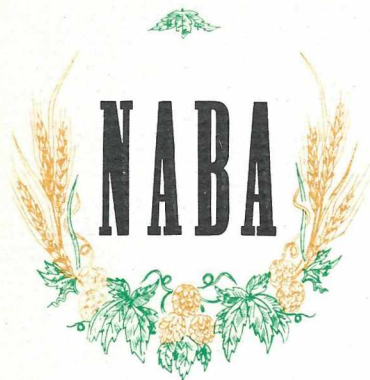


# National Association Breweriana

## Advertising



## Newsletter

*An organization that covers all areas  
of brewery advertising.  
Founded January 1972*

VOL. NO. 8

SUMMER EDITION 1974

A GET-TOGETHER AT THE  
GRAIN BELT BREWERY !

AN AUCTION OF  
BREWERY ITEMS !

A DINNER-DANCE IN THE  
RATHSKELLER IN THE SKY !

WHERE & WHEN ?

SEE DETAILS INSIDE

## MEET YOUR CANDIDATES

### HERB HAYDOCK - Wisconsin Rapids, Wisc. - President

A general Breweriana collector with one of the largest collections in the country. Herb has served two terms as Vice-President of NABA. Herb works on the managerial team of a paper company.

### TOM KILLEEN - Webster Groves, Mo. - Vice-President

A collector of brewery paper posters and tin signs from the St. Louis area, Tom was a big factor in the success of the St. Louis Convention. He works for Pet Milk.

### JOE FURY - West Chicago, Illinois - Treasurer

Joe is a dealer in paper Americana, pin backs and smaller antiques. He is a C.P.A. and was responsible for our incorporation.

### BOB GOTTSCHALK - Penfield, N.Y. - Corresponding Secretary

An engineer for Eastman Kodak, Bob is an avid tray collector who has served one term as Corresponding Secretary. He is also an officer of ECBA.

### LARRY KARACKI - Washington, D.C. - Secretary

Larry works for the Bureau of Prisons, so watch him! He is an avid G. Heileman Brg. Co. collector and has helped organize club functions at Gaithersburg, Md. shows.

### DICK HINDS - Cincinnati, Ohio - Newsletter Editor

Serving as Newsletter Editor since its start, Dick has improved it constantly. At the same time his collection of signs and trays has grown and he finds time to do his work at Ford Motor Company.

### PAUL HAUDRICH - Bridgeton, Mo. - Board of Directors

Paul has served as both Secretary and Treasurer of NABA as well as Co-Chairman of the St. Louis Convention. He is a leading collector of St. Louis brewery items and is an engineer in the aero space industry.

### JOHN MURRAY - Hinsdale, Ill. - Board of Directors

A two term President of NABA, John collects a variety of pre-prohibition items. No one quite understands what kind of work he does.

### JOHN MUZIO - Santa Rosa, Calif. - Board of Directors

John has served two terms as Secretary, has written a fine book on trays, helps his wife in her antique shop and still finds time to teach school.

MEET YOUR CANDIDATES (continued)

REINO (RAY) OJALA - Burnsville, Minn. - Board of Directors

A pilot of Northwest Airlines, Ray has a fine collection of tin brewery signs and trays. He has been a main-stay in the Minneapolis Convention.

BILL ROSS - Morristown, Tenn. - Board of Directors

One of the major beer glass collectors in the U.S., Bill is in the electric meter business whenever he is not at a flea market. He is serving as chairman of the group cataloging beer glasses for NABA.

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AROUND THE NATION

-- John Murray

The end of March took many of us to Indianapolis, Indiana and the National Antique Advertising Show conducted by Neil Wood and his L-W Promotions Staff. Many of the top dealers from across the country were present and some interesting items turned up.

Roy Baker from Tulsa had a very fine display of trays, as did Joe and Rosemary Duke in the booth next door. Some of the outstanding items were the "Peacemaker" Falstaff sign shown by Tom Killeen, a group of Christian Moerlein trays in Dick Hinds' booth, Joey Urso with an early Budweiser light fixture, and Jim Cope with what could be called the world's wildest bathroom light fixture and soap dish.

As usual Carl Mantegna was the first one up with his display and the last one down. Joe Marble had one great tray with the Indianapolis Brewery Co. baby and Herbert Ramsey had enough beer glasses to make a recycling machine blow up.

We learned about two new shops at the show. Judie Pieper has opened one in Waukesha, Wisc. and Mark and Lois Jacobs now operate out of 702 North Wells in Chicago. We understand Dick Ralston has also opened in Lyons, Colorado.

Saturday night, L-W promoted a dinner on the fairgrounds after the show. Dick Bucht assisted by Bill Ross quenched everyone's thirst.

We gained several new members and also met some older ones including Gordon Dean, Terrence Flynn, Don Fahey, John Kirkendahl, Steve Schuham, Newton Cope, and George Liggett and that other guy from Stone Swan Antiques.

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"WHAT AM I BID?"

**DON'T FORGET THE BIG AUCTION OF BREWERY ITEMS AT:**

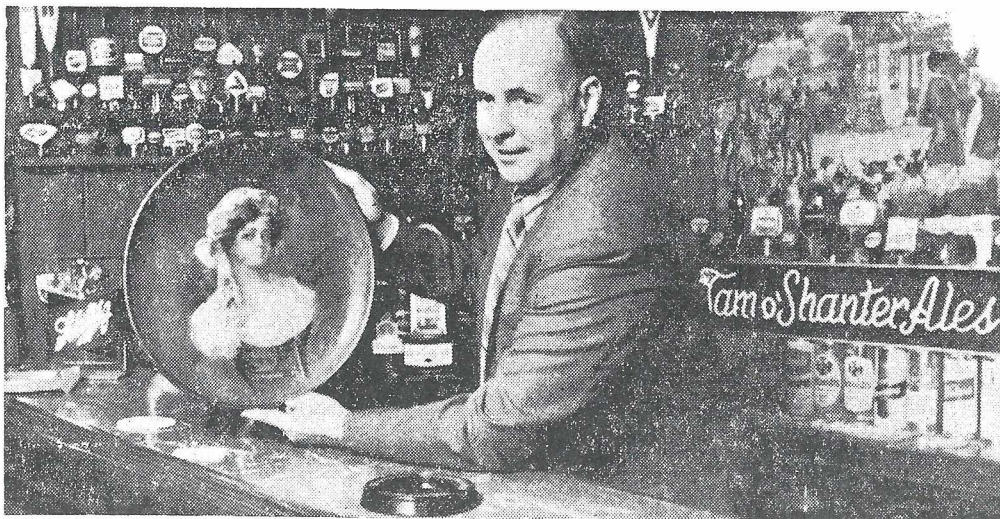
**N.A.B.A. CONVENTION**

**SATURDAY, AUGUST 3**

**MINNEAPOLIS-ST. PAUL, MINNESOTA**



## BREWERIANA COLLECTING



Robert Gottschalk, 115 Peachtree Rd., Penfield, holds large tray from the Moerlbach Brewing Co. which operated on Emerson St. near the turn of the century. It is part of the collection of beer memorabilia which Gottschalk calls "breweriana."

There are cans that once held Olde Frothingslosh, "the Pale Stale Ale in which the foam is on the bottom."

And antique trays with colorful pictures of beautiful women, ribbons in their hair, an ethereal or coy look in the eye. Still other trays smack of humor with sketches of waiters serving up a brew, looking as though they'd just finished quaffing several themselves. Some just boast a name and slogan.

All of the trays, of course, were meant to advertise the product--beer. And today they're a chief part of the decor of the recreation basement--formally named The Rathskeller--in the home of Mr. and Mrs. Robert Gottschalk, 115 Peachtree Rd., Penfield, New York.

Bob's interest in the hobby grew when he tried to think of a novel way to finish off the basement of the Penfield home he had built 19 years ago. With a few trays and unusual bottles his father, the late Charles Gottschalk, had once displayed in his recreation room, as inspiration. Bob started visualizing his Rathskeller.

Color is provided chiefly by more the 1,000 different beer cans that once held beer from every state and 50 different countries. They go from the early models with spout or cone tops (cans first came out in 1935) to modern day flat tops that are easier to store, one atop the other. There are many styles of beer bottles, as well.



### BREWERIANA COLLECTING (continued)

The cans with pictures of slender women, fat women, animals, historical scenes, names and slogans have every color imaginable and line the redwood shelves Bob put in the L-shaped room. Olde Frothingslosh is a once-a-year promotion put out by a Pittsburgh brewery.

To accommodate even more, the base of the regulation-sized billiard table, especially enjoyed by the Gottschalk children, Gary, Tom and Gail, has been covered on all sides with a four-tiered stack of the cans. Each is on a separate panel easily moved so that the area under the table can be used for storage.

Special art is provided by the antique trays attached to the walls or advertising posters. A prized item that Bob framed is a poster from 1907, showing the Budweiser Girl. On the back of the picture he has written that the young lady in the picture was really Gloria Scofield, secretary to Adolphus Busch (of Anheuser-Busch, manufacturers of Budweiser) a lady of great beauty.

Bob's tray collection (numbering about 500) includes one of dingy dark brown paper mache, put out by the defunct Monroe Brewing Co., probably 100 years ago. There's one from Rochester's old Bartholomay Brewery, engraved on a silvery metal; others are in porcelain, aluminum, tin and modern day enamels. The ceiling and walls of the passageway leading down to the basement are lined with some of the assortment.

Bob's wife, Jean, enjoys having some of the older and rarer trays in a wall grouping on the cedar paneled family room her husband added on the main floor of the house several years ago.

Bob started with just a small section of the basement, but when his breweriana collection grew he knocked out the wall of his work room and made the recreation area three times as large. Presently, He's again working beyond the existing walls in the laundry area, putting up shelves to hold even more brewery memorabilia.

Included in the room now is a good-sized bar, the rail of which was had hewn by Bob. On a support beam at the end of it is a deer head that once was in the rathskeller of Rochester's old American Brewery. There are two good-sized tables with old carved chairs, all of which came from American's room.

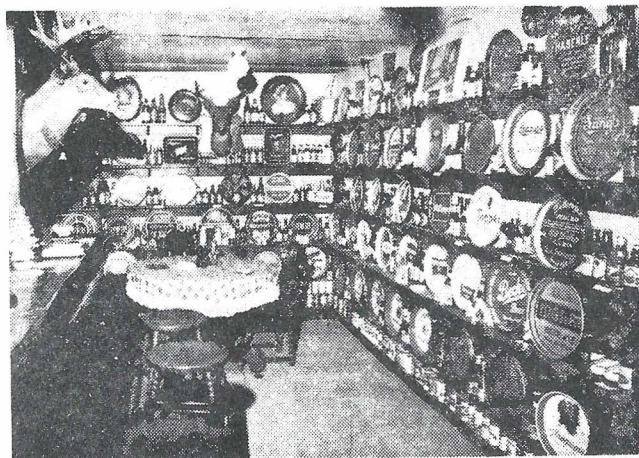
There are other fascinating items in the collection--an assortment of old fashioned foam scrapers, various handles for bar draft beer, some of which light up, others with ornate carving.

The collection is growing out of sight--literally--since the Gottschalks found other collectors with whom to deal in the country. It was this way that Bob recently acquired one of his most beautiful trays with the picture of a girl on it advertising Moerlbach Beer, once made in Rochester.

### BREWERIANA COLLECTING (continued)

Because they have so many things, the Gottschalks run The Rathskeller "as a museum." They feature special collections in the room at one time, changing every few months.

Bob figures he has another generation of brewerianists coming up in the family. Sons Gary and Tom have their own tray collection. However, they did turn over to the family a rare beer bottle they found in Canandaigua Lake while snorkling a couple years ago. The brown bottle, dulled by years in the water, was used for a beer made about 100 years ago, and required a cork (not a cap) to seal it.



Deerhead and chairs in the Gottschalk rathskeller is from the old American Brewery.

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### N.A.B.A. MUGS

There are still a limited amount of 1973 Convention Mugs available. Send \$7.50 for each mug wanted to Herbert A. Haydock, 1660 2nd Ave. South, Wisconsin Rapids, Wisconsin 54494.

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A "GET TOGETHER" AT THE GRAIN BELT BREWERY

FRIDAY EVENING, AUGUST 2

N.A.B.A. CONVENTION

MINNEAPOLIS-ST. PAUL, MINNESOTA

## HISTORY OF GRAIN BELT BREWERIES, INC.

Historically, John Orth was the first brewer to arrive in what was to become Minneapolis. He settled here in 1850 and opened the first brewery the same year located on the site where Grain Belt Brewery stands.

Other brewers were attracted to Minneapolis and stayed to open businesses. Among these were: The Heinrich Brewing Association, F. D. Norenberg Brewery and Malt House, and the Germania Brewing Company. These companies ultimately merged with the Orth Brewing Company in 1890 under the name of the Minneapolis Brewing and Malting Company. In 1893 this company became the Minneapolis Brewing Company and introduced Grain Belt Beer.

Fred N. Norenberg guided the operations as president at that time. Jacob Kunz, Charles Kiewel, Frank Kiewel and Lee Birdsong followed as presidents and the company is now under the leadership of Gerald N. Meyer.

Parts of the present Grain Belt Company office building and brew house, built of sturdy limestone, still stand from the original constructions in 1890.

Prohibition forced the brewery not to brew beer from 1920 - 1933. In October of 1933 Grain Belt was back in business. The company has enjoyed steady growth, both in sales and in its marketing area, since the reopening and reorganization in 1933. Grain Belt is the 18th largest brewery in the United States and continues to grow. The company's Grain Belt products are marketed from the Upper Peninsula of Michigan across the northern tier of states to the Pacific Coast. The greatest portion of sales are in the states of Minnesota, North Dakota, South Dakota, Iowa, Wisconsin and Nebraska. Distributors also are located in Arizona, Colorado, Illinois, Kansas, Michigan, Missouri, Montana, Washington and Wyoming.

Grain Belt is the only brewery in the City of Minneapolis and is the only locally owned brewery in the Twin Cities of Minneapolis and St. Paul. Grain Belt Breweries, Inc. stock is listed on the Midwest Stock Exchange.

Grain Belt has made some acquisition over the years including the White Seal Brewery (White Label) in May of 1959, Storz Brewery in June of 1967 and the Hauenstein label in February of 1970.

In the past several years, Grain Belt Breweries, Inc. has expended millions of dollars in plant and brewing process improvements. One of the world's finest beer finishing cellars, with a complete automatic filter station, has become a model for the industry. Persons have visited the brewery from as far away as South America and Europe to inspect the company's brewing operations.

Sales in 1973 were 1,120,000 barrels. Average employment - 550. Payroll and benefit expenses - \$7,000,000. Grain Belt paid taxes in 1973 totaling over \$13,000,000 including excise, income, property, sales and payroll taxes. Grain Belt also spent locally over \$15,000,000 on brewing and packaging supplies, utilities, repairs and advertising.



## BUY - SELL - TRADE SECTION

Newer members of the Association may not realize they are entitled to a free 25 word or less ad in each edition of the Newsletter published during the year. In view of this, I would again like to state the rules for submitting your ad:

1. Each ad must be typed, complete with address and ready to insert into the Newsletter. Any ads not complete will not be accepted.
2. As previously stated, each ad should not exceed 25 words including address and phone number if desired.
3. The ad should try to be kept to a particular item or group of items. Examples: "WANTED: Embossed Cincinnati Blob Top Beer Bottles" - NOT "WANTED: Embossed Beer Bottles".
4. Anyone submitting an ad selling a particular item must make sure that item is not sold until the Newsletter is published. In this way, all members will have an equal chance of trying to buy.
5. Ads cannot be accumulated. Example: A person might want to submit one 100 word ad during the year instead of the 25 word ad in each of the four Newsletters published annually. This will not be allowed.
6. Deadlines for submitting ads in each Newsletter will be approximately two (2) weeks before planned publication. For the next four (4) editions, this will be as follows:

<u>Planned Publication Date</u>	<u>Deadline Date for Ad</u>
1st week of October	September 15
1st week of January	December 15
1st week of April	March 15
1st week of July	June 15

Any ads received after deadline date will automatically go into next issue.

7. Only N.A.B.A. members may submit ads.
8. EXAMPLE: WANTED: Budweiser Trays before 1920  
John Doe, P.O. Box 10 - Watergate, Wash. 10000  
Call after 6 - 123-587-6541

Please mail all ads to your Newsletter Editor:

Dick Hinds  
313 Poplar Avenue  
Cincinnati, Ohio 45215

## BOOK TALK

John Murray

We are now completing our 2nd full year and at this writing have 322 members. Up to this point a few energetic souls have done most of the work. NOW WE NEED HELP!

We need members to contribute to the Newsletter about your collections, about local news clippings, histories of breweries, interesting material about our field.

We also need help in answering mail. We had to send out the questionnaire three times for the directory and even then 36 members did not reply. The same thing is happening on dues and the convention. This means expenses for postage, envelopes, printing and time to secure information. In most cases it would not take the individual member five minutes to take care of the whole thing and save us both time and money.

Also, how about those fellow collectors. Get them to join so they too can enjoy the group.

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THE BEER BOOK - The book for anyone interested in breweriana. Hardcover, 224 9" x 10½" pages, 16 in full color. 100's of professionally photographed pictures plus interesting and informative text. Available at most bookstores for \$17.50, or you can order it directly from the author at the discount price of \$14.95 postpaid. Satisfaction guaranteed. Will Anderson, Possum Ridge Road, Newtown, Conn. 06804.

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### COLLECTORS GUIDE TO POST CARDS

by Forrest Lyons, Jr. \$6.95

L-W Promotions

Box 69

Gas City, Ind. 46933

A new one on the post cards with 115 pages of pictures of cards in various categories. There are four pages of Breweriana post cards featuring over seventy different cards dealing with that area.

It is really too bad that the black and white photos are not sharper. This presents some problem in reading the advertising. However, the wide range of cards in the field makes for pleasant viewing.

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DINNER DANCE IN THE RATHSKELLER IN THE SKY

AT THE HAMM'S BREWERY

SATURDAY EVENING, AUGUST 3

N.A.B.A. CONVENTION

MINNEAPOLIS-ST. PAUL, MINNESOTA

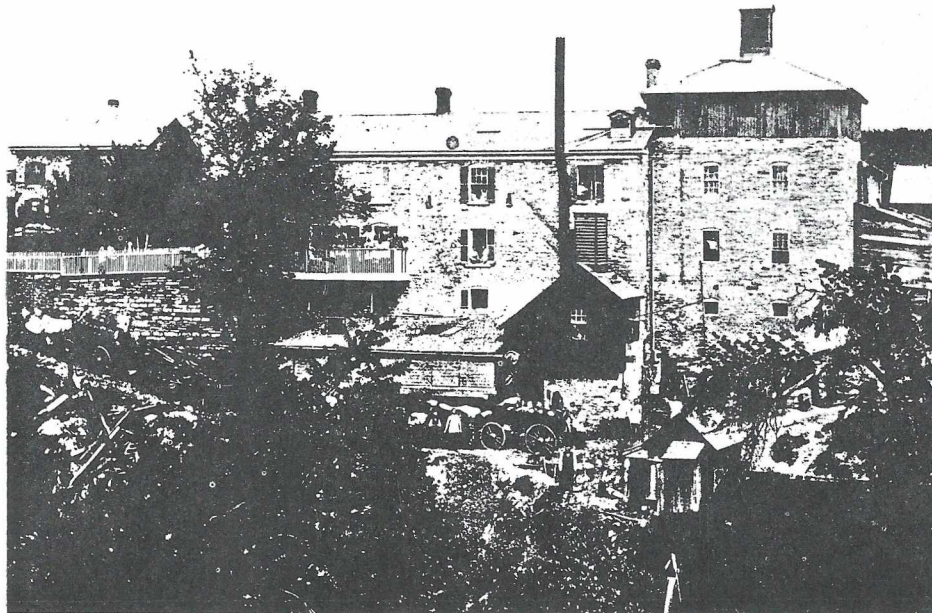
## HAMM'S - THE STORY OF OVER 100 YEARS

### IN THE LAND OF SKY BLUE WATERS

The Sioux Indians, riding proud and tall in their war saddles, called the country Makoce Minni Sota, "Land of the sky blue water". In the heart of the land, high sandstone bluffs shone dazzling white in the sun; they plunged deep into the cool, blue waters of the mighty Mississippi. A sparkling little creek flowed bravely along the foot of the inland heights of the bluffs; back along the shores of the creek a wooded glen sang with the music of bubbling springs.

When Theodore Hamm, a muscular German in the prime of his manhood, first viewed the scene, he had little thought for its idyllic nature. It was the middle of winter, no road existed, and the snow drifts were deep on the narrow path leading to the glen. As his horse floundered to the banks of the creek, Theodore Hamm appraised what had just come into his possession: a small brewery and smaller mill, settled on the edge of the stream, and both operating by the grace of God and good credit.

Theodore Hamm set his mouth in a hard line. He was looking at all he had, and it was at the edge of nowhere. Town was two miles away, back down the narrow path through the forest. "Town" itself was a log-cabin and rough-clapboard community just climbing its way up from frontier-village status; but there Theodore Hamm had run a flourishing bier garden, and had been deservedly proud of his fine house, gardens, and stables. Now everything was lost; he had mortgaged it all to stake a good friend in the second California Gold Rush of the early 1860's. His friend failed to find gold, and the deed to this struggling mill and brewery had been the only collateral.



The original plant of the Theo. Hamm Brewing Co. in 1865



### HAMM'S (continued)

The wind blew cold. Theodore reached to pat his horse on the neck. "So geht's in der schonen Welt," he said, looking at the two buildings, almost hidden under the snow. "So it goes in our beautiful world." He headed back toward town, to break the news to his wife.

The year was 1865. Theodore Hamm brought his family to the small, nearly-defunct brewery in the wilderness at the edge of St. Paul, Minnesota, and that winter they were snowed in completely. Louise, Theodore's wife, kept the household going with efficiency and economy, in spite of the imminent arrival of their fourth child. When the last of their stores of potatoes and smoked meat were gone, she cooked wild rice she bartered from the Indians.

But that first year, Theodore and his five employes produced 500 barrels of beer. "Just ten years later," says a contemporary St. Paul newspaper, Theodore had built the brewery into an "immense establishment, which can thruthfully be said to be the outgrowth of strict business fidelity, and a determination to supply his patrons with the best beer that can be made."

Theodore would invite the farmers who brought their grain to his mill to stay and have a glass of beer. This turned into staying for a meal, and a fledgling bier garden grew up once again at the Hamm's. When Theodore was able to widen the trail leading to the brewery into a road, people started to drive out in their horse and buggies on Sunday afternoons, and the bier garden was in full swing. A St. Paul newspaper of 1875 describes it: "Mr. Hamm has displayed rare taste in decorating the charming grounds about his works. Pretty booths painted green and white have been scattered at intervals. The yards and gardens are in the most perfect shape, vines, flowers and shade trees contributing to the beautiful effect, while a well appointed bowling alley affords means of exercise for the visitors who seek relaxation."

With this added enterprise, Theodore was able to expand the brewery. "Arbeit macht das Leben süss," was one of his favorite sayings. "Work makes life worth living." As more men came to work for him, he sold them portions of his land around the brewery and encouraged them to settle there, since the brewery was still far from town and difficult to reach during the winter months. Theodore built a dormitory for the single men, and Louise provided them with their meals. She also served the married men their noon meal; Theodore believed that an employer should serve a free hot meal to all his workers. Louise hired girls to help with the additional housework and cooking, and additional quarters were built for them. The number of Theodore's chickens and cows grew larger, and Louise's garden became more elaborate.

### HAMM'S (continued)

Louise had to put aside enough food to last during the winter months, for not only her family, but the entire staff of the brewery. She stored food in the cool, dark caverns alongside the creek, where the beer was placed for aging. (Those caves are still there today, underneath the present filtration house--listening to the rumbling and roaring of the modern brewing equipment overhead.) She put potatoes in large bins, packed carrots and turnips in sand, cut beans and then salted them down in crocks bartered from the Indians. She bound heads of cabbage tightly and then hung them by their roots, or cut them up very fine and packed them away in brine. She preserved quantities of berries and fruits, and her children gathered hickory nuts, black walnuts, hazel nuts, and acorns in the fall.

When Theodore slaughtered an animal for meat, Louise never let anything go to waste. Her menus included such dishes as tripe, brains, kidney and heart stew, blood sausage, liver dumplings, pickled feet, endless varieties of meatloaf. At Christmas time she would bake festive cakes, pies and cookies for the entire brewery staff as well as her family, and virtually all the recipes that have come down to her granddaughters have measurements that call for pounds of sugar, pounds of lard and flour, dozens of eggs, and quarts of cream or milk.

Theodore always gave his employees a Christmas basket filled with food and silver dollars. The long-time personnel always enjoyed this--the number of silver dollars matched the number of years each man had worked with Theodore.

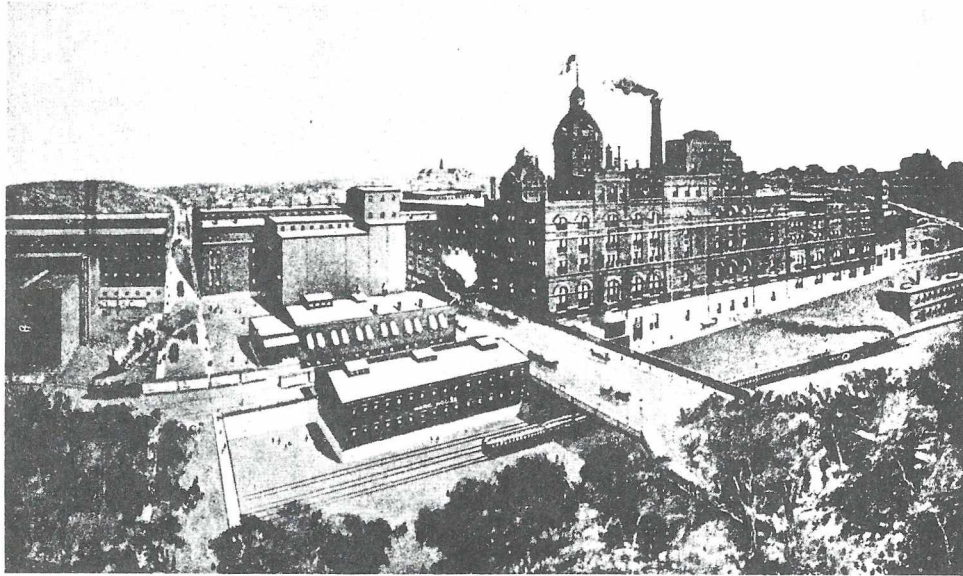
Theodore's employees and friends called him Bruderle Hamm, "little brother." He formed the first labor union in St. Paul; he wanted his employees to have a voice and be independent--but when they elected their president, they elected Theodore!

In 1882, just seventeen years after Theodore put the brewery on its feet, he had expanded his production from 500 barrels to 26,000 barrels a year--working with forty-five employees. Just four years later he was brewing more than 40,000 barrels of beer a year, and hiring seventy-five employees.

At about this time Theodore's son, William, took over the brewery. He was only twenty years old when he stepped into his father's shoes. The brewery had become the largest single industry in St. Paul. William had started working in the brewery when he was thirteen, and he had mastered every detail. In 1894 he instigated the first major building expansion. He visited almost every large brewery in this country and Europe before he started it, and an eyewitness recounts that "the new building is the pride of the organization. When the brewery was founded it could turn out 500 barrels a year--now the immense plant produces that much in a day. The new brewhouse cost a quarter of a million dollars, and is so built that the capacity of the plant may be doubled without laying another brick." Along with the new brewhouse, the expansion included an office building, paint shop, wagon shop, blacksmith shop, stables; a new wash house, stock house, power plant, and bottle house.

### HAMM'S (continued)

By 1912 the brewery produced 2,000 barrels of beer a day. In 1915 William Hamm and his son completed a second major expansion program; new brewing equipment, a new stock house, and additional bottling facilities again doubled production.



Hamm's St. Paul plant grew rapidly and early in the twentieth century occupied 15 acres.

The Hamms kept the plant open during national prohibition and kept their men employed. They produced "near beer" (less than half of 1% alcohol), malt syrup, industrial alcohol, soft drinks, syrups, confectioners supplies, sardines, cigars, and even corn cob pipes. William Hamm even sent Master Brewer William Figge to take a course at the university on making ice-cream, but repeal nipped that project in the bud.

Repeal ushered in a new era for the brewery. It could almost be felt in the air the night beer was legally shipped again. "It was dynamite," say those who were there. Row upon row of delivery trucks were lined up for half a mile around the brewery, waiting for the 12:01 A.M. zero hour. Thousands of people surrounded the brewery at midnight, and bedlam broke loose as sirens announced it was 12:01. Horns honked, whistles blew, people shouted, the truck drivers revved their motors and pulled away into the night.

A little factory in St. Joseph, Missouri, worked around the clock to make ten tons of pretzels a day; complete strangers called "Here's how," and "Cheers!" to each other on the streets; and the beer business catapulted into a position of new importance in the nation's industries.



### HAMM'S (continued)

William Hamm, Jr., aggressively launched into the brewery's carefully pre-planned expansion program. Part of the project include a new powerhouse, built on the site of his grandfather's original flour mill. In addition to modernization of existing buildings, Hamm's physical plant mushroomed with a new office building, case warehouse, malt house, grain elevator, garage and truck fleet.

Production kept increasing until World War II. During the war the brewery hardly knew from one week to the next whether it would get its allocation of raw materials. Railroad cars were hard to locate, paper boxes and bottles were rationed. Wives of employees were hired, when their husbands went to war. In spite of the difficulties in procuring materials, with careful buying and scheduling, Hamm's strived to maintain its high quality. On the strength of this, when the war ended the brewery was ready for its greatest period of expansion.

Since 1946, Hamm's has continually spared no expense for additions and improvements--new fermentation cellars, new stock houses, new grain drying buildings, additional shipping warehouses; additions to the bottlehouse, stock houses, fermentation cellars, storage tanks, and bottling lines; new yeast storage tanks; new quality control laboratory facilities; new powerhouse equipment; everything from additions to the main office building to amenities like parking facilities and new locker rooms.

In 1954, public demand for Hamm's beer precipitated the opening of a new plant. Hamm's purchased the Rainier Brewing Co. in San Francisco, tore it down to its steel skeleton, and rebuilt it with 100% new equipment plus new fermentation cellars, a new bottle house, and other new facilities. San Francisco was chosen particularly because of the remarkable purity and desirable brewing qualities of the water. To make absolutely certain the water met the brewery's exacting requirements, however, extensive filtering equipment was installed. William Figge personally set up the brewing standards and brewed the first beer in the new plant, to insure quality and flavor identical with the beer of the home brewery.

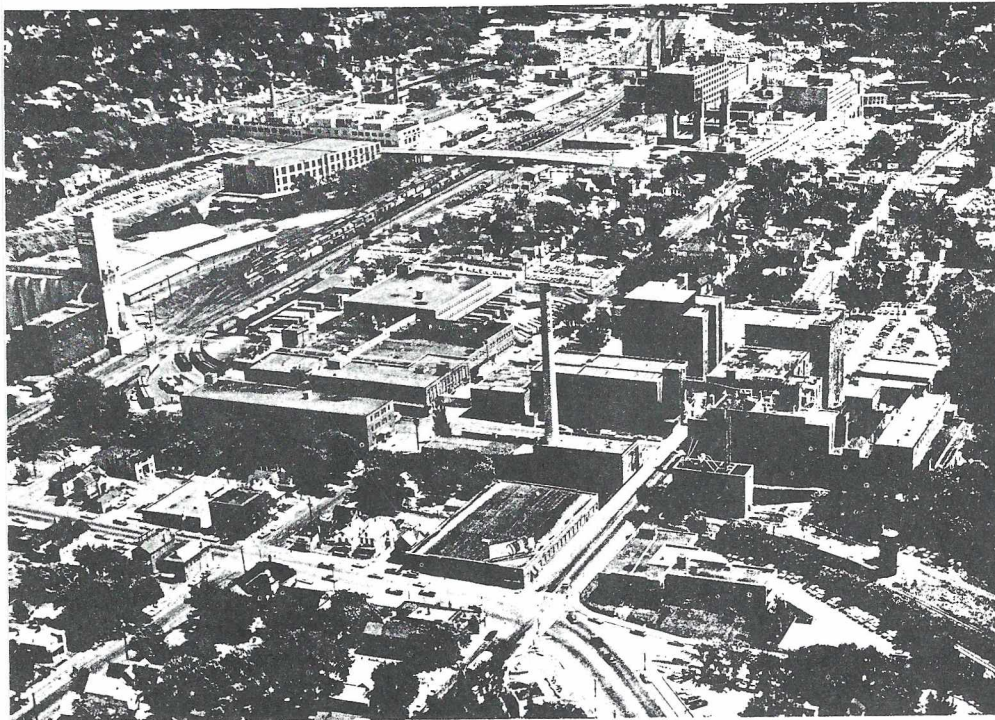
The enthusiastic response to Hamm's on the West Coast made it necessary to expand the San Francisco plant three times in three successive years. The expansions included additional facilities such as new shipping warehouses, new bottle house lines, additional storage capacity, new powerhouse equipment. In 1958 Hamm's opened a new plant in Los Angeles and in 1963, a plant in Houston, Texas. "Uniform quality is one of the most important factors in brewing," says President Figge; to make sure all the plants produce it, "we use identical equipment, ingredients (including flying the yeast culture to the new breweries under special temperature controls), and brewing know-how".

### HAMM'S (continued)

Hamm's entire distributing area is continuing to expand. Giving fresh impetus to the expansion are Hamm's two new beers: "Buckhorn" is an extra-mild, light-bodied brew; "Waldech's" full-bodied, distinctive flavor compares with the finest import beers. Both "Buckhorn" and "Waldech" are the result of years of intensive planning and research, and join regular Hamm's Beer as the brewery climbs closer to its goal of complete national distribution. At one time, Hamm's never left the city limits; now it's distributed in thirty-one states, including Alaska and Hawaii.

As the brewery starts its second century, the years ahead look challenging and bright. They look bright because the standards Theodore Hamm set in motion over one hundred years ago are echoed and enhanced today.

If Theodore Hamm could walk through today's gigantic, immaculate brewery, his eyes would shine. "Ja!" he would say. "So geht's in der schonen Welt!"



Hamm's St. Paul plant as it appears today — one of the nation's most modern breweries



## N.A.B.A. SPECIALS

--By CARL R. HOSE  
Assistant Newsletter Editor

With an organization of over 300 collectors and dealers all basically dealing in the same commodity, we are able to offer special sales advantages.

Members attending last year's convention in St. Louis were allowed to purchase the Budweiser and Michelob leaded glass lamps from Unique Art Glass at a tremendous savings. While prices naturally have risen since then, they are still available to our organization. Another firm to realize the advantage of dealing with the N.A.B.A. as a group is Promotion Center of America, which is one of the larger firms dealing in specialized advertising. Frank Vivirito, one of their salesmen, was considerate enough to show me the progress being made toward completion of the Anheuser Busch reproductions. While not nearly complete, I can assure any of you who collect newer advertising that these items should prove very appealing. Hopefully when completed I will be able to do an article on them.

Probably the best known items from Promotion Center were the reproduction Falstaff trays. Many of you, I am sure, have seen or bought them at one of the Ad Shows. The Falstaff mugs were also one of their projects. Without a doubt their best attempt to date is the set of four Budweiser Girl steins. These were advertised in the December Trader for \$200.00. I liked them well enough to pay that price. Each is unique and distinctively different in color and design. These individually numbered sets will be offered to members only at a reduced price. It is my understanding that different sets will be produced each year for the next three years. I think for those who are interested in newer items, these should prove to be very collectable, and indeed welcome additions!

Hopefully as time goes by other firms dealing in this type of advertising will realize the advantage of dealing with our organization.

I will be happy to answer any inquiries concerning prices or information with regard to above items.

Carl Hose  
3831 St. Anns Lane  
Normandy, Mo. 63121

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**SEE YOU AT THE CONVENTION!**

**Auction of  
Brewery Items**

**DON'T FORGET THE DATES--**

**AUGUST 2, 3 & 4**

**MINNEAPOLIS-ST. PAUL, MINNESOTA**

**Buy-Sell-Trade  
Session**

**Dinner & Dance**



## HOPPING MAD OVER BEER ADDITIVES

Reprinted from The Star Ledger - By Mike Royko:

When I conducted a beer-rating session last year I wrote that most American beers taste as if they were brewed through a horse.

This offended many people in the American beer industry, as well as patriots who thought I was being subversive in praising foreign beers.

Now I must apologize. I have just read a little-known study of American beers. So I must apologize to the horse. At least with a horse, we'd know what we're getting.

When you pop the top of your favorite brew, for all you know there might be any of 59 chemicals or other additives that are permitted by law.

Open the can. The beer does not gush out. That would be bad for marketing. Why doesn't it gush out? Because of slow, old world brewing techniques?

It doesn't gush because it might contain an anti-gushing chemical, ethylenediaminetetraacetic acid.

Now pour the beer. Notice how the high head forms at the top of the glass. Is the head the result of those fine malts and hops?

Maybe. But the head might also be the result of a squirt of some propylene glycol alginate or maybe some gum arabic.

Now hold it up to the light. Notice that it is clear. No cloudiness. No gunk. Is that because of the pure water they say they use?

More likely it is because they have put in some proteases.

Notice the rich, golden color. That's from those natural brewing techniques, correct? It can be. But it also can be an artificial additive, such as caramel.

Now sip it. What is it? Is it a simple drink that can be made with nothing more than five ingredients: Water, malt, malt adjuncts, hops and yeast? That's all that's in it if you are sipping in Germany, where they will put you in jail for using anything else.

But if you are sipping an American beer, what you also might be swallowing, besides those additives I mentioned, are adipic acid, ethyl maltol, malic acid, octanal, sodium ascorbate, potassium metabisulfite, grapefruit oil, lemon oil, tartaric acid and dozens of others.

How can you know if you are, indeed, swallowing all of these things, when all you asked for was a cold beer?

### HOPPING MAD OVER BEER ADDITIVES (continued)

There is no way you can know. Unlike food manufacturers, breweries don't have to list any of their additives. And they pale at the suggestion that they should. It would be disastrous.

How could they do a commercial about all that old-time flavor when on the can it says that you have added propylene glycol alginate?

Boasting about old world brewing methods and using only the finest malts and hops would sound funny if the bottle label listed things that sound like a Gilbert chemistry set.

So the beer industry has managed to persuade the government it shouldn't be required to give drinkers the kind of information that even a candy bar wrapper provides. It says the additives don't hurt us, so why bother mentioning them.

That might be OK if we could always be sure of additives. But over the years, many things that were thought to be harmless have turned out to be deadly.

There's an old English proverb that goes:

He that buys land buys many stones,  
He that buys flesh buys many bones,  
He that buys eggs buys many shell,  
But he that buys good beer buys nothing else.

How about a mug of sodium metabisulfite, matey?

### AD CAMPAIGN UPS SCHELL'S SALES 12%

An advertising campaign kicked off by a drawing for an all-expense paid trip to New Ulm, a small town in southern Minnesota, increased the sales of a brewing company by 12% and won a national award.

Commercials designed by Dick Crouser of the Wilson-Griak agency in Minneapolis say Schell beer drinkers get 15 shaves per bottle, only two cavities at dental checkups and whiter laundry.

The crazy strategy has apparently paid off. In Minneapolis, 1973 sales jumped 90%. For the August Schell Brewing Co.'s overall sales, the increase was 12%.

Crouser launched the campaign last fall for the First Annual Grand Old Schell's Really Big Prize Sweepstakes, the big prize consisting of "a deluxe, all-expense-paid trip for two to the exciting, historic New Ulm (population 13,051)." For a night.

It involved a round trip by Greyhound bus, a room with bath at the Grand Hotel, a personal visit to the statue of Herman the Great and a 10-course dinner that consisted of salad, two bratwurst, potatoes and a sixpack of Schell's.

The drawing of 800 entries was held at a 50's dance in Minneapolis. The winner was an 18-year-old woman from the University of Minnesota who invited her 23-year-old boyfriend to go along.

The nonmarital relationship caused the brewery management some passing embarrassment, but, a Schell's official said, "I don't know if that's a problem anymore."

## HOME BREWZIES

When is beer not a beer?

It is not a beer in the terms of a nice, cold, frosty, malty refreshment, when it is used just as effectively in another way.

There is a place in the lives of everyone, including the green-thumbers, for using a bit of brew. An occasional can of beer poured along the base of your flowers (inside or outside varieties) in addition to regular, adequate watering, will give your blooms a special buzz, and then watch them grow--real flower power!

As a teen-ager, shiny, glossy hair was a MUST. The girls tried every trick anyone suggested--eggs, mayonaise, vinegar, lemon juice, etc. The best? After washing, rinse your hair in stale beer. Presto! Shiny, glossy, easy-to-manage hair.

On a camping trip, deep in the wilderness, a group awakened one frosty morning to find their milk supply running low. They didn't want to use what little they had left, just for the pancakes.

Following the directions on the package-mix, they stirred up a batch, substituting a can of brew of the required milk. Those pancakes were the lightest, the yummiest! Beer is now a standard in pancake recipes, and works equally well in the make-it-from scratch kind too.

Do you want to serve sourdough pancakes that are extraordinary-special? To one cup of sourdough starter, add one 12-ounce can of beer and two cups of flour. Stir until blended. This mixture should be thick and a bit lumpy.

Let set in a covered glass bowl overnight and give it room to rise. The next morning take out the cup of starter, add the remaining ingredients, drop small amounts on a hot griddle, and just try to cook fast enough to keep up with the eaters. These pancakes could even win that famous race in the TV commercial, where the champion cooks pit their recipes against a well-known mix.

Besides pancakes there are myriad foods that can be improved or given a personality of their own by adding a bit o'beer to them.

For a new twist in deep-frying battered foods, try this:

Into a large bowl pour one 12-ounce can of beer, add 3/4-cup sifted flour and 1/4 cup finely ground bread-crumbs, one teaspoon salt and a dash of paprika. Whisk until light and frothy. This batter may be used at once, or covered and refrigerated for up to a week. When using out of the fridge, be sure to whisk until frothy.

### HOME BREWZIES (continued)

Into this batter dip any variety of vegetables--carrot sticks, green beans, sliced zucchini, cauliflower, or the ever-favorite onion rings. However, before dipping them, the carrots and beans should be boiled five or six minutes till somewhat tender. Drain and dry thoroughly.

Dredge all the vegetables in flour, shake off the excess, dip in beer batter, drain and fry in deep fat at 375° until nicely browned. This same batter is delicious for chicken, fish, hot dogs or any other food you like to batter fry.

### BASTE WITH BEER--

At your next cookout try basting the steaks with beer. Pour from the can over the meat several times during cooking-- a portion for the steak-cooker. Then you throw a lip over those steaks, you'll find a flavor that won't quit.

Mashed potatoes a la brew have a special zingy flavor that guests will try to identify and usually can't. Use beer in place of cream, add a pat of butter, salt and pepper; beat until fluffy and serve steaming hot.

Have you ever tried boiling hot dogs in Beer? Or steaming any one of a number of meats in it--fried chicken, spare-ribs, venison, pork chops or roast beef? Let yourself go--live it up with beer in the kitchen.

Speaking of kitchen uses, try this recipe for a special dish at your next party. Serve it with pride, but don't tell your secret. Keep your guests guessing--they'll never suspect your magic ingredient that turns plain old meatballs into---

### AU BREW JUS MEATBALLS

Into three pounds of hamburger grate a small onion and two sticks of celery (leaves and all if you wish). To this add two slightly beaten eggs, one tablespoon Worcestershire sauce, salt and pepper.

Work well with your hands. Blend all ingredients thoroughly. Form into small meatballs.

Bring to boil in a very large kettle, one can beer, one 14-ounce bottle ketchup, one tablespoon Worcestershire sauce and 1/4 cup water.

Drop meatballs gently into the simmering brew-juice. Bring mixture back to a boil, turn to low and simmer, stirring occasionally, for an hour or more. (Can be simmered several hours for a prepare-ahead dish).

In the beginning the mixture will have an unusual red color and be very liquidy. This will simmer down to a rich, thick sauce. Serve hot, as a main dish with crusty hard rolls, green salad and pickles.

Mmmmm Good!!!



BUY-SELL-TRADE SECTION

WANT TO BUY AND TRADE - pre-prohibition etched and embossed beer glasses. James Maxwell, 601 Parkview, Bryan, Ohio (419) 636-3253.

ETCHED & EMBOSSED BEER GLASSES FOR SALE. Send 10¢ stamp for list. John Murray, 475 Old Surrey Rd., Hinsdale, Ill. 60521.

BEER TRAY FOR SALE - Humbolt Brewing Co., Eureka, Calif. - Chinese lady with parasol - fine condition - \$49.00 plus postage - Satisfaction guaranteed - Dick Hinds, 313 Poplar Ave., Cincinnati, Ohio 45215.

WHOLESALE-RETAIL-BUY-SELL-TRADE! Latest 60-page catalog featuring many collectibles. Beer, soft drinks, etc. Send 50¢ coin or stamps to Palmetto Antiques, Ulmer, South Carolina 29849.

WANTED TO BUY - Paper label and/or blob Cincinnati beers. Bob Blum, 2437 St. Albans, Cincinnati, Ohio 45237.

HAVE MANY POST-PROHIBITION TRAYS FOR TRADE. Excellent condition. I also buy trays and other breweriana. Bob Gottschalk, 115 Peachtree Rd., Penfield, N.Y. 14526.

BEER CANS WANTED - Will buy or trade for cans or bottles or other beer items. John P. Paul, 809 Depot St., Cincinnati, Ohio 45204.

WANTED - ITEMS FROM THE YUSAY PILSEN BREWING CO., Chicago. John F. Pyrek, Jr., 1100 Geneva Rd., Apt. 28C, St. Charles, Ill. 60174.

HAVE BREW 747 PROMOTIONAL SIX-PACK, still full (with novelty items), by United Airlines. Interested in obsolete cans, Midwest trays and beer coasters. Don Kurtz, Box 961, Ogden Dunes, Portabe, Ind. 46368. (219) 762-1216.

SELL OR TRADE, HAMM'S BEAR BEER DECANTERS, 1972 - \$20.00, 1973 \$13.00. Hamm's Bear salt and pepper shakers \$7.00. \$1.00 postage. Jim Crampton, 437 Catalpa Ave., Brea, Calif.

BEER CANS OVER 10 YEARS OLD WANTED. Buy or trade. A variety of non-dump spouts and obsolete flat tops available for trade. Bob Myer, Box 1002, C.C. Sta., Oakland, Calif. 94604.

BUY-SELL-TRADE - SCHLITZ BOTTLES. Send description and/or clear pictures (will be returned). Other Schlitz items considered. Bryant D. Truitt, P.O. Box 313, Glenview, Ill. 60025.

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John Murray  
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**SEE YOU AT THE CONVENTION!**

DON'T FORGET THE DATES — —

**AUGUST 2, 3 & 4**

**Minneapolis - St. Paul, Minnesota**

Auction of  
Brewery Items

Buy—Sell—Trade  
Session

Dinner and Dance

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