

The Breweriana Collector

JOURNAL
OF THE
NATIONAL ASSOCIATION

BREWERIANA ADVERTISING

VOLUME 80

FOUNDED JANUARY 1972

WINTER 1993



ANNUAL SWIMSUIT ISSUE

Single Copy \$6.00

History of the Glencoe Brewing Co.

National Association Breweriana Advertising

A not-for-profit organization incorporated in the State of Illinois

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COVER

Of course there is no annual swimsuit issue – but at this time of the year it is not a bad thought.
Original art for a 1937 outdoor poster, Stroh archives.

TABLE OF CONTENTS

President's Page	3
Label Section by Bob Kay	5
Lynn Geyer's Auction Results	8
Chapter News	9
F. & M. Schaefer	10
Items of Interest; Women in Ads	15
Julia Auction Review	18
Glencoe Brewing Company	20
What's Brewing	25
Book Review: Breweries of Wisconsin	26
Buyer Be Aware!	27
Executive Secretary's Pages	28
Ads and Buy-Sell-Trade Section	30
Events of Interest	31

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 \$100 full page, \$50 half page, \$30 quarter page, \$10 short ads in the Buy-Sell-Trade section. The \$10 ads are free to members, if limited to member's own collection activity.

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PRESIDENT'S PAGE



One of the pleasures of being a "roadie" is that I can get around and sample the wares of various brewpubs. Recently I tried the house brews of a pub new to me, in small tasting glasses, as I did have to get back to a customer in the afternoon. I was, quite frankly, disappointed. After a stimulating start, all of the beers and ales faded and left no "memory" at all. They *promised* a lot, but delivered little, and left no particular desire for more.

I spoke with the owner, who, like many others in the Brewpub trade, has had to make allowances for the tastes and habits of his patrons. He said that he brewed "for the initial aroma and taste when the nose and lips first encounter the brew." I guess he was saying that his customers want something that **SEEMS** different, but is really close to what they usually consume.

From the experience I read an analogy into the collecting of Breweriana and to some of its organizations and publications. New collectors, like new groups and publications, tend to come on **BIG TIME**, going for flash and splash. NABA too tries to "brew" our offerings for the long run, with a distinctive and memorable "middle" and a finish that lasts well and pleases the taste enough to create a desire for more; and for different, but kindred experiences as well, I guess that at times, NABA succeeds no better than the above brewpub. I wasn't satisfied in what I look for in brew; a one-year only member of NABA evidently doesn't find what he or she wanted either.

As important as the effort to make NABA GROW is to all of us, a major effort to **KEEP** the new recruits is of equal significance. How does a traditionally Pre-Prohibition centered organization go about either modifying its alleged stuffiness, or opening its scope of interest to be more open to new ideas, newer collecting trends? I'd guess that **YOU** are the key to answering this question. As NABA was changing and growing when I joined (we can even admit in public to collecting cans now!), so it can continue to do so with and for you.

What I'm suggesting, nay, **URGING** is to involve yourself in one of NABA's activities. Write an article for the BC on your specialty, or favorite brewery. Help host the Hospitality at the Indy Ad Shows, get involved in **HELPING** with one of the Chapters. Do something that will involve you in the hobby beyond just sending in your dues once a year. Don't be like the *promise* of the Brewpubs' beer . . . all smoke and no fire! Many of us are ignorant of what you know about your part of Breweriana collecting. Show off a bit! There are few things more stimulating to a collector than "bragging rights." If you stay in your closet, who's to know what you have, what you know?

How, by the way, did you like the new graphics in the last BC? Isn't this one even better? **THAT'S** part of what I mean by a conscious effort to make NABA like a truly memorable brew . . . exciting, finely crafted, and leaving one anxious for more!

PROSIT!

From Your Editor

The use of the female form to attract a man's attention has a long history. Dr. Sam Sachs, Director of Detroit's Institute of Arts, commenting on the many nudes used as subject in the fine arts, found a fuzzy line "where adoration ends and exploitation begins." We have kept away from this topic previously, but decided to take a decorous look at women in advertising.

Women had to compete with cute children before prohibition as a subject to be noticed. Young boys were shown lugging a full case up porch stairs and even with a keg on their shoulder. Today nobody in his or her right mind would pose a kid with a case of beer, or as Stroh once did, have a seated boy pour a bottle of Brown Stout into a mug, his face full of anticipation. Women who advertised beer could show form but little skin, unless they were depicted as angels or mermaids. This made little wings quite popular. Even so, it was all done in good taste; angels never looked seductive. Mermaids were another kettle of fish.

The code for women being fully dressed led to great artistic skill in depicting attractive faces and challenging, often very provocative looks. This is now a lost art. The five models which made up Old Milwaukee's Swedish Bikini Team show seemingly computer-generated smiles. By contrast, the commercial artists working with clothed women had to pose them creatively and show animation and allure in their faces.

Caution and good taste diminished during the last twenty years in all advertising. Brewers ended up competing for the young adult market with posters showing decreasing restraint. I remember a wet T-shirt poster by Pearl, and once-conservative Stroh also felt the need to be competitive.

It is all very tame by comparison with some ads in fashion or fashionable magazines, where the setting has been pushed into the overtly erotic. But beer ads are meant to sell beer or at least to get the onlooker to think of beer, and not to cause a stir on the Avenue or be noticed at the agency. A moderate amount of skin goes a long way when the object is malt and hops, a cool delicious liquid in front of you, and the camaraderie of friends.

We are continuing to publish histories of breweries from various regions. Mike Hajicek from Hutchinson, Minnesota has researched the Glencoe Brewing Company and provided fine photographs from his collection. Probably only Minnesota collectors will get involved, but it is interesting to learn how breweries got their start, how they grew, competed, and ended, and what they left for us to find.

Dave Gausepohl in Kentucky and Charlie Jeske in Illinois will write a column on microbreweries and brewpubs, to alert us to new opportunities to sample beverages and acquire items. Their column will debut with the spring issue. Please mail new developments in your area to Dave at 3488 Ridgewood Drive, Erlanger KY 41018. I will pass on items from THE CANNIKIN (Alabama) and FOAMING AT THE MOUTH (New York) directly to him.



Peter Blum
Editor

BOB KAY'S LABEL PAGES

Detroit "Short Timers"

Detroit proved to be a very strategic location for beer traffic during the heyday of the bootleggers. With the fed's ever-tightening noose on the illegal breweries in the U.S. and prohibition already repealed in Canada, it suddenly became popular for both Canadian and U.S. brewers to set up shop across the river in Canada. Of course the beer wasn't intended for the Canadian market, as much higher prices were paid by U.S. bootleggers. Many are the stories of Canadian "border beer" being smuggled into the hands of the local mob, the Purple Gang. Two pictures set the mood and show events as prohibition was in full swing. These were the hard depression years but somehow the bootleggers seemed quite prosperous. Thus, when prohibition finally ended, many wanted to join this road to riches.

Unfortunately starting up a brewery not only required know-how but a great deal of money. Scores of would-be brewers tried but failed to reach even start-up. This story is about Detroit breweries which opened but didn't endure. Thus the title Detroit "Short Timers."



Times were tough and little was spent on discretionary things like advertising. Thus, collectors treasure just about anything they can get from "Short Timers." These labels are some of the few survivors from a very unusual period of brewery history and tell an interesting story.

Ecorse, part of the down-river Detroit area, was the location of a little known brewery called the **W.S. Bache Co.**, 1935-36. W.S. Bache was listed as the President, Manager Bottling Dept. and Brewmaster. Their only brand was Bache's Stratford Stout. This was an especially elusive brewery with very few tracks.

The **Cadillac Brewing Co.**, 1934-36, operated in the pre-pro Union Brewing Co. facility. It appeared to be under capitalized at \$150,000 with a capacity of 75,000 barrels. It was succeeded by the post-pro **Union Brewing Company**, 1936-37. Brands echoed the company names; Cadillac Beer and Union Beer. Cadillac and Union! Those should have been popular beers' names in Detroit. Unfortunately they didn't last.

Left: In full flight from the Coast Guard, a rumrunner dumps the evidence.

Right: Bootleggers load beer and whiskey on the Canadian side for the quick run to the wet American shore.



Continued

The **C & K Brewing Co.**, 60,000 barrel capacity, was in the Hamtramck area of Detroit. It operated from 1933-35 then was followed by the **Wagner Brewing Co.**, 1935-37. Labels included C&K Gold Label Lager Beer, C&K Bock Beer, Hofburger Beer, Wagner's Lager Beer, and Nottingham Ale. Some really great labels, but for such a short time.

The **Old Holland Brewing Co.** operated from 1935-39. Labels included Old Holland Bohemian Beer, Old Holland Draft Beer (½ gal), Empire Crown Ale, Empire Half & Half, etc. Another brewery long gone with very few mementos to savor.

The **Pros't Brewing Co.**, 1933-36, was fairly small at 60,000 barrels. It was succeeded by the **Voigt-Prost Brewing Co.**, 1936-38. The Voigt name was well known in Detroit Brewery circles prior to prohibition. Brands included Pros't Lager Beer, Prost Bock Beer, Voigt's Prost Beer, Voigt's Double Prost, St. Clair Ale and Voigt's Esquire Ale. Sadly now they are called "Short Time"!

The **Regal Brewing Co.** was in business from 1935-37. Upon closing it became Plant 2 for the Ekhardt & Becker Brewing Co. Labels included Regal XXX Ale, Regal Beer, Regal Bock Beer,

Royal Special Lager and Old Style Lager Beer. I wonder what G. Heileman had to say about that? Maybe if they had spelled Regal backwards?

The **Von Brewing Co.**, 1933-35, capacity 120,000 barrels was succeeded by the **Kraft (Kraftig) Brewing Co.** from 1935-37. Labels included Von Beer and Kraftig Bohemian Beer. Both breweries were fairly inconspicuous and left little behind to tell their story.

The **Wayne Products and Brewing Co.** operated from 1933-1936; the **Wayne Brewing Co.** from 1936-37. Labels included Wayne Alt Pilsner Beer, Wayne Champagne Beer, Bishop's Ale, and 'Night Life Beer – *served only in the best restaurants and niteries.*'

Till next time!

Bob

Bob Kay

*Aside from his interest in Breweriana, Bob Kay has an extensive collection of beer labels. Every June and December he puts out a catalog titled **Beer Labels** which consists of a beer label auction and the Collector's Corner with news and tips about label collecting.*



Bache 1935-36



1933-35



1935-1937



1935-1939



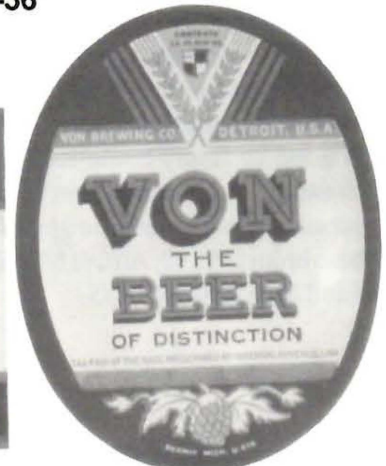
1933-36



1936-37



1935-37



1935-37



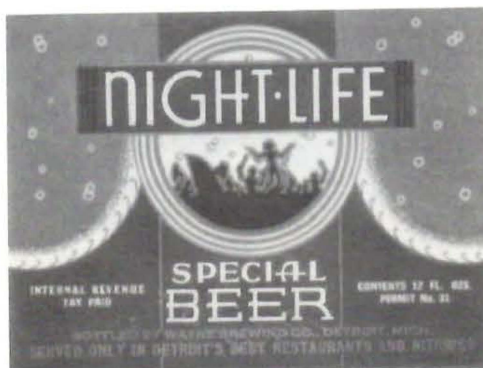
1933-36



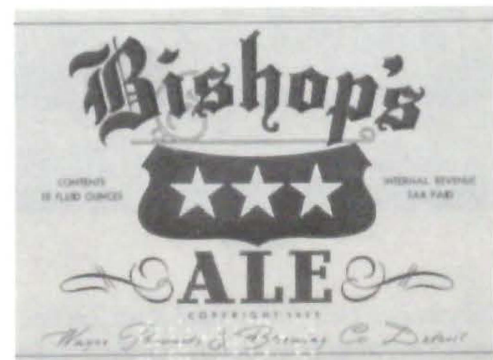
1934-36



1935-37



1935-37



1936-37

GEYER'S AUCTION RESULTS

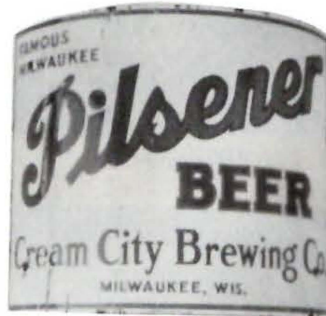
The end of August was also the conclusion of Lynn Geyer's Advertising Auction 15. The 94 page catalog featured 1122 lots. Some great pieces of Breweriana have changed hands in the past eleven years.

Some of the items and their prices were: a Pabst Brewing Co. beautiful 22' x 38' self-framed tin sign copyrighted in 1903 which realized \$400. An Indianapolis Brewing Co. framed litho of a girl in a pink/white gown brought \$484 on a bid which was lowered to 10% above the next highest. A pre-pro Hoster tin sign went to a bidder from Hawaii for \$285. A lovely Hinkel Brewing Co. framed die cut brought \$528. A Miller curved convex reverse on glass sign set in a wooden base brought \$292. An Old Mission pre-pro tray from San Diego brought \$275.

A very exciting group of 100 different labels that were put out by the Koppitz Brewing Co. during WWII for their Victory Beer, in unused condition went to a lucky bidder at \$825. A set of Hamm's Red Wing pottery went to a Hamm's collector for \$575. Some of the mugs and steins, of which approx. 300 were A/B and their prices: Budweiser CS-18 \$420, CS-6 \$595, CS-10 \$528, lot of four CS-95 (without rack) \$143. Some of the nice pre-pro mugs included a Stroh's salt glaze that sold for \$365, McAvoy's clear glass stein with pewter inlaid lid for \$193, Walter's Pueblo Beer mug for \$160. Also included in the Auction were glasses, both etched, embossed and with label under glass.



\$292



\$220



\$220




\$400



\$575

Information on the upcoming April Auction as well as back issue information (great price guides) can be obtained by writing Lynn Geyer, 300 Trail Ridge, Silver City, NM 88061 (505/538-2341).

MONARCH CHAPTER'S FALLFEST MARKS FULL DECADE

 October 24-25, 1992, marked the date of Monarchs' 10th annual Fallfest Show, which for eight years has been held at the Quality Hotel in Palatine, Illinois at the Junctions of U.S. 14 and Ill. 53. The show was sold out as it has been since its very first year, which tells a lot about the popularity of the Monarch Chapter's show with dealers and collectors.

On Friday afternoon and night there was room to room trading with more than 50 rooms usually open. There were even some traders as early as Wednesday showing a growing interest in making it a longer show.

Some rooms featured dealers who, despite being unable to get a table for the show, still wanted to be a part of Monarch's Fallfest.

At seven o'clock Saturday night our very informal fund auction took place and without any of our regular auctioneers, Chapter Prez, Paul Zagielski tried his hand (mouth) at being an auctioneer for the first time and the auction came off without any problems.

Our dates for the 11th Annual Monarch Fallfest are October 30-31, 1993 at the same Quality Hotel in Palatine. We hope to see all of you there!

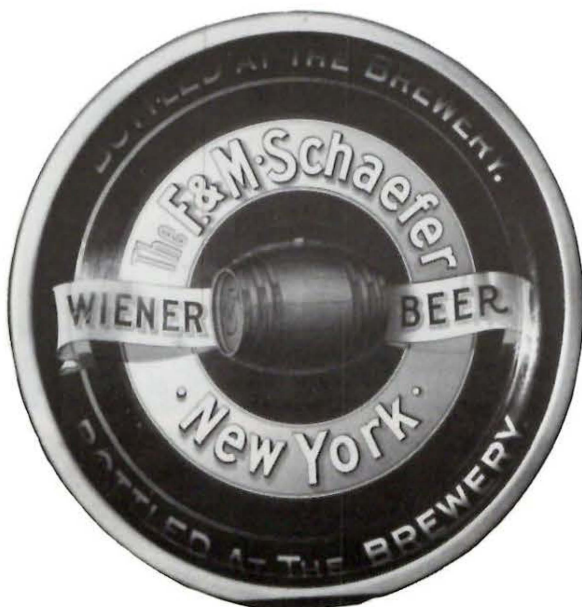


Above: Ken Kositzke from Appleton, WI is talking with Stan Sliwa while Stan Loula (center with glasses) is checking his wares. Seated in the center is Chicago area member Rich Klabaca. One always finds something at the Monarch Fallfest, and the fellowship is great.

150 YEARS OF F & M SCHAEFER



A massive duotone commemorating Schaefer's 50th Anniversary contains everything but the brewmaster's sink, including a small sketch of the 1842 brewery when people were still alive who worked there. Several elements were incorporated in a color lithograph copyrighted in 1893 (see page 14). Photographs below show a pre-prohibition tray advertising the main Schaefer brand, Wiener Beer (Wien is German for Vienna), and a prohibition wood case.



F & M SCHAEFER: RUDY J. SCHAEFER, JR.



Left: Schaefer, always immaculately attired, took charge of brewery marketing after repeal, and through his personal commitment saw Schaefer beer become a regional favorite. Bock was brought back in the middle 30's.

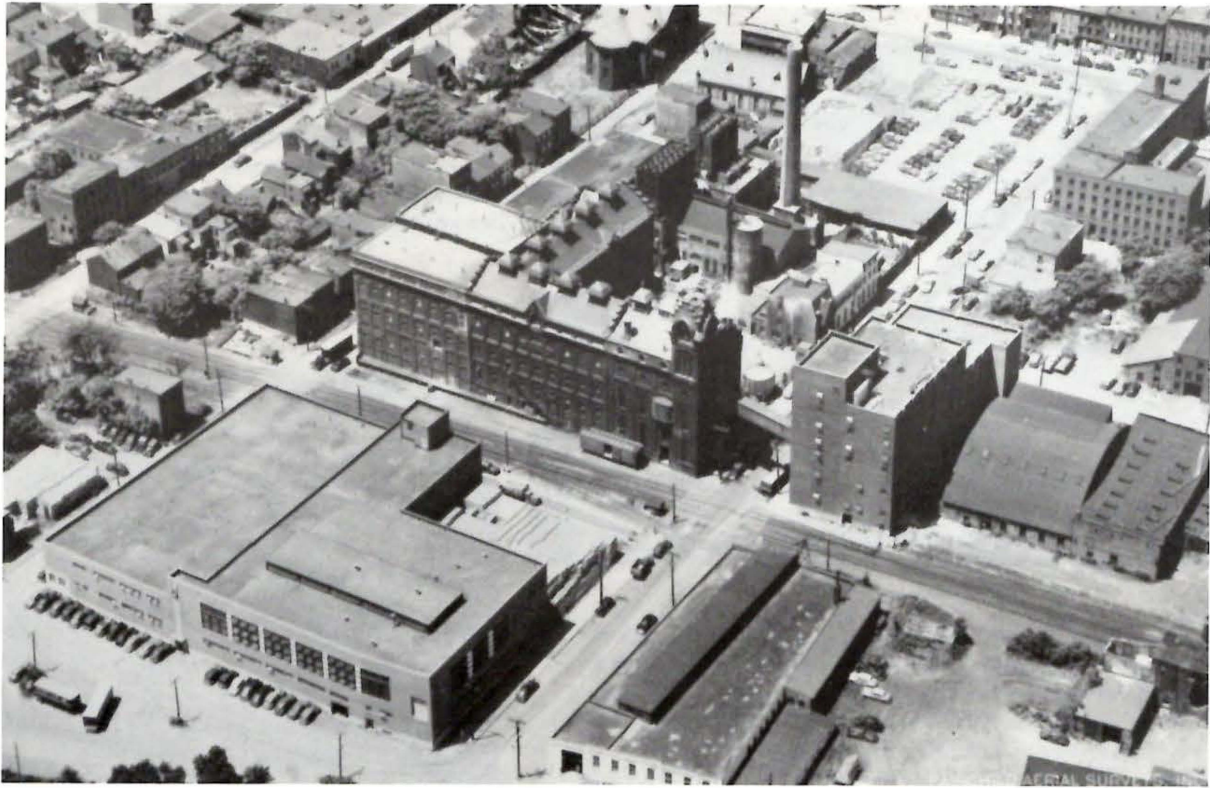


Right: The youngest and oldest brewery presidents pose together at Schaefer's centennial in 1942. Rudy Schaefer, 34, looks down on the partially seated Christian Heurich of the Washington, D.C. brewery, who was also 100 years old and still very much in charge. Heurich has now been revived as a microbrewery by his grandson, Gary.

Below: Rudy Schaefer took his sons into the business. Rudolph J. III became president, and William ran the Albany plant. With the brewery at five million barrels and growing, he brought in professional management, but the people chosen were not a good fit. Rudy, a world class sailor as a younger man and an avid stein collector, retired December 31, 1969. He left the Brooklyn Brewery for the last time on his yacht, America, the modern replica of the famous first cup winner.



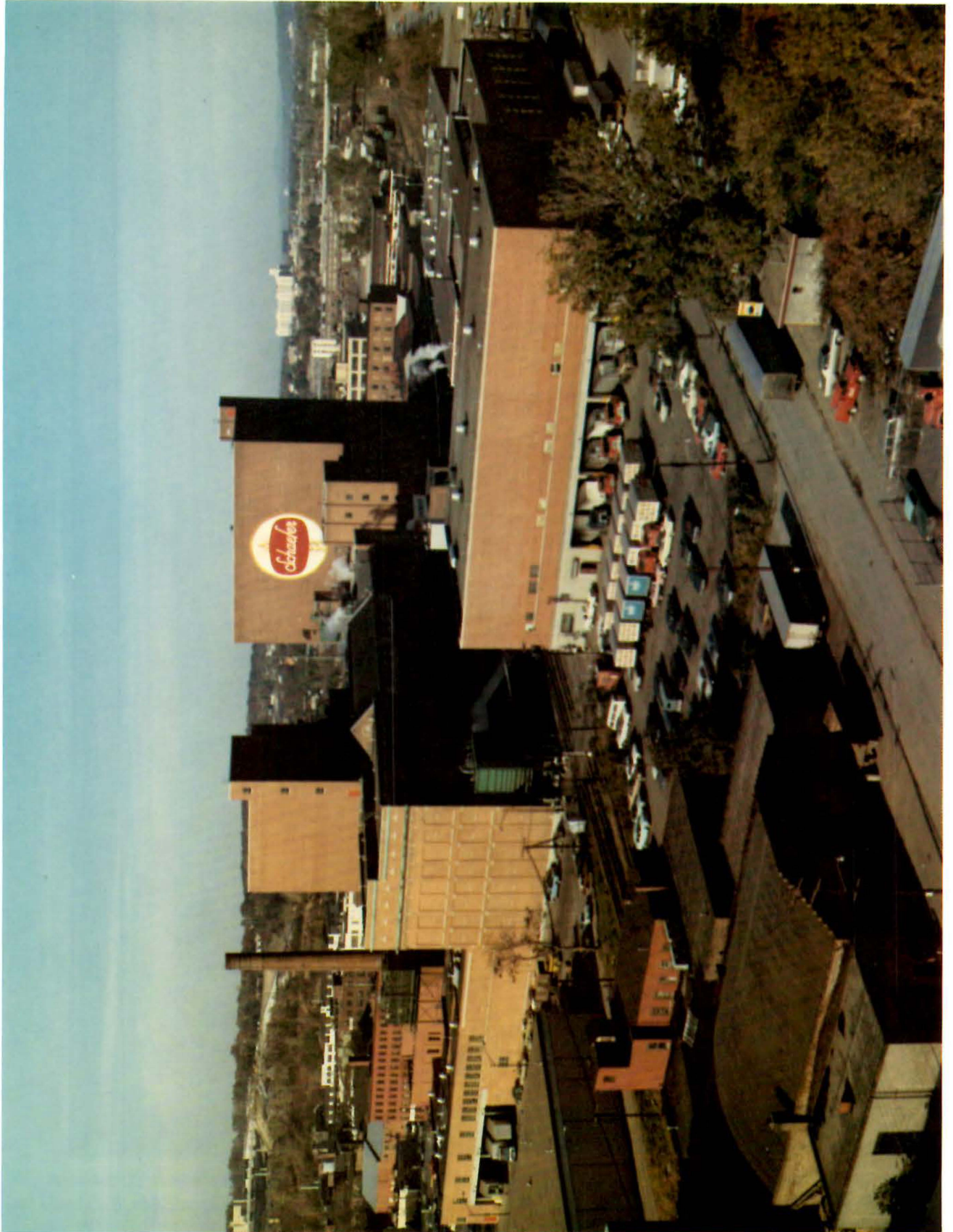
F & M SCHAEFER: ALBANY



Aerial photo of Beverwyck Brewery in Albany was taken in 1951, following purchase by Schaefer the previous year. The old clock tower in the center was razed and the plant expanded in 1975. Sales, however, failed to support both the Albany and the new brewery near Allentown. Famous ten foot statue of King Gambrinus, a part of Beverwyck since 1878, was moved to the new Lehigh Valley plant in 1974.



== SCHAEFER'S ALBANY PLANT, 1970 ==





Above: Purchased at the Julia auction, this 22x33½ lithograph was copyrighted in 1893 and printed by Trautmann, Bailey and Blampey of New York. The print owned by Schaefer was not located at the time of acquisition. It is shown here prior to restoration.

ITEMS OF INTEREST

SCHLITZ PIECES FROM THE ROI DAVIS COLLECTION



Motoring in the teens had its hazards but may have offered social opportunities in strange places.

Tin collector Roi Davis of Denver provided excellent photographs of outstanding pieces from his collection, because he saw a photo of the SchlitZ plaque shown at left mounted on a billboard (vol. 77, p. 21).



"The Maid's Dilemma" (above) is a self-framed tin which was reproduced with a plastic frame. This piece was missing at the time of acquisition by Stroh. It was purchased later from a former SchlitZ executive who told a story of a brash new V-P ordering a storeroom full of old advertising to be emptied for an office. Former owner salvaged it from curb, ready to be hauled away. He was evidently too late to save the woman sitting on a globe. A copy is known to have been at SchlitZ. Bob Uihlein was said to have been furious when he heard of brewery's heritage being discarded.



THE USE OF WOMEN

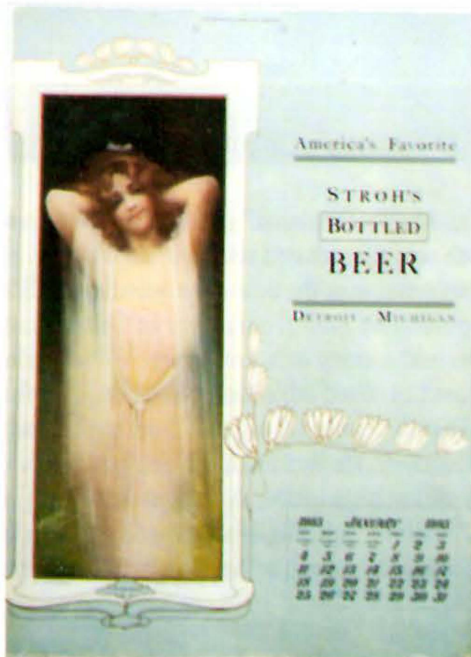


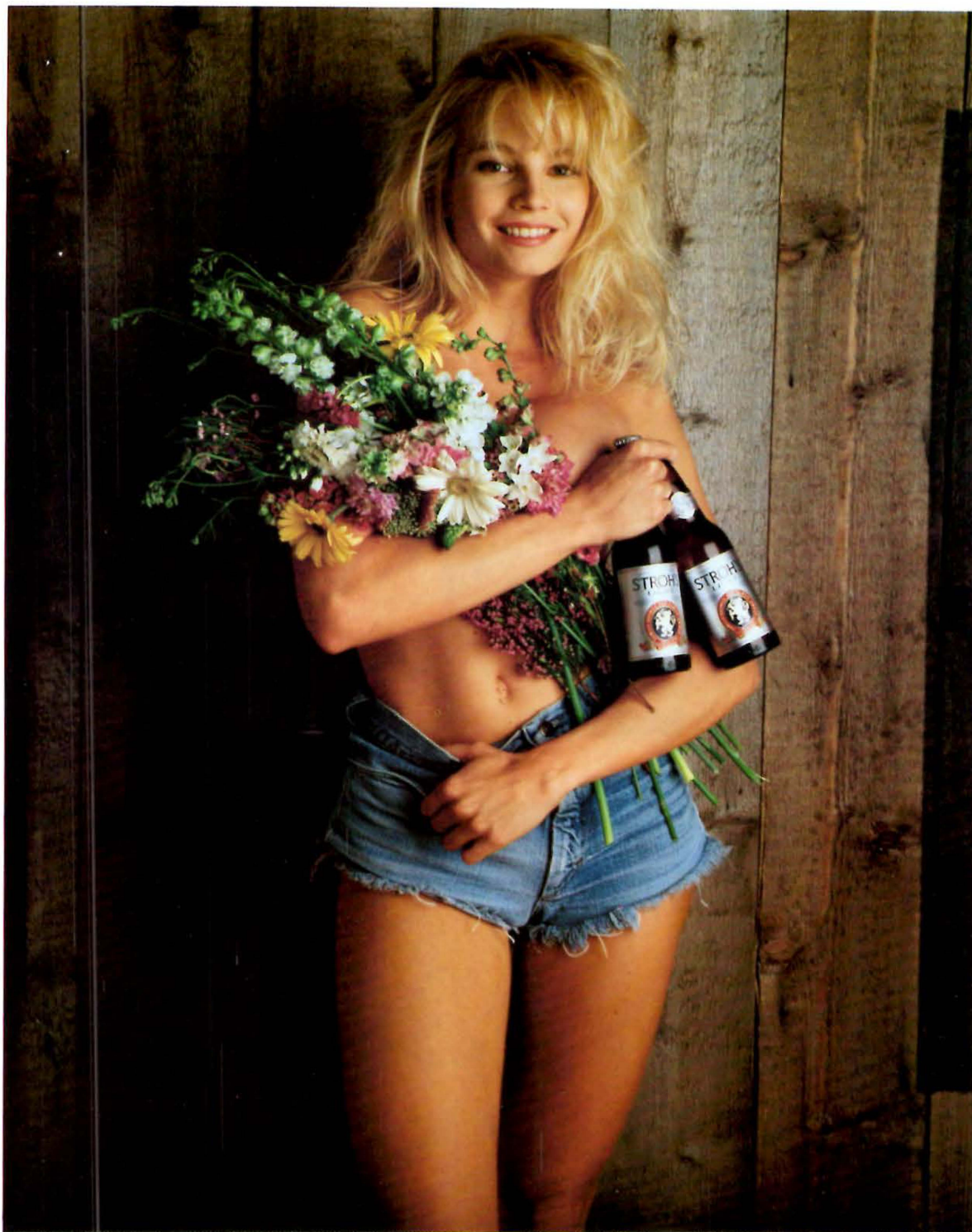
Below: Page from a 1903 calender in the Oldenberg collection shows little but implies everything. Loosely knotted rope belt was a clever touch.

Below Right: Old Milwaukee's Swedish Bikini Team was meant to be a spoof on the "skin" genre of advertising, but it was not funny to feminists. The ads were well accepted by the target group and became part of popular culture. Then the ground rules changed.

Left: One of Roi Davis' great pieces shows what can be done with just a pair of smiling eyes. Not an inexpensive date, judging by her hat and dress, but what man could walk away from a lady who can flirt and drink beer at the same time.

Below: With more skin than scales, two mermaids employed by the J. & M. Haffen Brewing Co. try to drum up some Navy business. From *The Beer Poster Book* by Will Anderson.





Above: A pretty face, a nice smile and a bouquet add up to the nicest Strohh poster showing a woman. Unfortunately she was asked to pull down her cut-offs, thus cheapening a great pose.

JULIA AUCTION

The auction of the contents of "The Beer Museum, The World of Beer Memorabilia" of Barnesville, PA by James D. Julia, Inc., Oct. 31 and Nov. 1 was the major breweriana sale event of the year. Condition was a problem with quite a few items. Pennsylvania was well represented, and specialists in that region bid fiercely for rarities.



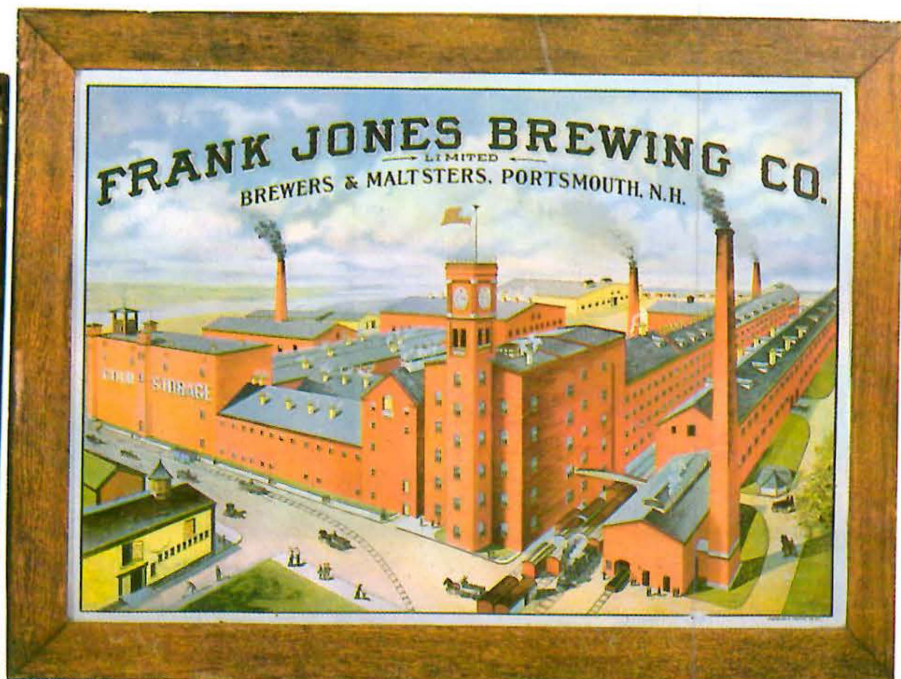
\$2,300



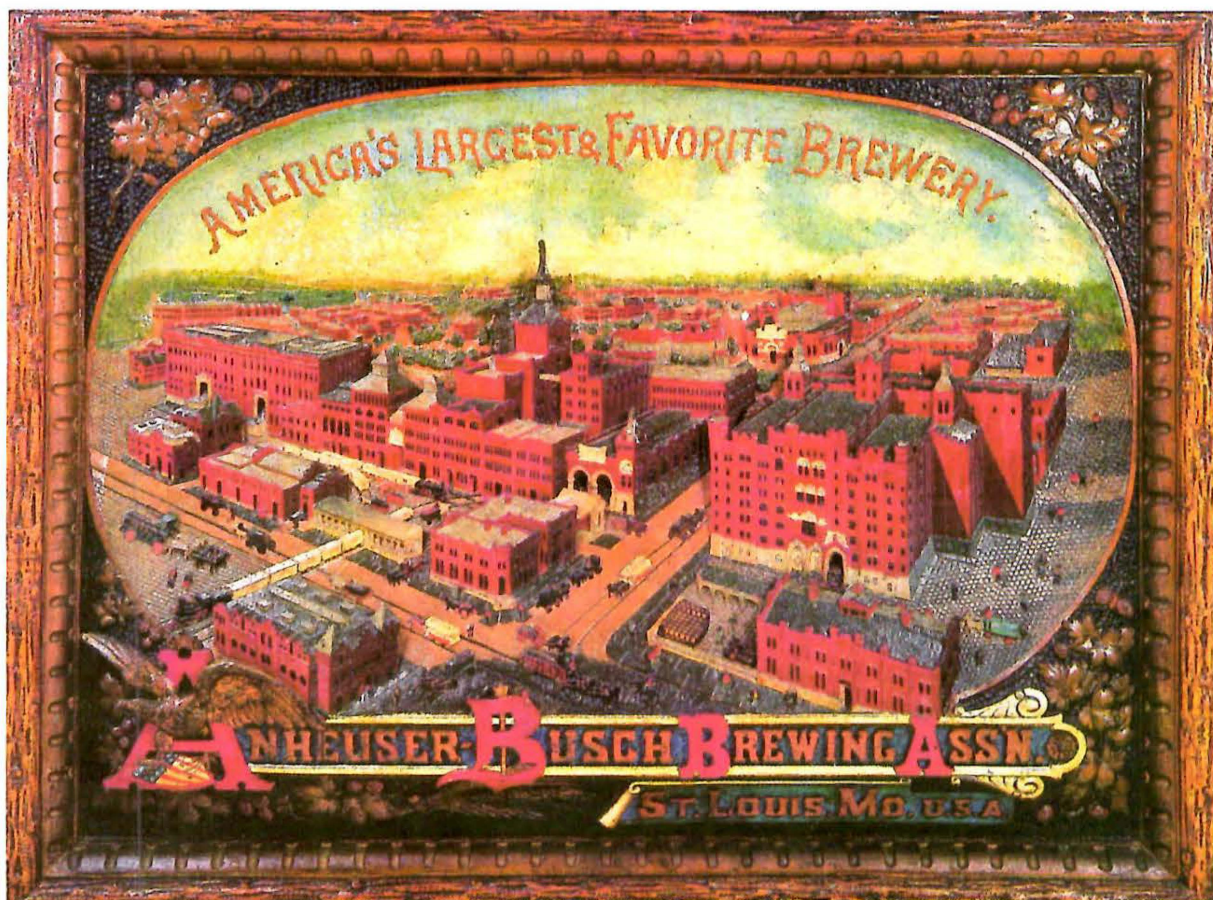
\$4,500



\$6,500



\$2,050



Above: The top price for a brewer piece was \$6,750 (with 10% premium, \$7425) for this impressive 55"x42" chalk in near mint condition, one of three known.

LAST ISSUE MIX-UP



Will the real Susan Chapin please sit down?

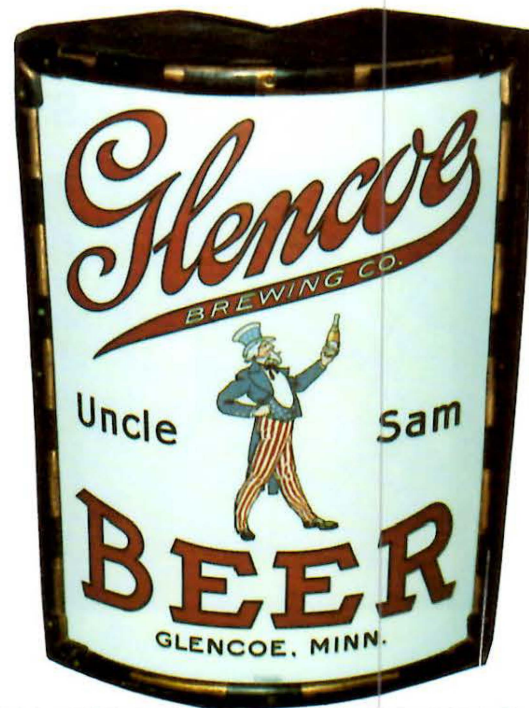
*On page 8 of the last issue we showed a group of ladies having a good time at the ECBA convention. The cheerful woman at right is, of course, not Sue Chapin but **Judy Jay**. The real Susan Chapin is shown with her husband and former NABA president, Bob. Sorry about the mix-up.*



Glencoe Brewing Co.



Selected items from Bob Hajicek's collection include (clockwise from top left) an oval stock tray listing both lager and export, an etched glass, eighth barrel, postcard, a rare, vitrolite corner sign, wooden case, the New Style label and a cardboard sign. Nothing from Glencoe comes easy.



Glencoe Brewing Co.



A History by Robert Hajicek

Glencoe, Minnesota is located about 40 miles west and southwest of Minneapolis, with a population of about 5,000. On a knoll about one-half mile south of the Glencoe Courthouse stands the brewery, a local landmark first built in 1877 by Edward Lemmel (Lammel). The brewery was originally a small wood framed structure. A newspaper advertisement from 1894 lists a new brand of beer called EXTRA CHRISTMAS BEER, being placed on the market for the first time. An 1895 article reads, "Ed. Lemmel has stored away 1,100 tons of ice for the use of his brewery during the summer months. This goes to prove that he does not expect much of a decline in the sale of that beverage for the year 1896" (1). In February Mr. Lemmel may have been looking forward to 1896, but the summer months must have convinced him otherwise, because in September he sold the Glencoe brewery to Peter Eickmann (Eickman) for a consideration of \$9,000.

Peter Eickmann had some prior history as a successful businessman in Glencoe. He owned a cigar factory and manufacturing interests until he disposed of them in June 1895. An 1899 Sanborn map of the brewery property shows no malt kiln;

barley was not malted on premises. Indeed, the brewery was small and had only a mash tub and kettle, with a brew house 90 x 70 feet and a brick cold storage house 80 x 45 feet. In February 1901 the brewery became the property of a corporation with Peter Eickmann as president and Frank Eickmann as secretary. The name of the corporation was the Glencoe Brewing Company, with a capital stock of forty thousand dollars.

The brewery building underwent a major expansion during the spring of 1901. A new brick structure 175 x 120 feet was attached to the cold storage house and the capacity of the brewery was enlarged. The new three story structure was built with red brick and Kasota stone for the door and window sills. All ceilings of the brew, malt and wash houses, except on the top floor were brick arched. The old framed structure was converted into a bottling house and ice house. A 1901 article reported, "Frank Eickmann was in Chicago last week purchasing a brewing outfit for the new building" (2). The property consisted of the brewery site, a residence, and 28 acres of land with a spring-fed pond nearby. The ice was cut from this pond.

Robert Hajicek has been a member of N.A.B.A. since 1987, and has attended five national conventions. He collects Grain Belt beer advertising and items from breweries in Hutchinson, Minnesota. Robert holds a master of science degree in mechanical engineering.

Glencoe Brewing Co.

(Continued)

In October 1901, "Fritz Mosiman moved with his family to a house near the brewery and will do the cooking for the men employed by the Glencoe Brewing Company" (3). "Four horse-drawn beer wagons were kept busy coming and going every day, delivering bottled beer to establishments in the area. There was a bedroom in the brewery for the wagon drivers so they could sleep after returning from neighboring towns. They got up early and got home late and didn't get much sleep sometimes" (4).

The Glencoe Brewing Company did not have a monopoly in the city. Other breweries had depots. The 1899 Sanborn map shows the G. Heileman Brewing Co. and Minneapolis Brewing Co. depots on the same block in downtown Glencoe. In 1902, "J.B. Mayer concluded the sale of his saloon building to the Hamm Brewing Company for the consideration of \$4,000" (5).

In July 1993, Peter Eickmann employed a man by the name of Fred W. Jumer as bookkeeper. This is not the first time these two men had met. When Fred Jumer was 13 years of age, he began to learn the cigar trade in Glencoe under Peter Eickmann. His parents were natives of Bavaria, who settled in McLeod County in 1868; Fred was born there on October 8, 1871. His schooling was limited, and from the age of 12 he was required to earn his own living. After working in the cigar trade for a few years with Eickmann, Jumer attended business college in St. Paul. He then went to Arlington, Minnesota where he owned and operated a cigar factory with partner Theodore Schlegel.

About five years later Jumer bought out his partner and conducted the business alone, also writing insurance and holding the office of village recorder. After a number of years Fred Jumer sold his interests in Arlington and went to Ward County, North Dakota, where he purchased a homestead in 1901. In 1903 he moved back to Glencoe and later traded his North Dakota farm to Peter Eickmann for brewery stock.

Fred Jumer "was a hard-working man, shrewd and knowledgeable in the ways of business. More than anything, he was ambitious" (4). In 1904 Jumer was



Above: Stock "Old Friends" set in wood grain, lithographed on tin over cardboard, with Glencoe text. Hajicek collection.

appointed assistant secretary and in the fall of 1905 he became secretary of the brewery. In this position he continued until November of 1906 when he and his brother Max purchased the stock in the Glencoe Brewing Company from Peter Eickmann. Fred Jumer was named president of the company. The stockholders in the brewery at this time were William Harpel, Sr.; John and Max Jumer; Henry Eickmann; Clem Seifert and Jacob Herman. "One of the first things he (Fred Jumer) did was to hire a man named Jacob Herman, a master brewer educated in Germany. There was another man doing the brewing but sometimes the beer was sour" (4). According to the newspaper, there were two brewers at the Brewery before Jumer took over. They were Jim Glumboski and Frank Eickmann, who in December of 1906 went "to Fort Wayne, Indiana where he accepted a position as brewer with the Birkhofer Brewing Co." (6).

Glencoe Brewing Co.



Left: Glencoe Brewery 1992; west-facing side.

An article from History of McLeod County summarized Fred Jumer's success with the Glencoe Brewing Company. "Under his management and clean, systematic business policy, the company's business was increased from 4,500 barrels in 1906 to 13,000 barrels in 1915. Many improvements also were made, the cellar capacity of the brewery being increased by the installation of a new and larger cooperage; the old brew kettle holding only 50 barrels was replaced by a new 135 barrel brew kettle, other improvements including new air compressors, engines, pumps, a complete new elevator and conveying system, malt cleaning and polishing machines, new steeping tanks and malting floors. The bottling department was increased in capacity by installing new and larger steaming and soaking tanks and adding one of the latest improved labeling machines" (7). The volume of beer produced in 1910 is listed as 6,400 barrels of keg beer and 4,000 cases of bottled beer. (8) In late December of 1906, Fred Jumer advertised for sale a well-established ice business including a large ice storage house indicating the installation of mechanical refrigeration. The 1899 Sanborn map shows an ice house about 150 feet southwest of the brewery.

On Friday, September 6, 1907 at four o'clock in the afternoon, one of the most disastrous fires at that time in the history of Glencoe occurred when the Glencoe Brewing Company was gutted. "The substantial main building erected in 1901 at a cost of \$50,000 is practi-

cally in ruins. Only the walls are left standing, together with a heap of debris and twisted steel and iron to mark the site of this once imposing structure. When the fire was discovered by the employees in the building, the cupola and the third floor were a seething mass of flames. In spite of the desperate efforts which were made by the fire department and citizens the building was gutted, except that the coolers, kettle and mash tub were saved by a steady stream played upon it from the chemical engine of the fire department. Fortunately, all the walls are intact, except that on the west which was badly bulged and cracked by the intense heat and will have to be razed and rebuilt" (9). "The total loss to the brewery is \$13,000 in round figures. The insurance received exceeded \$7,000" (10).

The Glencoe Brewing Company continued on with its business. Rebuilding of the brewery commenced immediately. Enough Uncle Sam lager was on hand in the stock house to supply customers for three weeks. The brewery was reconstructed and put in the same substantial condition as it was prior to the fire.

Fred Jumer advertised heavily in the Glencoe newspaper and relied on customer support for a local product. One advertisement from 1907 reads, "Don't drink bottled beer shipped in when your home product is better — Glencoe Brewing Co." (9). The brewery also bottled Bock beer at this time. It is believed that Jumer first

Glencoe Brewing Co.

(Continued)

introduced Uncle Sam New Style Lager, as the 1907 newspaper ads list the name, and then changed to just Uncle Sam Beer (see label pictures).

The brewery continued until prohibition legislation ended production in 1918. Fred Jumer continued as an entrepreneur by accepting the position of president of the newly formed Peoples State Bank in June of 1918. The brewery building was unoccupied from 1918 until 1922, when Fred Jumer started a poultry processing plant in the building, known as the Jumer Products Co., and continued until 1926, at which time he retired. Mr. Jumer died May 19, 1944. The brewery site was used as a mink farm from about 1934 until late 1950's. The current owner is using part of the brewery for apartments.

REFERENCES

1. Glencoe Enterprise, February 7, 1895
2. *ibid*, June 6, 1901
3. *ibid*, October 17, 1901
4. Glencoe Advertiser, February 9, 1981
5. Glencoe Enterprise, March 27, 1902
6. *ibid*, December 20, 1906
7. History of McLeod County, published 1917, pages 496-497
8. A History of Glencoe, 1855-1975, pg 333, Franklin Printing, Glencoe, MN 1975
9. Glencoe Enterprise, September 12, 1907
10. *ibid*, September 19, 1907

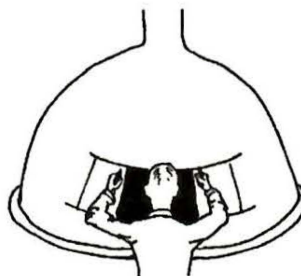
Other Sources:

Sanborn Fire Insurance Maps, 1899, 1908, 1914 and 1930



Above: Postcard showing the Glencoe Brewery converted to a mink farm, late 1950's or early 1960's.

WHAT'S



BREWING

Last year's cool summer did not help beer sales at all; it was an uphill struggle for most brewers. Evidence of confrontation and bad news is not hard to find.

Coors, which has developed a "we can do it by ourselves" corporate culture over generations of geographic isolation, still occasionally marches to its own drummer when competition becomes a burden. Long ago the Feds decided that brewers should not use the alcohol content on a label, to avoid one-upmanship and escalation. If a change is deemed good for brewers, it would be best to let the industry speak in unison. But unity in a very competitive period is an ideal and not always obtainable. Coors wants to list alcohol content and won a suit against the BATF (Bureau of Alcohol, Tobacco and Firearm of the Justice Dept.) on the grounds that their commercial free speech rights were violated. The BATF may appeal. On another subject, Coors is going ahead with Zima Clearmalt. This type of non-beer has been tried a number of times in recent decades, always fruit flavored and colored. Perhaps the time for a "white" low-alcoholic beverage has come.

Competition is also behind layoffs of some 340 salaried employees nationwide at Miller, as production is being reassigned between plants in the face of an estimated 3.5 – 4. % decline in shipments in 1992. According to Miller's Chairman, Warren Dunn, as quoted in *The Milwaukee Journal*, this was the final phase of trimming the salaried work force of 3,500 by 10%. On the positive side, Miller hired 48-year old marketing expert John MacDonough from Anheuser-Busch to be the new President and Chief Operating Officer. And in a move with major international

implications, Miller acquired a 20% stake in Molson Breweries for \$273 million. The deal will permit Miller to distribute all Molson brands, including Foster's.

New York City, where things often get done in complex and mysterious ways, is the scene of a controversy between independent distributors and Anheuser-Busch. An independent distributor would be out of line anywhere else; he has no assigned territory and buys and sells wherever he can. The independents, many now minority owned, are worried that a \$1 rebate policy by A-B to their distributors may drive them out of business.

What good news there is, has been provided mostly by the micros and brewpubs. More are able to develop sales to their break-even point and are looking forward to actually making a little money. The products are definitely getting better and the brewers are becoming technically more secure. And at a time when the industry is under social pressure, small brewers are providing a badly needed dose of good old American personal enterprise and product.

Last November I had the opportunity to attend the graduation of the ten-week Siebel course in brewing. In addition to brewers from the U.S., Latin America and Asia, there were a number of actual or future microbrewers. Two graduates knew about NABA: our banquet speaker of the 1979 convention in Detroit, at that time 18 year old John Stroh III, and "K.C." Lichtendahl, fresh out of Princeton last summer, who was one of our tour guides at Schoenling. It was nice to see that some management traditions are still being observed. PHB

BOOK REVIEW

*Jerry Apps, Breweries of Wisconsin (University of Wisconsin Press),
114 N. Murray Street, Madison, WI 53715). 252 pages.
\$19.95 Paper, \$29.95 Hard Cover.*

Jerry Apps, Professor of Adult and Continuing Education at the University of Wisconsin – Madison, has produced this volume as a companion to earlier books on barns and mills of Wisconsin. Inevitably, the book gives the impression that the author is not a specialist in brewing or its history, but it is a work of considerable interest, nonetheless.

The book begins with a generally orthodox history of brewing, notable only for estimating the origin at 7000 B.C., a good thousand years earlier than most authors are willing to push it. He also states that beer antedates wine, which is difficult to support. Some of his current judgments also show a lack of professionalism, such as stating that light beer is cheaper to produce than standard, and has only about a third the calories.

Apps is on firmer ground when he turns to the history of brewing in Wisconsin. He treats the development of the industry as integral with the huge German immigration beginning in the 1840's, and accounts for the concentration of large brewers in Milwaukee. He devotes a chapter to the rise of the temperance movement and another to Prohibition. Wisconsin, to its discredit, was one of the 36 states to ratify the Prohibition amendment, but as might be expected, voted early and enthusiastically for Repeal. Apps has some interesting quotations from old brewers on how their firms survived Prohibition. He has a chapter on barrels with some similarly valuable quotations from old coopers on their remarkable craft.

Beginning with Chapter 10, Apps treats the Wisconsin brewers individually, beginning with the late, lamented Blatz and Schlitz, proceeding through Pabst and Miller — for whom he apparently has a high opinion — to the smaller brewers in the state. The quality of these varies, from a perceptive account of the decline and fall of Schlitz to generally uncritical treatments of the surviving firms. He does not mention Heileman's disastrous performance after its takeover by the Australian Bond group, and he gives no inkling of Point's decline in output in recent years. The book closes with appendices on surviving brewery buildings, brewers that left the industry after 1950, some recipes for home-brewing, and a listing, which does not purport to be complete, of Wisconsin breweries from 1835 to 1985. The appendices are valuable as references, and for beer-touring in search of old buildings. For the appendix on brewers that failed since 1950 Apps interviewed several officials of the old firms, producing quite a few interesting quotations on the reasons why they believed their firms failed. If one takes the industry as a whole, it is quite clear that the economies of scale of the large national firms were what did in the local brewers, but this was clearly not how the local managements viewed the situation. Apps shows little recognition of the economies of scale in his treatments of the individual brewers, whether large or small.

In sum, the book is no masterpiece, but it is well-written, readable, and useful as a reference source for an area that most of us venerate greatly.

GWH

Editor Emeritus George W. Hilton retired last fall as Professor of Economics at UCLA to his home in Maryland. He was editor for 11 years and is a frequent contributor.

BUYER BE AWARE!

The front cover of the Spring 1992 (Volume 77) issue shows a beautiful Schlitz piece. In the center of



an ornate frame is an oval lithograph of a young seated woman-angel, clad in the gauziest of material, bestowing a laurel wreath on a bottle of Schlitz Malt Extract. I remarked that the companion piece showing a Schlitz beer bottle got away.

Schlitz had that item reproduced, and with nice workmanship. The lithographic part was printed on heavy board and looks genuine without close examination. The gold filigree also has been faithfully copied, although in much lighter plastic when compared to the original material. Schlitz identified the reproduction by having a small label glued to a narrow ledge on the frame: PART NO. 84744 1971. This label is not readily apparent and also may have been lost or removed.

The reproduction can be identified easily by examining the reverse side. The printed stock is stapled to the back, and two metal angle rods are mounted vertically to provide rigidity. The genuine sign has a wood back, and is extremely scarce. The reproduction is not common and does not look bad at all, and is getting to be a collectible in its own right as one of the nicer repros. But don't be fooled about the age.

Will Anderson's Beer Poster Book sold for \$8.95 when it was published in 1977. The book contained 23 posters printed on 16" x 11" heavy stock from good photographs of the original posters, suitable for framing. They also turned out to be suitable for fooling the uninformed. Recently unauthorized reproduction of much poorer quality have appeared. Sizes are either 11" x 14" or 11" x 15½", and some are advertised framed.

Stein Collectors International is warning members about an ad for The Official Stein Collector's Handbook and a bonus video on the History of the Stein. The book was offered for \$24.95 from Antique Books and Video in Naperville, Illinois. Collectors who have sent away for these items have not received anything. The company's address in Naperville turned out to be a maildrop in a mall. Complaints about this company can be referred to Illinois postal inspectors at (312) 765-4616. It is believed that other collecting topics have been targeted by this alleged scam.

The best general book on antique steins is The Beer Stein Book by Gary Kirsner and Jim Gruhl (hardcover, 416pp., \$41.95 incl. shipping). See the ad on page 31 of the fall issue.

EXECUTIVE SECRETARY'S REPORT



The last Board of Director's meeting was held in conjunction with the Monarch Chapters Show in Paletine, Illinois on October 24, 1992. Dues will remain at \$20 for the 1993-94 period, ending May 31, 1994. Herb Haydock gave the final report of the 1992 Convention and presented complete plans for the 1993 Convention at Stevens Point in August (see below for details). Future conventions in Milwaukee, Dubuque, Columbus and Nashville were discussed.

The Board is also considering cost savings of mailing the Collector by bulk rate, and accepted the Queen City Chapter of Cincinnati and the Gambrinus Chapter of Columbus as chapter members. Both Chapters have their own shows, and deserve your support.

It is time to mark your calendar with the dates of the '93 NABA Convention, which will be held August 4-8 in Stevens Point, Wisconsin. An interesting pre-convention tour on August 2 & 3 of New Glarus will also feature brewery visits. Tours of the Stevens Point Brewery will be on Wednesday and Thursday, August 4 and 5. The famous NABA Auction will take place on Friday, August 6, and the Buy-Sell-Trade Show is scheduled for Saturday, August 7. A brunch and business meeting on Sunday will conclude the convention. Complete details and hotel and convention registration forms will be included in the next issue.

New members are listed below. Let's help them in their collecting of breweriana.

Sincerely,
Robert E. Jaeger
Executive Secretary

NEW MEMBERS

ANTHONY, BOB (Jeannette)
222 West 68 Ter.
Kansas City, MO 64113
816-361-1825

AVERY, RANDALL
1821 Maple Street
Manitowoc, WI 54220
414-684-6855
Mirrors; neon signs; signs

BARNARD, MICHAEL (Nancy)
5836 Drew Avenue S.
Edina, MN 55410
612-924-0789
MN & WI Breweriana

BRYANT, GARRIE D.
725 Mendecino Way
Morgan Hill, CA 95037
408-637-7074
All breweriana; books; magazines; history;
neon signs; paper items; signs

BUNGE, JONATHAN G.
3030 N. Racine
Chicago, IL 60657
312-528-4400

CARLEZON, GEORGE JR.
Box 510
Windsor, ME 04363

CHIPMAN, RALPH
3462 S. 15th Street
Milwaukee, WI 53215
414-643-0181
Books magazines; calendars; cans

CLINE, PATRICK (Susan)
2429 Hannaway Lane
Columbus, OH 43229
614-890-7062
Books magazines; cans; coasters; history
labels; matches

CRONOS, PETE M. (Polly)
P.O. Box 2188
Jonesboro, AR 72402
501-935-7972
Steins; advertising; glasses beer and liquor;
older clocks; labels

DIETRICH, MARTIN (Barbara)
9843 Meadowfern Drive
St. Louis, MO 63126
314-849-0462
Bottles; glasses; mugs steins; signs; tip
trays; trays; Old St. Louis Breweries

DOWERS, JEFF (Debbie)
3820 Washington
Cincinnati, OH 45211
Glasses; labels
All labels (U.S. Micro)
All Micro Brwgs.
Cincinnati Breweriana

DUBENSKY, DAVID (Barbara)
679 Hanna Street
Birmingham, MI 48009
313-642-1697
Bottles; cans

FOSS, SHERWOOD
4707 Cattail Lagoon Way
Ponte Vedra Beach, FL 32082
904-285-5464

FULLENKAMP, DAN
121 Lakeside Drive
Danville, IL 61832
217-443-8070
All breweriana; lamps; signs; statues
Stroh's Budweiser

GARDNER, TONY
4133 Grand Avenue
Bloomington, IN 47404
812-333-0454
Cans; neon signs; tap knobs

NEW MEMBERS

HILL, STEPHEN T.

740 Bryants Nursery Road
Silver Spring, MD 20905
301-384-5217
Lamps; match safes; mirrors; mugs steins;
paper items; reverse on glass; signs
thermometers; tip trays; trays

HOLSCHBACH, JERRY (Dorothy)

2503 37th
Two Rivers, WI 54241
414-793-3253
Glasses; openers; signs; tap knobs; trays

HYTKEN, RICHARD

2333 Carlton Terrace
Louisville, KY 40205
Foam scrapers; paper items; signs;
thermometers; tip trays; trays
Dicks Beer, Falls City Beer

KALLAND, STEVE

1775 Ithaca Lane
Plymouth, MN 55447
612-476-4960
Photos; signs
Royal 58, Filgers

KEIRCE, CLIFF (Debra)

11160 Bridlewood Trail
Zionsville, IN 46077
317-873-1408
Glasses; labels; mugs steins; salt shakers;
tip trays; trays

JUNG, DAVID C.

10 Versailles Drive
Menlo Park, CA 94025
800-538-5465
Glasses (Pilsner); chairs; neon signs; labels
Jung Brwgs. Random Lake
Milwaukee WI & Cincinnati

KAUFFMAN, LARRY A.

P.O. Box 231
Peculiar, MO 64078
816-884-4283
Calendars; clocks; neon signs; signs; tap
knobs; tip trays
Olympia Beer

KIMBERLY, HENRY H. JR.

3810 Pau Ko Tuk Lane
Oshkosh, WI 54901
414-235-0209
Glasses; mugs steins
All Domestic & Foreign

KIRSCH, RON

P.O. Box 927
Gaylord, MN 55334
612-237-5339
All breweriana
Minneapolis Brwg. Co.
Minnesota Brwg. Co.

LAPASKY, CRAIG

2855 Fisher Place
Cincinnati, OH 45211
513-661-7316
Glasses; history; trays

LARSEN, TED

2110 Grand Avenue Apt. 3
West Des Moines, IA 50265
515-224-5940
Cans

LANDUYT, STEPHEN (Carmencita)

720 East Boston
P.O. Box 475
Monmouth, IL 61462
309-734-5054
Glasses; mugs steins; neon signs; statues; trays
Falstaff

MAIER, RALPH (Diane)

2820 13th Street
Eau Claire, WI 54703
715-833-2462
Mugs steins
Leinenkugel's

MAIERS, WAYNE F.

3016 West 32nd Street
Dubuque, IA 52001
319-556-7880
Lithos; mirrors; mugs; steins; trays
Anheuser Busch (Budweiser)

MC KAY, JOHN E.

215 E. 20th Street
Kansas City, MO 64108
816-474-4700

MEYER, BOB A. (Joyce)

16631 N. 29th Drive
Phoenix, AZ 85023
602-863-3416
Mugs steins
Anheuser Busch

MISKA GSE FN BRIAN

USS Conolly DD 979 M. Div.
FPO AE 09566-1217
517-686-8045
Bottles; labels; trays
Bay City Brwg. Co.; Blob top Mi. Beers

MORRIS, DAVID (Cristy)

4904 Archmore Drive
Kettering, OH 45440
513-434-4230
All breweriana; cans; signs

MUSSMAN, ROBERT G. (Myrtis)

861 South 800 West P.O. Box 67
Hebron, IN 46341
All breweriana; bottles; signs; tip trays; trays
Lemp, Falstaff

PRESIDENTIAL TOURING CO.

P.O. Box 81
Dixon, IL 61021

RAY, PAUL G. (Janis)

1701 Lake Shore Lane
Plano, TX 75023
214-867-6261
Mugs steins

REED, DAVID (Julie)

134 Lakefield Drive
Milford, OH 45150
513-248-4464
All breweriana; cans
Bock Cans & Advertising

REINSBERG, JIM (Lesley)

6150 Cahill Avenue
Inver Grove Hts., MN 55076
612-450-1847
Bottles; glasses; mugs; steins; signs; tap
knobs; tip trays
Miller

RIES, MICHAEL J.

28 Church Street Apt. 2
Amelia, OH 45102
513-752-5184
Schlitz & Dooley
Breweriana
Cincinnati neons

RUIZ, DAMIAN E.

2250 Kelly Drive Box 298
Lackland AFB TX 78236
All breweriana; mugs steins; neon signs;
paper items (Posters); patches; signs
Anheuser Busch; Budweiser;
Budman character

SCHMIDT, DOUG

3957 Bandini Avenue
Riverside, CA 92506

SKOLNICK, NORM

207 E. Fairview Avenue
So. Plainfield, NJ 07080
908-753-4996
Neon signs; reverse on glass signs
Miller Moving signs, lighted signs, motion signs

SORN, DONALD (Marcia)

2037 19th Street
Monroe, WI 53566
608-325-3247
All breweriana; barrels; bottles; signs; tap
knobs; trays
Monroe Wi. Blumer, Huber Leunberger

STANLEY, BRIAN (Vicki)

8000 N. Lydia
Kansas City, MO 64118
816-436-3247
All breweriana; books; magazines; history;
mugs; steins; photos; trays

SUMMERSETT, DALE (Barbara)

1741 Burnside Road
North Branch, MI 48461
313-688-3571
Cans; mini beers; openers

THOMPSON, VAN

807 12th Avenue
Tuscaloosa, AL 35401
205-758-5184
All breweriana; bottles; glasses; mirrors;
mugs steins; signs

TRANTINO, MICHAEL

29 Watkins Avenue
Staten Island, NY 10312
718-356-9432
Neon signs; tap knobs; trays
Any Brand

UHL, RICHARD E.

45 Balfour Drive
Coldwater, MI 49036
Bud & German Mugs & Steins

YOUNG, R.F.

715 W. Davis #299
Conroe, TX 77301

BUY — SELL — TRADE

Coaster Pages Needed: To hold my 4" (four/page) & 3" (six/page) coaster. Please quote price 50 and 100 each. Tom Muller HQ USAREUR CMR 420 Box 726 APO AE 09063.

Horse Racing Items Wanted: Glasses, decanters, signs, programs. KY Dy, Prks, Bel, Rolling Rock, Schaefer, J Beam & KY Tavern. Some trades. Lisa Kryston, 53 Frontier Way, Tinton Falls, NJ 07753.

Corner Sign For Sale: Gulf Brew. Co.: ALES /UTICANY, glass on tin mt. in oak, excellent. \$1200 SASE for photo. Ray Frederick, 9801 Dahlia, Palm Beach Gardens, FL 33410 (407) 626-3807.

A-B Plaque For Sale: 12" bronze of Trumpeter of Sackingen, cast 1892 by Henry Bernard \$650. SASE for photo. Ray Frederick, 9801 Dahlia, Palm Beach Gardens, FL 33410 (407) 626-3807.

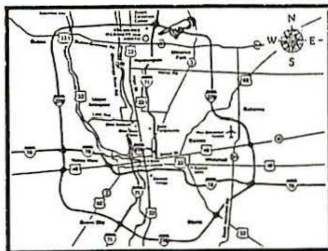
Illinois Mutual Breweries Wanted: Anything, esp. information. Even if you don't sell, please provide information. Dan Potochniak, 1610 Celebrity Circle West, Hanover Park, IL 60103-5327.

Budweiser Mugs for Sale: CS 50 "Birch Tree" Holiday and other Bud mugs. Alan Harrell, 6157 Sheridan #22B, Chicago, IL 60660 (312) 508-9542.

Mini Bottles, Foam Scrapers For Sale: 1 bottle or a 100, over 100 scrapers! Send SASE for list. Garf Steen, 9349 S.W. 219 Ct., Dunnellon, FL 34431 (904) 489-4715.

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

Wisconsin Coasters For Sale: Send SASE for winter '92-'93 list of older Wisc. coasters. Ken Kositzke, 1623 N. Linwood Ave., Appleton, WI 54914.



INVITES ALL BCCA, NABA, ABA, ECBA AND ALL OTHER INTERESTED BEER CAN AND/OR BREWERIANA COLLECTORS TO OUR

4TH ANNUAL

♦♦ BREWERIANA AND BEER CAN SHOW ♦♦

TO BE HELD AT THE COLUMBUS MARRIOTT NORTH across from the Anheuser Busch Brewery

MAY 8, 1993 ♦ 9:00 AM TO 3:00 PM

ROOM-TO-ROOM ACTIVITY - FRIDAY NIGHT, MAY 7TH

TABLES (8' X 2-1/2') ARE AVAILABLE AT \$10.00 EACH (DON'T WAIT, RESERVE YOUR TABLE(S) NOW!)

♦♦ ONE FREE TABLE WITH EACH PAID ROOM ♦♦

FOR FURTHER INFORMATION OR TO RESERVE TABLES

CONTACT: DOUG BLEGEN #6551
985 MAEBELLE WAY, WESTERVILLE, OH 43081-1273
(614) 890-0835

FOR ROOM RESERVATIONS:

Special Room Rates: \$65 + tax (single or double)

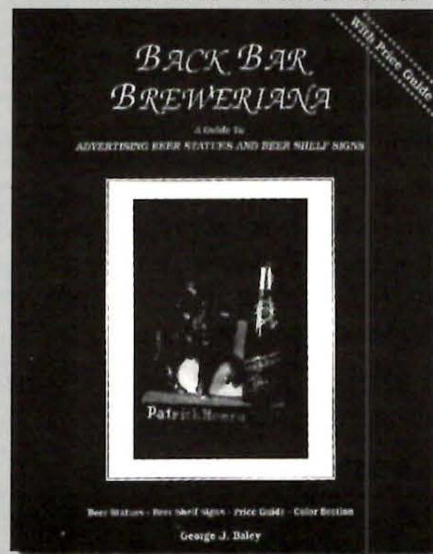
Columbus Marriott North
6500 Doubletree Avenue
Columbus, OH 43229
(614) 885-1885

To receive special rate, mention:
(Gambrinus/Beer Can Collectors)
Guaranteed Room Requests should be made
by April 16, 1993

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Marriott
NORTH

FROM I-75:
TAKE THE ROUTE 141 EXIT (NORTH). TURN WEST ONTO ROUTE 141. TURN RIGHT ON
BUSCH DR. GO THREE/4 MILE TO TRAFFIC LIGHTS TO KINGSVILLE PARKWAY AND
TURN RIGHT. KINGSVILLE GOES DIRECTLY INTO THE MARRIOTT PARKING LOT.

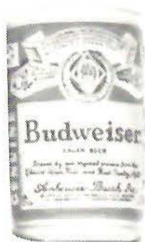
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Over 600 Different Beer Statues
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Kalamazoo MI 49001 616-382-3767
Direct From the Author

EVENTS OF INTERES

- | | |
|----------------------|--|
| March 11-14 | Annual Luck of the Irish Show, Oldenberg Br'y, Ft. Mitchell, KY; Dave Gausepohl, 3488 Ridgewood Dr., Erlanger, KY 41018 (606) 371-4415. |
| March 14; also May 2 | Brew City Ad Show, Serb Hall, 5101 W. Oklahoma, Milwaukee; Jim Welitok, Townline Rd., Sussex, WI 57089 (414) 246-7171. |
| March 27-28 | Indianapolis Antique Advertising Show, Indiana State Fairgrounds, Indianapolis. Also Beer Can Show and Flea Market, same weekend. <u>NABA hospitality 8 PM poolside;</u> Holiday Inn North, U.S. 421 & I-465 Fri. March 26. |
| April 3 | Annual ECBA Show, Macungie, PA; Jim Strouse, 981 Vine St., Macungie, PA 18062 (215) 967-6741 |
| April 29-May 1 | Just For Openers Convention, Oldenberg Brewery F. Mitchell, KY; Tom Zruno, 29 Eland Ct., Fairfield, OH 45014 (513) 874-7922. Also Crownvention IV. John Vetter, 4300 San Juan, Fairfax, VA 22030 (703) 591-3060. |
| May 8-9 | Semi-Annual Valley Forge Show, King of Prussia, PA; Larry Handy, P.O. Box 593, Warrington, PA 18976 (215) 491-9557 |
| May 7-8 | Annual Gambrinus Chapter BCCA Show, Columbus Marriott North across from A-B Brewery. Tables \$10. Doug Blegen (614) 890-0835. |
| June 16-20 | A.B.A. XII Convention, Olympia, WA; Members only
Contact A.B.A. - P.O. Box 11157, Pueblo, CO 81001 |
| July 13-18 | E.C.B.A. 21st Convention, Wilkes Barre, PA; Members only
Contact E.C.B.A. - P.O. Box 371, Oley, PA 19547 |
| August 2-8 | N.A.B.A. 22nd Convention, Stevens Point, WI; Contact Herb Haydock Drawbridge Estates I-75 at Buttermilk Pike. Ft. Mitchell, KY (606) 341-2800 |



GLASSES, MUGS & STEINS

Articles on our auction have been in the *Antique Trader*, *Yesteryear*, *Antique Week*, *The Breweriana Collector*, *American Breweriana Journal*, *Stein Line*, etc.

**MAIL AUCTION #9 COMING: SPRING 1993**

Coming in #9: Rare Fauerbach etched glass from Madison, Wis., early Budweiser CS numbers including **CS18**, a rare short **CS15**, Blue Delft **CS11**, Americana **CS17**, early Ceramarte unlisted Budweiser, **pre-pro** mugs, etc.

Write for free descriptive flyer, subscription form, or send \$8 for #9, or \$21 for #9, #10, #11!

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Glasses, Mugs & Steins also develops limited edition mugs & steins for small Wisconsin Breweries!

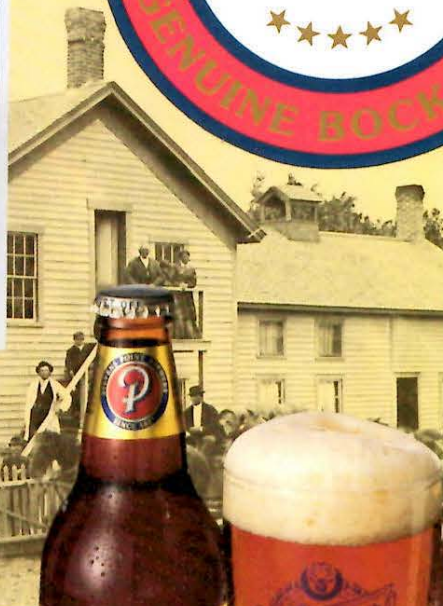
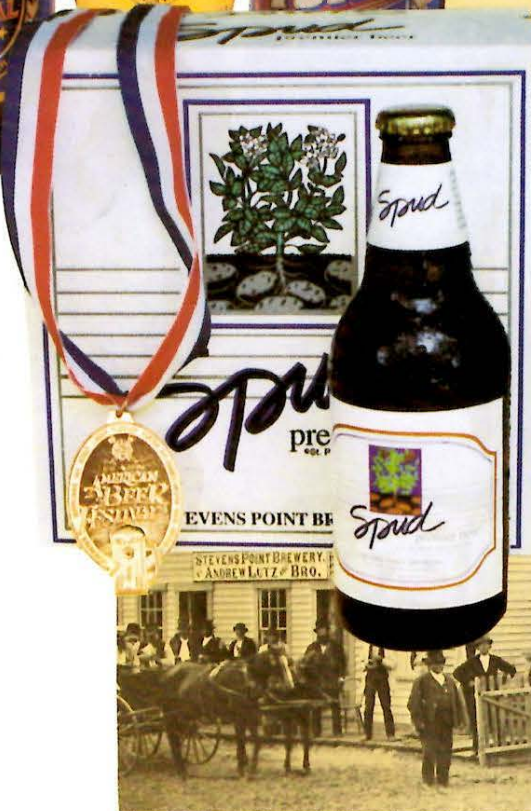
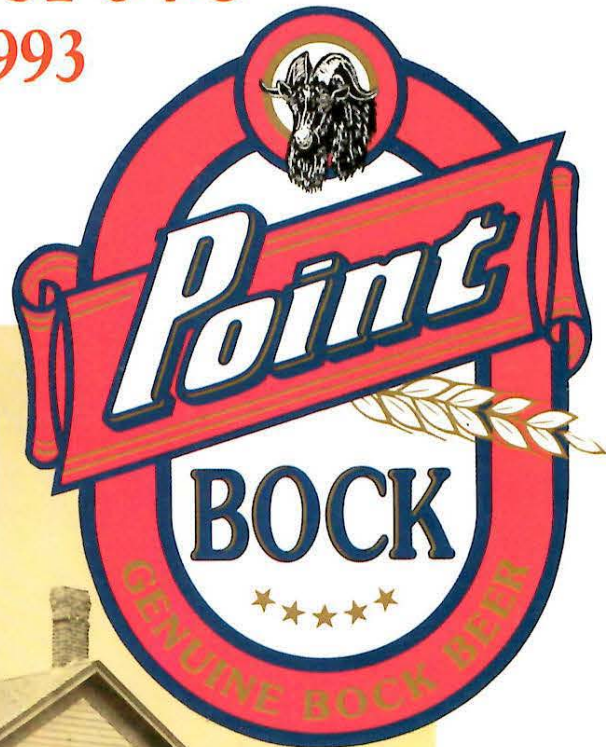
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