

The Breweriana Collector

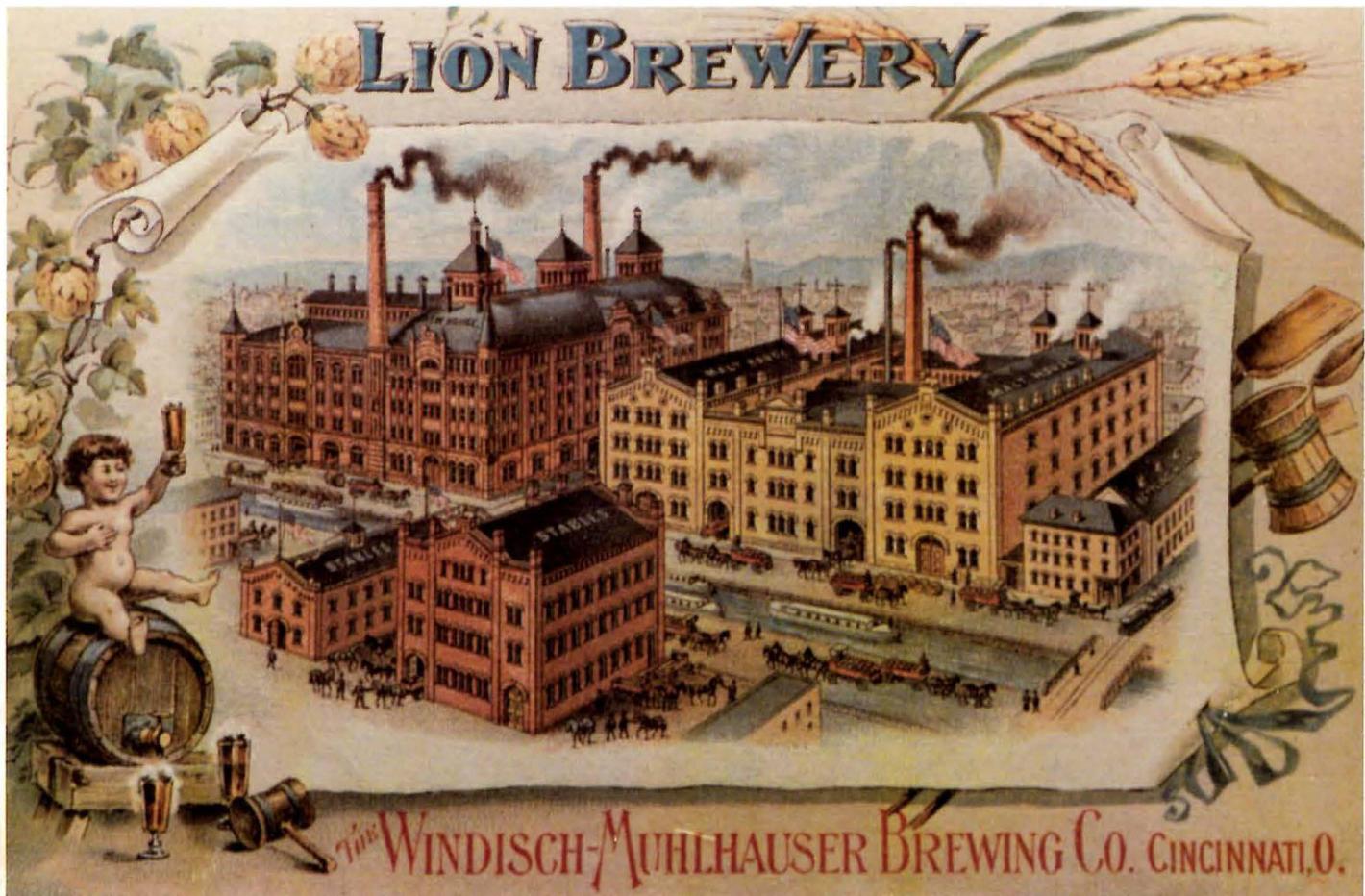
JOURNAL
OF THE
NATIONAL ASSOCIATION

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THE CINCINNATI AREA

National Association Breweriana Advertising

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

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COVER

Windisch-Muhlhauser's Lion Brewery typifies the grandeur of pre-prohibition Cincinnati breweries. The buildings later served the Red Top Brewing Company.

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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.

National Association Breweriana Advertising (NABA) publishes The Breweriana Collector and Membership Directory solely to facilitate communication among its members. No effort is made by the Officers, Directors and Editorial Staff to check any articles for accuracy of content, to investigate value or the authenticity of any article offered for sale or trade, or of the business reliability of persons placing advertisements. NABA, its Officers and Directors disclaim responsibility for inaccuracies which may occur in its publications, and liability for any transaction to which it is not a party.



PRESIDENT'S PAGE

This is the time of year when officers and directors are elected. Most often it is a formality, because positions for officers are very rarely challenged, and not always are there more candidates for directors than available positions. This year there are some changes at the top, and a seat has opened for a director. Even if you cannot attend our conventions and are satisfied with the status quo, please familiarize yourself with who's who on the Board of Directors. These are the people who reach decisions for NABA, and you should know who they are and their background.

None of the positions on the Board has a limit to the number of terms a person can serve. I do not know whether it was good common sense or a quirky omission which included the president's total tenure in office to remain open-ended, but it resulted in good manners. Tradition now prevents a challenge to a sitting president. Good manners require an announcement to the Board that the office will become vacant before a candidate, after finding a consensus, declares his willingness to serve. Tradition - and office fatigue - have limited the terms to not more than six years. The tenure has been self-limiting and it has worked very well for our Association.

All this is preamble to the pleasure of welcoming a new president at our convention banquet August 1. It had been my intention to remain for a third two-year term, but events intervened. I stepped in when retiring editor George Hilton's place proved difficult to fill. The editorship turned out to be very satisfying, but also presented a serious demand on time. And no organization our size should fill both the offices of president and editor with one person. The decision to step down was both easy and right.

By and large I am pleased with my efforts as president. I have challenged our Board to think about new developments and the direction for our future. In the process we have defined ourselves in clearer terms, and a stronger emphasis for excellence has emerged.

As spokesperson for our Association, I was able to resolve some issues, help and encourage several people, and make many friends for us. Being human and not having always a placid nature, I was also able to antagonize some people. It cannot be changed now; regrets, like praise, dim with time because the future is more important. I am looking forward to it, and a productive tenure as editor. Let me thank all who have helped me in the past, and who are planning to help me with The Breweriana Collector.

Peter Blum
President and Editor

COMMUNICATIONS

WORK UNDERWAY ON THE 2ND EDITION OF AMERICAN BREWERIES

In 1976, Manfred Friedrich and Donald Bull published a landmark book for breweriana collectors and historians - The Register of United States Breweries 1876-1976. Later, Robert Gottschalk joined up with Don Bull, and they spearheaded a massive research effort to revise and update the 1976 work, culminating in the 1984 publication of American Breweries.

In July of 1991, the Eastern Coast Breweriana Association (ECBA) undertook a project to publish an updated, expanded, and improved edition of this indispensable reference tool. The "last call" for research will be late 1993, and the publication date will be mid-1994.

Three years may seem like a long time, but not when one looks at the work involved in a project like this. The original "Register" contained names and closure dates. American Breweries was expanded to include addresses where known, the beginning and ending dates of operation for every entity listed, and included breweries dating back to the 1600s. In the section for Philadelphia, PA for example, the 374 entries in the 1976 effort expanded to 735 in the 1984, and will probably top 900 for the 1994 publication. Adding hitherto unlisted breweries is only part of the story. For the states that have been reworked thus far, fully 50% of the listings have been refined - dates adjusted, addresses and business names added, spelling corrected, and so on. The new edition will build upon the 1984 edition, retaining the assigned identification numbers for breweries listed in 1984, and identifying all entries which have been altered between editions.

YOUR EXPERTISE IS CRITICAL TO THIS PROJECT!

ECBA Vice-President Dale Van Wieren has been designated as the project director/editor for the publication. A modest number of brewery historians and researchers, members of the ECBA, NABA, ABA, and unaffiliated with any club, are already at work on improving the information for the 2nd edition, but there is plenty to do. Any in-depth research in a particular geographic area can only be undertaken by you, the interested brewery enthusiast. Every person who researches a local brewery can help solidify its place in history. Microbreweries are fairly well covered.

If you are interested in participating in this exciting project, drop Dale Van Wieren a line at American Breweries, P.O. Box 113, Worcester, PA 19490.

CHRISTIAN MOERLEIN

This enterprise ranks first in sales in the State of Ohio. It became very prominent some 15 years ago by reason of the young blood infused into the business, and in 1893 because of the prominent position it took at the Chicago World's Columbian Exposition.

The following numerals are instructive, and evidence of what correct business methods can accomplish. 1000 barrels in 1853, 20,000 barrels in 1860, 60,000 barrels in 1870, 100,000 barrels in 1880, 300,000 barrels in the fiscal year ending July 1, 1896. By these figures it will be seen that this is one of the eight largest breweries in the United States. The management expect that 1897 will show largely increased sales now that confidence is restored in business circles.

Said a United States Senator: "Of the executive of the Christian Moerlein Brewing Company, I have considerable knowledge. At the World's Columbian Exposition in 1893 my notice was specially drawn to this company, when it was awarded medals to competition with the leading American brewers. It having also been awarded prizes at the Cincinnati Expositions of 1881, 1882, 1883, 1884, and at all the Southern expositions. That Cincinnati lager stands where it is today, and is quoted everywhere as on a par with that produced to any city in the country or in the world must be attributed in no small

degree to Christian Moerlein who is today the oldest living partner engaged in brewing lager beer in the United States being still in the harness at the age of 78. I remember well when he was supervising the placing of the 300-ton De La Vergne then the largest ice machine in the United States and the hospitality of this remarkable man. The remaining executives should he be absent have undoubtedly the ability and experience to greatly increase the influence of this company."



At this location in 1853 over 43 years ago this business was established. Moerlein & Dillman was the first title; Moerlein & Windisch taken in 1854, the second; C. Moerlein, adopted in 1866 the third. The present name was taken in 1881 on the incorporation, with a capital of \$1,000,000 paid in.

The articles on the Moerlein and Wiedemann breweries were researched and prepared by Henry Smith from material published in the Cincinnati Post, which described the 26 regional breweries in 1896. The articles have been edited-PB.

There have been several deaths. Adam Dillman in 1845, of whom it was always said "that his word was his bond." Then occurred, during the past six years, the demise of the two sons of Christian Moerlein. George Moerlein in 1891 and William Moerlein Sept. 16 of this year. George Moerlein had attained a great reputation being the Wise President at the time of his death, not only as a skillful brewer, he was a graduate of the best technical colleges in Munich, but also as a business man of rare gifts which were greatly appreciated by his father. He left a large estate. William Moerlein was born in 1865 holding the position of Secretary at the time of his death. It was on such young men as he that the future of the brewery interest of the United States depends.

Christian Moerlein is the President of this company; John Moerlein; First Vice President and General Superintendent; John Goetz Jr. Second Vice President, Jacob Moerlein, Secretary and Treasurer.



Said a citizen: "Christian Moerlein was born in Germany in 1818. He was a blacksmith by trade, as was his father Christian Moerlein before him. The young man came to this country in 1841 when 23 years of age and encountered many hardships before he began in 1842 his successful black-smith business on the west side of Elm Street, where the malt house now stands. In 1853 he established this enterprise in a plant having a front of 50 feet."

Mr. John Moerlein was appointed superintendent of this plant in 1881 being then 35 years of age and a native of this city. His experience in leading plants in Chicago and New York. and with his father qualifies him for this position. He is an example of what the United States can accomplish in producing a first class brewer. He is certainly a tower of strength to this company.





Mr. John Goetz Jr. is now 41 years of age, being born in Cincinnati. He graduated in 1875 when 20 years of age from the Cincinnati Law School. In 1876 and 1877, he was Assistant Solicitor under Judge Bates. In 1881 he married Miss. Lizzie Moerlein daughter of Christian Moerlein, and gave his services to this enterprise, relinquishing his law practice in which he had evinced uncommon talent. He was at once elected Secretary, and to his present position in 1891. Mr. Goetz is also Fire Trustee, and one of the Trustees of Ohio for the National Brewers Association for the United States, elected in 1895. Mr. Jacob Moerlein was born in 1855. His first engagement was with Larkin Wright & Co. 25 West Third Street. He there thoroughly mastered the banking system. He was elected Treasurer of the company in 1881 and Secretary and Treasurer in 1896, the two offices being consolidated.

The offices are situated at 2019 Elm Street. The premises extend on both sides of Elm Street with a frontage of 500 feet on the east and a depth of 200 feet. On the west side the frontage is 150 feet and the depth 100 feet. The capacity we understand is 750,000 barrels per year. On the premises there is seldom found less than 100,000 barrels of stock and about 1000 barrels per day is the average production. During the past 12 years there has been an exceptional expenditure. The capacity of the ice machines is 650 tons and that of the malt house is 300,000 bushels. Over 40 years of qualifications have enabled this company to construct one of the most magnificent plants in appearance in the world. Six kinds of beer are produced: the Doppel, the National Export, the Lager, the Wiener, the Culmbacher and the Barbarossa. The bottling department was established in 1881.



THE GEORGE WIEDMAN BREWING COMPANY NEWPORT, KENTUCKY

This is the largest brewing enterprise in the State of Kentucky and is one of the most influential owners appearing in this issue. It had done more, perhaps than any other house to make the name of Newport familiar in remote districts. A new executive and a new policy have infused great energy into this business.

Said a great mind of this country, who was pleased to furnish the introduction here given: "I knew George Wiedemann intimately. He came to this country in the early fifties, as expert brewer, having been born in Germany in 1833. After engagements with leading plants in New York and Cincinnati, he with John Butcher, formerly in the dry goods business, established this enterprise, buying out the partner in 1870. He made a good use of his abilities, won esteem and a reputation through real merit.

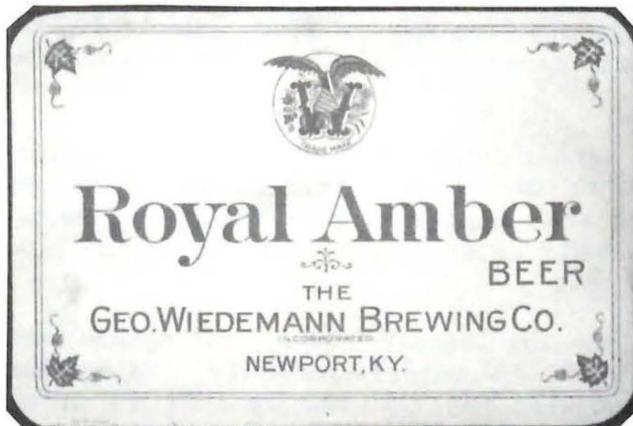
Many regretted his death. His wife, Agnes, who is now 68 years of age, and married Mr. Wiedemann in 1865, greatly assisted him by advice and saving qualities. She has just returned from Europe with one of her sons. I am personally acquainted with Charles and George Wiedemann, Jr. Their position today at the head of this great enterprise is not owing to accident nor to a lucky hit, but because they have pursued the path of common sense."



George Wiedemann

The premises are situated at Sixth and Columbia Streets, Newport, taking up in all some two acres of ground. The capacity of this plant is 150,000 barrels per year. In 1889 this splendid brewery was built. An addition to the cold storage was made this year. The bottling works were established in 1892, on the site of the old brewery. In 1893, 5000 barrels were bottled by this company, and 9000 barrels in 1895. The malthouse is a complete new structure with a capacity of 150,000 bushels. It is on the site of the Constans Brewery, which was purchased in 1884. The land on the corner of Sixth and Columbia Streets has been purchased, and soon commodious offices will be erected.

Three kinds of beer are manufactured, the Standard Lager, the Bohemian, the Munich, which are sold in Kentucky, Ohio, Indiana, Illinois, Florida, Arkansas, Alabama, Virginia, West Virginia, and South Carolina.



Mr. Charles Wiedemann was born in Cincinnati in 1858. He was educated at the public schools, finishing at St. Xavier's College, and Weihenstehan near Munich. Returning in 1878, he devoted his attention to the financial department of this enterprise, and on the death of his father succeeded with his brother to the business.

Mr. George Wiedemann Jr. was educated at the public schools and Chickering Institute, having been born in Cincinnati in 1856. He then took a one year's course at the Scientific station for Brewing Munich Germany. In 1889 on his return he devoted his attention to the brewing department, being elected Vice President and appointed Superintendent on the incorporation.

At this location this business was established in 1870, over a quarter of a century ago. There have been three titles: Butcher & Wiedemann, George Wiedemann in 1876, the present one adopted in 1890 when the business was incorporated with a capital of 500000.

The following figures are very convincing, 2000 barrels in 1871, 18,000 barrels in 1880, 31,000 barrels in 1889, then the new plant was completed. The figures for December 31, 1895 were 71,200 barrels, it is said that these figures for Dec. 31 1896 will reach 85,000 barrels.

The executives are: Charles Wiedemann, President, Secretary & Treasurer; George Wiedemann, Jr. Vice President and Superintendent. The remaining director is A. Wiedemann.



Said the executive; "The use of beer leads to valor, good fellowship and health, and the most lasting friendships, not only between individuals but between Nations. During our student life in Germany we were impressed by the absence of drunkenness on the continent and the people, both high and low, appeared happy".

CINCINNATI AREA BREWERIES AND PROHIBITION

Henry M. Smith

The 18th Amendment, as ratified by the required number of states, mandated that beer no longer be made after January 1920. However, before this time the President of the United States decreed in September 1918 that no beer could be produced after December 1, 1918. The effect of this presidential decree was Prohibition, followed by the National Prohibition Act in 1920. World War I, which created a shortage of supplies and labor, was given as the reason for the earlier prohibition.

At the beginning of prohibition there were thirteen active breweries in Cincinnati and three on the Kentucky side of the Ohio River, two in Covington, and one in Newport. The three largest were Christian Moerlein, John Hauck, and Windisch Muhlhauser. The big three would never reopen under their own name again.

In 1895 The Christian Moerlein Brewery was the largest in Ohio and ranked 14th in the nation with an output of 250,000-300,000 barrels annually. Management started to liquidate the brewery's properties in 1919, and by 1921 all nineteen buildings had been sold. The Windisch Muhlhauser Brewing Company tried cereal beverages and malt extract, but quit production in 1922. In 1933 the entire property was sold to The Lion Brewery, Inc. The John Hauck Brewery lasted longest with near beer, closing on March 1, 1927. Hauck leased its buildings to The Red Top Malt Co., which later became The Red Top Brewery.

During the prohibition years 1920 to 1933 several other breweries turned their resources to non-alcoholic beverages. Hudepohl expressed their desire to stay in business by making a variety of soft drinks, including Buckeye Ginger Ale. Foss-Schneider marketed a cereal beverage (e.g. a near beer) called "Fosscos" during the 1920's and early 1930's. The Herman Lackman Co. also manufactured a malt cereal beverage in 1933, and Bruckman stayed open all through prohibition by bottling a malt tonic as well as a cereal beverage.

Sales of malt tonic and near beer kept Bruckman in a state of readiness for the brewing of full strength beer, and after repeal no time was lost in shifting to the permissible alcohol level. The demand for beer was so great that sales of bottle beer could not be met by the brewery's own bottling equipment. The Bruckman Company needed the services of two other Cincinnati bottling companies to keep up with the demand of their customers. One bottler, The Grand Pop Distributing Co., sold the Bruckman beer under the Dutch Masters label, and The Royal Distributor Co. used the name Crown Beer. These two bottlers used the Ohio permit number U-600, which was assigned to the Bruckman brewery. The use of bottler-distributors to help meet the demand for beer may not have been unique to Cincinnati.

Three of the Cincinnati breweries which started producing beer in 1933 closed already in 1934. The Lion Brewery opened in the former Windisch Muhlhauser plant, and then sold out to the Burger Brothers in 1934. The Squibb Pattison Breweries, Inc. opened for business in the old Jackson brewery, but folded within a year. The business was sold to investors who remodeled the plant and reopened it in 1936 under the former Jackson name; it lasted until 1940.

The third case of early failure was that of the Old Munich Brewing Company, which opened in 1933 in the former Christian Moerlein plant. Their first brand was "Tyler Beer". This label was evidently acquired from The Tyler Brewing Company, which was organized after repeal but never actually produced beer. The Old Munich Brewery also closed for good in 1934. These short times of operation explain the difficulty of obtaining any merchandising items from these breweries.

Two breweries, Foss-Schneider and Vienna, survived the initial shakeout but closed between 1938 and 1940. Clyffside, Delatron, and Heidelberg closed shortly after World War II ended and a period of increased competition began. In spite of this competitive climate there were three firms which entered the industry after the war: The Cincinnati Brewing Co., maker of Lippy Beer (1945-1951), The Herschel Condon Brewing Co., (1949-1950), and Wunderbrau (1955-1957).

Prohibition dealt the Cincinnati brewing industry a severe blow. While breweries like Burger, Hudepohl, and Schoenling, and Wiedeman in Newport, marketed strong regional brands, Cincinnati never again had a brewery with a reputation like Christian Moerlein.



Henry M. Smith started collecting beer cans with his sons Robert and Mark in 1976, and switched to local breweriana in 1980 when the boys quit the hobby. This led to an avid interest in Cincinnati brewing history. He has written articles, and is known for his expertise as a photographer; he "wrote the book" on photographing glasses. Henry is a long-time employee of the General Electric Aircraft Engine Group, where he works in the Utilities Department. He lives with his wife Linda and a large collection of Cincinnati breweriana.

PROHIBITION LABELS



The Herman Lackman Co.
Open 1920 Closed 1933.



Hudepohl Brewing Co.
Open 1920 Closed 1933.



The Foss Schneider Co.
Open 1920 Closed 1933.



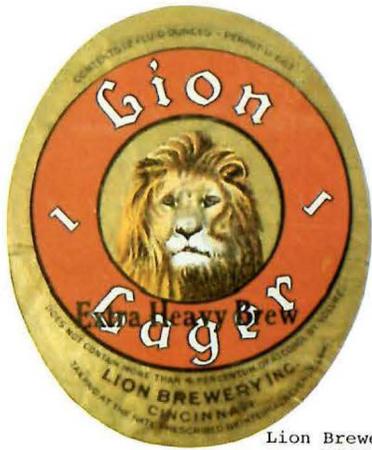
Grand Pop Bottling Co.
Cincinnati Ohio.



The Bruckmann Company.
Open 1920 Closed 1933.



The Bruckmann Company
Open 1920 Closed 1933.



Lion Brewery Cincinnati.
Open 1933 Closed 1934.



The Bruckmann Company
Open 1933 Closed 1949.



The Squibb Pattison Breweries Inc.
Open 1933 Closed 1934.



The Squibb Pattison Breweries
Open 1933 Closed 1934



The Foss Schneider Co.
Open 1933 Closed 1938.



Bavarian Brewing Co.
Open 1934 Closed 1958.



Jackson Brewing Corp.
Open 1936 Closed 1940.



Royal Bottling Company.
Cincinnati Ohio.



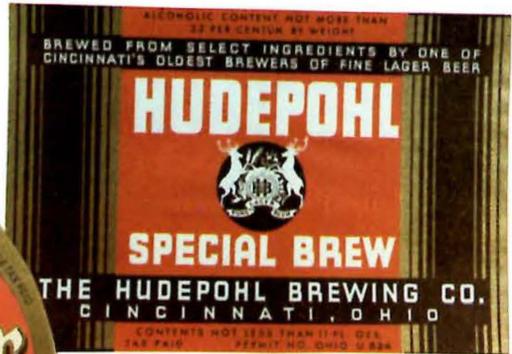
The Vienna Brewing Co.
Open 1934 Closed 1939.



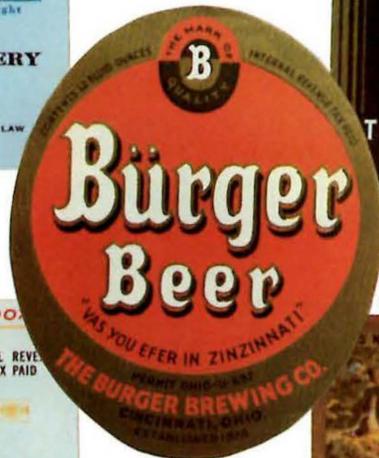
The Delatron Brewing Co.
Open 1934 Closed 1945.



The Old Munich Brewing
Open 1933 Closed 1934.



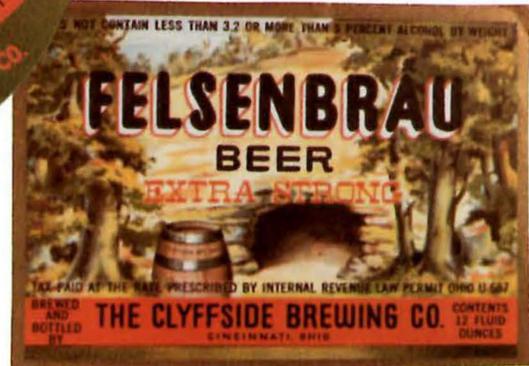
The Hudepohl Brewing Co.
Open 1933 Closed 1987.



The Burger Brewing Co.
Open 1934 Closed 1973.



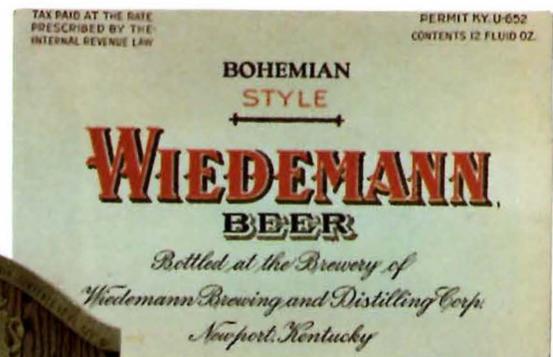
The Heidelberg Brewing Co.
Open 1934 Closed 1948.



The Clyffside Brewing Co.
open 1933 Closed 1945.



Red Top Brewing Co.
Open 1933 Closed 1955.



The Weidemann Brewing Co.
Open 1933 Closed 1967.



Wunderbrau Brewing Co.
Open 1955 Closed 1957.

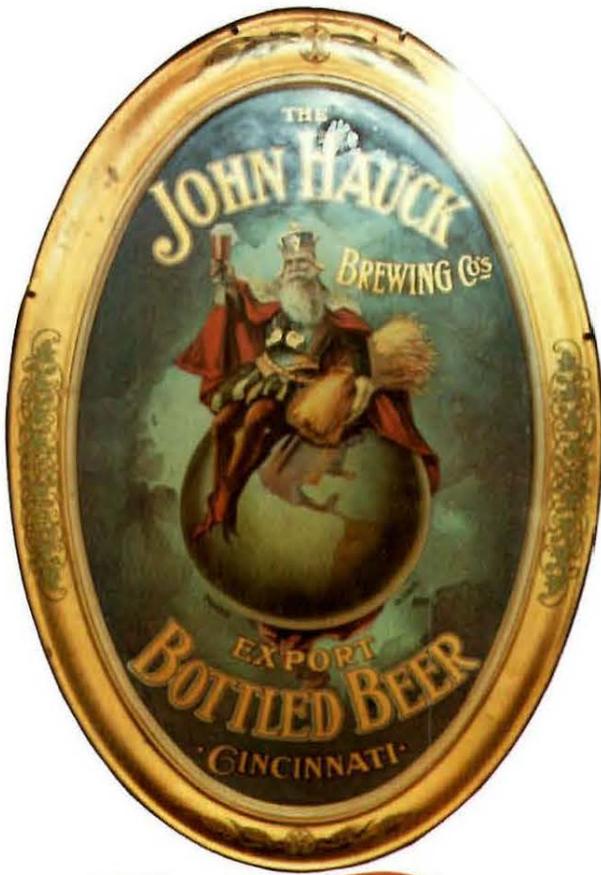


The Schoenling Brewing Co.
Open 1937

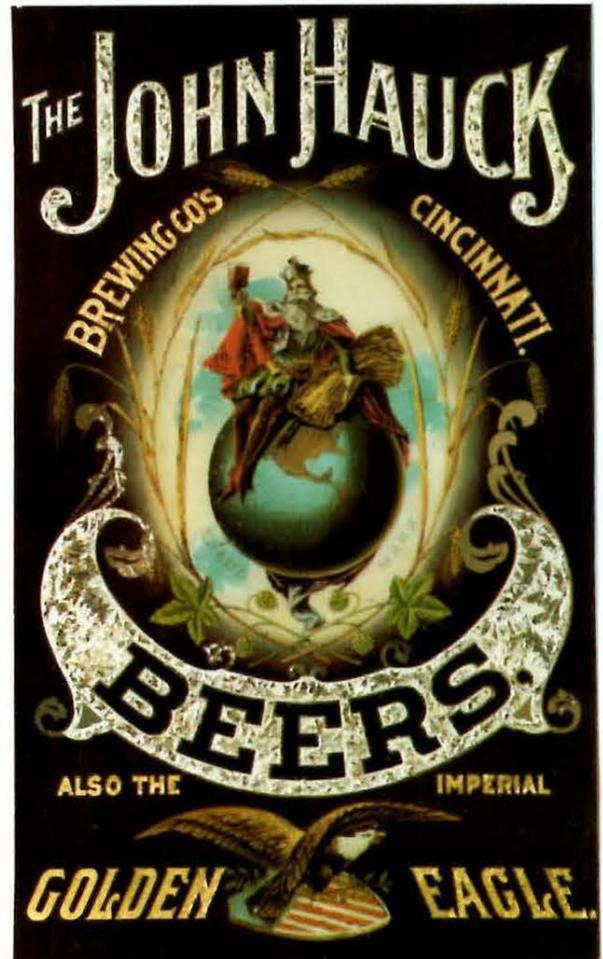
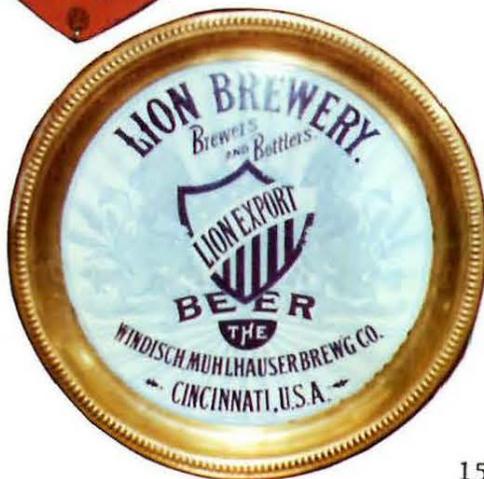
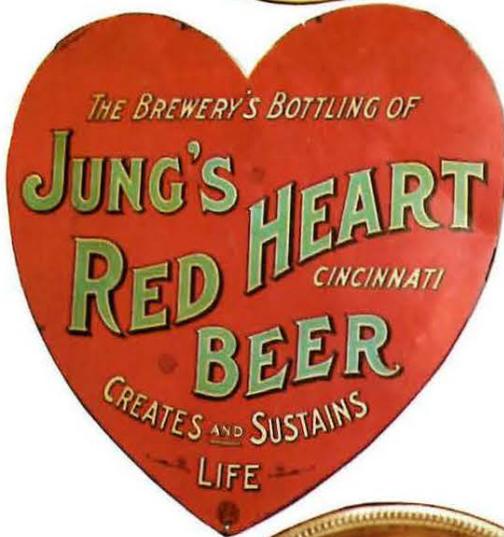


The Herschel Condon Br. Co.
Open 1949 Closed 1950.

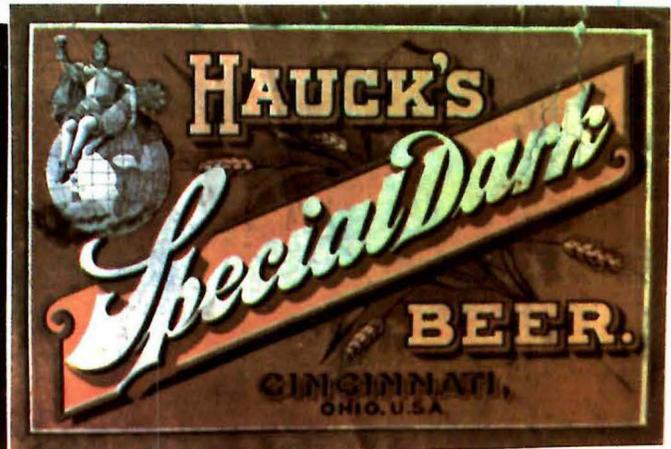
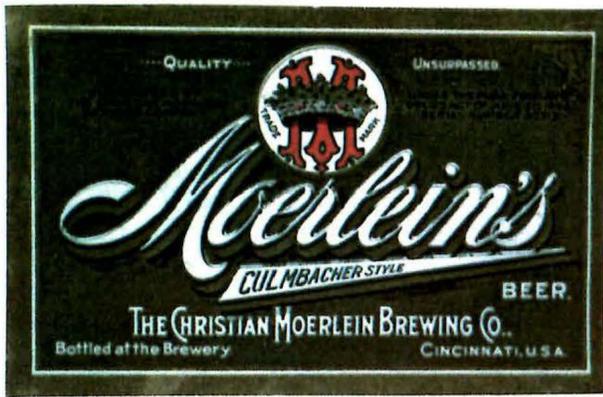
CINCINNATI PRIDE



Signs, two trays, and a superb reverse on glass. The Moerlein pie-plate is as pretty as they come.



CINCINNATI LABELS

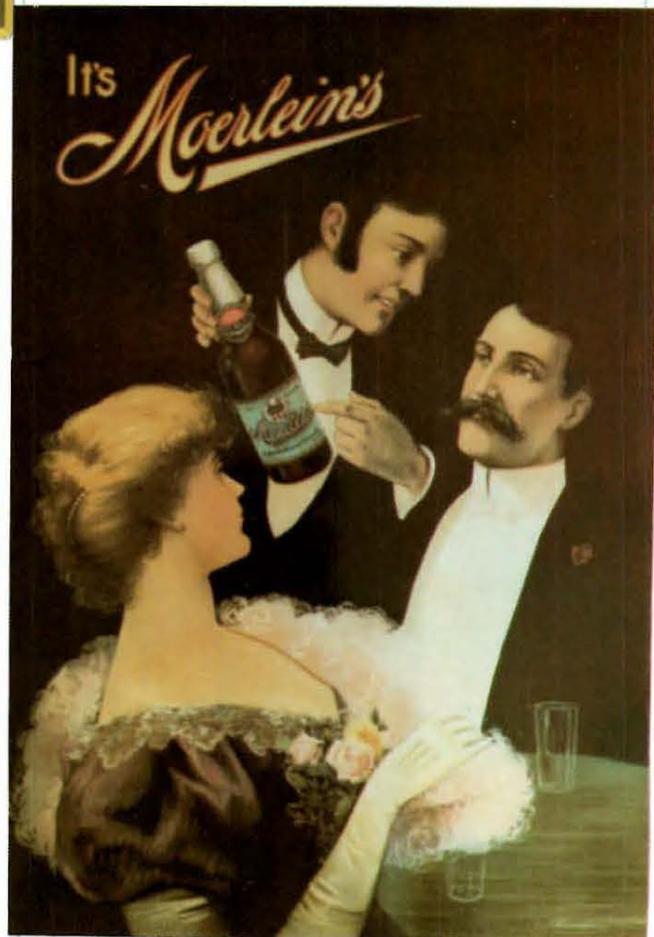


CINCINNATI EXHIBITS

Collectors Bill Black, Dick Hinds and Rick Muhlhauser pooled their very best for a superb exhibition at the Historical Society in Eden Park in 1982. These are from photos taken then; see also vol.37, pp8-11. Henry Smith is showing historic photographs of Cincinnati breweries at the Public Library, 800 Vine St.-Library Square, July 6 - August 2.



CINCINNATI ANGELS LADIES & GENTLEMAN



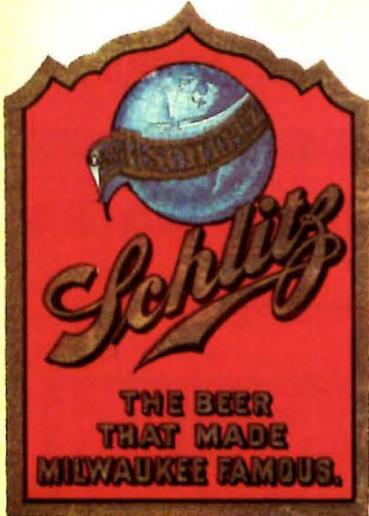
KAUFMANN & STRAUSS CO.
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ARTISTIC BREWERY SIGNS AND SHOW CARDS

WESTERN DEPARTMENT
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ON IRON, BRASS, COPPER AND GLASS

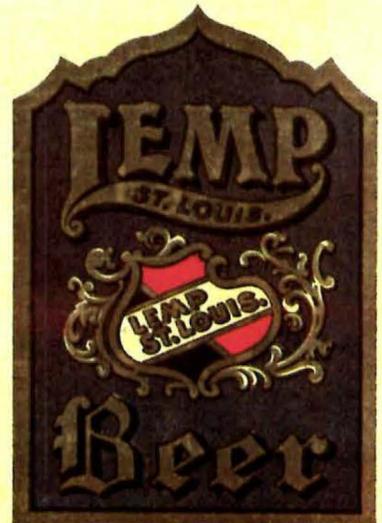
368 BROADWAY,
NEW YORK.



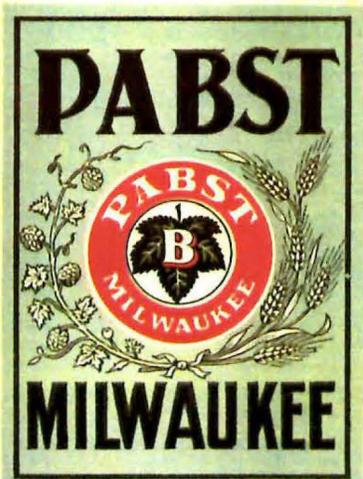
REDUCED FAC-SIMILE IRON SIGN 18X24.



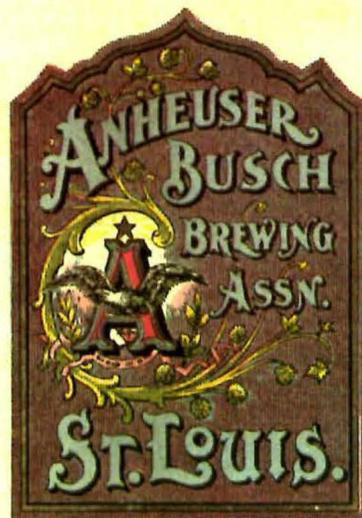
REDUCED FAC-SIMILE IRON SIGN 24X34



REDUCED FAC-SIMILE IRON SIGN 18X24.



REDUCED FAC-SIMILE IRON SIGN 18X24.



REDUCED FAC-SIMILE IRON SIGN 24X34



REDUCED FAC-SIMILE IRON SIGN 24X34

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can give to his customers with more sat-
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EARLY CINCINNATI GLASSES

Henry Smith

Pre-prohibition etched glasses have a special appeal. Often beautifully designed and always fragile, the thin shells were an unlikely promotional form in a time of all-male bars. Henry Smith has photographed all known Cincinnati area glasses from various local collectors. Some of the shells are shown.

Christian Moerlein came to the United States in 1841 and worked as a farm laborer, and soon moved to Cincinnati. In the year 1853 Christian Moerlein and his partner Adam Dillman opened a brewery under the name of Elm Street Brewery. Dillman died soon after and Conrad Windisch took his place as Moerlein's partner. In 1866 Moerlein bought the Windisch interest and went on his own. The Christian Moerlein Brewery became the largest in the state of Ohio, and was ranked about 12th in the nation.



The Lion Brewery was established in 1866 and incorporated in 1882, as the Windisch-Muhlhauser Brewing Company. Conrad Windisch left Bavaria at age 21 in 1848, settling in Cincinnati. He worked for the Herancourt Brewery, the Buckeye Brewery and the Moerlein Brewery. Conrad Windisch later joined Gottlieb Muhlhauser to form the Lion Brewing Company. When the brewery incorporated in 1882, Gottlieb was elected president. Conrad Windisch became vice president, John L.F. Windisch secretary, Henry Muhlhauser general manager and Henry Muhlhauser Jr. treasurer.

John Hauck left Bergzabern in Bavaria around 1852 at age of about 22 years old. In the late 1850's John married Katherine Billiods, daughter of Frederick Billiods, the owner of Lafayette Brewery. Hauck took over his Father-in-law's place as brewmaster. Then in 1863 he formed the Dayton Street Brewery in partnership with John V. Windisch. It remained open until 1927. This became the John Hauck Brewing Co. after Windisch's death in 1879.

John Kauffman bought a brewery from his aunt in 1856. Later he joined G.T. Eichenlaub and Rudolph Rheinboldt in building a new brewery on upper Vine St. The brewery closed in 1919.

The Banner Brewery was located at Walnut, Clay & Canal Streets. It opened in 1888 and was operated under different names between 1897 and 1902, when it closed.



The Foss-Schneider Brewing Company or the Freeman Avenue Brewery opened in 1840. The plant was extensively remodeled after the flood of 1884. Foss-Schneider was only one of the many breweries that operated a beer bottling plant by the year 1882 in Cincinnati, and was one of the few breweries that reopened after prohibition in April of 1933.

The Jung Brewery first opened in 1857 on Freeman Avenue and operated until prohibition in 1919, never to open again. The Jung Red Heart brand used the slogan "Creates and sustains life", and a bright red heart was used as an effective corporate emblem.

The Germania beer glass, Royal Seal, is from the Germania Brewing Company that opened in 1885 and lasted only until 1902.



The Gerke Brewing Company first opened in 1854 as the Eagle Brewery and passed through several owners until 1882 when it was operated by and named after the Gerke family. The brewery, located on Plum and Canal Streets, closed in 1912.

George M. Herancourt Brewery opened a brewery about 1836, which was operated by his descendants until prohibition in 1919. The Herancourt family was related to other brewing families in Cincinnati. The building is still standing today at Western Hills Viaduct and Harrison Avenue.



In 1855 Meinrad and Fridolin Kleiner took over Andrew Jackson's small brewery. Later George Weber obtained control and opened a larger brewery on McMicken and Elm Streets in 1873. After Weber went bankrupt in 1887, Leo A. Brigel, Lawrence Maxwell and E.W. Kittredge reopened the brewery in 1889 as the Jackson Brewing Company. These men put the brewery on a profitable basis with Jackson Pure Old Lager. The brewery closed in 1919 and reopened in 1933 after prohibition.

The George Wiedemann Brewing Company was located in Newport, Kentucky, just across the river from Cincinnati. George Wiedemann and one of the Butcher brothers joined to form the Wiedemann Brewing Company in 1870. In 1878 Wiedemann bought out Butcher's interest. After George died in 1891, his sons Charles and George Jr. took over the business. The brewery closed in 1929 but reopened in 1937, four years after the repeal of prohibition. The Wiedemann Family sold their interest in the brewery to G. Heileman Breweries of La Crosse, Wisconsin in 1967. The brewery was torn down in 1987.

The Crescent Brewery of Aurora, Indiana was erected in 1873 by Gaff & Company. The Crescent Brewing Company then passed into the hands of a joint stock company organized in 1878 with J.W. Gaff as president. In 1888 the Crescent Brewery was sold to Cincinnati Breweries Ltd., an English Stock Company. The Jung Brewery of Cincinnati also became part of this English syndicate.



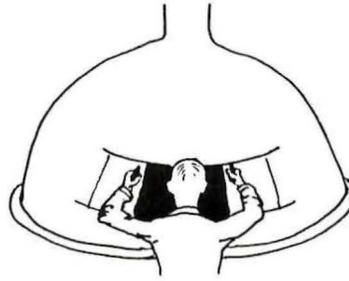
The Covington Brewing Company beer glass is from the Covington Brewery in Kentucky. They opened in 1895 and closed in 1918. The John Brenner Beer glass is also from Covington. The brewery was organized in 1880 as the Brenner and John Seiler Brewery. In 1886 Brenner bought Seiler's interest and operated the business as the Brenner Brewery. The John Brenner Brewing Company was formed in 1888 and remained active until 1910.

The J.G. Sohn Brewing Company was located 324 to 330 McMicken Avenue. This beer glass has a soldier with a flag on it. The brewery was established in 1846 by John George Sohn Sr. on Hamilton Road. After the Sohn family sold this brewery in 1910, it was operated as the Mohawk Brewery until 1925.

By far the most unusual local beer glass has the Lord's Prayer etched on it. How could that be? The Women's Christian Temperance Union and Anti-Saloon League visited many saloons in prayer groups, and they might have passed-out beer glasses with the Lord's Prayer on the glass to make the drinkers feel guilty while drinking their beer.

There were many other breweries in Cincinnati, and some of them may also have issued beer glasses. New finds are always possible.

WHAT'S



BREWING

Crime and Punishment

Our attitude toward alcohol indicates a very confused national psyche. Alcohol is "the legal drug" or "the drug of choice" and its promotion and effects are assailed as never before during the last 60 years. On the other hand, we have not seen so much interest in the lore and libation of beer since the post-repeal euphoria. You go figure it.

The latest salvo was fired in mid-May against G. Heileman for launching Colt 45 Premium. A number of "consumer groups" expressed outrage. The Bureau of Alcohol, Tobacco and Fire Arms (BATF) of the Justice Department had no objection, noting that wine has double the alcohol content of malt liquors. In fact, it was not the Powermaster product but its name which went against regulations. A change was also requested for Crazy Horse Malt Liquor by Hornell of Brooklyn because the package resembled a whiskey bottle. The Oglala Sioux Tribe in South Dakota also threatened to sharpen tomahawks. All the hype has given malt liquor publicity. For "Banned in Boston" of 50 years ago read "Opposed by BATF".

While Heileman is the villain of choice for alcohol, rival Stroh is facing the ire of feminists. As every husband knows, women are different; they have long memories. That Swedish Bikini Team will be used to make Smorgasbord out of Stroh if a certain female attorney gets her way. Stroh pulled the commercials, ostensibly for reasons unconnected with the lawsuit which claimed the ads caused harassment. That kind of position fools nobody. Okay, the agreed-on schedule did end. But if the market responds and there would be no objections, we might have seen the Swedish Five play beach volleyball against a topless Danish quintet representing Old Milwaukee Light, photographed artistically from the back. Well, maybe not, but it's fun to think like people in Marketing.

The big business news is the Coors non-brewing divisions spin-off to form AC Technologies Company under Jeff Coors. The new company will include Coors Ceramic, Golden Aluminum (Coors developed the two-piece aluminum can by the "drawn and ironed" process), Graphic Packaging, and three smaller entities. NABA veterans will remember Jeff as the host of a cookout during the 1980 convention. The split should provide greater flexibility and resources to both divisions, and in a departure from prior policy, shareholders in AC Technologies will have voting rights. Peter Coors will continue to head Coors Brewing Company and William K. "Bill" Coors will remain chairman and C.E.O. of parent Adolph Coors Company.

PHB



EXECUTIVE SECRETARY'S PAGES

The big news is the Convention at the Drawbridge Inn and Oldenberg Brewery museum complex. This is the largest breweriana collection in the world. The official dates are July 31 through August 2, but many collectors arrive early. Your 1992-93 dues must be paid to attend. The expiration date on your dues card should be May 31, 1993. Please do not pay your dues at the Convention, but mail a \$20 check to NABA, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226.

The term for some officers will stop or start at the Convention. Peter Blum will step down as President. He has helped to develop a larger and stronger organization; many thanks for a job well done. Also, credits are due to all the officers for a great effort to help manage our Association.

NABA membership increases every year, but there are still many collectors of breweriana who have not heard of us. Just tell fellow collectors about us. The following have joined our group in recent months. Welcome, and let's all do what we can for each other!

Sincerely,
Robert E. Jaeger
Executive Secretary

NEW MEMBERS

BAKEMEIER TODD 2928 Dunaway Avenue Cincinnati Oh 45211 513-662-0418 All breweriana Schoenling & Hudepohl, Cincinnati Breweries	CARLOW THOMAS 26 Crandall Street Adams Ma 01220	FLEENOR DAVID A. (Kathy) 3927 Ravenscliff Place Fort Wayne In 46804 219-432-4617 Mugs steins-neon signs salt shakers-signs Anheuser Busch, Budweiser
BANDOW MIKE 837 26th West Des Moines Ia 50265 515-279-6764 All breweriana-clocks neon signs-signs-tip trays Point Beer Stevens Point Brewery	CARTWRIGHT JOHN 4015 Waterhouse Road Oakland Ca 94602 510-763-7817 Cans-crowns-labels openers-paper items signs Pacific, Grace Bros. & Maier	FLERLAGE S. THOMAS (Sue) 4426 Co. Road 616 Maple City Mi 49664 616-334-3740 Lithos-match safes-reverse on glass-tip trays trays-watch fobs Morleins, Centlivre Cincinnati & In. Brwgs.
BINDER RICHARD (Kathy) 4465 Standing Timber Lane Toledo Oh 43623 419-841-1627 Tap knobs	CLARK KEN 1617 North Third Street Superior Wi 54880 718-394-7227	FRANSON KEN (Marlene) 781 Covina Way Fremont Ca 94539 415-657-6981 All breweriana mugs steins-salt shakers California Breweries
BOOHER GARY (Ellen) 682 Garrison Court Delafield Wi 53018 414-646-3884 Lithos-mugs steins paper items-signs-statues reverse on glass Miller	CLARK WILLIAM 1547 Michael Lane Pacific Palisades Ca 90272 310-459-2570 All breweriana-bottles history-mugs steins paper items-trays Bartholomay (Rochester)	GRIFFIN E. RUSS (Cheryl) 32 Lindisfarne Avenue Westmont NJ 08108 609-854-0480 All breweriana-mirrors mugs steins-signs tip trays-trays Budweiser, Camden, Fullers, Griffin
BURNS MARK J. 6022 S. 109th Street Omaha Ne 68137 402-331-9406 Lithos-mirrors-mugs steins salt shakers-tip trays trays Anheuser Busch	CLASSEN TOM 18 Earle Road Wellesley Ma 02181 Beer matts-towels glasses	HAKE TED P.O. Box 1444 York Pa 17405 717-848-1333 Dealer-match safes mirrors-pinbacks statues-watch fobs
BURTON DOYLE C. (Marian) 480 Bentbrook Lane Clemson SC 29631 803-654-3444 Calendars-signs-trays All breweries	COOK GREG 394 Carolyn Marion Oh 43302 614-382-6869 Anheuser Busch	HANSON RAY (Pat) 2817 Grand Oak Drive Garland Tx 75044 214-530-0400 Coasters-corkscrews history-mugs steins openers-tap knobs
BUSCHING STEPHEN F. (Teresa) R.R 4 Box 226 Aurora In 47001 812-926-2269	DE WERT WILLIAM E. 12919 Mc Ardle Road Monroeville In 46773 219-623-3511 All breweriana-books magazines-bottles-history mugs steins-signs	
	DUFFY THOMAS F. 15 Netlong Road Budd Lake NJ 07828	

HARDIN SCOTT
7980 S. Kendall Blvd.
Littleton Co 80123
Lights-bottles-labels
trays- Lady on the Moon

HASKOWICH JOHN
86 Rudetown Road
Hamburg NJ 07419
201-209-4075
All breweriana-bottles
cans-coasters-tap knobs
trays

HAYDOCK HELEN I.
1660 2nd Avenue So.
Wisconsin Rapids Wi 54494
715-423-8995

HOUSTON VI (Art)
340 E. 3rd Street
Monticello Ia 52310
319-465-5093
Mugs steins-post cards
Budweiser

IVY JAMES W.
40 Avalon Drive
Montville NJ 07045

KEANE JOHN J. SR. (Terry)
3 Hastings Road
Morris Plains NJ 07950
201-539-2983
History
New Jersey only

KRYSTON LISA (Mike)
53 Frontier Way
Tinton Falls NJ 07753
908-922-0091
Glasses-mirrors-paper
items-signs-statues
Rooping Rock, Schaefer,
Pfeiffer Any horse
racing (TB) items

LANDIS NORM
1315 Marbendale
Kirkwood Mo 63122
314-821-7933
All breweriana

LAPA DAVID D. (Addie)
125 Tolpa Circle
Chicopee Ma 01020
413-592-9529
All breweriana-coasters
glasses-mugs steins
post cards-trays
New England & New York
Breweries

LINDSTROM FRAN J.
522 N. Adair #16
Cornelius Or 97113
503-357-0103
Mirrors-mugs steins
neon signs
Bud, Miller, Hamms

MAREAN WILLIAM L.
33663 Quail Run Road
Fremont Ca 94555
510-713-9525
British Breweriana

NEW MEMBERS

MC KENNA SANDY (Dave)
703 Bankura Drive
Penton Mo 63026
314-349-2246
glasses-mirrors
mugs steins
Budweiser, Griesedieck
Bros. Falstaff

MEIER ROGER H. (Marlene)
215 W. Greenville Street
Chippewa Falls Wi 54729
715-723-1566
All breweriana-matches
Jacob Leinenkugel Brwg. Co.

MESSINA DARREN (Kim)
1545 Arboretum Drive #230
Oshkosh Wi 54901
414-231-1238
All breweriana-cans
glasses-lithos
mugs steins-trays

NETLAND PAUL (Jill)
1742 Sunnyvale Lane
Centuria Wi 54824
715-646-2411
Neon signs-signs
Regional Wisconsin
& Minnesota

REED THOMAS (Christine)
P.O. Box 982
Oak View Ca 93022
805-649-9617
All breweriana
mugs steins-salt shakers
Bud, Miller,
Stroh's, Olympia

RUDAHL WILLIAM (Chris)
706 Ninth Street
Stevens Point Wi 54481
715-344-5372
Bottles-cans-trays

SAXON KYLE R. (Dale)
169 E. Flagler Street
Suite 1700
Miami Fl 33131
305-371-9575
Bottles

SCHROPE RICHARD (Mary)
110 Robin Lane
Bloomsburg Pa 17815
717-387-0923
Cans-foam scrapers-signs
tap knobs-tip trays-trays

SHANLEY MIKE (Joyce)
78 London Street
Lowell Ma 01852
508-458-2215
Bottles-matches
signs-trays
Havard Brwg. Co. Lowell Ma.
New England trays

SIBLEY HARRY J. JR. (Barbara)
920 Clark Road
Lansing Mi 48917
517-321-6938
All breweriana
mugs steins-trays
Budweiser, Miller, Stroh's,
Coors, Old Style

STROH EDWARD
4909 Haverwood #308
Dallas Tx 75287
214-713-7723
Bottles

TRUETTNER RUSS (Ruth Ann)
202 E. Lindbergh Street
Appleton Wi 54911
414-739-2433
Cans (Wisconsin cones)
mugs steins
George Walter Appleton

UNGER PETE (Jo)
2659 Bruno
St. Louis Mo 63114
314-428-7665
All breweriana-glasses
match safes-mugs steins
statues-trays

WAER DARA (Gary)
825 Laurewood Court
San Marcos Ca 92069
619-744-9578
Cans-mugs steins
paper items-tap knobs
Acme, Anheuser Busch

WAITE HAROLD J. (Marilyn)
720 Spring Road So.
Westerville Oh 43081
614-891-4231
Cans-menus-paper items
signs-statues-trays
Pabst

WALKER ROBERT M. (Margaret)
P.O. Box 375
Richmond Ontario
Canada K0A 2Z0
613-838-5802
All breweriana-labels
(Canadian) Coasters-crowns
labels (Worldwide)
All Canadian Brwg. items

WANDRES MARCELLUS
600 Bomar Street #5
Houston Tx 77006
713-523-5915
Bottles-history

WEINTZ MICHAEL (Annette)
P.O. Box 685
Ripon Ca 95366
209-599-2830
Bottles-lithos
mugs steins-paper items
signs-trays

WELBOURNE JACK (Arlene)
732 Warner Avenue
Lemont Il 60439
708-257-5923
Bottles-cans
signs-tip trays
Edelweiss, Schoenhofen

WINBURN G. Sonny (Ann)
129 Beverly Drive
Lexington Ky 40505
606-293-5303
All breweriana-clocks
lamps-neon signs
signs-tip trays
Budweiser, Weideman,
Schlitz

BOOK REVIEW

Frederick William Salem, Beer, Its History and its Economic Value as a National Beverage (Hartford: F. W. Salem & Co., 1880; reprinted by Arno Press, New York, 1972), 275 pages. \$19.00 from Ayer Co., P. O. Box 958, Salem, NH 07079.

High among the experiences I never expected to have is favorably reviewing a temperance tract for The Breweriana Collector. But that is what this volume is, and it is well worth adding to one's library.

Salem was convinced that lager beer was a most salutary beverage, and that hard liquor comprised the "vile concoctions called whisky, gin and brandy" -- in the words of one of the sources he quotes with approbation. The book dates from almost exactly the end of the American conversion from ales to lager -- except in Salem's native New England. By watching the Protestant clergy, he saw national Prohibition coming, and had an opportunity to observe its consequences on the state level in Maine. He saw that Prohibition was inherently unenforceable, and that it encouraged a shift from beer to hard liquor simply because whiskey was easily concealed whereas beer was bulky. This, he concluded, produced a vast variety of undesirable consequences: pauperism, insanity, premature death, incarceration, opium addiction, and, most surprisingly, sexual hanky-panky at temperance meetings.

He compared the distressing situation in Maine with the happy state of Bavaria, where lager beer was universally consumed in moderation. Inevitably, Salem became a thorough-going Germanophile, mainly because the Germans had introduced this marvelous beverage to the Americans. Salem went so far as to interpret the German victory in the war with France of 1871 as in part a triumph of beer drinkers over those who wallowed in the vile concoctions. This was fine with him, because beer drinking rendered Germans "temperate, industrious, healthy and contented, a people whose bravery is beyond question, and whose peaceable yet progressive qualities tend to make the nation powerful, and its government respected at home and abroad."

The book is essentially a plea for a policy such as Britain inaugurated in Wellington's Beer Shop Act of 1830, an attempt to wean the populace away from hard liquor by making beer more readily available. Britain began drifting away from the policy in 1869, but Salem much preferred it to what he observed in Maine. The book closes with an attack on Sabbatarianism, a plea that people be allowed to pursue their inclinations on Sundays, including, naturally, beer drinking. Thus, the book is really a liberal tract, a plea for moderation and freedom.

Salem's Germanophilia has a positive pay-off in his early chapters. He searched German sources for his history of beer and produced quite a bit of information beyond what is in most English and American sources. He is very good on the spread of beer about Europe in Renaissance times. That, plus some appendices on the output of beer and a directory of brewers, make the book worth having beyond its curiosity value as a document of its time. Arno should be commended for reprinting the book, although one might wish it had added a page of biographical detail on Salem, who, I suspect, was a man most of us would have found a most congenial drinking companion. GWH

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The 11 3/4 in. "Compliments of Adolphus Busch" bronze plaque of the 1890's has been illegally reproduced in St. Louis, according to Wm. Vollmar, Archives & Records Administration Manager of Anheuser - Busch. Fortunately the faker failed to provide the reverse caption, which is "Cast by the Henry Bonnard Bronze Co., New York 1892." A-B stopped the illegal production, but they are out there. - Thanks to Bud Imboden

BUY - SELL - TRADE

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. IRTP \$25.- 20 diff. Old Froth'slosh \$13 Adrain Angleton P.O.Box 28 South Roxana IL 62087

Jordan, MN Items Wanted: Labels, crowns, scrapers, signs, mirrors, cards etc. top \$! Larry Jordan, 2404 Boardwalk Dr. Mesquite TX 75181-2540 (214) 222-6297

Trays For Sale: Please send large SASE (Self Addr Stamped Env) for list of 75+ trays. Arnold Merkitich, 602 Higbie Ln. West Islip NY 11795-1601 (516) 661-1828

Schlitz Tap Knobs Wanted: Please send photos and prices to Terry Shoemake, 1710 Essex, Odessa, Tx 79763 (915) 381-0094.

Ohio Breweriana Wanted: Buckeye, Drerup and Diel Breweries - signs, lights, glasses. Ron Kruse, 233 Fair St. Ottawa OH 45875, please call (419) 523-6309.

Anything from Kostenbader Wanted by Bill Rullman, 300 N. Romero Rd. SP # A-35, Tucson AZ 85705.

Attention Beer Bottle Collectors!: I am starting a national directory of beer bottles. If you want to be listed, please send name, address, phone and area of specialty to Kyle R. Saxon, 169 East Flagler St., Sta. 1700 Miami FL 33131.

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EVENTS OF INTEREST

- July 16-18 **ECBA Convention, White River Junction VT Holidome**
 Roger Levesque, POBox 826, So. Windsor CT 06074 (203) 648-9107
- 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. 5-9 **Canadian Brewerianists Annual Convention, Saskatoon, Sask.**
 Loren Newman, 2978 Lakeview Tr. Bright's Grove, Ont. NON 1C0
- Aug. 6-9 **Federation Historic Bottle Collectors, Seagate Cent. Toledo OH**
 Adam Koch 3746 Ronald Ave., Akron OH 44319, (216) 644-0274
- Sep. 9-13 **BCCA Convention XXII, Toronto, Ontario, Canada**
 747 Merus Court, Fenton MO 63026-2092
- Sep. 19-20 **Antique Advertising Show, Indianapolis, State Fairgrounds**
NABA Hospitality Fri Sep. 18 8pm Holiday Inn North poolside
 (US 421 & I-465). Also Beer Can/Breweriana and Flea Market.
- Oct 9-10 **ECBA-NABA Breweriana Show, Canton OH Holiday Inn, I-77 exit 109**
 to 4520 Everhardt; Jack Kern (216) 854-5282
- Oct. 15-17 **10th Midwest Breweriana Show, Holiday Inn Central, Des Moines**
 Bill Baburek, 5117 Chicago St. Omaha NE 68132, (402) 551-9239
- Oct. 18 **Brew City Ad Show, Serb Hall, 5101 W. Oklahoma, Milwaukee Jim**
 Welytok, W220 N7161 Towline Rd. Sussex, WI 57089 (414) 246-7171
- Oct 23-25 **Monarch Fallfest, Palatine, IL Quality Hotel Rt. 53 & US 14**
 Paul Zagielski 8939 Cedarville Rd Lena IL 61048 (815) 369-2135
- Oct. 25 **Schultz & Dooley Annual Fall Show, Albany NY**
 Elks Lodge, S. Allen St. Dennis Hefner, (518) 877-6199
- Nov 6-7 **Valley Forge Brewery Collectibles Show, Geo. Washington Lodge**
 Larry Handy, P.O. Box 593, Warrington PA 18976, (215) 491-9557

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Fenton, MO 63026-2092

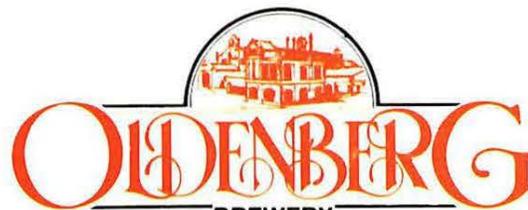
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