copier on white copy paper, reduced in size from actual labels. They have been applied to a variety of bottles, and show signs of the caps having been removed and water added. The labels show evidence of hand trimming with scissors on curved surface edges and non-copy bearing borders. Reproduction and color are excellent.

Chicago collectors appear to be the initial target of this appearant fraud. The brewery you collect could be next **CAVEAT EMPTOR!** If the practice continues, NABA will appoint a team to trace the source and publish all details. **CAVEAT PRODUCTOR!** - Fil Graff

NABA Joins Anti-Reproduction Group.

NABA has recently joined The American Antique Association as an Organization member. AAA is a new group of people in the antique business - dealers, collectors, trade publications, hobby organizations - who are strongly opposed to unmarked reproductions and are willing to publicize them. Much initial attention has been given to advertising items, particularly from active trademarks like Coca-Cola, Mickey Mouse, and the Anheuser-Busch brands.

AAA's stated purpose matches our commitment as restated recently on the new membership application form: "A strong code of ethics is encouraged by NABA. There is a continuous effort to alert the membership to the output of fake items, and the Organization strives to curb the production and distribution of such items."

AAA provides a quick national alert system on reproductions, and a 24 hour Hot Line (800-473-7816) for reporting "finds" of unmarked repros. NABA members are encouraged to join as individuals; please contact Fil Graff for information and applications (904 Norwood Court, Naperville IL 60540). - Fil Graff

German Collector Sending Photocopied Labels

There is no law against sending photocopied labels, but if you assume that you will be getting the genuine article from exotic places like French Guiana, Guam and Mali, you may be in for a big disappointment. Buyer beware - see the merchandise before you send him good labels. Every hobby has a its bad Apfel. - Frank J. Mrazik



EXECUTIVE SECRETARY'S PAGES

Now is the time to to plan attending the Ft. Mitchell Convention July 31 - August 2. You should have received all the convention information with this issue. Please read it carefully. Also remember - or if this is your first convention, please be aware - that it is your responsibility to reserve a motel room. Your reservation must be at the Drawbridge Inn before July 15, '92.

Nominations and election for the office of President, Vice-President, Recording Secretary, Treasurer and three Directors will be held. The Executive Secretary is not an elective office, but is appointed annually by the Board. The terms of office are for two years. Officers and Directors must attend a spring and fall Board meeting and the all conventions. There is no payment for motel, meals or travel. As in the past, nominees are asked for a brief statement on their background and interests.

May 31 is DUES DAY, unless the expiration on your membership card is May 31, 1993. Please send \$ 20 (\$30 for Canadian and \$ 40 for overseas members) payable to N.A.B.A. & mail to NABA, 2343 Met-To-Wee Lane, Wauwatosa WI 53226.

The following collectors of breweriana have joined our Association in recent months, and we wish them a cordial WELCOME! My advice to all is to attend the Ft. Mitchell convention near Cincinnati, and see the largest amount of breweriana available for sale or trade in one place. Also allow time to see the largest breweriana collection in the world, which is on display there.

Sincerely,
Robert E. Jaeger
Executive Secretary

NEW MEMBERS

ADAM IAN A. (Anita)
P.O. Box 315
122 Boon Street
Barneveld NY 13304
315-896-6755
Mugs steins
Utica Club, Anheuser Busch

BARR CHRIS
8711 W. Schlenger Avenue
West Allis WI 53214
414-771-0564
Bottles (Blatz)
cans-mini beers
Blatz

BARYENBRUCH JON (Flossie)
2577 Curley Oaks
Madison WI 53711
Bottles-chairs-history
mini beers-photos
Wisconsin only

BELLO JOHN (Karen)
1406 Cimarron Drive
New Lenox IL 60451
815-485-0623
Glasses-signs

BIEDERMAN SCOTT
c/o Biederman's Deli
P.O. Box 537
Plymouth NH 03264

BOND ROBERT E.
4507 Newportville Road
Newportville Pa 19056

BOUR EDWARD L.
11496 W. Florida Place
Denver Co 80232
303-989-4540
Clocks-mirrors-signs
tip trays-trays
Cincinnati Breweries

BRADLEY LELAND W.
11032 Westwind Court
Strongsville Oh 44136
216-238-7475
Cans-mugs steins

BRONSON ART (Maria)
Box 154
Dundee Mi 48131
313-529-5558
Animated signs
Lighted signs
Neon signs

BRUEGGEMANN TED
Miller Brewing Co.
3939 W. Highland Blvd.
Milwaukee Wi 53201

BRZOZA BEN
4072 Glenn Avenue
Bensalem Pa 19020

CENTLIVRE ANDREW
6321 Rosebelle
N. Ridgeville Oh 44039
216-327-6207
Bottles-cans-signs-trays
Old Crown

CLARK TODD R. (Mary)
4053 Jennifer Drive
Hamilton Oh 45013
513-738-4053
Bottles-cases-dealer
glasses-medals-trays
Moerlein, Lion, Foss
Schneider

COBINE CRAIG (Linda)
123 Water Street
Naperville Il 60540
708-355-5800
All breweriana-glasses
history-mugs steins
patches-post cards
Fox Head "400" Waukesha

COPPINGER JOE D. (Tammy)
2529 Crestwood Drive
Chattanooga Tn 37415
615-266-1740
Lithos-signs-statues
thermometers
Chattanooga Tn Brewery

DE LAU ALAN
208 Elm Street Apt 14
Lawrenceburg In 47025
812-537-2753
Calendars-lithos
neon signs-paper items
signs-tip trays

DENLINGER RIFE T.
8397 May Avenue
Middletown Oh 45042
513-855-7707
Coasters-mugs steins
photos-trays

DE SOUSA BARRY (Christine)
R.D. 1 Box 166
Randolph Center Vt 05061
802-728-9058
All breweriana-cans-clocks
openers-tap knobs-trays

NEW MEMBERS

DOUGHERTY THOMAS P.
H.C. 2
Box 2041
Jim Thorpe Pa 18229

EGELAND RALPH L.
1 Glengarry Lane
Aurora Il 60506

ELAND VIKKI
500 South Plane
Burlington Ia 52601
319-752-3726
All breweriana-books
magazines-history
Anheuser Busch, Budweiser,
Bud Light, Bud Dry

FENNEWALD CLARENCE L. (Brenda)
501 Heartheron Lane
Hixson Tn 37343
615-870-5811
Lithos-mugs steins-neon signs
reverse paint on glass
signs-statues
Chattanooga Brewery Co.
St. Louis Brewieriana

FRANKENBERGER MARK (sandy)
1239 Beaverdale Road
Dalton Ga 30721
404-259-3370
Glasses-knives-lithos
mugs steins-trays
Budweiser, Anheuser Busch

GATOR LAGER BEER
645 West Michigan Street
Orlando Fl 32805
407-423-2337

GINN MICHAEL (Paulina)
1770 Lorenzen Drive
San Jose Ca 95124
408-448-7108
Bottles-mini beers-trays

GRAFF ROBBIE(Fil)
904 Norwood Court
Naperville Il 60540
708-420-7735

HANCOX RICHARD A. (Barabara)
1521 Pittsburgh Road
Franklin Pa 16323
814-432-7835
Coasters-neon signs
signs-thermometers-trays
All Breweries All Brands

HARRISON JOHN (Joan)
128 Heldon Drive
Coraopolis Pa 15108
412-269-9740
All breweriana-neon signs
patches-tap knobs-tip trays

HEEREN KENNETH (Judith)
6275 S. Bass Drive
New Berlin Wi 53146
414-679-1264
All breweriana-lithos
photos-watch fobs
Blatz

INNAMARATO ROCCO
425 14th Street Unit 307L
Ocean City Md 21842
410-289-2201
Coasters-mini beers
mugs steins-trays

JETT BOB J. (Maria)
4494 Windcloud Avenue
Sacramento Ca 95838
916-924-1365
All breweriana from Stroh
Brwg. Stroh's, Stroh Light
Signature

JOHNSON MARTY (Debbie)
2909 Vulcan Road
Baltimore Md 21222
410-284-6268
Books magazines-history
mugs steins

JUSTMAN DOUGLAS (Tina)
N9640 Buchert Lane
Watertown Wi 53094
414-261-7771
Cans-mugs steins-pitchers
statues-tip trays-trays
Wisconsin Brands past
and present

KARDES MICHAEL
958 Ironstone Drive
Rochester Hills Mi 48309

KELLEN DAN
825 S. Alma School #371
Mesa Az 85210
Cans-labels-paper items
Rheingold, Leinenkugel

KLASKA CHUCK (Lisa)
17659 Costello Street
Mt. Clemens Mi 48044
313-263-7307
All breweriana-mirrors
neon signs-signs
statues-trays
All breweries All Brands

KOCH VERN C. (Elaine)
P.O. Box 565
Arlington Tx 76004
817-465-4195
Mugs steins
Budweiser, Miller, Coors
German steins

KOHLWAY JOHN M. (Theresa)
2003 Westchester Avenue
Baltimore Md 21228
410-747-2888
Mugs steins

KRICK KENNETH R. (Jo Ann)
12 Old Crystal Lake Road
Stafford Springs Ct 06076
203-871-7495
All breweriana
A - B, Budweiser

LAIING TOMMIE
4821 N. Larkin Street
Milwaukee Wi 53217
414-962-7895
Bottles-mini beers
openers-pinbacks-trays
Grafts, John Graf Co.
Milwaukee

LASWELL BRENT R.
4545 Kingwood Drive #3024
Kingwood Tx 77345
713-360-5060
Bottles-glasses-labels
mugs steins-signs
Stroh's St. Louis, Milwaukee
Pennsylvania, Wisconsin Beers

MESSING GUY G. (Carol)
6977 Lincoln Creek Circle
Carmichael Ca 95608
916-355-5114
All breweriana
mini beers-mugs steins
All Breweries All Brands

MEYER BOB (Mary Ann)
69 Opportunity Way
Appleton Wi 54915
414-735-0858
Coasters-labels
mugs steins
Worldwide Labels &
Coasters

MILLER ANNE V. (Howard)
1104 N. Argonne Avenue
Sterling Va 22170
703-430-6089
Mugs steins-patches
Miller, Anheuser Busch

MOELLER PETE (Shelly)
P.O. Box 762
Bowling Green Oh 43402
419-353-2880
Match safes-mugs steins
salt shakers
Anheuser Busch, Budweiser

ORMSBY ROBERT I.
101 Benedict Ter.
Longmeadow Ma 01106

OXENDORF TOM
P.O. Box 256
Ixonia Wi 53036
414-567-5945
Cans-neon signs-signs
A - B, Budweiser

PENNAZOLI JOHN (Nancy)
58243 Salem
Washington Mi 48094
All breweriana-matches
neon signs-signs-statues

NEW MEMBERS

ROBINSON RICHARD L. (Anna Marie)
19 S. Central Avenue
Rockledge Pa 19111
215-663-0487
Ash trays-calendars-clocks
lamps-neon signs-trays

POLAND WILLIAM E.
102 Bart Place
Hazlet NJ 07730

PROVENCAL FRANK (Janet)
RR 1 Box 1664
Sanbornville NH 03872
603-522-6659
Cans-paper items-signs
tap knobs-tip trays-trays

RUSSO ROB
1319 N. Jackson Street Apt 311F
Milwaukee Wi 53202
414-765-9797
Books magazines-signs
statues
Hams, Pabst, Blatz,
Blue Ribbon

SCANLON TOM
923 Lynwood Court
Mars Pa 16046
412-776-3117
Bottles-mirrors-mugs
steins-neon signs-tap knobs

SCHNEIDER PHILLIP
143 Raymond Drive
Hampden Ma 01036

SILKAITIS THOMAS A. (Patrice)
1139 Brentwood Court
Geneva Il 60134
708-232-8554
All breweriana-post cards
reverse on glass
All Milwaukee Breweries

STONER RICHARD T.
2818 105th Avenue E
Puyallup Wa 98372

STOUT ED
1000 Lewis Drive
Winter Park Fl 32789
407-644-3810
Cans-neon signs-tapsters
Pabst, Coors, Anheuser Busch,
Schlitz, Miller

SUESS TERRY W. (Darlene)
3014 Leechburg Road
Pittsburgh Pa 15239
412-798-9222
Mugs steins-signs
Anheuser Busch

SUTTON RON (Heather)
825 Clearview
Kalamazoo Mi 49001
616-345-3968
Knives-mirrors-mugs steins
neon signs-signs
thermometers
Budweiser, Hams, Miller,
Pabst

TREMMELE REX A.
P.O. Box 635
Sutton WV 26601
304-765-7042
All breweriana
mirrors-signs-trays

VALLEROY ROBERT (Sheryl)
1840 Welshire Drive
Davenport Ia 52806
319-386-4916
Cans-coasters-glasses
mugs steins-post cards
Peerless, Blackhawk,
Iowa Breweries

WALTRICH HELMUT
239 Nottingham Avenue
Glenview Il 60025
312-724-6937
All breweriana-corkscrews
lithos-mugs steins
openers-signs

WATERBURY TOM
506 Amsterdam Drive
Orange City Ia 51041
712-737-3534-H
712-737-4925-W
Mugs steins
Bud, Coors, Old Style
Miller etc.

WICKERSHEIM JUDITH (Carl)
P.O. Box 206 Park Station
Paterson NJ 07543
201-345-1171
All breweriana-knives
mugs steins-openers-signs
Bud, Anheuser Busch

YEDLICKA JOE (Karen)
18020 Farmall Lane
Salinas Ca 93907
408-663-3508
Glasses

ZABEL ERIC T. (Patricia)
1257 Mt. Airy Road
Basking Ridge NJ 07920
908-604-6348
Coasters-neon signs-signs
tap knobs-tip trays-trays

DUES YEAR ENDS
MAY 31

BOOK REVIEW

Herman W. Ronnenberg

Peter Hernon and Terry Ganey. Under the Influence: The Unauthorized Story of the Anheuser-Busch Dynasty (Simon & Schuster, 1230 Avenue of the Americas, New York, N.Y. 10020, 1991), 461 pages. \$24.95

A biography has every right to be "unauthorized," it has every right to cover a family's sins and tragedies, and it is under no obligation to make a favorable evaluation of its subjects, but it should aim at enlightenment, not sensationalism. Hernon and Ganey follow the trail most notably blazed by Kitty Kelly's treatment of Ronald Reagan and other celebrities with their attack on the Busch brewing clan of St. Louis.

Those of us interested in brewing history can feel vindicated that a major publisher has made a full-blown effort to reveal the lives of America's foremost brewing family. Brewers are indeed worthy of study. There is a wealth of information here, and whether one has a deep background in brewing history or an outsider's idle curiosity, one inevitably comes away with an expanded library of facts. There is a ponderous quantity of book, magazine, and newspaper sources evident, and massive numbers of interviews with both named and anonymous informants. Each area of the text is referenced in the back with a unique system which omits footnotes and textual disruptions but affords very exact citations. Yet, this is the stuff of sensationalism, not history.

For a major publisher to issue a book and achieve the expected level of sales, there had to be something in the book to attract headlines, and get the authors solidly into the talk-show circuit. The book succeeded at that level. As an example, the book provided much of the impetus for a large article in U.S. News and World Report ("Where Americans Cheer the Rich: Populism Won't Play in Places Like St. Louis," November 18, 1991, P. 40), and the authors have been widely interviewed.

August A. Busch III, current CEO of the company, refused to cooperate with the authors and seemed to dismiss them as neo-prohibitionists. His evaluation is difficult to dispute. For instance, on page 364 there is a tale of a high school girl who died in a traffic accident. "A bloody six-pack of Michelob Light" was found in the wreck. A shocking example, but an example of what? Was the beer unopened, as the statement seems to imply? What was the blood alcohol level of the driver? What were the other factors in the wreck? As with so many "Alcohol related" cases of this type, the sensationalism will not stand close analysis. It is not surprising that Busch would refuse to cooperate.

There seems to be a general antagonism toward Anheuser-Busch corporation as well as the extended Busch Family. On page 387 and 388 several court cases are discussed in which A-B attempted to protect various trademarks. Some of these cases, such as the one against Party Animal crackers, do seem frivolous on the surface. Trademark equity is a major asset for any company though, and it would be foolhardy not to follow a general policy of protecting this investment.

Some of the historical material shows a lack of understanding on the authors' part. On page 93 there is interesting material on the financial aid given to Germany by the Busch family early in World War I before American involvement. At that time it was hardly inevitable that the United States would side with the Allies or enter the war at all. For private citizens to buy war bonds or contribute to charities for orphans and veterans of either belligerent was neither illegal nor in any way unethical. After the United States declared war, the Busch family abandoned their former support for Germany and went to great lengths to aid the American war effort. In fact it was Busch's diesel engines that powered the American submarines. Considering that the war was used as an excuse to persecute Americans of German heritage and to push through prohibition, August A. Busch's support for the war effort could be viewed as exceptionally magnanimous.

As with everyone, the Busches have skeletons in their closet. They have been frail to all human weaknesses, but the biggest sin chronicled here seems to be financial success. Most would consider this no sin at all. The 1980s began with the questionable notion that the rich were supposed to provide everyone with economic security through trickle-down economics. The 1990s are beginning with the equally absurd idea that they are to provide us all with soap opera through unauthorized biographies. Be careful of this particular attempt to render a soap opera from the lives of our most successful brewers.

Librarian and teacher Herman Wiley Ronnenberg directs elementary and secondary library in the Pomeroy, Washington School District. He holds a doctorate in History from the University of Idaho, with emphasis in Historical Archeology. Ronnenberg's articles on Western breweries have appeared in many journals. His book Uncertain Riches: Beer and Brewing on the Northwest Frontier will be published by the University of Idaho Press.

BUY – SELL – TRADE

Elizabeth, NJ Breweries Wanted: any item, also literature from or about U.S. breweries. Dan Forrester, 18 Stringfield Av. Cranford NJ 07016, 908-272-7598

Mini Beers & Old Whiskeys Wanted: Pre-pro through 1950's. Fred Hawley, 1311 Montero Ave, Burlingame CA 94010 (415) 342-7085.

P.O.C. Tray Wanted: from Pilsener Brewing Co. in Cleveland. Bill Carlisle, 5055 Medhurst Rd. Solon OH 44139 (216) 248-1934.

Western or Indian Scenes Wanted: Top \$ pd! **To Sell:** Coors factory litho mint, O'Keefe girl/moon tin mint. Terry Basey 204 May Monrovia CA 91016 818 359-8878

US Labels For Sale!: 2,000 variations from 50 years collecting, send SASE for details. "Uncle" Ernie Oest, 55 Grand Ave. Port Jefferson Station, NY 11776.

Chicago Brewery Paper Items/Photos Wanted. Also prohib/bootleg/speakeasy info & memorabilia Kurt Kuhlman 1707 W. Melrose Chicago 60657-1003 (312) 528-0347.

Berghoff (Ft. Wayne) and Metz Wanted: paying top \$! Bubblers from anywhere, up to \$1,200! Robert Newman, 10809 Charnock Rd. L. A. CA 90034 (310) 559-0539

Tray Holders For Sale: Magnetic holders, \$8.- per dozen plus \$1.50 postage.
Richard Gerladis, 23 Norse Ave. Butler NJ 07405 (201) 839-3089.

Labels For Sale: 500 diff. U.S. labels 1965-1983, \$32.-, 75 diff. IRTF \$25.-
20 diff. Old Froth'slosh \$13 Adrain Angleton P.O.Box 28 South Roxana IL 62087

Searching for High Life!: Buying all types Miller. No item too large or small.
Send photos and pricing to Eric Holzapfel, 421 Willow Way, Clark NJ 07066.

Rare Stroh Items Wanted: Funds available for special pieces, but Stroh family
fussy about condition. Contact Peter Blum, 300 River Place, Detroit MI 48207.

EVENTS OF INTEREST

- May 10 Brew City Ad Show, Serb Hall, 5101 W. Oklahoma, Milwaukee WI
Jim Welytok, (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
- June 12-14 First Annual Monarch "Weekend at Pauly's, Lena IL
Paul Zagielski 8939 W. Cedarville, Lena IL 61048 (815) 369-2135
- June 13 Schullz & Dooley Brewery Show, F.X. Matt Brewery, Utiva NY
Dennis Hefner, 17 Inverness Ln., Clifton Park NY 12065
- June 18-21 ABA-XI Convention, Arlington TX La Quinta Inn
Chris Galloway, P.O. Box 11157, Pueblo CO 81001
- June 20 Stroh's Fire-Brewed Annual Show, Woodhaven MI Moose Lodge
Terry Warrick, 9335 Ruth, Allen Park MI 48101 (313)929-0551
- June 20 Annual Heileman Hiatus, Heileman Brewery, LaCrosse, WI
Ken Gretzinger, 2307 24th St Kenosha WI 53140 (414) 551-8706
- July 3-4 Mile High Summit Show, Breckenridge Ski Resort, CO
Mike Barden, 4824 E. 18th Av., Denver CO 80220 (303) 320-0709
- July 16-18 ECBA Annual Convention, Holidome in White River Junction, Vt
Roger Levesque P.O.Box 826 So. Windsor CT 06074 (203) 648-9107
- July 17-19 Oregon Brewers Festival, Waterfront Park, Portland OR
Nancy Ponzi, (503) 628-1227 or (503) 241-7179
- July 29-Aug 2 1992 N.A.B.A. Convention, Oldenberg Brewery, Ft. Mitchell KY
Herbert Haydock, Drawbridge Inn I 75 at Buttermilk Pike,
Ft. Mitchell, KY 41017, (606) 341-2800
- Aug. 6-9 Federation Historic Bottle Collectors, Seagate Cent. Toledo OH
Adam Koch 3746 Ronald Ave., Akron OH 44319 (216) 644-0274

NABA's 21st CONVENTION

OLDENBERG BREWERY MUSEUM
FT. MITCHELL, KY

JULY 31

AUGUST 1-2, 1992

