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COVER

The fine Fort Pitt lighted sign and chalk from the extensive Pittsburgh collection of Dutch Cornish have been chosen to represent Pittsburgh breweriana featured in this preconvention issue.

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President's Page



I am reminded of the folk song from my college days: "The times, they are a changing'!" This spring was a time of turmoil for Robbie and me as we struggled with the decision whether or not to take a buy-out package from my employer of 26 years, and retire early. Rightly or wrongly, I signed the papers on the last day of the "window," and when I see you in Greensburg, I will be a FREE MAN! August 1 is my last official day of work, although I already have several commitments that will bring me back to the corporate fold several times through March of 1995, when I officially "retire." What will I do with all the free time? Well, for one thing, NABA can count on getting as much of me as it can stand: for another, we will be doing our Brewer's Monk antique business "full time," with many more shows and such planned. Perhaps the long pursued book (on one "family" of Pressed Glass patterns . . . naught to do with breweriana except for two ale glasses without advertising on them!) will become a reality, and I can begin to do some serious writing on breweriana itself. The prospect of being able to schedule time and effort around pure pleasure (sure, hobby business is still *business*, but it's OUR business, and OUR time, thus "pleasure"!) is exciting and stimulating.

Perhaps it was coincidental, but the return of warmer weather and the green of spring has again ended the dearth of good collecting during the grey BLAAHS of a Midwestern winter! Several new mugs were added to the collection at the Spring Indy Ad Show (in a great new exhibit hall on the fairgrounds . . . one large room, much better lighting, wide aisles, and 20 or so additional dealers), and we will be leaving in a week or so for the large Spring Carlisle, PA show where we will see some "old friends" among the dealer population, but hope to find some new Eastern-types we don't see in the hinterlands. The Monarch Chapter Picnic is back at Graff's this year, then Summer Indy in June, and then "Convention Season." 1994 is hopefully the last year that we have to choose conventions selectively . . . we had to skip JFO, ECBA and ABA because of work (that's "work-work," not Brewers' Monkey business!). That's three good opportunities for fellowship and collecting that we missed, hopefully for the last time! We also missed the Hostetter auction, the Blue and Grey meet . . . the prospect of freedom to choose has me dizzy (dizzier than usual, that is).

I trust everyone has sent in their Convention Registration forms, and returned the ballots for NABAs' annual election to Bob Jaeger. As I write this (early May), I understand the main Convention hotel is almost booked up . . . a very good sign. I do have a note of caution about a peculiar Pennsylvania liquor law, however. The host state, never in the vanguard of alcoholic liberalism, has a law banning "importing" of out-of-state (i.e., UNTAXED) beer, whether for personal use or otherwise. Many of us do like to bring local or favorite brews to Convention, for consumption, tastings or whatever. By law, Pennsylvania CAN confiscate such product without their state taxes paid on it, and likely has an inappropriate fine attached to such "law breaking." I hope we can clarify this situation before we assemble in Greensburg, but this may have to serve as the only warning to our membership! Save those Penna Tax crowns, friends!

Being assured by those who have been there before me that there *is* life after retirement, I look forward to spending my first week of freedom from someone elses' time clock with NABA friends in Western Pennsylvania! As I will be on a pension by then, and obviously short of funds, my usual "I'll buy you a beer at Convention" statement this year will have to be: "Hey, you can buy ME a beer!" Whatever, we will share one or two. Have a safe trip and we'll see y'all soon in Greensburg! Thanks in advance for all the planning, Ron Kikta! It's going to be a good one!

From Your Editor

It will soon be four years since I became editor. The job comes with a great deal of freedom, but four times a year there are 30 empty pages to fill. Fortunately a small cadre of contributors provide material.

It is very necessary to enlarge this group. We need contributors who will cover specific categories on a regular basis. Bob Kay provides label pages, and we also should have pages on openers, crowns, trays, bottles, etc. to showcase interesting or newly located items. I realize that some of these specialties have their own newsletter. This should not preclude a page or two in *The Breweriana Collector*.

The Winter issue contained a piece of wrong information on page 17 regarding an item at the Monarch Show. A Dallas tip tray offered by Martin Ambrose was described as "not a breweriana piece." On the reverse side is the text "Dallas Brewing Company," which I had forgotten.

As has been my custom, the pre-convention issue features breweriana of the convention area. Pittsburgh has a rich brewing tradition which one would expect from its blue-collar industrial history. We are indebted to Rich Wagner who photographed Pittsburgh collections of Dutch Cornish, Bud Hundenski and Len Rosol with Rich Dochter. Photos of several rare pre-pro pieces were also submitted anonymously.

It is with great sadness that we must announce the death of one of the great Cincinnati area collectors. On April 12, Jim (J.R.) Fath suffered a massive heart attack. Many of us will remember the many good times we had with Jim around the country. Jim was a collector of enameled beer glasses and Cincinnati brewery items who will surely be missed. I will truly treasure the items in my collection which I acquired from Jim over the years. The Queen City Chapter extends its sympathy to Mary Lou Fath and her family. David Gausepohl, speaking for us all.

Thomas M. Burns, Jr., the owner of the Detroit and Mackinac (pronounced Mackinaw) Brewery in Detroit, died May 1 from cancer at age 39. The son of a judge, he studied law but became interested in brewing. He was associated with the Boulder Brewing Company before setting up his own 10-barrel shop. Tom understood brewing and he turned out excellent beers, notably a "red" Canfield Ale, named after his address. I visited him at his brewery on a Saturday in March with a friend and former associate at Stroh. In spite of showing the effects of chemotherapy, he spent a great deal of time with us, talking shop. I am greatly saddened by Tom's death; good people and good brewers should live a long time, and Tom was both.

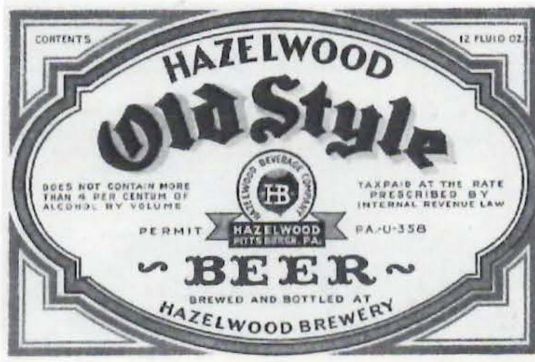
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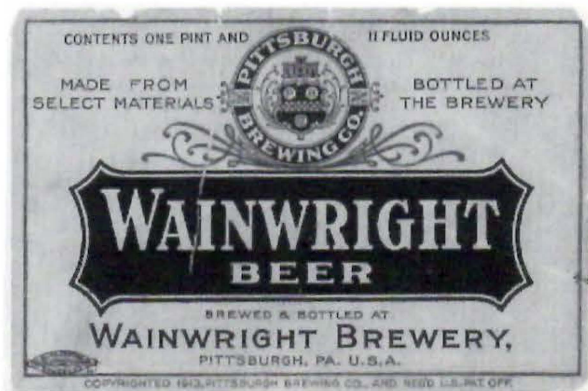
Tom Burns in 1992. Photo - Detroit Free Press.

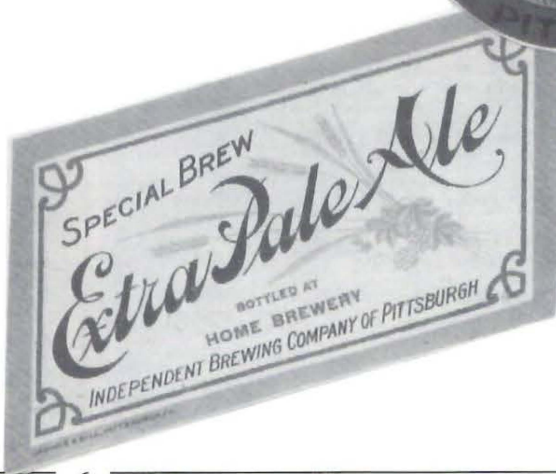
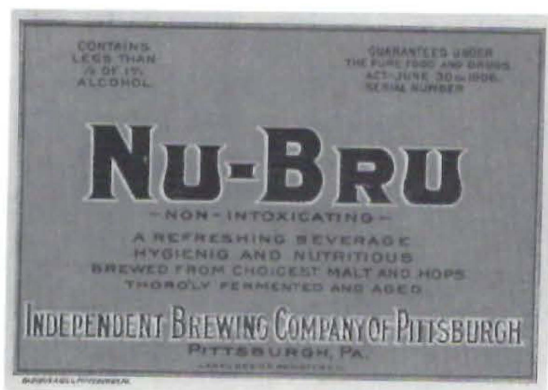
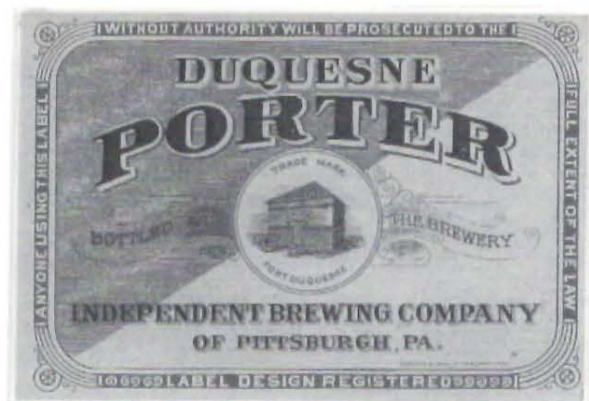
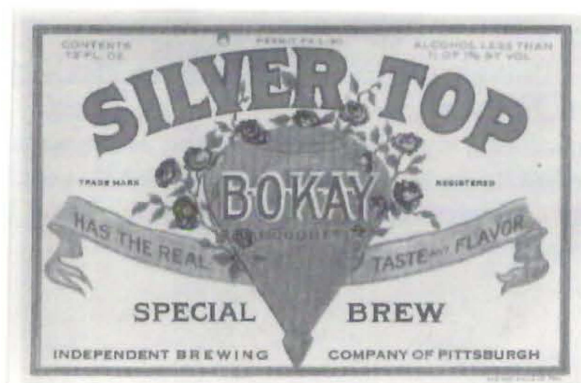
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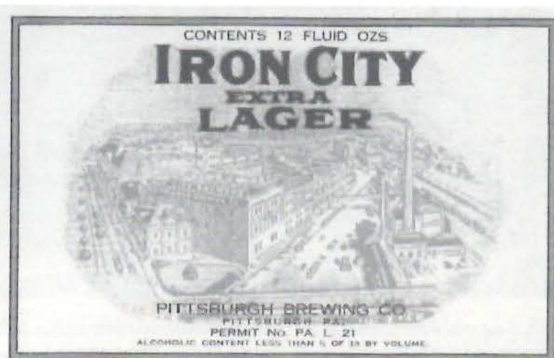
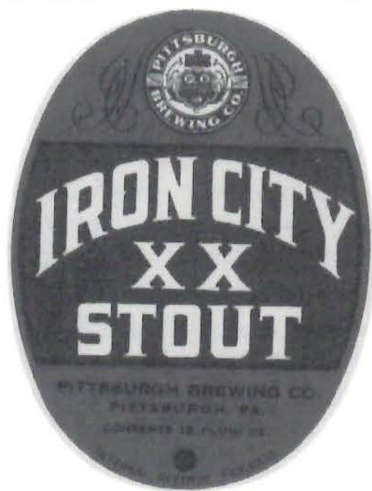
PITTSBURGH LABELS



Three pages of interesting older labels illustrating the Pittsburgh area have been provided by Bob Kay. The four labels in the center of this page, and many on the following pages, date from the pre-prohibition era. Note the circumferential text on the Duquesne Porter label, page 6.







Pittsburgh Brewing History

Rich Dochter and Rich Wagner*

Pittsburgh is probably America's premier example of a mill town. Situated at a vital river junction, Pittsburgh was first a military stronghold and then a focal point of America's advance westward beyond the Appalachian Mountains. As the country grew in the early 19th century, Pittsburgh again was at the right spot to combine natural resources and transportation.

Pittsburgh's Earliest Brewers

Brewing has been a substantial enterprise in Pittsburgh for 190 years. The *Virginia Gazette* reports that two brewers were operating at Fort Pitt between 1765 and 1780 to supply the needs of the British military in the area.

The first commercial brewery seems to have been founded in 1795 following the turmoil of the Revolutionary War and subsequent Whiskey Rebellion. Peter Shiras, a Scotsman who had emigrated to America in 1765, arrived in Pittsburgh in 1795. With Robert Smith as partner, Shiras purchased the ruined site of Fort Pitt with the intent of producing ale and porter for the population of about 800 to 1,000 and the westward travelers.

In 1798 James O'Hara and John Reed began operating a brewery and distillery on the other side of the Monongahela River in the McKeesport area. O'Hara ran the brewery and is remembered as an important merchant, industrialist and procuring agent for the military in the Three Rivers area. The *Pittsburgh Mercury* recorded the operation of this business, known as the Point Brewery, in 1803.

By this time Pittsburgh had grown to a population of 1,500 souls and the Louisiana Purchase opened the river trade all the way to New Orleans, allowing the brewery to prosper. In 1806 the Point Brewery's price list included porter at \$7.90 per barrel, strong beer at \$6 per barrel and middling beer at \$3.50 per barrel. By 1815 Shiras had been joined by three other brewers: John Gorman, Joseph Kinley, and the partnership of George Lewis and Andrew Scott.

The four breweries operating separately produced 10,000 barrels annually and consumed 25,000 bushels of grain, supplying a population of 9,000 as well as the western trade. In 1818 they were joined by Joseph Wainwright, who built the largest contemporary brewery in town at 36th and Charlotte Streets. Wainwright was already an industrialist of note, having wool, grain and food oil mills in operation around Pittsburgh. His first product was English common beer, and he later introduced a strong English ale. The owners incorporated as the Wainwright Brewing Co. in 1878.

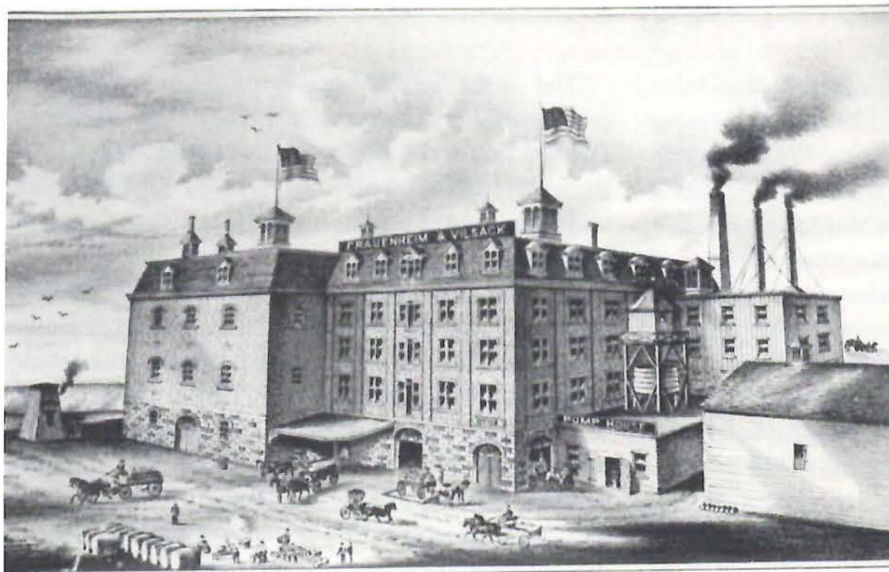
Early 19th Century Taste Trends

These brewers all produced ale, porter and common beers in the English tradition. Cultured with top-fermenting yeast, the beverage was ready for consumption, at room temperature, shortly after it was brewed. Although many workers in the area had come from Germany, production methods for the most part were modeled after English breweries.

As the British domination of the area diminished, the importance of beer as a common beverage lagged behind distilled spirits. Vast distances, poor transport, abundant corn and Americans' taste for cheap whiskey and rum all contributed to the fact that literally thousands of distilleries sprang up in western Pennsylvania. As the distilling industry developed and thrived, the brewing industry fell into the doldrums. According to Matthew



Above: The Iron City Brewing, ca. 1895. The old Frauenheim & Vilsack buildings are to the left of the 1884 brewhouse in the center. Iron City became the Pittsburgh Brewing Co. in 1899 (Western Brewer).



Left: Fraunheim & Vilsack's Brewery, 32nd and Liberty Streets ca. 1880 (Western Brewer).

Casey, a Philadelphia writer, Pittsburgh brewing production dropped from a dollar value of \$91,000 in 1815 to \$35,000 in 1819.

Reversing Decline

In the 1840s several factors reversed the decline of brewing in the Pittsburgh area. German immigration, increasing industrialization, improved rail and canal transportation and the introduction of speedy clipper ships all combined to reshape the brewing industry by the introduction of lager beer. Lager is a sparkling, refreshing, low alcohol beverage that is brewed with a bottom-fermenting yeast. In addition, it is lagered, or stored for several months at low temperatures to produce a mellow and cold aged beer.

The date the first lager beer was brewed in Pittsburgh is a matter of conjecture with at least three brewers laying claim to the feat. According to Theodore F. Straub, writing in 1902, his father, John N. Straub, brewed lager beer in January or February of 1849 at his brewery in Allegheny City from yeast purchased in Philadelphia and shipped by canal boat. The *Pittsburgh Dispatch* in 1911 recorded that the first lager in Pittsburgh was produced by Fred Krauss in 1850 at his brewery on Fifth Avenue at Robinson Street.

Other sources claim this distinction should be given to Fraunheim and Vilsack, the founders of what was to become the Iron City Brewery and later the Pittsburgh Brewing Co. Regardless of who can lay claim to being the first to introduce the product to Pittsburgh, it is a fact that lager beer – that sparkling beverage that tasted so good after a day in the mill or mine but still allowed the worker to function – came to dominate the local market over the next 20 years.

Technology of Early Lager

The Eberhardt and Ober Brewery was founded in 1852 by C. Eberhardt in a section of Pittsburgh that was once called Allegheny City. The operation is a veritable case study in the effect of lager beer production on the design and construction of breweries in the mid-to late-19th century.

Lager brewing is much more complex than ale brewing. Different methods required the erection of mammoth plan complexes. The remnants of many still stand. Low temperature requirements necessitated massive excavation and construction of huge “vaults” where beer could be fermented and stored. Eberhardt and Ober had three rock vaults capable of housing 5,000 barrels of lager beer and an ice house that held 2,000 tons of ice. Six miles away on Pine Creek the brewery owned ice ponds and a 6,000-ton capacity ice house. They were the first brewers in Pittsburgh to use steam power. They had two steam boilers that powered two engines and heated the brew kettle. Even with these innovations, in 1880 the brewery required 15 employees to staff the four-story malt house, the two-story brew house and to produce 14,000 barrels of beer annually.

Brewing Technology Improves

Across the Allegheny River south of Eberhardt and Ober at 24th and Smallman Streets was the site of the Phoenix Brewery. In 1845, Wood and Hughes founded an ale and porter brewery on this spot. The brewery operated under a variety of proprietors until Joseph Spencer and James McKay purchased it in 1862.

They began to produce lager beer and built the company into a substantial enterprise with three buildings

covering a total of two-and-one-half acres. Annual sales reached an impressive \$160,000 in 1880, with a market stretching into Ohio, Indiana, Kentucky, West Virginia and Maryland. Their 70 employees produced 200 barrels daily, and the weekly payroll was a staggering \$842.

By the time William Tann, a renowned citizen and large-scale bottler, purchased the company in 1890 and incorporated the business as the Phoenix Brewing Co., mechanical refrigeration was impacting the industry. A variety of machines to produce artificial ice or to refrigerate entire rooms were developed and adapted to the brewing industry by the last quarter of the 19th century.

Brewers often were enthusiastic innovators when it came to new machinery and labor saving gadgets. Technological improvements of the time included steam heat, steam power equipment, mechanical refrigeration, improved metal fabrication and finishing. These developments prompted an updating of Pittsburgh's breweries in the 1880s and 1890s and provided even more supporting industries. In this respect the Phoenix plant was successful, as it continued as a branch of the Pittsburgh Brewing Co. until 1920.

Labor in a 19th Century Brewery

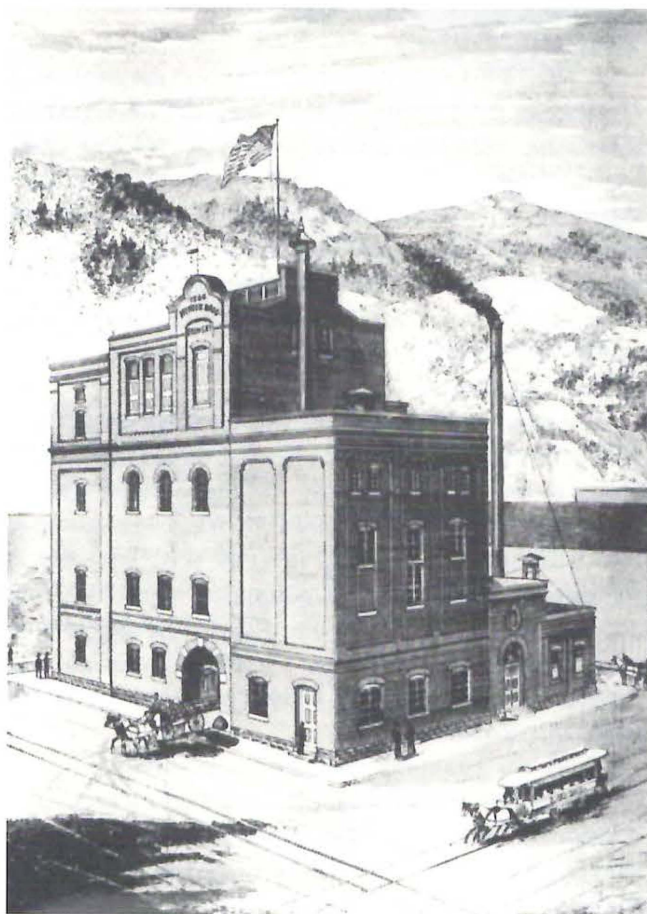
The Keystone Brewing Co. in the Millvale section of the city was constructed from the ground up beginning in 1885. It prospered and production reached 38,000 barrels by 1887 and 60,000 barrels by 1895. The Keystone Brewing Co. also participated in the 1899 merger that formed the Pittsburgh Brewing Co. and operated as a branch under the direction of Fred Brunig until 1920. A bottle shop was added that was considered to be speedy and efficient in the days when most beer was bottled by hand.

Mt. Oliver is a separate municipality surrounded by Pittsburgh. At 409 Brownsville Road the Hilltop Brewery was constructed at the beginning of the 20th century. It also joined the Pittsburgh Brewing Co. consolidation and remained open as a branch until 1920.

What were the working conditions of the time for the numerous brewers, maltsters, drivers, stablemen, coopers, mechanics, laborers and clerks employed by the breweries? In the early days breweries were largely family operations, and any outside laborers became "quasi-family members." For many, the work was seasonal, brewing only in the winter months and finding other factory work during the warmer seasons. To train skilled workers brewers generally apprenticed their sons to another brewer for periods that ranged from two to seven years.

But as the industry grew, wage employees became more numerous and sporadic labor unrest date from the 1840s. Long hours and seven-day weeks were common. Brewery workers generally enjoyed a slightly higher wage and better working conditions than comparable workers in other trades.

By 1886, local efforts across the eastern United States coalesced into the formation of the National Union of Brewers of the U.S. and a contract was signed with the management organization, the U.S. Brewers Association. The contract provided for 10-hour day, six-day week, and a \$60 to \$72 monthly wage. The brewing industry became a strong union industry and by 1910 almost 100 percent unionized. In 1911 Eberhardt and Ober division of the Pittsburgh Brewing Co. was paying plant engineers \$25, brewers \$21 and drivers \$17 to \$19 weekly.



Above: Michael Winter & Bros. Brewery, 21st and Josephine Streets, 1883 (Western Brewer).

Neighborhood Brewer

Henry Schmelz's Brewery in the west-side section of Pittsburgh operated a small brewery from 1874 to 1890 and supplied the neighborhood with lager beer. He produced 276 barrels in 1878, and only about 1,000 when the brewery closed in 1890. East along the Monongahela, at 2600 Josephine Street, the former Washington Brewery stands as an apartment house. It dates back to 1865 when Henry Wilhelm began brewing on the site, and by 1878 produced 2,200 barrels of beer. Wilhelm moved to Pittsburgh in 1856, engaging himself as a cooper until he started brewing. The Washington Brewery joined the Pittsburgh Brewing Co. merger and was closed. These two breweries are representative of many small concerns that closed in the 1890s.

As the growth in demand slowed and the capacity of the larger breweries expanded through improved methods of production, the neighborhood brewer was forced out of business. To illustrate, in 1880 no Pittsburgh brewer produced 20,000 barrels in one year. By 1905 few, if any, produced less.



Duquesne Brewing Company, original part erected 1899 (R. Wagner).

Consolidation Forms Modern Industry

The old Duquesne Brewery at the corner of 22nd and Mary Streets produced beer until 1972 when lagging sales and a complex labor situation caused the company to fold. The \$10-million brewhouse opened in 1950 and increased the brewery's capacity to 2 million barrels per year, making it the city's largest until its demise. Since closure, the brewery building has been reused by a variety of light manufacturing firms, private craftsmen and artists. Consider the origins of this impressive plant. In March 1899 a group of south-side businessmen formed the Duquesne Brewing Co. and had their lager on the market by July 1900. They appear to have sensed the favorable prospects for a large operation using the latest equipment. The first year they sold a total of 96,000 barrels and the following year sold 125,000 barrels. The most modern bottling machinery and mechanical refrigerators available were installed.

In 1905 the directors of Duquesne, Lutz Brewing Co., and 15 small brewers combined to form the Independent Brewing Co. of Pittsburgh. This move was similar to the Pittsburgh Brewing Co. in 1899, but in this instance only two of the brewers were major manufacturers. The tendency toward consolidation was spurred by the slow-down in growth of demand, benefits of streamlined management, technical advances increasing capacity for the well-equipped brewer, advantages in mass purchasing and the beginnings of "hard-sell" advertising.

Consolidation offered the small brewer the opportunity to have a share in a large corporation rather than going broke in his small brewery. Both the Pittsburgh Brewing Co. and the Independent Brewing Co. of Pittsburgh closed some branches soon after consolidation, with Pittsburgh Brewing Co. having 14 and Independent Brewing Co. having 11 branches in operation until Prohibition. This style of merging was occurring statewide from Erie to Wilkes-Barre to Philadelphia. The Home Brewing Co. at Eighth Street and the Railroad in the Braddock section, operated as a branch of the Independent Brewing Co., opened briefly after Prohibition as the General Braddock Brewing Co. It is an excellent example of a "millgate brewery."

Strong Marketing Position

The Pittsburgh Brewing Co., producer of Iron City Beer, is a smartly managed regional brewery that has been able to resist the competition of the huge national breweries by maintaining a very strong position in its

local marketing area. Through the introduction of specialty beers – Iron City Golden Lager, Iron City Dark Lager, IC Light – as well as commemorative cans designed with collectors in mind, the brewery projects an image of producing “Pittsburgh’s beer.” The buildings are well maintained and present a view of an old-style brewing complex.

The Oberbrau Haus tourist attraction features an older, carefully-restored portion of the brewery that retails Pittsburgh Brewing Co. breweriana to the public. Prearranged group tours are treated to samplings of products, and guests are encouraged to walk around the hall and inspect the displayed breweriana. However, visiting a working brewery is not the only point of interest, for here we are put in touch with the roots of Pittsburgh’s brewing industry. The Pittsburgh Brewing Co. was formed in 1899 when 21 area brewers consolidated their production, marketing and management in order to improve efficiency and cut expenses.

20th Century Competition

The former Fort Pitt Brewery stands at the corner of 16th and Mary Streets in Sharpsburg. The outstanding feature of this brewery and of the Derby Brewing Co. is that they both were founded in the 20th century. These companies were modern attempts to broaden competition in the industry. They had the advantage of not being burdened by obsolete buildings and equipment, but results were mixed as the trend was still toward consolidation in the brewing business.

Fort Pitt opened after Prohibition, but by 1937 was still losing money – \$97,000 on 82,000 barrels. However, fortune smiled and Fort Pitt was briefly the top brewer in the city. They produced 1.2 million barrels, employed 800 workers and earned \$2 million in profits in 1950. But fierce competition regionally and nationally combined with steel, coal and brewery strikes in 1952 to send Fort Pitt into the red. By 1954 they had lost \$924,000 and by 1958 were in receivership. Fortunately the beautiful Art Deco-style buildings have been preserved and reused by a light metal fabrication firm.

The Hazlewood Brewing Co. at 5011 Lytle St. in the Glenwood Section of Pittsburgh was organized in 1909 and had an annual capacity of 100,000 barrels. Their labels included Hazlewood Old Style Beer and Old Couch Ale. During Prohibition they had a near-beer license and rumor has it that some of the real beer slipped out. At any rate, they were very quick to market their product in 1933 when Prohibition came to an end. They

provided employment for about 50 workers until the brewery closed in 1939 as a result of problems between stockholders and management.

The economic and scientific developments affected each other over the course of time in the Pittsburgh brewing industry. The ale breweries lost ground as taste and price favored distilled products. Improvements in technology and scientific developments made lager beer an attractive alternative to hard liquor. Consequently, the industry boomed in the 1870s and 1880s and breweries proliferated. The trend continued as science and technology made large-volume breweries possible driving small operations out of business. When Prohibition descended in 1920, it must have seemed like an invasion from Mars to the brewery workers and the communities in Pittsburgh for whom beer was one of the basics of life.

After all this history and several glasses of beer, our minds are clouded by visions of bygone breweries and beers, but one thing is certain. We now have a much better sense of Pittsburgh and its breweries.

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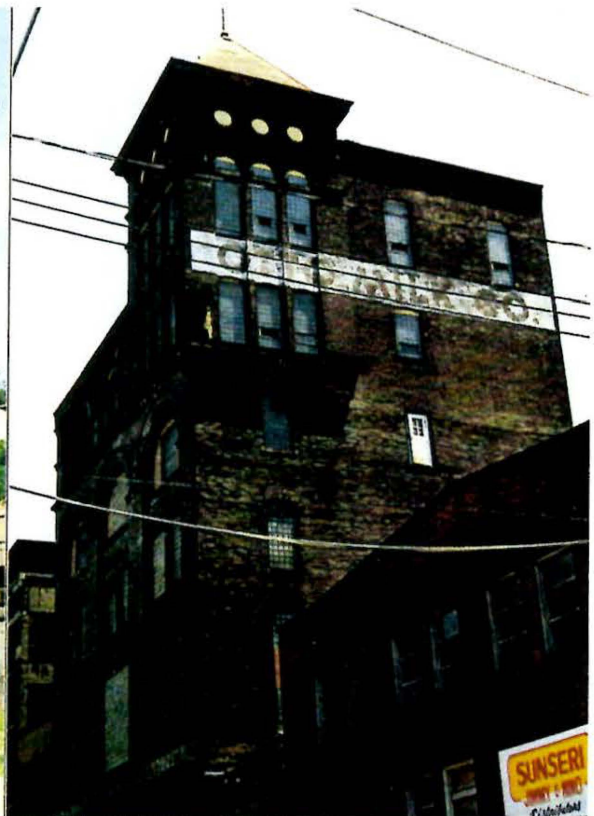
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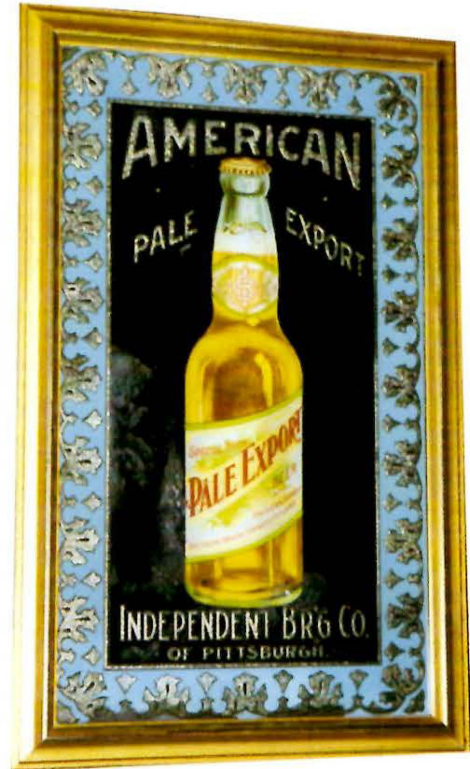
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**Rich Dochter and Rich Wagner have researched the brewing history of Pennsylvania and have published a number of articles. The Brewery History of Pittsburgh is reprinted from the Winter 1985 issue of Zymurgy (Vol. 8, No. 5), the journal of the American Homebrewer's Association, and has been edited for The Breweriana Collector.*

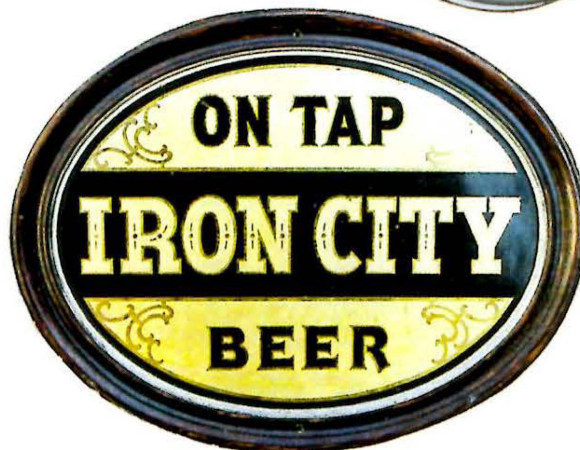


Four buildings which you may see on the Pittsburgh brewery tour by Rich Wagner and Rich Dochter. From top left, the corner entrance to Eberhardt & Ober on the Allegheny side; the old Phoenix Brewery, built 1890 in Italianate Revival style on the site of Spencer & McKay's ale brewery; Duquesne's modern plant addition, and the Bauhaus-Art Deco treatment of Fort Pitt.

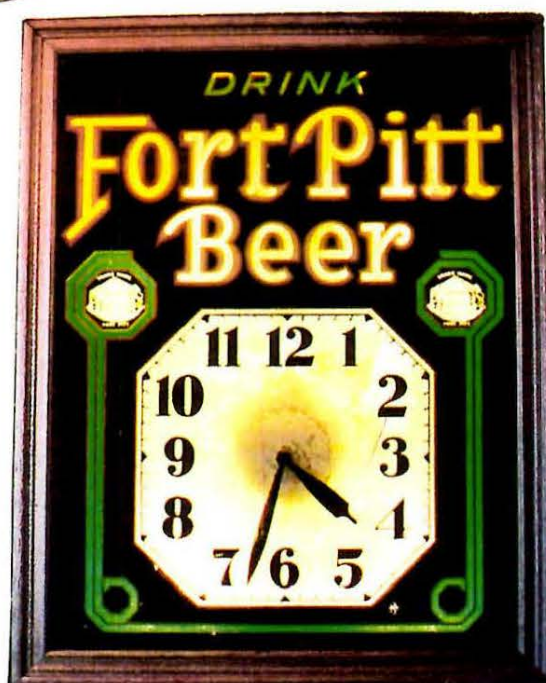
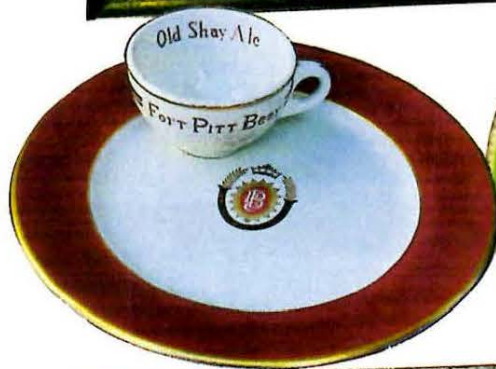
RARE PITTSBURGH AREA PIECES



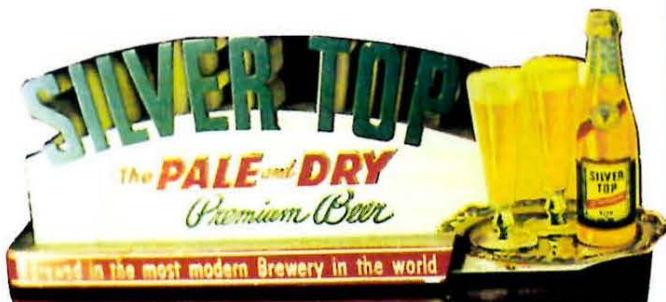
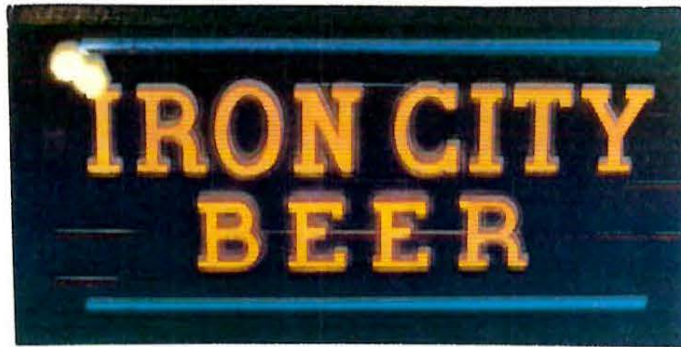
Four pieces from a special collection show the elegance of pre-prohibition design: A Mount Pleasant lithograph, a beautiful Pale export reverse-on-glass sign, an Iron City cornersign of milk glass, rare as can be, and a small but classic R-O-G sign for E & O beer. The two Iron City items are from the 30's, but are rare as well.



FORT PITT BREWERIANA



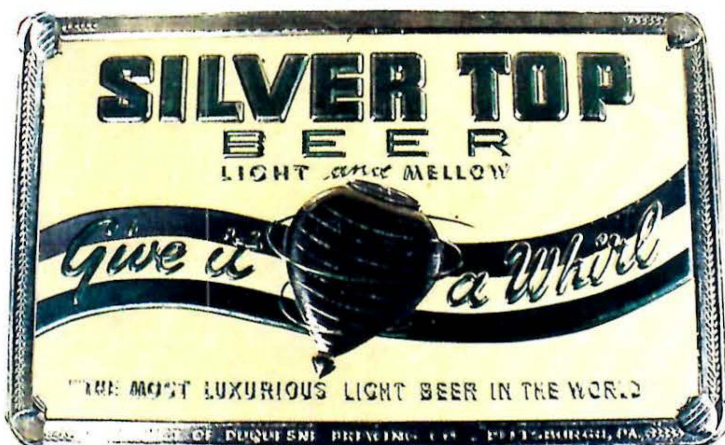
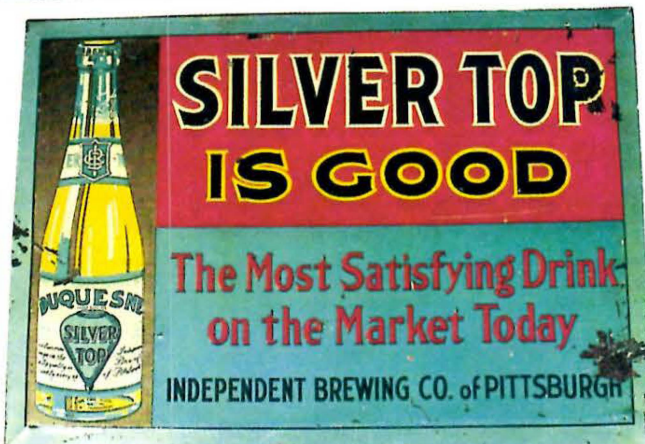
PITTSBURGH LIGHTED SIGNS



DUQUESNE DANDIES



Princes by Len Rosol, others by Bud Hundenski except for the elephant which is from Dutch Cornish's collection. All photographs by Richard Wagner.





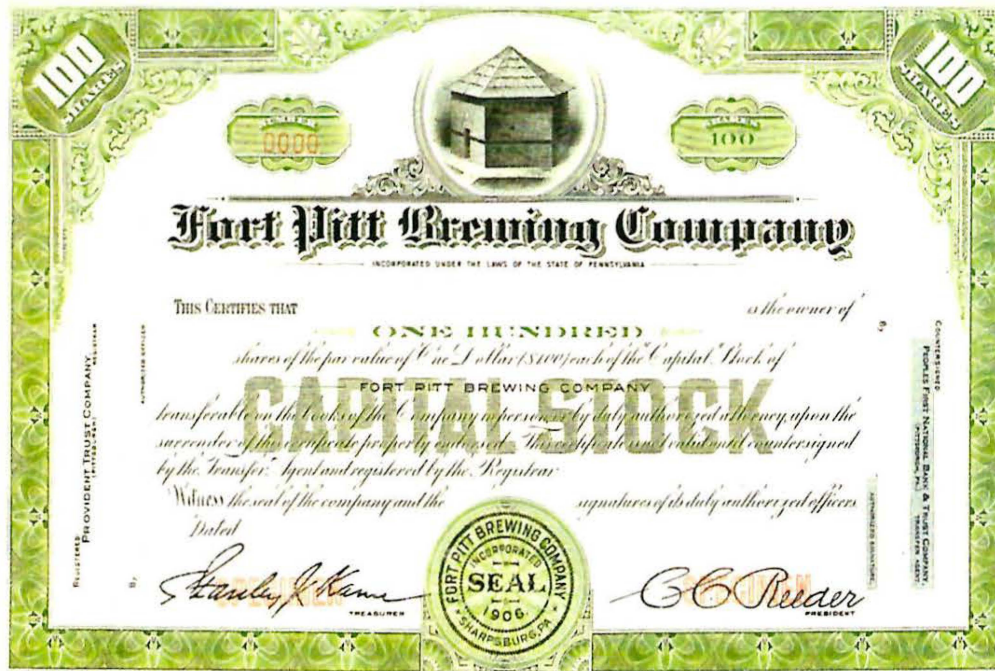
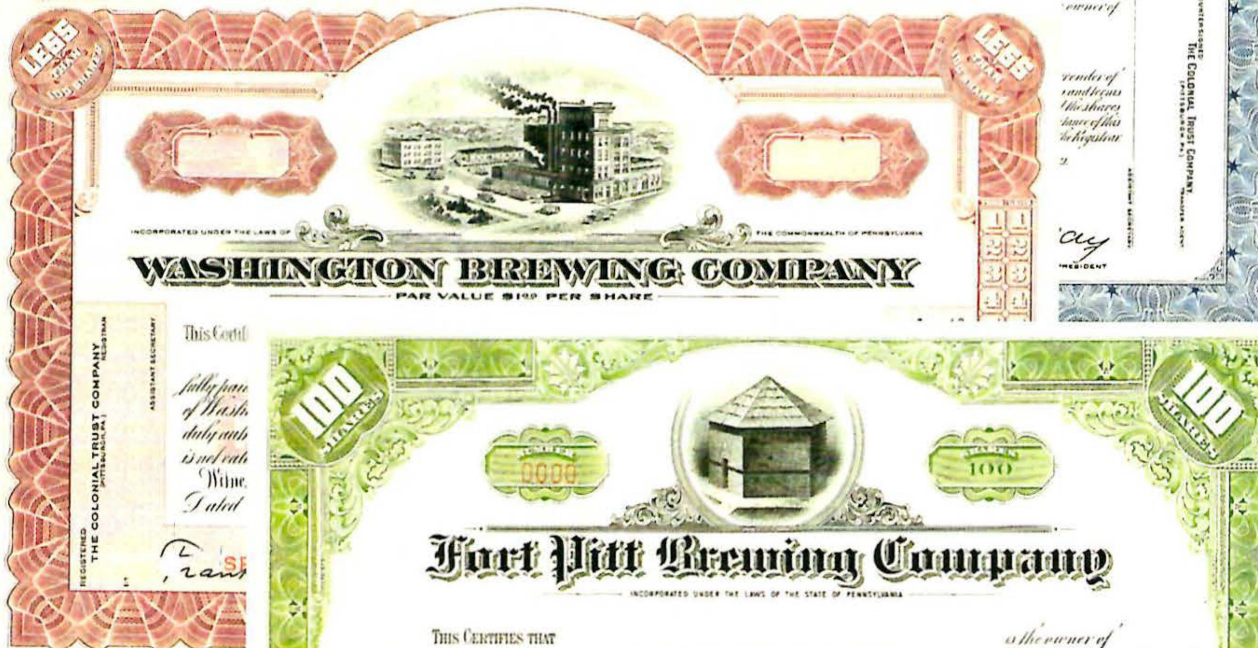
TAP KNOBS

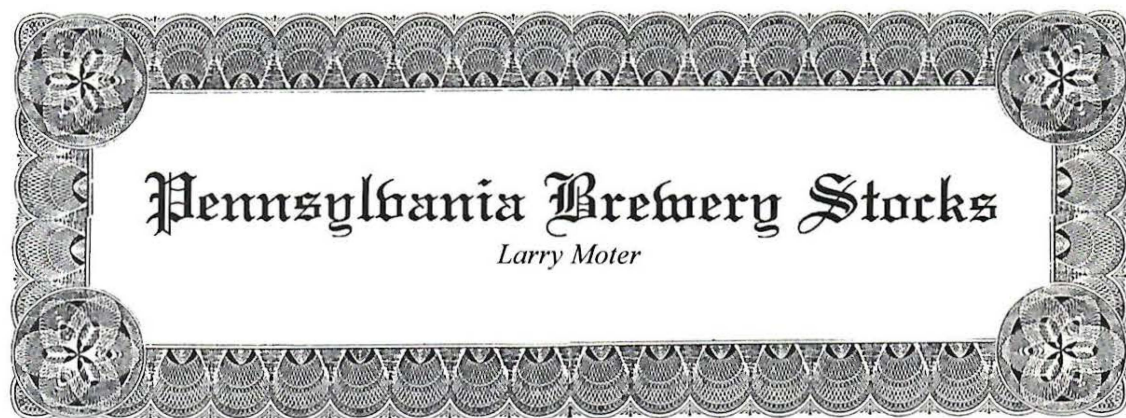


During the 1930's J.E. Newman & Co. of Pittsburgh manufactured glass and aluminum tap knobs which are unique to Western Pennsylvania breweries. Some of the glass knobs are actually translucent. A line of opaque knobs were offered of composition glass in red, black, jade, ivory, white and blue. These were used by many area breweries. At right is a group of aluminum tap knobs, also by Newman. Below are two unusual bakelite knobs. Items mostly from the collection of Len Rosol; information from Bub Hundenski's articles in *The Keg*.



Pennsylvania Brewery Stocks





A review of the 1984 edition of "*American Breweries*" reveals that Pennsylvania had 865 brewery sites, more than any other state. Many of these brewery sites had multiple company/corporate entities over their lifetime. For example, Robert H. Graupner, Inc. of Harrisburg, well known to collectors for Jolly Scot Ale and Silver Stock beer, had listed in *American Breweries* twelve different company/corporate entities over the firm's lifetime from 1875 to 1951. Therefore, when one accounts for multiple firms at one brewery site, one concludes the number of Pennsylvania brewery firms is significantly higher than 865.

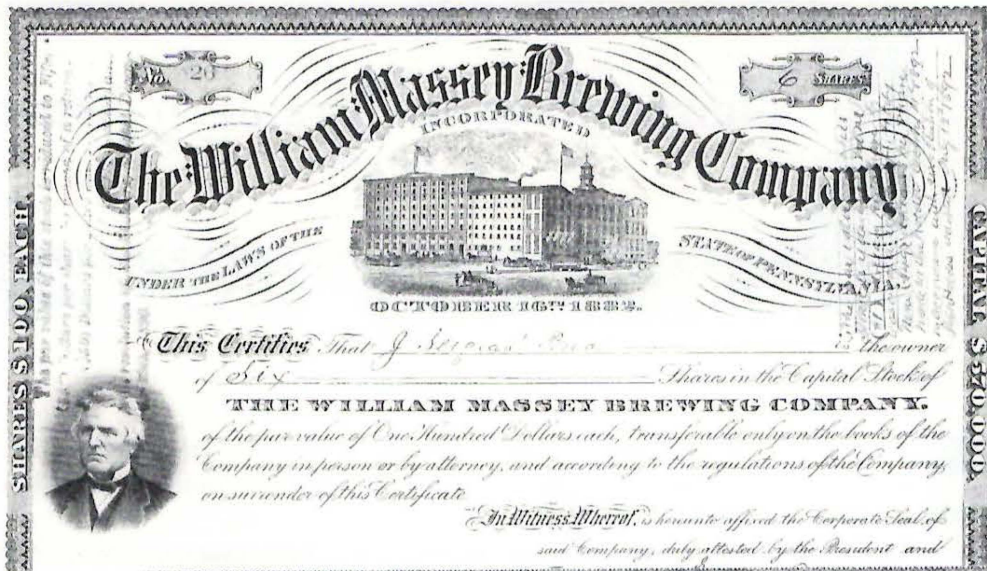
Pennsylvania brewery stocks far outweigh stocks from other states in my collection. This is due to the size of the industry in Pennsylvania, plus there are so many Pennsylvania collectors. Some Pennsylvania stocks are fairly easy to obtain because fellow collectors have obtained the "stock books" from the defunct companies records. Examples of these companies are **Fuhrmann & Schmidt Brewing Company**, **Freeland Brewing Company**, and the **Miners Brewing Company**. Often times, these stocks are found unissued. Other Pennsylvania stocks are extremely tough to find and some are only found as singles or in small quantities. Please examine the specimens (specimens were printing proofs given to management to review or to brokerage houses to examine) of the following companies: **Brackenridge Brewing Company**, **Duquesne Brewing Company** of Pittsburgh, **Fort Pitt Brewing Company** and the **Washington Brewing Company**. These specimens illustrate the aspects of the individual personality of these firms. The Brackenridge, Duquesne and Washington stocks have beautiful factory vignettes. The Fort Pitt stock has an attractive corporate trademark for a vignette. Stocks with a specially designed vignette for

a specific firm are far more desirable than a "stock vignette" common to stocks over a wide variety of industries.

Let's examine several brewery stocks with ornate vignettes. These stocks are works of art illustrating the printer's craft. First, examine the stock for the **William Massey Brewing Company**. Please note its age (dated 1891), its unusual vignette showing an image of its founder and a factory scene, and its condition. This stock is in prime condition since it is not canceled and does not contain any perforations. Next examine the **Bergner and Engel Brewing Company** stock. Note the fantastic vignette with the corporate trademark, coins, and sphinx. Note the stated capital showing a well-capitalized firm, plus a family member's signature, George Bergner. Finally, examine the **Reading Brewing Company** stock. This stock has been canceled. Note the multiple circular pattern vignettes dispersed geometrically throughout the stock. This apparently is a corporate trademark because it appears on the company's cheques. At the bottom of the trademark is an abbreviated company name with the firm's founding date. In the middle is a hand holding a fistful of barley and hops. At the top is the Latin phrase, "*Dum Bibimus Vivimus*," which translates to "when we drink we live."

In conclusion, it appears that only a fraction of Pennsylvania brewing stock has been found out of the hundreds of business entities that once existed. I know only of stocks and bonds from less than 50 different Pennsylvania companies. Perhaps this few number should be expected. It is estimated that 95% of all stocks and bonds are destroyed. The numbers are skewed among the remaining 5% because some stocks are common while others are not found at all.

Pennsylvania Brewery Stocks

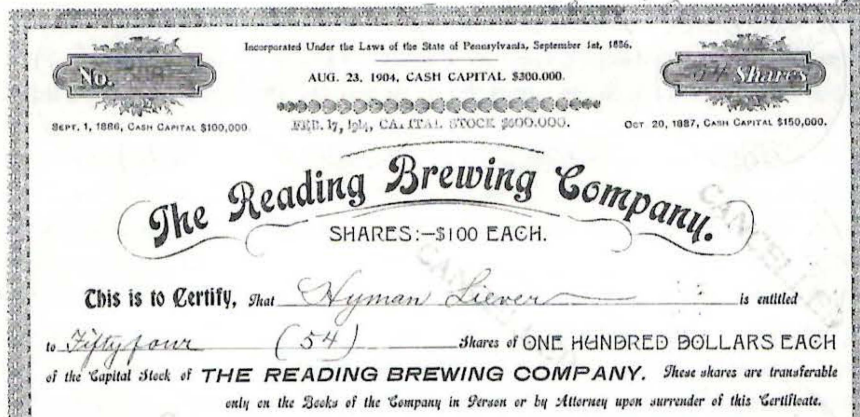


Certificate No. 522
Fifty four (54) Shares
Issued to Hyman Liever

Sept. 11th A. D. 1922
Received the above Certificate

Hyman Liever

REMARKS:
Iss. for Cert. # 100 (Bert & Son)
439 (Emma & Son)

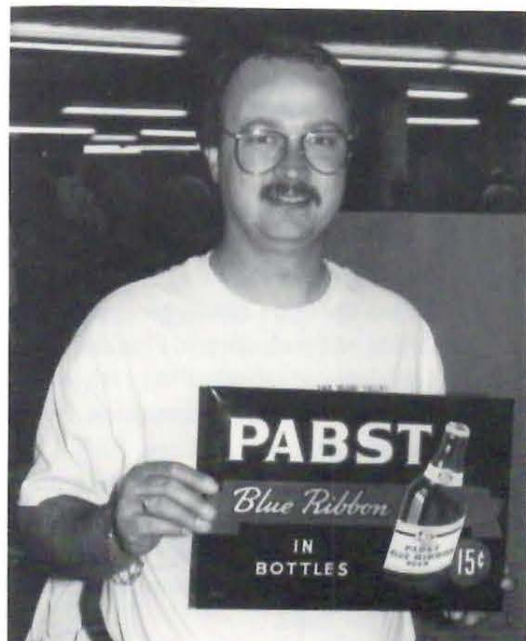
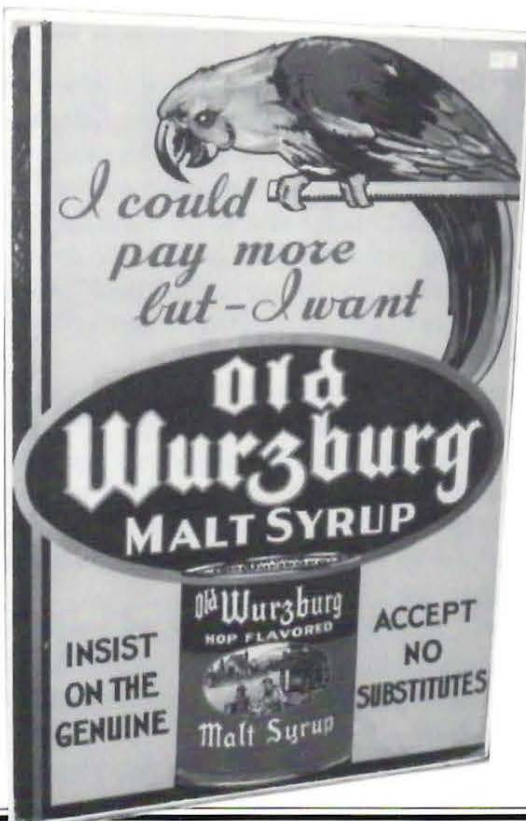


Chapter News



Doug Blegen of the Columbus, Ohio BCCA-NABA Chapter held the annual show May 21 in a fine facility, and it was well-attended. The Gambrinus Chapter has been with BCCA since 1974 and with NABA only about one year, so it was not surprising that cans and newer items predominated. However, there were many interesting offerings to check out among the 100 tables. Marvin Gardner, shown below with a Pabst tin and surrounded by a beautiful reverse-on-glass Gambrinus sign, a colorful syrup litho and a Diehl tray from his table, did a brisk business in older pieces.

PHB



Latrobe Brewing Company



Above: Western Brewer, courtesy Randy Carlson

Latrobe, in the Laurel Highlands about two hours east of Pittsburgh, was a stop on the mainline of the Pennsylvania Railroad before prohibition. There the Latrobe Brewing Company was established in 1893. Latrobe was a growing industry and trade center, and made the ideal home for a brewery with its easy railroad access and fine natural resources such as the mountain spring water.

German style pilsners were being produced, and offered through many of the area's taverns. But when Prohibition hit in 1920, Latrobe Brewing Company was forced to close, and the glass-lined tanks of Old Latrobe became dormant.

In 1932, speculating on the election of Franklin Delano Roosevelt and the subsequent repeal of the 18th Amendment prohibiting liquor sales and consumption, the five Tito brothers – Frank, Joseph, Robert, Ralph, and Anthony – purchased the Latrobe Brewing Company, believing that the brewery would again be operational. The owners had correctly anticipated the repeal of Prohibition in 1933, and Latrobe Brewing Company was back in business, this time for good.

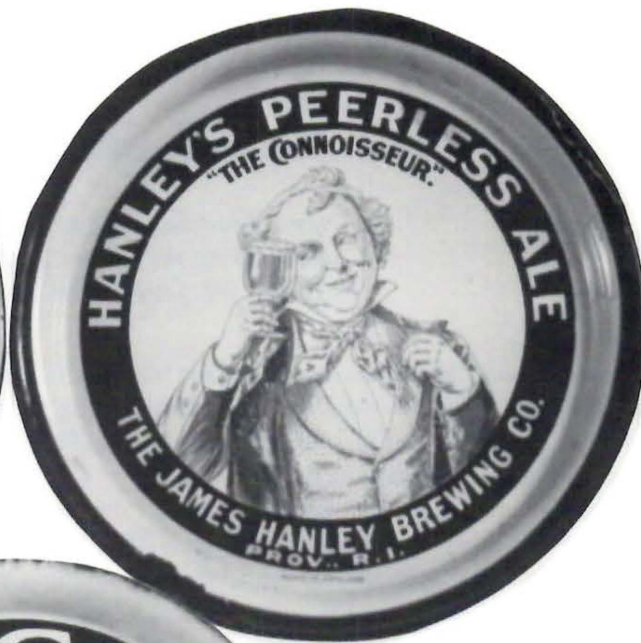
The first brews out of the renewed Latrobe Brewing Company were two popular area brands: Latrobe Pilsner and Latrobe Old German. But the owners searched for a signature brand, one that could uniquely represent Latrobe. The area that surrounds Latrobe consists of small valleys, where spring water tumbles over rocks down in the reservoirs below. The name “Rolling Rock” was chosen to reflect this image. A regional Pennsylvania brewing legend began.

Since 1939, the number “33” has appeared on the back of every bottle of Rolling Rock beer. Therein lies a mystery. Probably at that time everybody knew why “33” was chosen, but nobody knows what “33” was supposed to have signified. There is no shortage of theories, from '33, the year of repeal, to the 33 words on the back of painted bottles.

In 1987, Labatt acquired the Latrobe Brewing Company. This association has greatly strengthened the distribution and sales of Rolling Rock beer and provides resources for future growth.

Based on Latrobe Brewing Co. brochures.

NEW ENGLAND PORCELAIN TRAYS

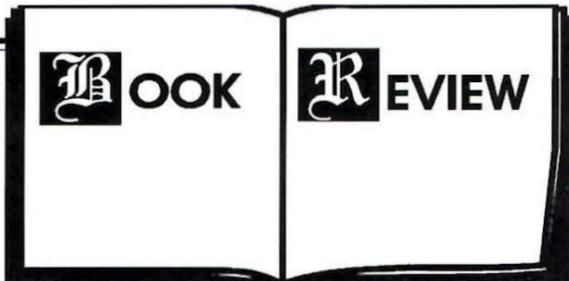


Gary Cushman from Chelsea, Vermont collects mostly New England breweriana. His collection includes these five rare porcelain trays. In dark blue, often with red highlight, they are

restricted primarily to New England. The years of existence for the breweries are:

Enterprise - 1894-1910;
Hanley - 1896-1920;
Eagle - 1888-1899;
Smith Bros. - 1905-1918
Hubert Fisher - 1894-1920.





Ken Kositzke, *Wisconsin Brewery Coasters 3rd ed.*
(published by the author at 1623 N. Linwood Avenue,
Appleton, WI 54914-2408, \$13 incl. first class shipping)

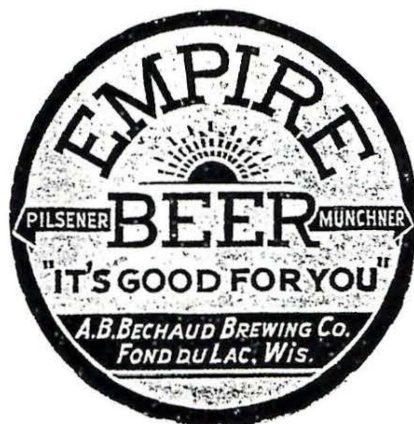
Member Ken Kositzke has continued his labors into a third edition of reference work on Wisconsin coasters. The first edition appeared in 1986, the second in 1990 and the volume at hand in June of 1993.

We have previously observed that this is a valuable catalog for Wisconsin collectors, of which NABA has many. Kositzke has increased its usefulness in several ways. Notably, he has provided a list of 40 of what he calls off-brand beers, brands unrelated in label to the name brand of the brewer, with page references to the reproductions of the coasters. With the passing of Schlitz, the decline of Miller's High Life brand and the profusion of labels of Huber, this category has expanded considerably. The other conspicuous change is a great expansion of Miller items: the present edition has 130 Miller coasters added since the 1990 edition. As the author points out, Miller issues so much regional material, and even foreign material, that it is difficult even to know about all of the items. There are plenty of Miller Lite coasters issued with the outlines of states, and to my amazement, even one such for Howard County, Mary-

land, where the Fair Constance and I maintain our retirement love nest. On the basis of the Lite Beer consumption evident in the yuppified local bars, I should not have been so surprised.

There are two things I particularly like about Kositzke's treatment, both of which represent themes I endeavored with mixed success to convey to the collecting community during my editorship. First, he treats any difference, however small, as a distinction requiring a separate number. At first glance, MIL-12, 53 and 54 appear identical presentations of the Miller girl-on-the-moon logo, but 12 has a small star above the left end of the "Champagne of Bottled Beer" banner below the girl, 53 is without the star and 54 has the star on one side only. Second, Kositzke adopted an open-ended classification. As he says, once a number is assigned, it can never be changed. More coasters turn up, and Miller, at least, can be trusted to keep batting out new ones indefinitely. Accordingly, we may hope Kositzke continues his efforts into further editions.

GWH





Executive Secretary's Report



It is always a good guess what to write for an article that will not be printed now. You will be reading my article four or five weeks later. So here goes.

The dues for 94-95 were due May 31, 1994. Your dues card expiration date should be May 31, 1995. If not please send \$20 (Canadian members \$30, overseas members \$40) to NABA, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Thank you!

The election of officers and directors will be held. All ballots must be returned by July 26, 1994. It's not hard to be an officer but it is hard to find people to take the jobs. The club will not run by itself.

Your convention registration must be made by you before July 18, 1994. The parking lot is between the Sheraton and Super 8. They are very close together. The Auction will be Friday and the Buy-Sell-Trade on Saturday. The club membership is growing every year so it's hard to get everyone in one building. I would guess everyone has a hand-cart which really makes things easy.

Welcome to the new members listed below. The Convention will have the largest amount of breweriana in one place at one time, and it is our hope that you can attend.

Sincerely,
Robert E. Jaeger
Executive Secretary

NEW MEMBERS

ALTENBAUGH, RICK (Janet)
39 Barton Drive
Pittsburgh, PA 15221
412-242-6039
Neon signs, openers, tip trays, trays

BINKLEY, RICHARD
P.O. Box 251
Fairmount, IL 61841
217-733-2297
All breweriana; Feckers & All Breweries

BLAZEK, DEAN
620 Second Avenue
Antigo, WI 54409
715-623-4075
Bottles, neon signs, signs

BROWN, DAVID
8 West Aspen #7
Flagstaff, AZ 86001
602-774-4406
All breweriana, books, magazines, cans, mugs, steins, trays

BULLOCK, JASON (Cindy)
248 S. Grandview Avenue
Pittsburgh, PA 15205
412-921-5762
Cans, signs, trays

BYERS, FRANK M. III
6851 Village Pkwy.
P.O. Box 1230
Dublin, OH 43017
614-791-8686
All breweriana, calendars, leaded glass windows, lithos, tip trays, trays
Columbus Ohio Brwgs.

BYLER, DENNIS (Libby)
1917 Lakeview Drive
Fulton, MO 65251
314-642-8242
Leaded windows, mirrors, mugs steins, neon signs, salt shakers

CALLIES, JOEL
5086 Longview Drive
Mounds View, MN 55112
612-784-9434
Bottles, corkscrews, mugs steins, openers
Primarily Minnesota Brwgs.

COUPIE, JOHN D.
516 S. Henry Street
Bay City, MI 48706
517-893-8378

DIESH, DENNIS (Linda)
1055 Elizabeth Drive
Hamilton, OH 45013
All breweriana

DORNSEIF, LOUIS (Ellen)
16909 Boerger Road
Monroeville, IN 46773
219-639-6090
All breweriana, clocks, signs
Partial to Centlivre, Berghoff & Falstaff

ESSIG, DENNIS B. (Mary)
404 N. Broadway Street
Spring Valley, MN 55975
507-346-7673
All breweriana, bottles, mugs steins, neon signs, signs, trays; Hamms & MN Breweries

FOSTER, TIM D. (Becky)
7314 Woodcraft Drive
Cincinnati, OH 45230
513-231-5857
Bottles, cans, clocks, glasses, mugs steins, signs, trays; Wisconsin Stem Glasses

FREER, AMY
1422 Avon Street
Youngstown, OH 44505
216-744-0704
Ash trays, cans, coasters, signs, tap knobs, trays; Youngstown Oh Area
Renner's Brwg. Co.; Smiths Brewing Co.

GUST, CHRIS
W177 S7799 Kristin Drive
Muskego, WI 53150
414-679-4545
Coasters, neon signs, reverse on glass, statues

HEFNIDER, BILL A.
3560 Malcolm Avenue
Hastings, MN 55033
6121-437-6518
Mirrors, reverse on glass, signs,
tip trays, trays
Minnesota Brands Pre-1950,
Esp. Southern Minnesota

HENRY, CHUCK (Georganne)
6391 Millbank Drive
Centerville, OH 45459
513-435-2940
Cans, lithos, reverse on glass,
signs, thermometers

HUBER, DENNIS J.
Keystone State Fest-of-Beers
904 Coal Valley Road
Large, PA 15025
412-653-1953

JOHNSON, STEPHEN A.
150 Spinnaker Ridge Drive B-205
Huntsville, AL 35824

JONES, KENNETH O.
1396 Jessica Lane
Lawrenceville, GA 30243
404-822-1503
All breweriana, signs;
Atlantic, Old South,
Steinerbru, Signal

JU, DAVID
P.O. Box 321
Chualar, CA 93925
408-679-2662
Mugs steins

KALSO, DAVID C. (Julianne)
14717 Colpaert Drive
Warren, MI 48093
810-294-1059
All breweriana
Old Pull Tabs

KING, STEVEN B.
4551 S. Vine
Wichita, KS 67217
316-522-5414
All breweriana
Any Anheuser Busch Products

KIRSCHNER, STEVEN
1813 Larchwood Place
Cincinnati, OH 45237
513-396-7758
Coasters, lamps, mirrors,
neon signs, signs, trays

LIKINS, FLOYD L. JR. (June)
P.O. Box 2142
Opelika, AL 36803
205-826-8614
Clocks, mirrors, neon signs,
signs, statues, tap knobs

LONG, JIM (Tina)
8625 Breanna Court
Sacramento, CA 95828
916-386-2870

MOTLEY, FRANK (Tina)
2800 Partlow Road
Beaverdam, VA 23015
804-448-4150
All breweriana, glasses, mugs steins,
neon signs, signs
Anheuser Busch Ceramarte

NEIL, JOHN
53-129 Victoria Road N.
Guelph Ontario
Canada, N1E 6T8
519-836-5854

PAOLA, WAYNE (Lou Ellen)
16235 S. Wilson Road
Oregon City, OR 97045
503-632-3545
Hamm's Bear

REGISTER, DENNY
501 Hykes Road
Greencastle, PA 17225
Miscellaneous Ceramarte
items & Rumph mugs

RETTIG, CAROL ANN
1302 E. Ohio Street
Indianapolis, IN 46202
317-261-1405
Indy Beer Can Show Promoter

ROSOL, LEN
3613 Charlotte Street
Pittsburgh, PA 15201
412-682-2419
Coasters, reverse on glass, tap knobs
Pittsburgh Brwgs & brands

SCHUTT, PHILLIP (Jackie)
2413 Barkdoll Road
Naperville, IL 60565
708-369-3099
All breweriana, clocks, mirrors,
neon signs
Show promoter

SKELTON, ALLAN M. (Karen)
252 Erkkila Road
Esko, MN 55733
218-879-7565
Coasters, mugs steins,
neon signs, openers,
reverse on glass, thermometers
Fitgers, Leinenkugels

SMALLWOOD, RICHARD A.
1404 Monterrey Drive SE
Huntsville, AL 35801
205-536-0491

SPRINGER, TIM (Tina)
7655 Madden Drive
Fishers, IN 46038
317-578-9202
All breweriana, mirrors
neon signs, signs,
tip trays, trays

STOKES, ARTHUR
RR 2 Box 299B
Greentown, PA 18426
717-857-1861
All breweriana, cans
foam scrapers, mirrors
tip trays, trays

TANNENBAUM, STAN
125 Kenmore
Deerfield, IL 60015
708-945-7136
Labels

TORTORICE DOMINICK
41 Gannet Drive
Commack, NY 11725
516-864-6830
All breweriana, barrels, openers
paper items, trays
"Piel Bros" Schaefer
Brwg. Bklyn NY

WAINWRIGHT, MARK H. (JoAnn)
2612 Glenchester Road
Wexford, PA 15090
412-935-4315
All breweriana, bottles, glasses, lithos,
mugs steins, signs
Pittsburgh Brwg. &
Wainwright Brewing Co.

WESTLEY, RANDALL
1455 N. 10th Street
Reading, PA 19604
610-375-0575
All breweriana, calendars, lithos, paper
items, signs, tap knobs
Old Reading Beer &
Sunshine Beer

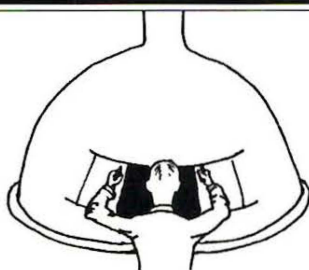
WIGAND, STEVEN D.
2915 N. Lincoln Avenue
Chicago, IL 60657
312-348-0988
All breweriana

WILMES, BRAD
256 Kingsway
North Mankato, MN 56003
507-625-6059
All breweriana, cans, glasses,
mirrors, signs
Mankato Brewing Co.

WULSCH, RONALD (Deborah)
848 Oakmoor Drive
Fenton, MO 63026
314-225-6363
All breweriana, books
magazines, cans, history



WHAT'S



BREWING

Major brewers have been turning out new brands at a steady pace. Anheuser-Busch, which is having a strong year, will market Ice Draft Light, combining names of three popular categories. Anheuser-Busch has also entered the Amber or Red category in selected markets with Elk Mountain Draft, available so far only in draft. Miller is strengthening its specialty line with Lowenbrau Malt Liquor and is filling Reserve Amber Ale into 22 oz. bottles. Coor's Cutter did not quite cut it and was sent back to the drawing board for a reformulation; premium components are to be added. Stroh is having success with Bull Ice and Schlitz Ice, welcome news after a tough year.

The Ice category "virtually exploded," to quote August Busch IV, whose forecasters expect that a total of five million barrels of Ice Beer will be sold this year from the 20 brands now on the market. One million of this could come from Canada.

Ice Brewing also generated legal activity. Labatt received a patent on it and started a suit against arch-rival Molson as well as Miller, which holds a 20% stake

in Molson. It is not an academic matter, because Molson Ice is doing extremely well in the U.S. Not since Corona has there been such a hot import.

Another interesting legal confrontation involves Coors vs Molson and Miller. Coors and Molson have a ten year brewing agreement since 1985 to produce Coors in Canada. This seemed fine until Miller acquired that 20% equity. Now Coors wants out, fearing that Miller as co-owner might learn confidential information about the brewing of Coors products. This is not an academic matter either, because Coors Light is a strong challenger to Miller's Lite.

Canadian Ice Beers are also raising a question in this country about the U.S.-Canada beer trade part of GATT. This was supposed to open Canadian markets to U.S. brewers. What happened was that Canada implemented minor changes, but the existing U.S. open policy permitted a virtual avalanche of Canadian Ice Beers. The trade imbalance between the U.S. and Canadian beer industry is greater than ever as a result.



EVENTS OF INTEREST

- July 21-24 *Mile High Summit Show, Breckenridge Ski Resort, CO.* Mike Barden, 4824 E. 18th Ave., Denver, CO 80220 (303) 320-0709
- July 14-16 *ECBA Convention*, Ramada Inn Rt. 1, Exit 28 PA Turnpike, Rich Wagner.
- July 16 *BCCA Summerswap '94*, Frankenmuth Heritage Park, Dave Van Hine (517) 652-9818.
- August 4-7 *23rd NABA Convention, Sheraton Greensburg, PA*, Ron Kikta, RD 6 Box 231, Johnstown, PA (814) 749-7183. Convention information has been mailed to all members.
- August 10-14 *Canadian Brewerianists Annual Convention, Oldenberg*. Loren Newman, 2978 Lakeview Tr., Bright's Grove. Ont. N0N 1C0
- August 12-14 *Second Annual Monarch "Weekend at Pauly's," Lena, IL*. Paul Zagielski, 8939 W. Cedarville, Lena, IL 61048 (815) 369-2135.
- August 20 *Michigan NABA Chapter Trade Show*, Frankenmuth Heritage Park. Mark Brooks, P.O. Box 213, Frankenmuth, MI 48734 (517) 624-5749.
- August 26-27 *Great Northeast Trade Show, Howard Johnson, White River Jct., VT*. John Doyle, P.O. Box 97, Chelsea, VT 05038 (802) 685-4519.
- September 8-11 *BCCA Convention XXIII, Nashville, TN*. 747 Merus Court, Fenton, MO 63026-2092.
- September 17-18 *Antique Advertising Show, Indianapolis, State Fairgrounds. NABA Hospitality Fri, Sept. 16, 8:00 p.m., Holiday Inn North, poolside (US 421 & I-465). Also Beer Can/Breweriana Show and Flea Market.*
- October 7-8 *ECBA-NABA Breweriana Show, Canton, OH, Holiday Inn*, I-77, Exit 109 to 4520 Everhardt. Jack Kern (216) 854-5282
- October 6-8 *12th Midwest Breweriana Convention*, Red Lion Hotel & Civic Auditorium, Omaha. Bill Baburek, 5117 Chicago St., Omaha, NE 68132 (402) 551-9239
- October 16 *Brew City Ad Show, Serb Hall*, 5101 W. Oklahoma, Milwaukee. Jim Welytok, W220 N7161 Towline Rd., Sussex, WI 57089 (414) 246-7171.
- October 28-29 *Monarch Fallfest (NABA)*, Palatine, IL, Quality Hotel, Rt. 53 & US 14. Paul Zagielski, 8939 Cedarville Road, Lena, IL 61048 (815) 369-2135.

BUY — SELL — TRADE

Narragansett Pre-Pro Wanted — Am looking for trays and cardboard advertising. Mike McCarthy, 21 Corliss Hill Rd., Meredith, NH 03253 (603) 279-4269.

Jordan Breweriana Wanted — Foam scrapers, mirrors, labels, signs, crowns, etc. Also paying \$\$\$ for Jordan Beer Holiday Special and Winter Special labels. Larry Jordan, 2404 Boardwalk Dr., Mesquite, TX 75181-2540 (214) 222-6297.

Crescent Brewery Items Wanted — All types of breweriana for the Aurora (Indiana) Brewing & Malting Co. and Crescent Brewing Co. of Aurora. Jeff Huntington, Hillforest Historical Foundation, P.O. Box 127, 213 Fifth St., Aurora, IN 47001 (812) 926-0087.

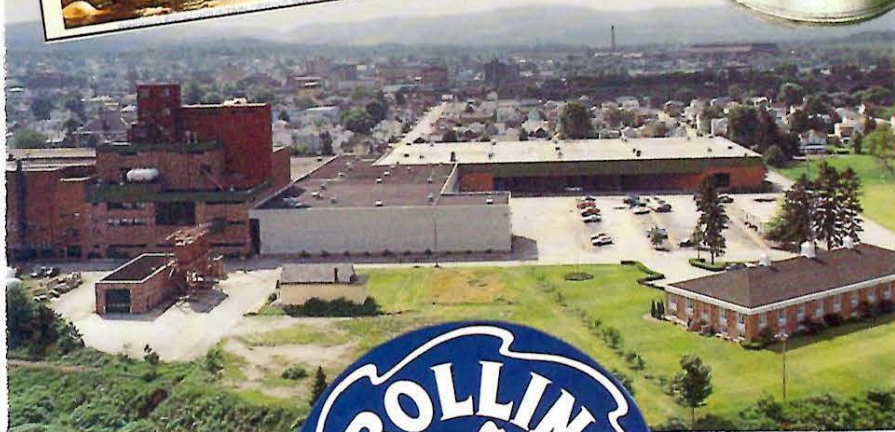
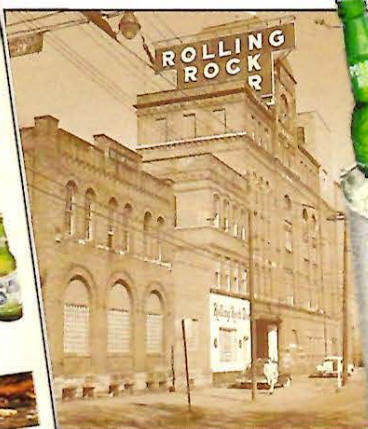
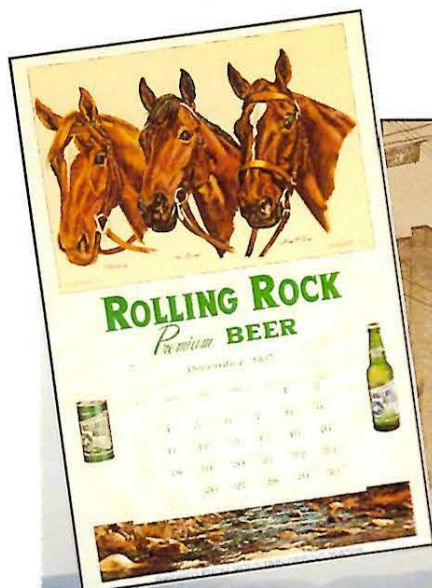
Pre-Pro Mini Mugs Wanted — Offering \$300 each for Acme, Rock Island, Prima Burg/Brau, G. Brehm & Son, Rheingold, Faltlass Lager. Ray Frederick, 9801 Dahlia Avenue, Palm Beach Gardens, FL 33410 (407) 626-3807.

*I-75 at Buttermilk Pike
Fort Mitchell, Kentucky*





NABA CONVENTION GREENSBURG, PA. AUGUST 5-6-7 1994



LATROBE BREWING CO., LATROBE, PA.

