

# The Breweriana Collector

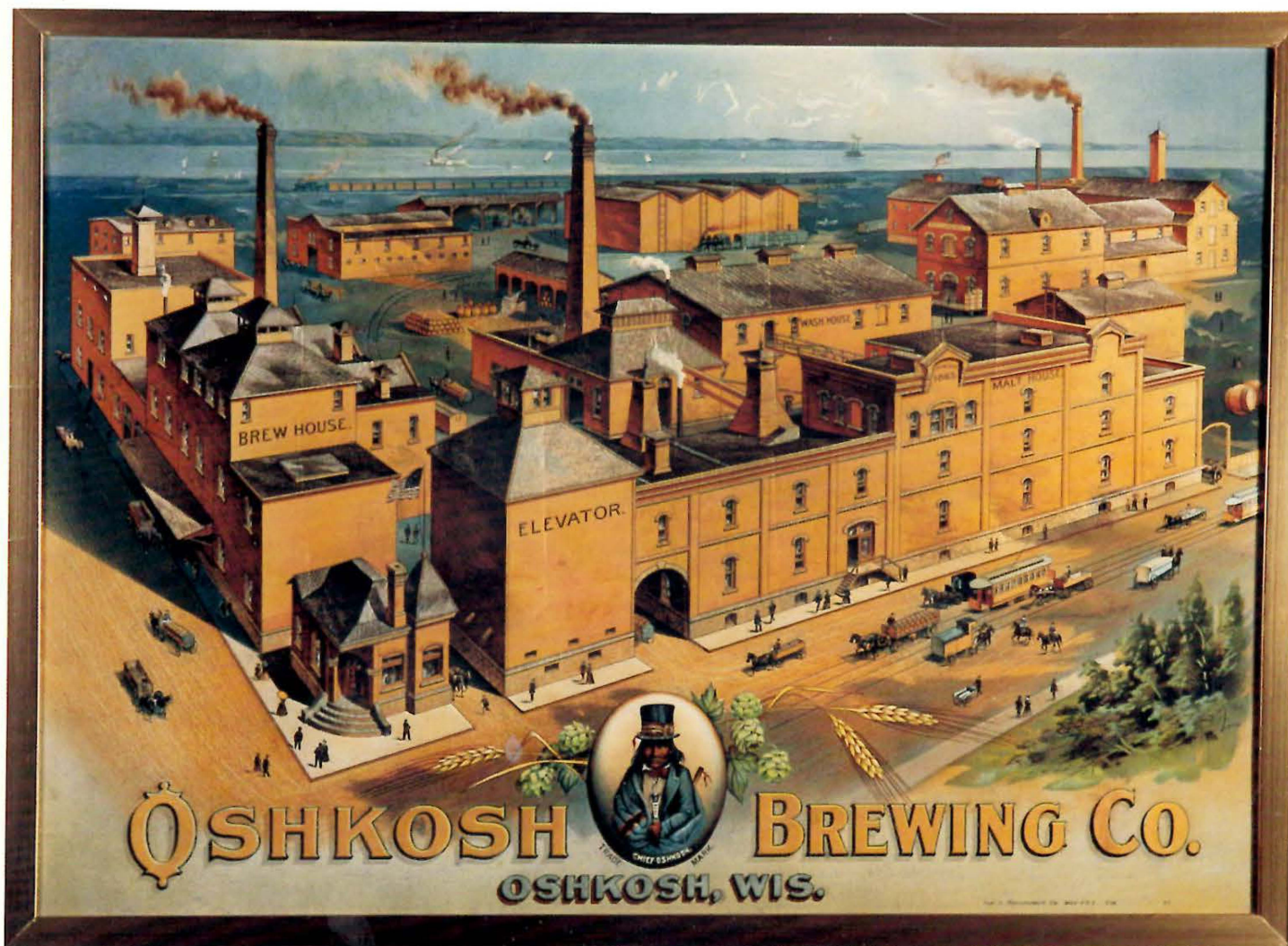
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## History of the Oshkosh Brewing Co.

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## THE WHITE POTTERY OF UTICA, N.Y.



# National Association Breweriana Advertising

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

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## COVER

This fine brewery lithograph has the place of honor in the Oshkosh Brewing Co. collection of Ron Akin. His article and photographs begin on page 9.

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Dues are \$20 per year domestic, \$30 Canadian, \$40 overseas. Send application for membership, dues, change of address and advertising for the Membership Directory to Robt. Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Send advertising for The Breweriana Collector and manuscripts to Peter Blum at Suite 5000, 300 River Place, Detroit, MI 48207. Advertising rates are \$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

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As I write this, we are awaiting the arrival of what is advertised as "A Major Winter Storm." It feels sort of strange to be editorializing for the Spring issue in early February, but I must admit that the thought of Spring (can Summer be far behind?) has my heart pounding with anticipation. I'm already looking forward to August 6th . . . tooling into Stevens Point for a weekend of inspired madness, collecting fervor and good fellowship, to say nothing of copious amounts of Ken Shibilsky's fine brew? Don't let the "dull little college town" myth deter you from coming to Stevens Point. Not that we will have much time at Convention to play tourist, but Central Wisconsin in the summertime is a joy to behold. It isn't for naught that Illinoisans flock across the northern border to "get away from it all." Indeed, the NABA Convention is an excellent reason to "Escape to Wisconsin!" Stop at the Dells or Baraboo on the way up or back and treat the family to Circus World, or the famous "Ducks," or the steam train at North Freedom. And do consider the pre-convention tour of Monroe and New Glarus – details are enclosed.

While I'm thinking Convention, I'd like to remind you that every year NABA has at least three elective offices up for grabs. I encourage you to consider a friend for one of the Board of Director seats up this year, or even consider running yourself. Anyone who feels he or she has something to contribute, and can make two meetings and the convention, is welcome as a Nominee for Election. I hate to keep harping on participation, but this is another way you can help your Association grow!

As many of you known, NABA is one of the original Affiliated Club members of The American Antique Association, a national group dedicated to fighting the rash of unmarked reproductions that flood the collector market. AAA has created a new Individual Collector Membership, for only \$15 per year. If you wish to join those who are working diligently on behalf of collectors from many specialty fields, I encourage you to join AAA yourself. Your own membership could well benefit you directly, but will at least help keep AAA's "Good War" going. Please contact me for information on AAA.

As I sit here, two photographs of early Miller Brewing advertising are in front of me (one, I've never seen before, the other was prominently featured on the cover of the Winter '91 BC). Both, it appears, are for sale, and the photos were sent to me asking if I knew of possible "homes." I do miss the old listing by collection specialty in the Membership Directory, but a quick glance at Milwaukee area members turned up a few Miller collectors, and I could make some referrals. Wish I was the owner of the pieces, rather than the referrer! But I cannot collect everything, as much as I sometimes wish. Damn, I'm looking forward to Convention Season, and the annual orgy of seeing more Breweriana for sale than anyone could acquire. NABA Conventions are another of the places that really choice merchandise appear for sale, so don't deny your Collectors' Craving the opportunity!

Hope to see y'all in Stevens Point in August. Save me a pre-pro mug or stein. Been a long time "between drinks."



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## From Your Editor

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Recent auction results have confirmed three trends. The first is the well-known adage that the best stuff will always be in demand and hold its value. Of course, speculative prices in the art market during the 80's – we are here talking of pieces in eight figures – could not be maintained. In our field, where \$5,000 is a big bundle, the Julia auction last November showed that prices for rare breweriana still have room to grow. To quote David Redden, sales director of books, manuscripts and collectibles at Sotheby in New York: “The dollars are chasing Americana.”

The second trend is the growing popularity of labels. Bob Kay's last auction broke the \$100 barrier many times. An increasing number of collectors have discovered that labels, like postage stamps, occupy relatively little space, provide historical information, and can be very attractive. The price for old labels is sure to climb as collectors specialize and search for early examples of a given brewery, city, or state.

The third trend puzzles many collectors of pre-prohibition drinking vessels. Mugs and steins from Anheuser-Busch, 25 years old or less, are being bid up to the \$300 – \$750 range. These are often items whose craftsmanship would not support these prices without the very strong demand.

Then there are the Budman tankards, which I for one find very difficult to take seriously. They are part of the evolution of our hobby. But if a Budman collector wakes up one day and finds that Budmen followed the Dutch Tulip Craze Scenario, don't expect sympathy from me. We should only live so long! A 1962 Dudley Do-Right lunch box and thermos set a world record of \$2,200 last year at Christie. Yes, a lunchbox at Christie. It is all a part of the interest in “Contemporary Culture.”

As a counterpoint to domestic mugs of recent years, this issue features turn of the century items from the White's Pottery in Utica, New York. White's made grey utilitarian stoneware decorated with cobalt blue. The best known early Stroh mug is a straight-sided White's, inscribed either “Stroh's Brewery” or “Stroh's Brewery/Detroit, Mich.” White's items also are appreciating in value.

*Peter*



*Fine examples of White's in the Hug collection.*

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We are continuing our quarterly focus on a specific brewery. With the 1993 Convention set for Stevens Point, breweries from Wisconsin will be featured in this and the next issue. The Oshkosh Brewing Company is the subject this time, thanks to the extensive collection of Ron Akin. **Ron will be pleased to welcome any convention visitor at his home on Wednesday, August 4 between 9 A.M. and 4 P.M. who would like to see his Oshkosh and Hortonville Brewery collection.**



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# WHITE'S UTICA POTTERY

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*Abstracted from The Blue and The Grey: Oneida County Stoneware  
Catalogue Essay by Christopher Bench*

**S**toneware production in Oneida County began in 1825, and the last firm in the county ceased manufacture in 1907. The key development in 1825 was the completion of the Erie Canal. Stoneware clays could be imported to Utica via the canal from the nearest sources, New Jersey and Long Island. Until that time, the sheer bulk of stoneware clay and the prohibitive cost of long-distance shipping forced Central New York potters to depend on local supplies of clay for the manufacture of redware. And the canal system could also be used to ship finished stoneware goods. Based on a newspaper advertisement of August 2, 1825, Justin Campbell was probably the first Utica potter to produce stoneware. In the following years, other stoneware companies opened. Eventually a single firm — White's Pottery, under its various names would come to dominate the stoneware industry in Oneida County.

Noah White arrived in Utica in 1828, coming from his native Vermont by way of Vernon, Lennox, and Westmoreland, New York. He worked first as a laborer and then as a boat captain on the Erie Canal before entering the pottery business in 1834 under Samuel Addington. By 1839, White had bought out Addington and had become proprietor of the firm. As family members joined him and left, the company changed names; among its many other permutations, it was known as the Central New York Pottery from 1890 to 1898, White's Pottery, its corporate name from 1899 to 1907, and the name by which it was commonly known throughout its history, outlasted all its Oneida County competition, surviving through the declining days of stoneware to cease production in 1907. The firm closed entirely in 1910.

Neither White's Pottery nor any others in nineteenth-century Oneida County, together or separately, stood at the center of American stoneware production. Other potteries along the Erie Canal through New York State produced comparable goods, and the stoneware industry that developed in Ohio came to control a strategic share of the market. Nevertheless, in their own right, the Oneida County stoneware potters demonstrate the influence of larger social trends and changes in American households.



*Left: Beer Mug: Inscription: Rochester Brew. Co., Rochester, N.Y. H. 5 1/8", D. 3 3/4".*



*Right: Stein: H. 4 1/4", D. 3 3/4".*

From the first days of its manufacture, Oneida County Stoneware was almost exclusively utilitarian. Stoneware was thrown on a wheel and formed by potters into simple forms for storing food and drink. Decoration was normally limited to a hastily scribbled numeral or picture in cobalt oxide which turned blue when fired.

The output of White's Pottery was not only controlled by the demands that the growing population of immigrant Americans exerted as consumers, but it was also directed by the fact that those same immigrant Americans were making up its work force. Technical changes in pottery production also fit with this change in work force. As part of becoming more highly industrialized, the stoneware pottery business moved away from the risks — and corresponding costs — inherent in even the most skilled crafts-

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*Christopher Bench is Curator of Decorative Arts at the Museum of Art, Munson-Williams-Proctor Institute in Utica, New York. The catalogue was printed for an exhibition held in the spring of 1987 and is richly illustrated with 172 photographs of Oneida County pottery.*

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manship and turned to more reliable production techniques which could be performed by unskilled—and hence cheaper—labor. The earliest stonewares in Oneida County were thrown on a wheel and decorated freehand. Before 1850, coggle wheels were in use to create attractive patterns that did not demand great manual dexterity. A device much like a pie crimper, a coggle wheel was rolled across the surface of a freshly turned ceramic object to impress a repeating decorative design. The use of stencils to create labels or decoration was a correspondingly straightforward and reliable process. Ultimately, White's produced slip-molded wares that could be elaborately ornamented without employing the skill or talent of an artisan in either the forming or the cobalt decoration.

By the late nineteenth century, the focus of drinking had shifted away from the home and into the nearby tavern or saloon. Some of the beer mugs, steins, and other paraphernalia may have been used in private homes, but much of the stoneware output was undoubtedly intended for commercial drinking establishments. The racier designs were obviously most suited to the all-male environment of saloons, but many of the other pieces were probably used there as well or in the ethnic domain of beer gardens. Until the 1890s, beer was not commonly bottled, and the sixteen-gallon kegs in which it was usually sold were not a convenient size for home use.

Stoneware jugs were ideal for the storage of whiskey, cider, or rum. They could be effectively stoppered to prevent the entry of dirt or insects, always a problem in the days before window screens. Jugs were also essential because most of the liquor consumed in the early nineteenth century was consumed in the home rather than in a tavern or other public establishment. Before liquor was packaged in individual bottles, the purchaser, not the manufacturer, was responsible for supplying the container. In most cases, a consumer probably took his jug to the general store where it was filled with his choice of beverage from a common cask or barrel. Jugs were probably the most common stoneware form, and the numbers of them surviving indicates the volume of alcohol being consumed during the early decades of the nineteenth century. But that drinking pattern began to change as the 1830s drew to a close. The growing urban markets needed grain, and because railroads made shipping less costly, farmers found it profitable to eliminate the step of distilling their crops into alcohol. The price of coffee dropped at the same time, falling below the price of tea and transforming it from a luxury beverage to a common drink. Moreover, antiliquor sentiment had been growing for some time among certain segments of the population, and, by the 1820s, temperance societies had begun to influence the middle-class population. In the years before the Civil



**Left:** Beer Mug. Inscription: Compliments of Crystal Spring Brewing Co., Syracuse, New York. Crystal Lager. H. 4 $\frac{3}{4}$ ", D. 3 $\frac{1}{2}$ ".  
**Center:** Pilsener Cup. Inscription: Haberle's Lager. H. 7 $\frac{1}{8}$ ", D. 3 $\frac{1}{4}$ ".  
**Right:** Cobalt and green decorations. H. 5 $\frac{1}{4}$ ", D. 3 $\frac{1}{2}$ ".





*Left: Stein. Inscription (translated):  
He who does not love  
women, wine and song,  
Remains a fool his whole  
life long.  
H. 6 1/2", D. 3 1/2".*

*Right: Stein. Inscription:  
Where goblets are klinked  
Filled with red wine  
One knows no sorrow  
Only good cheer and joy  
(H. 6 1/8", D. 3 1/8").*



War, temperance was one of numerous causes that, along with abolition, women's rights, mental health, and others, enlisted increasing numbers of Americans in an effort to improve society. The temperance movement had originally sought only to promote the responsible use of alcohol, but soon shaded into a striving for total abstinence. Some Americans took the pledge and ceased drinking entirely.

But a new factor entered the drinking scene in the 1850s—beer. Per capita alcohol consumption had dropped from 5 1/2 gallons in 1810 to 4 gallons in 1850. But it rose to 6 gallons by 1860, probably by dint of beer drinking among immigrants, particularly the almost 900,000 Germans who entered the United States between 1830 and 1860. These German immigrants brought with them both the technology and the market for the brewing industry. The first beers brewed in America had followed the

English ale tradition of using a yeast which floated on top of a vat of barley malt. German brewmasters in the late 1840's introduced the use of yeasts which sank to the bottom of the vat. These new beers were called lagers from a German word for storehouse because they had to be aged under cool conditions for several weeks. The new lager beers were popular not only with the new German immigrants but with many other Americans as well. Beer's low cost made it the drink of choice among laborers of many national backgrounds. And as the industrial work force expanded throughout the remainder of the century, so did the market for and sales of beer. Lager beer was also part of Union Army rations during the Civil War. By the end of the nineteenth century, beer rivaled whiskey as the nation's most popular alcoholic beverage.

The stoneware production in Oneida County mirrors this movement away from whiskey and toward beer as the alcoholic beverage of choice during the passage of the nineteenth century. As the most prominent stoneware form, jugs typify the output of stoneware potteries beginning in the 1820s and continue to do so into the middle of the century. But during the second half of the century, jugs were joined by new products — mugs, steins, punch bowls — obviously intended for a beer-drinking and Germanic audience.

To German immigrants, beer was an integral part of life, essential to health and well-being. Drinking was part of relaxation and tended to take place in family groups and in social situations. Much to the dismay of temperance advocates, German men, women, and even children could be found in saloons and beer gardens on Sundays, enjoying the entertainment along with a glass of lager.

For many other immigrant groups, most notably the Irish, saloons functioned as social centers for the lonely male laborers who had left their homes and came to the United States. Saloons provided drink and diversion after an arduous day of work, but they also created a safe haven where specific ethnic groups could gather. For the thousands of Irish who emigrated to the United States in the wake of the great potato famine of 1846-51, hard drinking was part of their cultural identity. Responding in part to the influx of immigrants, the number of saloons doubled between 1880 and 1900, making them a standard element of the poorer neighborhoods of urban areas. In these neighborhoods, they served as the centers for political action and as informal employment agencies. Of course, in some cases saloons were also centers for crime, gambling, and prostitution.



Saloons became associated in the minds of middle-class Americans with poverty; they were in fact thought to contribute to that poverty rather than to mitigate it. Such a concept fit perfectly with the revived temperance movement in the years following the Civil War. Abolitionism had drawn attention away from the issue of liquor at mid-century, but temperance gradually reemerged as a cause to champion. The middle-class fear of immigrants who seemed to be inundating the country with a welter of new and often distasteful languages, religions, and customs became intertwined with the reaction against the alcoholic beverages used by these groups.

Reformers sought to transform the nation into some semblance of their own middle-class Anglo-Saxon, Protestant image. The Women's Christian Temperance Union and the Prohibition Party were primary instruments of this movement through the 1880s and 1890s.

Stoneware objects produced by White's Pottery disclose some of the impact that temperance had on the nation. Most notably, the influence is apparent in root beer mugs and canteens. Charles Elmer Hires began making and distributing root beer in 1877, his product only one of numerous soft drinks that emerged during the latter portion of the nineteenth century. Although it used yeast in its production like beer, root beer was proven to contain no alcohol and soon became the "National Temperance Beverage." Carbonated water and new fruit and other flavors made possible an array of appealing beverages without alcoholic content. During these same years, soda fountains emerged as alternatives, if not competitors, to the omnipresent saloons. Interestingly, the root beer wares from White's Pottery display considerable similarity to comparable forms the firm produced for drinking beer.

Eventually, despite all efforts to meet the market's needs, stoneware potters throughout the United States found themselves outdistanced by the competition. As late nineteenth-century "domestic scientists" and home economists endeavored to simplify the kitchen and lighten the housekeeper's work load, new lightweight containers of glass, tin, and enameled metal replaced stoneware in pantries and kitchens. Cumbersome stoneware objects simply could not duplicate the advantages in function and price that other materials offered. The invention of the crown top technique for sealing bottles in 1892 proved to be the final blow to stoneware bottles. Beer steins and root beer mugs were apparently not sufficiently profitable to base an entire industry upon, and stoneware potters were

compelled to produce other ceramic wares, such as brick and pipe. Increasingly, their market was industrial, not domestic. In 1888, N. A. White & Son (then known as the Central New York Pottery) was described in *The Mercantile and Manufacturing Progress of the City of Utica, N.Y. and Environs* as "Manufacturers of Stone Ware, Fire Brick and Sewer Pipe."

The products of the Central New York Pottery consist mainly of stone ware for domestic purposes and commercial uses, fire brick for manufacturers' uses, furnace brick, cupola brick, oven tile, gas tile, and colored stone ware. The reputation attained by these productions has resulted in a very extensive trade, extending throughout the Western States for fire brick, and throughout New England and the Middle States for stoneware, the bulkiness of the latter products militating somewhat against their being shipped to very long distances. Even with these additional products, White's Pottery ceased business in 1910 having discontinued its stoneware line some three years earlier.

Today, a small portion of the production of Oneida County stoneware potters survives in museum collections, antique shops, and private homes. The distinctive blue and gray of these artifacts seems to appeal to modern eyes and combines with their simplicity to elicit a sense of nostalgia. Although not prized for aesthetic reasons in the nineteenth century, stoneware nevertheless stands as important evidence of the patterns of life in the past. As useful and necessary in the nineteenth-century household as plastic is in today's domestic work environment, stoneware discloses telling details about the people who used it and their surrounding culture.



Above: Matchholder. H. 5", D 6¼".





## THE RISE AND FALL OF THE OSHKOSH BREWING COMPANY

*Ron Akin*

**O**shkosh, Wisconsin is considered by many to be representative of the average American community. Even former President Ronald Reagan called Oshkosh "Mainstream America" when he made his initial Tax Reform speech there in 1985.

Located along the banks of the Fox River and Lake Winnebago, the city's "On the Water" theme might help explain the reasons for its early origin and growth. The extensive adjacent waterways proved attractive to early explorers, trappers, and traders. Indians also found the region to be rich with fish and wildlife, and maintained villages in the area as the early European settlers began to move there.

In fact, "Oshkosh" was named after the leader of the nearby Menomonee Tribe that was located just a few miles away. The original trademark of the Oshkosh Brewing Company was taken from a picture of Chief Oshkosh, who was wearing a beaver top hat and dress coat given to him as a gift from former Wisconsin Governor Henry Dodge sometime during the treaty meetings in the 1830s and 1840s. Chief Oshkosh, however, was not very fond of that picture.

The city of Oshkosh was incorporated in 1853, and grew quickly. Although the early growth was related to the abundant fish and wildlife in the area, the city population increased rapidly towards the turn of the century primarily because of the lumber industry. Northern Wisconsin was rich in forests, and Oshkosh was located at a point where logs could be harvested in northeastern Wisconsin and floated down rivers that converged at Oshkosh. Sawmills were built along the riverbank, and Oshkosh became known as the "Lumber Capital of the Nation."

Typical, too, of many of this country's early breweries, is the rise and fall of the Oshkosh Brewing Company. In 1864 or 1866 – there is conflicting evidence of the exact year – European immigrants August Horn and Lenhardt Schwalm built a two-story, wood frame brewery in the south side of the community at 31 Doty Street. The brewery was known as the Brooklyn Brewery because the south side of Oshkosh, across the river from downtown, was known as Brooklyn.

The building housed the brewing equipment and supplies on the first floor, and the living quarters for the employees was located on the second floor. The arrange-



*Ron Akin became interested in breweriana through his son David, who collected cans, and later his younger son Dan started to collect advertising from the Oshkosh Brewing Company, which was then still active. By the time they left home and stopped collecting, Dad was hooked. Ron Akin grew up in Hortonville, Wisconsin and attended college in Oshkosh. He and his wife Kenlynn are both teachers, he at the University of Wisconsin-Oshkosh, and she teaches first grade in the nearby community of Omro. Their two sons and daughter Julie are all married and live in different parts of Wisconsin. In addition to Oshkosh, Ron also collects Hortonville brewery items.*

*(Photoprint of stationery engraving State Historical Society of Wisconsin)*



ment is characteristic of many industries of that era, when employers helped in providing housing for their employees.

In 1879, the Brooklyn Brewery was destroyed by fire. A new brick building was erected on the same site to house the new brewery.

The Oshkosh Brewing Company was the result of an 1894 merger of the Brooklyn Brewing Company with two other Oshkosh breweries, the Union Brewery owned by John Glatz and the Gabrinus Brewery owned by Lorenz Kuenzl. Capital stock was listed as \$250,000. The 1901 factory scene lithograph of the Oshkosh Brewing Company probably incorporates the buildings of each of the three breweries, located in various parts of the community. The Oshkosh Brewing Company, however, was maintaining offices at the original Doty Street location of the Brooklyn Brewery.

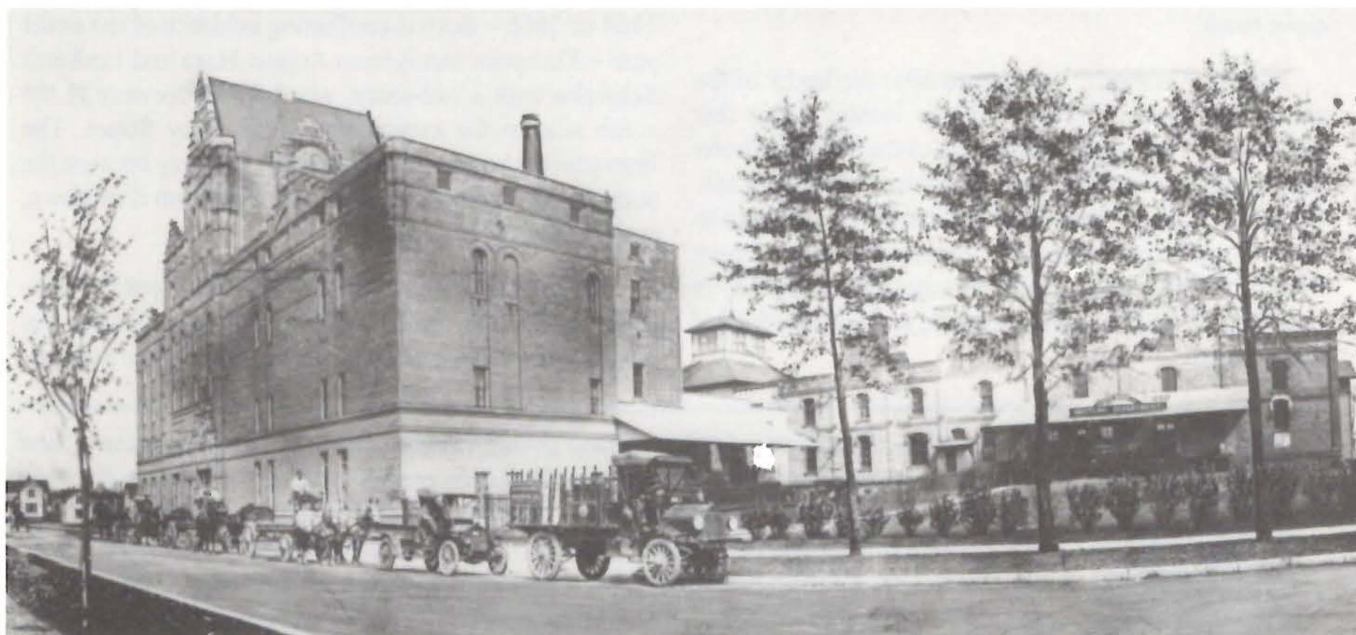
Much of the bottling for the brewery, which later became available in addition to their keg beer, was done by each of the three breweries involved in the merger. Other



independent bottlers in the area were contracted to assist with the process.

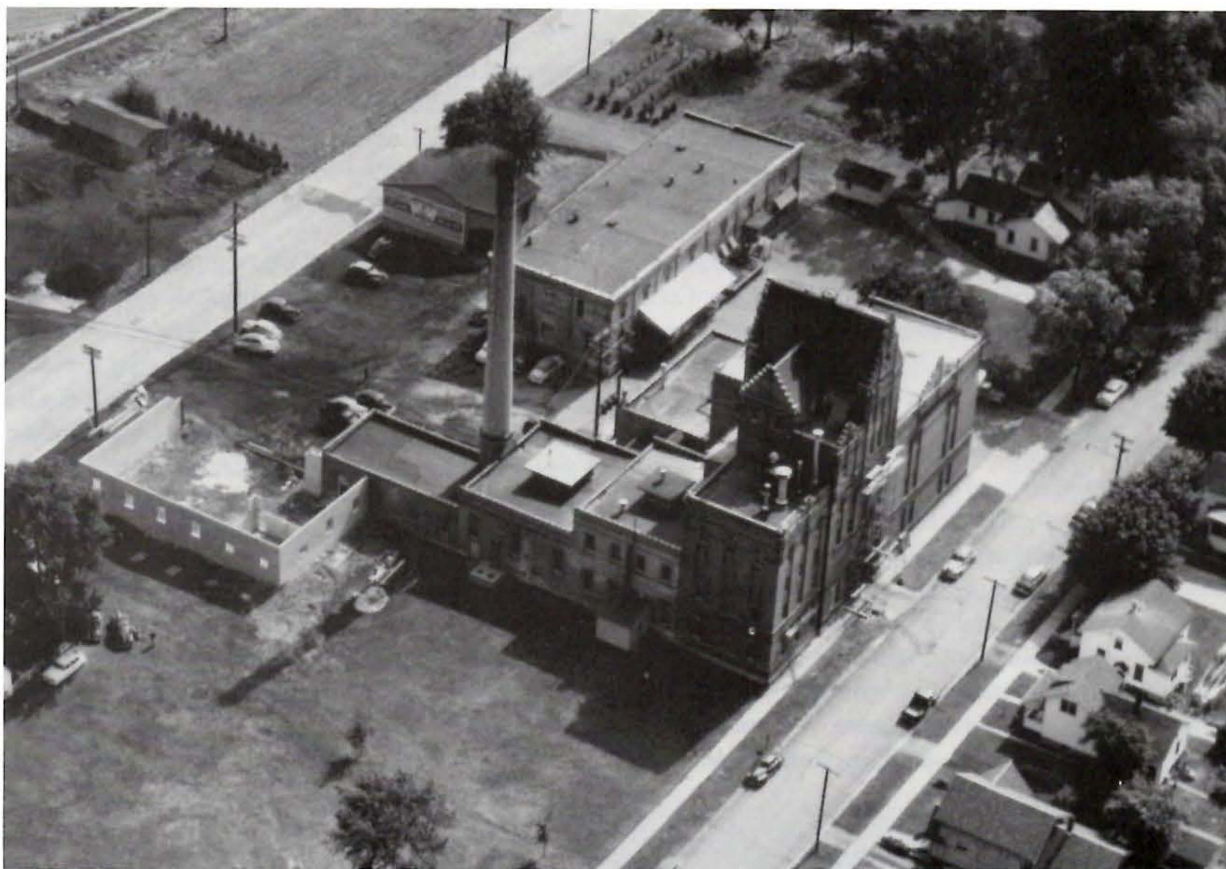
It is difficult for us to relate to the early days of the brewing industry in this country. There must have been many problems, only some of which can be imagined. There was no electricity in the early years. Steam engines were used to move the machinery and kerosene was burned to light the buildings. Pasteurization processes were not known. Refrigeration was done with blocks of ice harvested during the winter months, to cool beer in cellars, or caves. Communication outside of the brewery must have been

difficult, there were no telephones or radios. Employees were asked to work long hours under some pretty adverse conditions. Transportation was limited. Beer was distributed by horse and wagon, normally owned and maintained by each local brewery. The Oshkosh Brewing Company had the advantage of the waterways, and boats were used to distribute the beer to many nearby communities. The long, cold, snowy winters of Wisconsin must have presented some special problems in the operation of the brewery and in the distribution of its products.



*Above: Two trucks and four teams line up on Doty Street for a photograph a few years before prohibition, headed by an early Packard. Buildings in rear date from 1879. Artist supplied leaves, branches, and the tree at left. Photograph courtesy Oshkosh Public Museum.*





*Above: Aerial photo taken in 1953 shows little change in main buildings, but malt house between bottle shop and power house has been torn down. A new warehouse structure is being erected, and there is scaffolding above the entrance. State Historical Society of Wisconsin.*

However, as a result of the growth of the Oshkosh area and the popularity of its product, the Oshkosh Brewing Company constructed a large new building in 1913 adjacent to the structure erected in 1879. Considered to be one of the most efficient breweries at that time in the entire state, this building was one of the most dominant in the city. A tall, handsome, red brick structure, this six-story "tower" housed all of the brewing equipment. Bottling for the brewery was now confined to the building that was the former brewery, located now just behind the new tower.

Some brands of beer produced by the Company prior to prohibition were Special Old Lager, Select, Gilt Edge, Private Stock, Standard Export, Berliner Weiss Beer, and Oshkosh Beer.

As with all breweries, prohibition crippled the Oshkosh Brewing Company. The Company resorted to the production of near beer, root beer and other non-alcoholic beverages, and malt syrup. The slogan, "B'Gosh its

Good" was adopted about 1930. Additionally, the buildings were used as a cold storage facility.

Then in 1933, with the ending of Prohibition in this country, the Oshkosh Brewing Company resumed brewing beer. During the 1950s, productivity increased to over 55,000 barrels annually, with sales over \$1 million. The work force grew to nearly 60 employees. The Company utilized three different wells to supply water for the brewing process. One of the wells, drilled in 1949, was 515 feet deep.

Some of the brand names used for the beer brewed after prohibition were Oshkosh Special Old Lager, Chief Oshkosh Lager, Chief Oshkosh Supreme Pilsner, Chief, Chief Oshkosh, Picnic Beer, Chief Oshkosh Bock Beer, and Chief Oshkosh Holiday Beer. During the later years of the operation of the brewery, the Company purchased the rights to some brands that had been used by other defunct breweries, including Rahr's, Liebrau, and Badger Brew.



In 1961, David Uihlein, a son of Joseph Uihlein, who was a former officer of the Schlitz Brewing Company of Milwaukee, purchased the controlling interest in the brewery. But in July of 1969 it was announced that he had sold his interest to a group of brewery employees.

Then, on October 18, 1971, production at the Oshkosh Brewing Company ended. The Peoples Brewing Company, located just two blocks away, acquired the Oshkosh brand and used it. But People's had only about a year's life left; it closed its doors on November 7, 1972, and all brewing in Oshkosh ceased.

The Tower building of the Oshkosh Brewing Company deteriorated rapidly. During the mid-1980's, several groups and individuals considered renovation of the structure. But the building was so large and so deteriorated that costs were prohibitive. The second death of the brewery occurred during the winter of 1986-87, when the building was demolished. The trademark emblem that had been incorporated over the main entrance wall was saved. Several local people were interested in the old brewery and

purchased the emblem for the city. It is now mounted on an outside wall of the city's convention center in downtown Oshkosh. Part of the building constructed in 1879 still remains on Doty Street, the only other structural evidence of the local brewery.

From the early years of the origin of the brewery until its closing, the Oshkosh Brewing Company faced much competition. There were other breweries in the area, and there was also competition from the larger breweries in Milwaukee further to the south. Advertising the beer it produced was always a priority, along with the manufacturing of a good product, at a competitive cost to the consumer. The brewery lasted for 107 years, a testimony that it did all of these things quite well.

Those of us who collect advertising from that brewery can provide a nice exhibition of color, artistry, and variety that dates back to the earlier brewery advertising in this part of the country. Any leads of Oshkosh Breweriana will be very welcome.



*Left: Close-up of tower taken in 1960's shows architectural detailing. Architect was evidently influenced by school of fortified castle like the Neuwandstein Schloss in Bavaria.*



## FROM RON AKIN'S COLLECTION

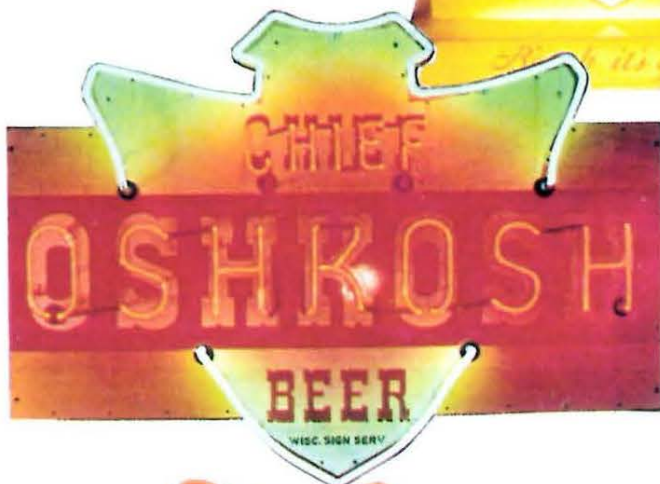
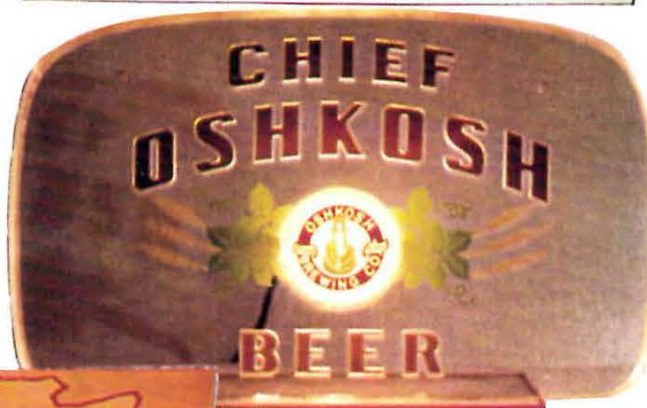


Older items in Ron Akin's collection include a fine pre-pro still life with ham and Old Lager, a very rare copper ashtray, and a self-framed foursome on fancy wheels. Ads for Chief Oshkosh beer in quarts and half gallons from the 1930's are scarce. Other items from Ron's collection are in the following pages.





## OSHKOSH IN LIGHTS





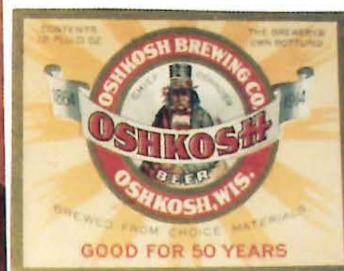
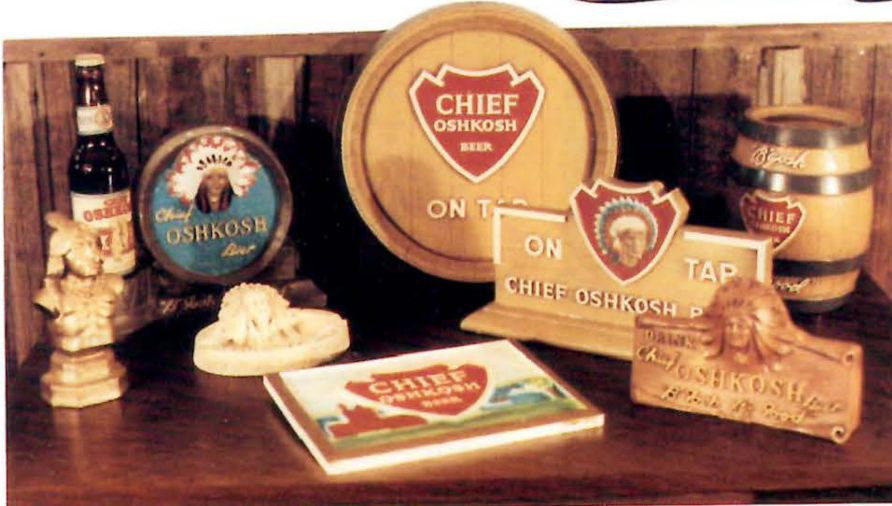
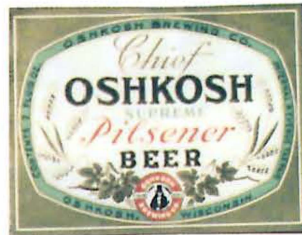
# CHIEF OSHKOSH



Three porcelain signs, a tray and two tin-over-cardboards round out the "red period" of Oshkosh merchandizing. Facial expression of chief mellowed over the years.



## OSHKOSH: SMALL ITEMS

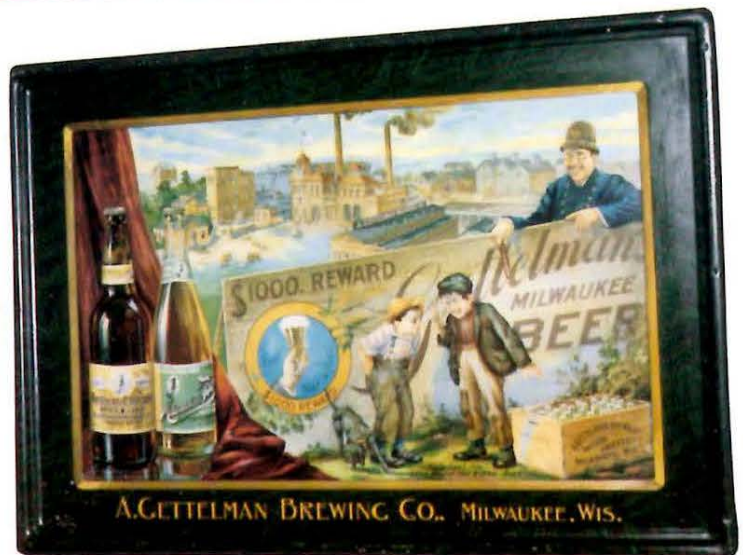




## ITEMS OF INTEREST



Here are several reasons why Indianapolis Antique Ad Shows are a must for the serious (that means deep pockets, son) collector. Seen last fall.





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## K.C. BEER DEPOT RECYCLED

### Law Firm Finds Style in Former Lemp Building

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**T**he law firm of McKay & Bell acquired the abandoned former Lemp Brewing Co. depot in Kansas City for their new offices, less than 24 hours before a national hamburger chain offered to purchase the building with the intent of demolishing it for a drive-through facility.



*Above: Front view before construction.  
Left and Bottom: East view before and  
after construction.*



*Photographs and background courtesy of John E. McKay P.C., McKay & Bell, Kansas City, who used Stephen P. Walker's Lemp, The Haunting History, p. 17 as reference.*



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## K.C. BEER DEPOT RECYCLED

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(Continued)



*Left: Front view after construction.  
Bottom Left: Front hall and stair,  
view toward rear window.  
Bottom Right: Hidden service area  
created under fanned stairway by ex-  
tending staircase out three feet from  
the wall.*

The depot on East 20th Street was built about 1892 in the Italianate Revival style so beloved by many turn of the century brewery architects. This style included round windows, semi-circular arches for windows and doors, vertical pilaster columns, and multiple corbelled brick cornices (horizontal projecting crowns at the top of walls). The building was occupied for various purposes from prohibition to about 1985. In 1987 it was sold at a public bankruptcy auction and stood empty until March 1992 when McKay & Bell purchased it. The architect for the renovation was Michael Di Tillo and the contractor was Townley Restorations, Inc.

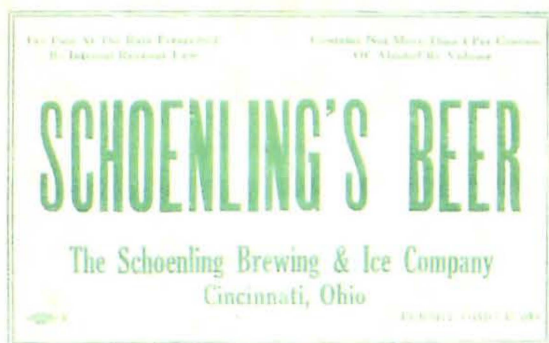




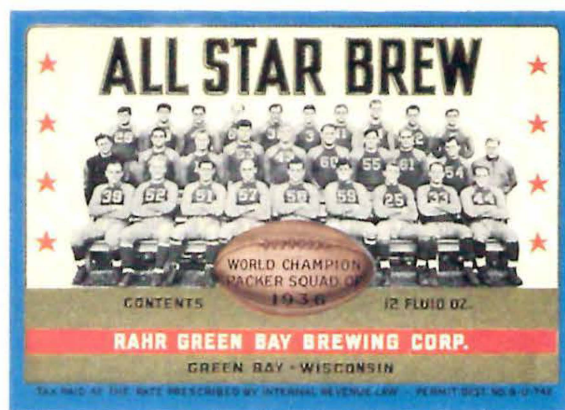
## KAY'S LABEL AUCTION RESULTS

**K**ob Kay's latest beer label auction closed in January. Over 1,200 U.S., 200 Canadian and 12,000 foreign labels changed hands. Excitement was rampant as records were set in virtually every category. A Schoenling keg label fetched a record \$175 for a U.S. label while an early Export label from the Cronmiller & White Brewing Co. of Welland, Ontario set a Canadian record of \$131. Following past trends, choice U.S. and Canadian labels brought the highest prices among English language labels while African, Cuban, Far East and West Indies labels commanded the most interest among the foreigners with prices, in large lots, ranging from \$1.80 to \$3.50 each.

Here's a little background on the record setting Schoenling label. The Brewery first opened in 1934 as the Schoenling Brewing & Malting Co., Inc. Later that year the name was changed to Schoenling Brewing & Ice Co., and in 1937 the name was simplified to the familiar Schoenling Brewing Company. Bottling and serious advertising didn't begin until circa 1937, thus artifacts bearing the early company names are considered quite choice. A few of these labels may be the only collectibles surviving that bear the Schoenling Brewing & Ice Co. name.



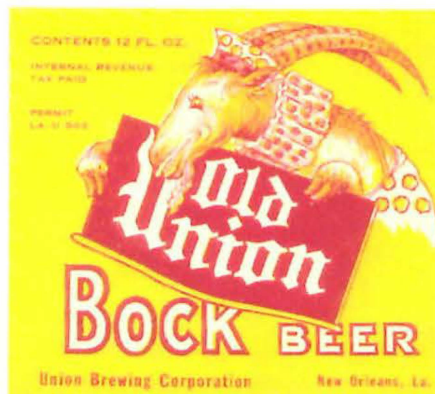
\$175



\$43



\$16



\$26



\$100



\$76



\$20



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# THE ORIGIN OF THE BUDWEISER NAME

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P. Blum

In his interesting brochure "Evolution of the Budweiser Label," Bob Kay quotes Anheuser-Busch sources on the way the name Budweiser was picked.

"Having found his new "national" beer, Busch and Conrad next gave consideration as to what to name it. Busch, according to an account he gave in an 1894 letter, after considerable thought coined the word "Budweiser." He chose this particular name because it had a slightly Germanic sound to it yet was easily pronounceable by Americans, thus it would appeal to both native Americans and German immigrants. Additionally, according to his letter, no other brewer used the name as one of their brands so it could not be said to be a copy of any other beer then available in the United States, thus enhancing its image as a new "national" beer."

With all due respect to Anheuser-Busch and its competent public relations resources, I have rarely read greater nonsense. One should not mind a certain amount of creative history, but inventing the Budweiser name is going much too far.

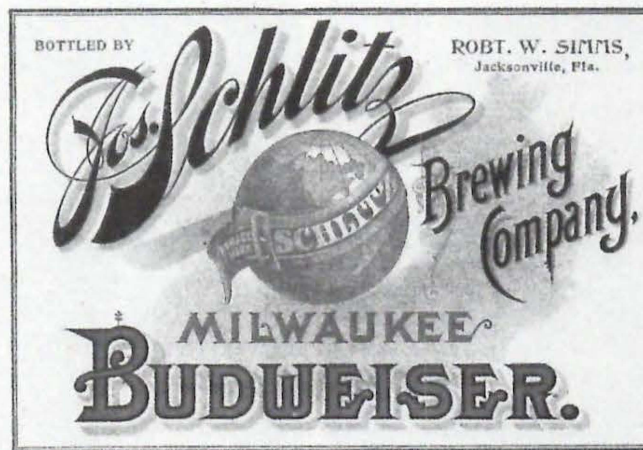
"Budweiser" of course was not coined unless one is talking about a time 1000 years or so ago, when residents of a Bohemian settlement may have said, "Let's call this burg Budweis." Like Pilsen, another town in Bohemia with a long brewing history, Budweis was known for its beer far beyond the town walls. "Budweiser" became a beer type in this country. Not as common as "Pilsener" but for instance Schlitz had a Budweiser label before prohibition, when many consumers were first generation immigrants who knew the good beer towns in Germany and

Bohemia. DuBois in Pennsylvania kept their Budweiser main brand until 1969, when they lost a law suit to Anheuser-Busch.

Budweis and Pilsen are not the only towns which gave names to beer types and later to brands. There were or are Culmbach(er), Erlanger (from Erlangen), Wien(er) – the German name for Vienna, and Augsburg(er), and others were used before prohibition. Schlitz in those years offered all but the Augsburger in addition to the Pilsener and Budweiser. Erlanger, we know, was revived in 1980 as an all-malt beer.

Anheuser-Busch and the Czech brewery Budvar in Budweis have been involved in a long trademark dispute. This should be finally resolved in the '90's, given Anheuser-Busch's financial strength, its interest

in marketing the Budweiser brand in Europe, and Budvar's need for capital improvements. According to a comprehensive article in the New York Times, the claim that Augustus Busch used the Bohemian beer's name illegally since 1876 was settled in 1911. (It also made Stroh use the term "Bohemian Style" rather than "Bohemian Beer"). Renegotiations in 1939 gave Anheuser-Busch the right to Budweiser in the United States only, and kept Budvar's Budweiser out of the United States. A press release by Anheuser-Busch International, Inc. stated it is "currently engaged in friendly and encouraging negotiations with representatives of the Budvar brewery to settle our long-standing differences regarding the Budweiser trademark."



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*Every June and December Bob Kay puts out a catalog titled Beer Labels which consists of a mail/phone beer label auction and the Collectors Corner with news and tips about label collecting. This has proved to be very popular and a good source of older beer labels. Contact Bob if you are interested in obtaining the catalog, or if you have any questions about beer labels.*

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## Chapter News

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### QUEEN CITY JOINS NABA AND TURNS GREEN

**D**ave Gausepohl's Luck of the Irish Mini-Convention at the Drawbridge Estates March 11-12 was also the occasion for the Queen City Chapter to join NABA. To mark this event, the Board of Directors of NABA accepted Queen City's invitation to hold their spring meeting during the weekend. From all accounts, the show was exceedingly well attended. The Great Hall was filled with tables loaded with cans and breweriana, and there was the usual active room-to-room trading. For most it was the first major show of the year, a time to think of spring and to reawaken the urge to collect.



*Above left: Two gents from Chicago's Monarch Chapter, Dennis Glossa and President Paul Zagielski, get ready to unwind, while At Right: Queen City President Dave Gausepohl is being welcomed by Herb Haydock.*

*Below from left: Queen City City Treasurer Jim Ries, and registration staffers Debbie Dowers and Mike Ries.*

*Well done, Queen City Chapter!*





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## MICRO/BREW PUB UPDATE

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*Charlie Jeske and Dave Gausepohl*

**I**t is very exciting to be alive during one of the great developments in brewing. Not since the 1840s have we seen so many breweries come about, with the exception of 1933-1934. We are experiencing the same events of 150 years ago. Some collectors have said, "These micro-breweries have only new breweriana." Time makes everything old. If we can keep current with the small brewers through this column, we can avoid a great deal of future research. Every collector has dreamed of going back in time in search of breweriana from a small obscure and long defunct brewery. With microbreweries we can now witness first-hand the birth of a brewing entity, and perhaps its growth into a major firm.

Many states now have breweries that had none a year ago. Alabama now has the **Birmingham Brewing Company**, Alabama's first since 1915. House bill 2196 made brewpubs legal in Oklahoma, and Oklahoma City is home to the **Bricktown Brewery**, a brewpub located in a 1901 building. This is the first brewery in Oklahoma since 1971. Nebraska in one year has been the proud recipient of five breweries. In Omaha three have opened: **Sharky's**, **Kaipur** and the **Jones Street Brewery**. Lincoln is home to **Lazlo's Brewpub** and the **Crane River Brewery**. The **Dallas County Brewery** has opened in Adel, Iowa. Mishawaka, Indiana can soon boast a brewery after 41 years without one. The **Mishawaka Brewery** is due to open early this winter. In Morgantown, West Virginia the **One Onion Brewpub** is now setting them up; perhaps it's the place to go if you feel like crying into your beer.

In the early 1980's Arkansas had one of the first microbreweries when **Riley & Lyon** opened in Little Rock. It closed in 1984, leaving Arkansas without a brewery. Late this past summer **Weidman's Old Fort Brewpub** opened in Fort Smith. The **Silo Brewpub** is now in operation in Louisville, Kentucky. Also in Louisville plans are underway to revive the **Oertels '92 Brewery**. The **Oldenberg Brewery** has concluded it's best year ever, brewing over 10,000 barrels.

The **Evansville Brewery** in Indiana has just finished a very successful year. Its **Gerst Amber** is now available also in bottles, and it recently launched **Brigade**, a private label for Walgreens in Florida which is available in lager, light and N/A. Evansville is now also the licensed brewer for **Birrell**, a non-alcoholic beer developed by the Swiss brewer Hurlimann.

Michigan added the **Mackinac & Detroit Brewery** near Detroit's Traffic Jam Restaurant, and **Grizzly Peak** in Ann Arbor to Bell's well established **Kalamazoo Brewing Co.** Further west, the **Golden Prairie** is serving Chicago, **White River** is operating in Springfield, Missouri, and the **Miracle Brewpub** is performing miraculous feats of fermentation in Wichita.

News from the Atlantic States: Starting up north in Maine, the **Andrews Brewery** and the **Sunday River Brewery** have opened in Lincolntown and Bethel respectively. Further down east we find the **Inswich Brewpub** in Newburyport, Mass. Syracuse has a **Suds Factory** – not exactly an elegant name, but the young crowd may get washed up there. Suffren, New York has the scenic **Mountain Valley Brewpub**.

Heading south, the **Wharf Rat Brewpub** has opened in Baltimore; try Wild Goose from Maryland's Eastern Shore. The Beltway crowd can choose between the new **Amdo Rodeo Brewpub** in Alexandria or the **Capitol City Brewpub** in D.C.

Getting into Dixie, you might stumble into the **Tumbleweed Brewery and Grille**, in Boone, NC. Durham drinkers deserted the **Deutsch Old Heidelberg Brewery**, so it reopened as the **French Quarter Cafe and Brewery**. C'est la bière. In Germantown, TN – these Krauts are everywhere – **Bosco's Pizzeria & Brewery** now serves pepperoni plus pilsener. And in Florida, the boys and babes can try the **Beach Brewery** in Orlando. So what if there is a little sand in your brew? It will settle out. Fort Walton Beach, up north on the Gulf between Pensacola and Panama City, has its **Santa Rosa Bay Brewery**. Beer in Florida is alive and well. We'll cover the West next time.

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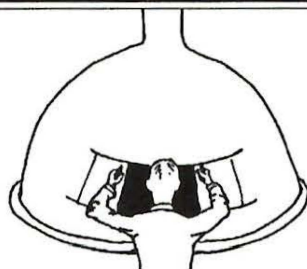
*If you have any information about a microbrewery, brewpub or regional brewery, please send it to me. Your questions, suggestions and comments are appreciated.*

*David H. Gausepohl  
3488 Ridgewood Drive  
Erlanger, KY 41018-2887*



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## WHAT'S



## BREWING

For the first time in memory, the trend for market concentration has been halted. The top six brewers, which as a group accounted for 92% of beer sold last year, were down 850,000 barrels compared to 1991. While this was less than 0.5%, more volume – 1,500,000 barrels – was picked up by “Other Domestics.” Smaller brewers no longer seem to be doomed by size alone.

The Big Six posted different individual sales trends. Anheuser-Busch is still growing, with their Lights performing best. All of Miller's brands except Genuine Draft lost some volume, and that one barely increased. Miller's management considers about half of the lost volume to be inventory reduction, and is optimistic about this year. Coors picked up half a million barrels on the strength of its Light.

The next tier of brewers – Stroh, Heileman and Pabst – saw encouraging figures. Stroh's decline slowed considerably, and Schlitz continues to be a surprise performer. Heileman came close to levelling off after years of losses, and Pabst continued to pick up volume and in fact is inching up on Heileman.

Among smaller brewers, Pittsburgh Brewing Co. has been purchased for \$30 million by Michael Barlow, who has a good track record of turning troubled firms around. One bright spot is Samuel Adams; 80% of the brand is franchise-brewed by Pittsburgh. In the Queen City, Moerlein's Cincinnati Bock became available.

The cold-filtered or draft-brewed trend, which was restarted by Miller three years ago with better technology, has become a growing part of the product mix. Dry beers may have peaked. According to Coors Vice President Bob Rechholz, Dry is not going anywhere, and that after a big effort which resulted in half a million barrels Coors Dry sold last year. Anheuser-Busch begs to differ. A-B has budgeted \$35 million for Bud Dry this year, using a slogan very reminiscent of Miller's “Less Filling–Tastes Great” theme. To cover the other end of the flavor spectrum, Miller has taken a look at what many microbreweries are doing and launched a full-flavored Reserve Amber Ale.

Sales of Domestic non-alcoholic beer showed the greatest activity of any segment, increasing by an estimated 35% (700,000 barrels). The quality and image has improved to the point where imported non-alcohol beers are losing significant market share. Imports, which account for about 5% of total U.S. beer shipments, revived after big drop in '91. Most of the increase came from Heineken, Mexican beers and Foster's via Molson.

The big question in the product area is the future – if any – of “clear” beers. The technology for making a colorless beer is old, in spite of what you may see or hear in ads. What is new is the marketing risk-taking on a large scale. Coors elected to position their Zima Clearmalt as essentially a new class, while Miller has chosen a very beer-like approach. Nobody is publicly cheering for these products, but nobody is sneering either. Too many brewers had egg on their faces after Miller Lite appeared and became a megatrend.

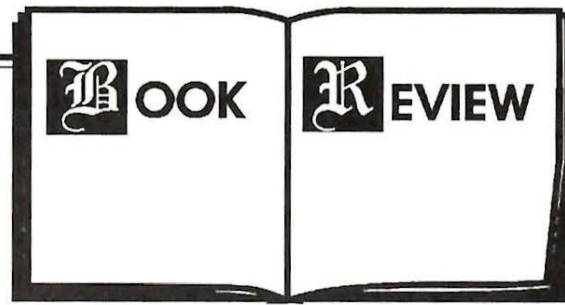
The first quarter of 1993 saw two major international brewing agreements. First Miller bought into Molson, and then Anheuser-Busch acquired a significant stake in Grupo Modelo, Mexico's largest brewing conglomerate (Corona is their product most familiar to us). This was followed by an agreement with Birra Peroni, Italy's dominant and multi-plant brewing firm. It seems to be the way to avoid chancy and expensive distribution systems in foreign countries.

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**Died:** Warren Marti, 72, great-grandson of August Schell, on February 2. A navy aviator in WWII and former president of the brewery, Mr. Marti was a strong booster of New Ulm. His sons Georg and Ted are now in charge of the family brewery.

*PHB*





Larry Hawthorne, *The Beer Drinker's Guide to Munich* (Freizeit Publishers, 377 Keahole Street, Suite 6-265, Honolulu, HA 96825, second edition, 1992), paperbound, 160 pages.

This book is prefaced by a quotation from Tom Wolf, "Munich is a kind of German heaven . . . A great Germanic dream translated into life . . . In other parts of Germany, people will lift their eyes and sigh rapturously when you say you are going to Munich: 'Ach! Munchen . . . ist schoen.'" Quite so. The book is dedicated, "To all those, over the years, who have come to Munich as strangers and left as good friends." I was one of those who came, in the fall of 1954 to teach a semester in the University of Maryland overseas program at two air bases near the city. When I left in February, 1955, I felt exactly as Wolf did. I suppose I preferred London, where I had spent the previous year, on grounds of research opportunities and lack of a language barrier, but for food and beer, music, and general enjoyment of living, I had never experienced anything to match Munich — nor have I done so since.

Mr. Hawthorne in this volume conveys the satisfaction of life in Munich better than any writer known to me. On the other hand, his impressions of the city differ considerably from mine. This is probably inevitable, for my experience with it is now nearly 40 years in the past. The city had not entirely recovered from wartime damage, it was only about half its present size, and the comprehensive subway system had only been undertaken. Equally important, Hawthorne's experience there seems to have been in the summer and mine was in fall and winter. The last may seem irrelevant, but Hawthorne devotes most of his critical evaluation to outdoor beer gardens, most of which were already closed for the season when I arrived. Some had not even been built, although most are quite venerable. My favorite places were the brewery restaurants, of which I thought the Spatenhof the best, partly for

the food, but largely because I found Spatenbrau the best Munich beer. Hawthorne does not mention the restaurant, and does not list Spatenbrau among his top five Munich beers. If I were to return, I might now agree with him, but the bliss of roast pork with Bavarian dumplings and red cabbage accompanied by litre glasses of Spatenbrau is still awfully vivid. Somehow I feel it would take over 40 years for the Spatenhof to go downhill!

The book is very well organized. It lists Hawthorne's 42 favorite beer halls, gardens, and bars, rated by 2½ to 5 steins. Anything earning less than 2½ doesn't warrant inclusion. He provides directions for getting to each by the subway system, with a local map showing the approach. He provides hours of operation, phone numbers and brand of draft beer. He makes some critical judgments, and thinks most highly of Augustiner. My only complaint about the entire book is that he fails to mention the dates one will find the outdoor places in operation — a rather important point for off-season visitors. He provides a guide to the Oktoberfest, which seemed to me less attractive than ordinary Munich life. The book closes with a taxonomy of beer types, a series of lists of establishments ranked by several criteria, and a glossary of German terms, all well done.

Some years ago I asked Jack Lowenstein how a city as pleasant as Munich could have been the nurturing place of the Nazi movement. He responded, "Anywhere else the people would have had more sense." Again, quite so. It is a place for enjoyment, and perhaps expecting rationality is too much.

GWH



# EXECUTIVE SECRETARY'S REPORT



Now is the time to plan for the Stevens Point Convention August 6-8. You should have received all the Convention information with this issue. Also remember – or if this is your first convention, please be aware – that it is your responsibility to reserve a motel room. If you miss the cutoff date for the motel reservations you are out of luck. The Air Show in Oshkosh will take any unclaimed rooms.

Nominations for the office of three directors will be accepted. The term of office is for two years. Directors must attend a Spring and Fall Board Meeting and all Conventions. There is no payment for motel, meals or travel. Nominees are asked for a brief statement on their background and interests, which will appear on the ballot.

May 31 is DUES DAY unless the expiration date on your membership card is May 31, 1994. Please send \$20 (\$30 for Canadian and \$40 for overseas members) payable to N.A.B.A. and mail to N.A.B.A., 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Dues must be paid to attend the Stevens Point Convention.

If you have moved please send us your change of address. Also tell us if your phone number has changed.

The following joined N.A.B.A. Welcome to All. If you want to find the largest collection of Breweriana in the World come to Stevens Point Wisconsin between August 6-8.

## '93 CONVENTION BUY-SELL-TRADE SESSION SATURDAY AUGUST-7

Sincerely,  
Robert E. Jaeger  
Executive Secretary

## NEW MEMBERS

ALEXANDER, PHYLLIS  
Ring Hill Collectibles  
269 E. Main Street  
Hillsboro, OR 97123

ANTHONY, RICKEY D. (Yvonne)  
R.D. #2 Box 458A  
Kunkletown, PA 18058  
215-826-5672  
All breweriana  
Miller High Life Only  
Old or New

BARRY, BENNY (Maggie)  
53 E. Baseline Road #372  
Hillsboro, OR 97123  
503-640-6766  
Books magazines; cans; cases; crows (Cone  
beer tops); signs; trays  
Cone top pre-world war; flat top cans;  
Instructional beer cans

BEEGLE, ALLAN P. (Suzanne)  
2500 Arrowhead  
Okemos, MI 48864  
517-349-5523  
Medals; post cards; signs; statues; tip trays;  
trays

BERGER, GARY P. (Janet)  
5747 Lake Manor Drive  
Fairfield, OH 45014  
513-858-1354  
Bottles; cans; coasters; glasses; history;  
mugs steins

BIER, BITTE  
P.O. Box 254  
Monroe, WI 53566  
608-328-1999  
Dealer; glasses; labels; neon signs;  
signs; trays

BLAXTON, BILL (Jill)  
6588 Fernshire Court  
Mason, OH 45040  
513-459-1403  
Cans; labels; mugs steins; neon signs; signs

BOSCHETTO, ROGER K. (Jessica)  
610 Washington Street  
Berwick, PA 18603  
717-759-2095  
Cans; coasters; foam scrapers, mugs steins;  
statues; tip trays; trays  
Old Reading

BROOKS, ERNEST JR. (Dorothy)  
9023 So. East End  
Chicago, IL 60617  
312-375-6596  
Bottles; clocks; mirrors; mugs steins; neon  
signs; pitchers; reverse on glass signs; trays  
Chicago

BROWN, GEORGE T.  
210 Northview Drive  
Canfield, OH 44406  
216-533-3551  
Bottles; glasses; signs; trays

CABLE DON R. (Betty)  
R.R. #3 Box 180  
North Judson, IN 46366  
219-896-5980  
Cans; labels; mirrors; photos; tap  
knobs; trays  
Queen City, Cumberland MD

CANTWELL, DAVE  
1106 Berthea  
Houston, TX 77006  
713-667-4654  
Leaded windows; lithos; mugs steins;  
reverse on glass signs; trays



# NEW MEMBERS

## CORNELL, HENRIK (Gail)

1462 18th Street N.W.  
St. Paul, MI 55112  
612-633-8690  
All breweriana; glasses; mini beers;  
mugs steins

## DAVENPORT, BRAD (Tarrie)

4435 Peony Lane No.  
Plymouth, MN 55446  
612-478-6619  
All breweriana; Old Milwaukee (only)

## DAVIS, DOUGLAS W.

1114 N. 18 Street  
Superior, WI 54880  
715-394-3321  
Calendars; cases; clocks; glasses; matches;  
mirrors; neon signs; paper items; pitchers;  
reverse on glass; signs; trays  
Northern, Bloomer, Rice Lake  
Fountain City, Fizers, Royal 58

## DAVIS, HELEN

Trade Names Inc.  
Bay Area Outlet Mall  
15579 U.S. Hwy. 19 No.  
Clearwater, FL 34624  
813-530-0952

## DAWSON, RICHARD A.

5505 Woodway Drive  
Alexandria, VA 22310  
703-922-7059  
Coasters; dealer; glasses; mini beers;  
mugs steins

## DI PHILLIPO, NICK

166 Ardmore Avenue  
Lansdown, PA 19050  
215-626-1085  
Clocks; history; mugs; mugs steins; neon signs;  
signs; tap knobs; Phila Area, PA

## DROEGE, WILLIAM A. (Susan)

P.O. Box 14  
Germantown, NY 12526  
518-537-4445  
Calendars; lithos; paper items; reverse on  
glass; tap knobs; trays  
Albany, Troy, Hudson Valley Brwgs.

## EDGAR, RANDALL

N166 Boltonville Road  
Kewaskum, WI 53040  
414-626-2720  
Glasses; mugs steins

## FORSBERG, BRIAN

Downtown Antiques  
19 East Superior Street  
Duluth, MN 55802  
218-723-8030  
All breweriana; dealer

## GERSONDE, BRIAN

810 S. 94th Street  
West Allis, WI 53214  
414-475-1659  
All breweriana; cans; glasses; history;  
mugs steins; signs

## GOCKEL, CRAIG J.

5928 Garnett  
Shawnee, KS 66203  
913-631-4566  
All breweriana; dealer; neon signs; show  
promoter; signs; I buy broken neons

## GODOWN, MIKE

P.O. Box 5154  
Elm Grove, WI 53122  
414-781-0875  
Lithos; paper items; signs; thermometers;  
tip trays; trays

## GORDON, HARRY L.

1017 Willow Street Pike  
Lancaster, PA 17602  
717-299-2765  
Bottles; calendars; coasters; glasses;  
mirrors; signs; tip trays; trays  
Sprenger, Riekers, Haefner, Lancaster Brwgs.

## GUTRICH, FRANCIS (Joyce)

10606 S. Springfield Avenue  
Chicago, IL 60655  
312-779-4726  
Mugs steins  
American made

## HALL, ERIC (Carol)

1379 Ardoon Street  
Cleveland Heights, OH 44121  
216-381-3387  
All breweriana; cans; history; signs; tip trays;  
trays; The older the better

## HAMER, CHANNING A. (Judy)

P.O. Box 5  
East Derry, NH 03041  
(603) 434-6306  
Bottles; mugs steins; signs  
All Brwgs.; All Brands

## HANDELSMAN, BURTON

18 Hotel Drive  
White Plains, NY 10605  
914-428-4480

## HOFFMAN, RAYMOND (Susan)

310 1st Street N.W.  
Wadena, MN 56482  
218-631-2819  
All breweriana; glasses; mugs steins; signs  
Hamm's & Falstaff

## HORN, HARRY V.

3113 Smoky Court  
Sacramento, CA 95826  
916-362-3590  
Openers; tap knobs  
Buffalo & Ruhstaller  
Sacramento CA Brwgs.

## HUFF, JOHN C.

616 Olin (Box 133)  
Altona, IL 61414  
309-484-4843  
Mugs steins  
Budweiser steins & plates

## JOHNSON, LLOYD (Sue)

301 Edinborough  
Findlay, OH 45840  
419-423-0936  
Bottles; cans; coasters; mugs steins

## JOHNSTON, BRIAN

1549 S. 75th Street  
West Allis, WI 53214  
414-453-7861  
All breweriana; glasses; mugs steins;  
signs; trays

## JOZWIAK, JIM (Marge)

1740 S. Lapeer Road  
Lapeer, MI 48446  
313-664-8271  
All breweriana  
Pfeiffers, Frankenmuth, Drewerys

## KAISER, JAMES (Cheryl)

59 N. Walnut, Suite 301  
Mt. Clemens, MI 48043  
Detroit, Mt. Clemens and Port Huron, Michigan  
Pre-prohibition Breweriana

## LOHMAN, JAMES (Kathy)

R.R. 1 Box 24  
Red Wing, MN 55066  
612-388-5874  
All breweriana; mirrors; neon signs; signs  
Schmidt & Schmidt's City Club, St. Paul, MN

## LOOSE, STEVE

9157 Madras Court  
Highlands Ranch, CO 80126  
303-791-6477

## MARLOK, GLEN

29 Sian Avenue  
Scarborough Ontario  
Canada M1G 3B1  
416-431-3085  
Coasters; labels; mugs steins; paper items;  
patches; tap knobs

## MAYER, JACK (Robin)

108 Broadway  
Laurel Springs, NJ 08021  
609-627-0528  
History; neon signs; openers;  
paper items; trays  
Schmidts of Philadelphia  
Burgdahls of Philadelphia

## MIDDLEBROOK, THOMAS (Kate)

25570 Lehmann  
Lake Villa, IL 60046  
708-356-0958  
All breweriana; Fox Head, Fox Head 400  
Fox Head Deluxe etc.; All Fox Head items

## MOORE, DARRYL (Mary)

2120 Crosshaven N.W.  
Canton, OH 44708  
216-477-7831  
All breweriana; matches; mini beers; mugs  
steins; salt shakers; watch fobs  
All Steins & Mugs

## MOORE, DON (Patricia)

3720 Westminster Court  
Owensboro, KY 42303  
502-683-4071  
Cans; clocks; dealer; labels; reverse on glass  
Kentucky Breweries

## MUSSON, ROBERT A.

1315-H Vale Drive  
Copley, OH 44321  
216-666-4718  
All breweriana; cans; history  
All Akron Breweries

## NICHOLS, TICE

P.O. Box 173  
Okauchee, WI 53069  
414-367-2819  
All breweriana; signs  
Miller Brewing Co.



# NEW MEMBERS

- OSTROWSKI, JIM**  
20 Raymond Avenue  
Staten Island, NY 10314  
718-273-1332  
All breweriana; cans; mugs steins;  
neon signs; trays  
Rubsam & Hormann
- PETERS, GARY**  
3440 E. Elm Road  
Oak Creek, WI 53154  
414-762-8857  
All breweriana; glasses; labels; mugs steins;  
signs; trays
- PFLUMM, DAN (Sharon)**  
1150 Pedro Street #C-1  
San Jose, CA 95126  
408-287-2505  
Clocks; neon signs; salt shakers; signs
- PIGOTT, LUCIUS JR. (Dorene)**  
501-B Hickory Avenue  
Harahan, LA 70123  
504-737-0461  
Mirrors; mugs steins; neon signs; signs  
tap knobs; trays  
Budweiser
- POWERS, PAUL**  
R.R. 1, Box 165  
Flandreau, SD 57028  
605-997-2093  
Cans; clocks; glasses; lamps; mugs steins; neon  
signs; patches; salt shakers; signs; tap knobs;  
tip trays; trays  
Anheuser Busch, Budweiser
- RAMANO, TIM**  
2732 Milwaukee Street  
Madison, WI 53704  
608-246-9011  
All breweriana  
Fauerbach (Madison)
- RAPP, WILLIAM J. (Geraldine)**  
90 Washington Street  
Strasburg, PA 17579  
717-687-7220  
Bottles; glasses; matches; openers; trays  
Swizzle sticks (Whiskey stirrers)
- REINHART, SCOTT T. (Ann)**  
R.R. #2 Box 35  
Lehigh, PA 18235  
717-645-7312  
Coasters; labels; mini beers; pinbacks  
Pennsylvania Breweriana
- RIBBKE, HARRY I. (Lorna)**  
3731 Crestview Drive  
Cottage Grove, WI 53527  
608-839-5449  
All breweriana; coasters; openers  
Fauerbach, Effinger, Eulberg
- ROGERS, BOBBY**  
551 Corona Avenue, Apt. A  
Kettering, OH 45419  
513-297-0858  
All breweriana; bottles; cans; history; signs  
Pabst Blue Ribbon
- ROTH, GREGORY J. (Jennifer)**  
402 North D Street  
Hamilton, OH 45013  
513-887-1525  
All breweriana; glasses; mugs steins;  
salt shakers; signs; trays  
Anything Cincinnati or Northern KY
- ROWE, T.R.**  
5600 W. 100th Street  
Overland Park, KS 66207  
913-383-1972  
All breweriana; lamps; neon signs; signs  
Falstaff, Lemp
- SCHINDLER, STEVEN F.**  
428 Vine Street  
Eau Claire, WI 54703  
715-835-3159  
All breweriana; coasters; glasses; openers
- SCHLENER, JOSEPH JR. (Catherine)**  
1715 Calypso Avenue  
Bethlehem, PA 18018  
215-866-0593  
Whatever strikes my eye
- SCHMOHE, JIM (Connie)**  
8279 Meadowlark Drive  
West Chester, OH 45069  
513-779-7531  
All breweriana; bottles;  
glasses; signs; trays  
Any from Cincinnati & Suburbs
- SCHULTZ, HAROLD (Sharon)**  
451 Ashland Avenue  
Elgin, IL 60123  
708-695-7832  
Mugs steins
- SCHULTZ, WILLIAM A. (Barbara)**  
W232 N6127 Waukesha Avenue  
P.O. Box #235  
Sussex, WI 53089  
414-246-9436  
Coasters; glasses; pitchers;  
neon signs; signs  
Hamms, Schlitz, Blatz, Weber, Fox Head
- SMITH, TOM (Penny)**  
105 Elm Hill Drive  
Dayton, OH 45415  
513-277-3991  
All breweriana; cans; lithos; signs; trays  
Wildlife items  
Cincinnati items
- TAYLOR, JOSEPH F. (Mary)**  
7521 Bluegrass Drive  
Independence, KY 41051  
606-356-6411  
All breweriana; glasses; mugs steins; paper  
items; signs; tokens  
Bavarian & Budweiser
- TELLEGEN, KEN**  
2542 SE 111th Avenue  
Portland, OR 97266  
503-761-7175
- TULENKO, STEVE**  
140 East 4th Avenue  
Latrobe, PA 15650  
412-539-9386  
History; neon signs; photos; reverse on  
glass; signs; statues  
Latrobe Brewing Co.
- VELEY, RICHARD (Donna)**  
17650 Senlac Lane  
Brookfield, WI 53045  
414-781-3540  
All breweriana; mugs steins
- WAGNER, TERRY**  
1724 N. Bethel  
Olympia, WA 98506  
206-357-5078  
Cans; coasters; glasses; labels;  
mugs steins; patches
- WILHELMS, HARVEY (Cathy)**  
1620 Locust  
Freeport, IL 61032  
815-235-3993  
Barrels; bottles; history; labels; signs  
All above relating to Freeport IL  
Breweries
- WILLIAMS, KENNETH B. (Ellen)**  
454 Warley Street  
Florence, SC 29501  
803-667-1133  
All breweriana;  
Blatz only  
Especially pre-1960
- WITKOVICH, THOMAS (Susan)**  
1321 S. Maple Avenue  
Berwyn, IL 60402  
708-484-7141  
Bottles; signs; tip trays; trays  
Pabst, Miller, Schlitz
- WOODSIDE, WILLIAM L. (Mary Ellen)**  
6 Teejax Drive  
Mt. Holly Springs, PA 17065  
717-486-3765  
All breweriana; ash trays;  
clocks; lamps; mirrors  
Budweiser
- WOODSON, JIM**  
8420 Meadow Lane  
Leawood, KS 66206  
913-642-6590  
History; signs  
Falstaff, Lemp, Dixie, & Goetz

**DUES YEAR ENDS MAY 31**



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## BUY — SELL — TRADE

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**Foreign Cans Wanted:** Will buy foreign flats, Tennent colored pipers & girls, Becker balloons, trains, Wolters & Swedish sets, Anchor barmaids, Spanish train posters, Jap straight steel birds & scenes, Bill Eaton, 1091 W. 115th, Overland Park, KS 66210-3007 (913) 338-1262.

**Becker, Ogden UT Correspondence For Sale:** Have lots of interesting letters to & from Becker Brewery from many states, also invoices, pamphlets etc. Please send want list. Dennis Goreham, 1539 E., 4070 S., Salt Lake City, UT 84124 (801) 277-5119

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### NOTORIOUS DEALER CAPTURED BY SURPRISE AT PARTY



*Left: Victor Hug, dean of breweriana dealers, was caught by total surprise when several hundred well-wishers attended a dinner dance given by his family to honor him at his 80th birthday. Vic was in fine fettle, and felt downright frisky when confronted by female friends. It was good to see Vic looking so great and to have been part of a truly memorable celebration. Many happy returns!*

*Right: Alice Hug, enthusiastic as always, is flanked by Will Anderson and husband Tom. Will, author of many books on brewery collectibles and history, came from Maine to be banquet speaker.*



*Left: The old guy in the center enjoying himself is your Editor; his cheerful partner is Susan Flerlage. Her husband Tom manages a marina in northern Michigan, and they are using the off-season to attend breweriana shows.*



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# BEER STEIN AUCTION

SUNDAY JULY 11, 1993 AT 12:00 NOON

HYATT REGENCY (WEST OF CHICAGO) OVER 500 STEINS INCL. METTLACH,  
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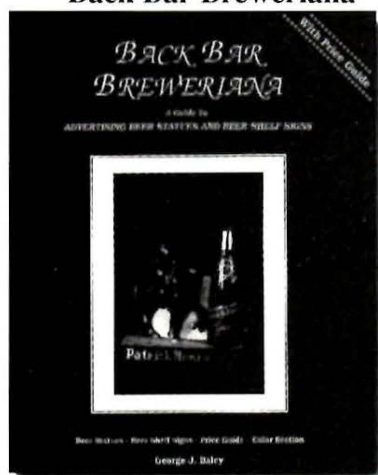
WE ARE ACCEPTING CONSIGNMENTS FOR THIS AND ALL FUTURE AUCTIONS.  
CALL OR WRITE FOR OUR **FREE** ESTIMATES. WE WILL BE TRAVELLING  
THROUGHOUT THE UNITED STATES THIS SPRING. CALL US TO SCHEDULE  
A PERSONAL VISIT. WE ALSO BUY STEINS OR COMPLETE COLLECTIONS.



## EVENTS OF INTEREST

- May 29-30 **Memorial Day Weekend Breweriana Show, Oldenberg Brewery KY**, Herb Haydock Drawbridge Estates, I-75 Buttermilk Pike, Ft. Mitchell KY 41017 (606-341-2800) Ext. 4121
- June 6; also Aug 5 **Queen City BCCA & NABA Cans & Breweriana, Cincinnati, OH.** Browns way at Gaily VFW Post 3740, Dave Gausepohl (606) 371-4414.
- June 16-20 **A.B.A. XII Convention, Olympia, WA.** Members only. Contact A.B.A., P.O. Box 11157, Pueblo, CO 81001.
- June 19 **Stroh's Fire Brewed Show, Woodhaven, MI, Moose Lodge.** Terry Warrick, 9335 Ruth, Allen Park, MI 48101 (313) 929-0551.
- June 19 **Schultz & Dooley Brewery Show, F.X. Matt Brewery, Utica, NY.** Dennis Haffner, 17 Inverness Ln, Clifton Park, NY 12065.
- June 19 **Annual Heileman Hiatus, Heileman Brewery, LaCrosse, WI.** Ken Gretzinger, 2307 24th St., Kenosha, WI 53140 (414) 551-8706.
- July 1-3 **Mile High Summit Show.** Mike Barden, 4824 E. 18th Ave., Denver, CO 80220 (313) 320-0709.
- 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.
- July 24-25 **Simon Pure BCCA Breweriana & Beer Can Show.** Antique World, 10995 Main St., Clarence, NY. Dave Mik (716) 896-1352.
- Aug 2-8 **N.A.B.A. 22nd Convention, Stevens Point, WI.** Herb Haydock, Drawbridge Estates, I-75 at Buttermilk Pike, Ft. Mitchell, KY (606) 341-2800; Members only.
- Aug 12-14 **Canadian Brewerianist Convention. Talisman Hotel, Ottawa.** Paul Rivard, 2061 Vincent St., Ottawa Ontario K1G 2M8. (613) 521-2191.

### First Book of Back Bar Breweriana



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& beer can  
Show**

**July 24-25**

**9 to 4**

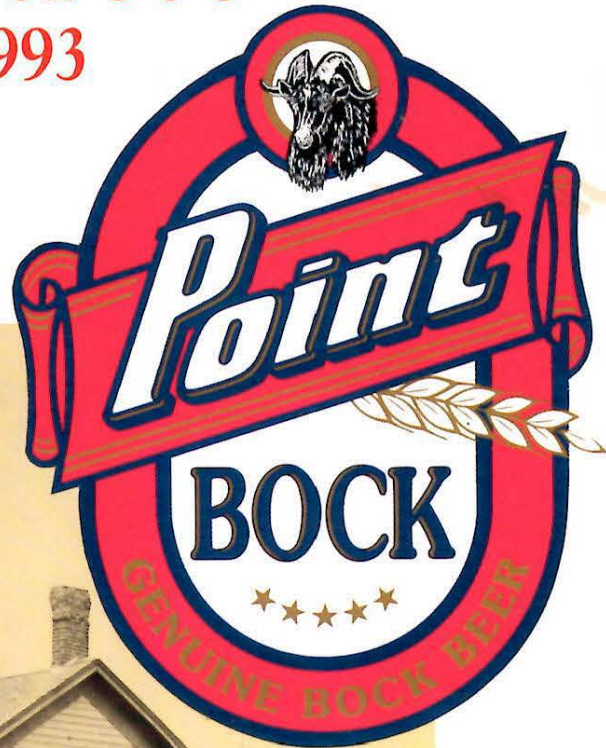
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**Dave Mik 716-896-1352**

10995 Main Street, Clarence, N.Y. 14031



**NABA's 22nd CONVENTION  
STEVENS POINT, WI  
AUGUST 6-7-8  
1993**



**STEVENS POINT  
BREWERY**

**1902 – 1993**

