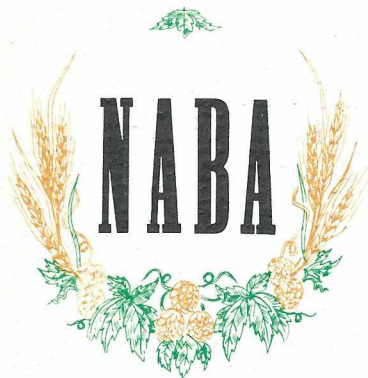


National Association Breweriana



Advertising

Newsletter

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

VOL. NO. 9

FALL EDITION 1974

THIS ISSUE ?

BUFFALO BEER
IS BACK

1974 NEWS FROM
CONVENTION

BUY-SELL-TRADE
SECTION

TEXAS SMALLEST
BREWERY

BOCK TALK

A lot of shows and get togethers have transpired since the Minneapolis group put together the very successful convention. From NABA and myself thank you to Mr Renio Ojala, Convention Chairman and his committee, for a job well done.

From all reports, the NABA get together at Gaithersburg was a success and a good time had by all. Mr Leon Beebe handled the leg work. Sorry I had to miss it and the advertising show but time did not permit me to attend.

I think the Indy advertising show with Mr Neal Wood was one of the best yet - if you didn't find anything, you couldn't have looked very hard and the quality was great. Our Saturday night NABA get together was very well attended, with a lot of Breweriana conversation being exchanged.

A trading session was hosted by Mr & Mrs Howard Kalt at their Milwaukee restaurant. The trading was hot and heavy, fifty four members were in attendance. Thank you Mr & Mrs Kalt for the food, drink and a place to trade our breweriana.

The first advertising show with Mr Roger Sapp and Mr Bob Doss was in delightful surroundings and for us a success. We added many interesting pieces to our collection. Time did not permit us to have a NABA get together, but it was a pleasure visiting with NABA members who attended the show. We also had the privilege of viewing the great collections of Ray Mortimeyer and Tom Killeen - were sorry that we didn't have time to visit other St. Louis members. We enjoyed seeing others collections, as there is not a collection that we have seen that there was not an article that we could have not used in our own collection - this is the great thing about Breweriana collecting, there is always something to look for.

As in the letter I just sent, Mr John Murray Jr. resigned from the Board of Directors "Because of mounting business pressures and health reasons" - we all wish you well John and thank you for your time and effort you have expended for NABA.

John Pyrek is the newly appointed membership chairman. Get the application blanks in. Please put your name on the bottom left hand corner so John can keep score, remember the member recruiting the most new members by the first day of the "75" convention will be the proud owner of a "75" convention souvenir mug.

Mr Tom Killeen is hard at work doing the new directory, don't forget to get the information blank back to him by November 30th or you might not be listed as you should, or would like to be. Also include your telephone number if you would like it listed in the directory.

The ballot for John's replacement on the Board of Directors as well as the order blank for this years convention mug and color picture booklet, have been mailed. Please vote and if you so desire place your order and return it in the self addressed envelope as soon as possible. The sooner I get the orders, the sooner I can give the manufacture the number needed.

Last but not least, Mr Dich Hinds (assisted by Carolyn) has done another great job on the newsletter - inspite of his back problems and long hours - keep sending him articles.

Herbert A. Haydock
President NABA

LAUER BREWING COMPANY

-- Bernie Wallace

A magnificent statue stands in City Park in Reading Pennsylvania. The statue, cast in the likeness of Frederick Lauer, was erected and unveiled in 1885, by the United States Brewers Association. Lauer was the first president of the Brewers Association and his fame as a brewer and apokesman for the brewing industry was widespread. The dedication speech was made by Jacob Conrad, a famous Philadelphia brewer.

The statue has a brass plaque on each of the four sides of its base. The following are the inscriptions.

North Side - "The City of Reading commemorates the public and private virtues of an honoured citizen by the grant of this location. Erected 1885, the year of the 25th convention of the United States Brewers Association."

South Side - "To Frederick Lauer, of Reading, the United States Brewers Association, of which he was the first president, has erected this monument in grateful remembrance of his unselfish labor for the selfare of the brewing trade in this country."

West Side - "Let this example tell the brewers of this country to maintain good fellowship, to preserve their association and to defend their right."

East Side - "His zeal sprang from his firm conviction that in striving to advance the brewing trade he was working for the cause of national temperance."

Even though Lauer was temperance minded (beer really is more temperate than whiskey), the temperance minded folks of Reading resented the presence of the statue during Prohibition. In 1922 the Berks County (Pennsylvania) Christian Endeavor Union passed a resolution requesting the Mayor and City Council to order the removal of the monument. Despite the agitation, Council refused to grant the request. It was pointed out that Fred Lauer was a member of Town Council at one time and at the height of his career was considered the most prominent citizen of the city.

Lauer was a member of a pioneer brewing family. His father, George Lauer, came to America with his family from Bavaria in 1823 and settled in Womelsdorf, Pennsylvania (14 miles from Reading), and immediately established a small brewery. His son, Fred, assisted him and later moved to Reading, starting a brewery at Third and Chestnuts Streets near his home. His business increased to such extent that by 1866 he erected a larger brewery at Third and Walnut Streets and laid out a park and beer garden in connection with it. Mr. Lauer represented his ward in Town Council and in 1867 was chosen President of Select Council. He was an officer in many civic and fraternal organizations. During the Civil War he equipped and sent to battle a company of men at his own expense. (Part of the 104th Pennsylvania Regiment)

Reading could once boast of the Lauer Mansion built by Fred Lauer and a later one built by his son, George F. Lauer, who followed in his father's footsteps in the brewing industry.

LAUER BREWING COMPANY (cont'd)

The later mansion was one of the show places of Reading, with beer barrels, mugs, etc. carved artistically in the wood finish.

Lauer's death in 1883 was publicly mourned in Reading, and the Reading Eagle of April 7, 1933 reported that many of the "old timers" remembered that it was Frederick Lauer's boast that his lips never touched water for nearly 40 years.

For more information on the life of Frederick Lauer and the history of the Lauer Brewing Company, see One Hundred Years of Brewing, H.S. Rich and Company Publishers, New York and Chicago, 1903; as reprinted by fellow member Will Anderson in 1973.

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MARTI KEEPS "GRAND OLD BEER" ALIVE

For someone looking for a bit of German tradition tucked away in Minnesota's hills and prairies, New Ulm, in the south central part of the state, would be a likely place to start.

Beer is part of that tradition and August Schell Brewing Co. has kept it alive for the past 113 years.

There once were five breweries and a distillery in New Ulm. Now Schell's is the only survivor and it, too, is threatened by the fierce competition in the brewing industry which has reduced the number of breweries in the state from more than 70 in 1918 to five today.

There was a time when virtually every substantial Minnesota town had a brewery.

There was Falls beer in Fergus Falls, Kato beer in Mankato, Bub's beer in Winona, Gopher beer in Alexandria, Engesser in St. Peter, Fleck's in Faribault and many more.

Now the small breweries are down to two--Schell's and Cold Spring Brewing Co. in Cold Spring.

While the Cold Spring brewery has retained little of the trappings of its 99-year history, Schell's oozes a Germanic flavor in its physical environment as well as its beer.

The brewing plant is nestled on a wooded hillside along the Cottonwood River on the outskirts of New Ulm.

Access to the brewery is along a tree-shrouded dirt road.

Sections of the original brewery built by August Schell in 1860 are still used, although there have been additions over the years.

Not far from the brewery is the red-brick home built by August Schell in 1880.

Warren Marti, president of the brewery, lives in the home now. Marti, 52, is the great-grandson of Schell, and is the fourth and probably the last generation of the family to operate the brewery.

Between the brewery and the house is a spacious ornamental garden, patterned on similar plots in the Rhineland, which has been tended by full-time gardeners since the 19th century.

MARTI KEEPS "GRAND OLD BEER" ALIVE (cont'd)

Behind the house is a shaded deer park which hosts 21 white-tailed deer, some of them possible descendants of the park's original herd which was started by the brewery's founder.

The deer were long a symbol of the brewery's products and its cans and bottles bore the legend "the deer brand beer." The slogan has been dropped, but a stag's head remains as a reminder.

The more than 30 brewery employees are allowed two work breaks a day during which they can visit the modest tap room and quaff cold samples of their day's labor.

Marti has lived on the brewery grounds all his life and seems to have a relaxed view of the economic forces which keep Schell's future in doubt.

On a day last month, Marti's concern was more for the discovery of Dutch elm disease in three trees along the nearby riverbank than for the sales promotions of Schlitz or Pabst.

Why has Schell's survived while so many other similar ventures, including Hauenstein brewery, over the hill from Schell's, have fallen by the wayside? Marti could offer few answers. "We have kept our plant modern by putting in new machinery that has cut our costs a lot," he says.

The company has also taken on two labels formerly the property of Fitger's Brewery in Duluth, which has gone out of business.

Marti views Schell's future philosophically. "I don't know if we have made it, but I hope so," he says. "It's getting tougher every year. Just think of all the competition we are getting now that we didn't have 10 years ago."

Part of Schell's success is due to local loyalty. Most taverns in the New Ulm area serve Schell's on tap.

Marti said one quarter of the brewery's annual production of 40,000 barrels is sold by the keg.

"People are pretty loyal," says Marti, "but even that is changing. We can't depend on the local market because fewer and fewer people live in that part of the state."

Marti says he is pleased with a tax break given to the state's small breweries by the Legislature this year. Under the law, state breweries are given a 50 percent reduction on the state tax for the first 40,000 barrels produced. Marti says the law will probably save his company between \$40,000 and \$50,000 a year.

He also plans further improvements in the plant that will speed up the bottling process and renovate the ancient storage cellars.

Marti has three sons but he is resigned to the probability that none of them will follow him in the brewing business. Two of them are already launched on other careers. The third aspires to be an Olympic gymnast and is uncertain about his future.

"Sometimes I think I am crazy to stay in the business," says Marti, "but I never really thought of quitting."

BUFFALO BEER IS BACK IN SACRAMENTO

Coupling affresh concept of returnable beer bottles with a deep interest in local history, Sacramento Attorneys Douglas Long and Phillip McKibbin will, beginning in mid-October, be marketing Buffalo beer.

Beer from the original Buffalo Brewery was produced in the Capital City for more than 50 years beginning in 1890. Western America's most popular brew before Prohibition, Buffalo was distributed throughout the world. Sacramento, which at one time had eight breweries, has been without one since the 1940's.

All that is about to change. Long and McKibbin, 1972 graduates of McGeorge School of Law, were huddled over a beer early this summer discussing the lack of returnable beer bottles and the possibilities of producing something of that sort. One thought led to another and they wondered aloud, "Whatever happened to Buffalo Beer?"

The pair decided to look into the matter. Research revealed no trademark or copyright problems and a check with a brewery produced a source of "high quality beer brewed exactly to our specifications".

Ted Thames Design Associates of Sacramento created a label which depicts a mature buffalo pausing for a drink from a cool mountain meadow stream. The partners expect the first run of labels soon and the first beer to be available in October.

Initially, Long and McKibbin will market the beer to saloons, liquor stores and grocery stores solely in the 12-ounce, long-necked brown bottles in 12-packs and cases. Later, if early sales show promise, they may expand to quart bottles and six-packs.

Also in their future - dependent upon response - is establishment of their own Buffalo Brewing Co., along with extensive promotion of the beer tied in with Sacramento Valley events. The original brewery was noted for its promotion efforts.

Long and McKibbin emphasize: "We don't want to duplicate or cheapen in any way original Buffalo Brewery artifacts. We want to be unique and separate, telling through our promotions the story of Sacramento as it is in the 1970's.

The Attorneys expect their product to be competitive.

"We estimate a six-pack would market in the \$1.35 range, plus a nickel deposit per bottle", says Long. "Popular brand six-packs are expected to be in the \$1.75 to \$2 range by the first of the year. Our early sales efforts have been met with enthusiastic responses".

Long and McKibbin, who expect to announce appointment of a general manager this month, also foresee development and production of returnable cartons and cases.

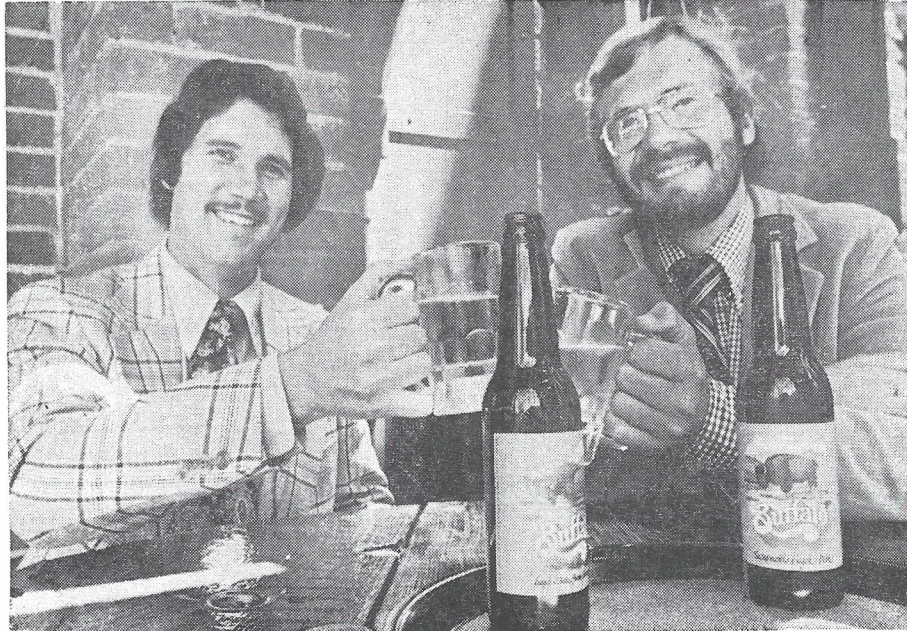
Coincidentally, an 1890 Sacramento County history quotes Buffalo brewery founder Herman Grau on the firm's establishment: "We shall use only the best material. Our beer will be of the highest

BUFFALO BEER IS BACK IN SACRAMENTO (cont'd)

standard of excellence and equal in quality to that made in this or any other country".

The philosophy of Long and McKibbin involves offering the public a "unique returnable bottle, staying close to home and involving Sacramentans in the product and its marketing and producing a first-rate, quality premium beer".

Sounds like old times again in Sacramento.



THANK YOU!

Our sincere Thanks to EVERYONE for their graciousness and hard work in making our first attempts at National Association Breweriana Advertising Convention a most pleasant experience for our Minnesota members. The memories of this convention help us look forward to a future date when we might be picked as Convention headquarters again. We cannot possibly list all who assisted so efficiently, but each of YOU know who you are - so Thanks to YOU.

Our Minnesota members look forward to seeing each of you at the next Convention and, hopefully, many of you before that time.

Reino Ojala
Committee Chairman

MINUTES OF THE ANNUAL BUSINESS MEETING OF
NATIONAL ASSOCIATION BREWERIANA ADVERTISING

-- Larry Karacki

The annual business meeting of the National Association Breweriana Advertising was held at the Ambassador Motel, in the City of Minneapolis, Minnesota, on August 4, 1974, at 9:30 a.m.

The meeting was opened by John Murray, President of N.A.B.A., who called for reports from the various officers of N.A.B.A. Robert Gottshalk, Coresponding Secretary, reminded all new members in attendance that they would receive their copy of the N.A.B.A. Newsletter promptly, but that their membership certificate may be slow to arrive. Paul Haudrich, Treasurer, reported that as of August 5, 1973, cash on hand in the N.A.B.A. treasury was \$578.76 while receipts for the year through August 1, 1974 were \$5,161.09 or a total of \$5,739.85. Expenses through August 1, 1974 were \$2,723.79, leaving a current treasury balance of \$3,016.06. It was noted, however, that the cost of the Minneapolis convention would considerably reduce the treasury balance.

In the N.A.B.A. Newsletter report, members were asked to inform the Newsletter editors when they learned of reproduction items in order that all N.A.B.A. members could be kept informed. Members were also asked to send in news clippings and other material of interest to other N.A.B.A. members which could be reproduced in the Newsletter.

Under new business, Joe Fury discussed the new N.A.B.A. constitution. He informed the membership that as of February 6, 1974, N.A.B.A. was incorporated as a not for profit organization in the State of Illinois. He said the incorporation gave individual members and officers protection from suits for personal assets. He also noted that the new constitution was expanded in length to conform with state laws which required that the responsibility of each officer be defined and that the responsibility of members be defined when the purpose of the organization is set forth. It was moved and seconded that the new constitution be approved without modification and the motion was unanimously passed.

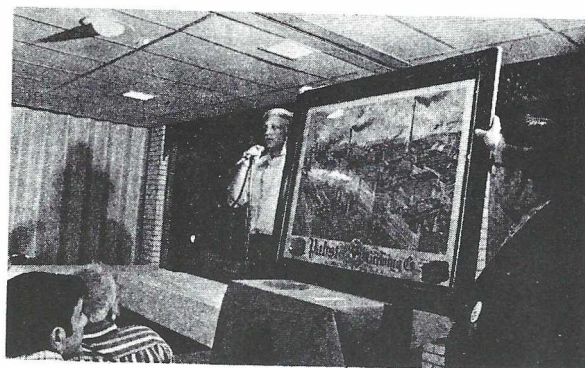
It was reported that the auction of brewery items held on August 3 had netted \$2,868 of which some \$400 had gone to the N.A.B.A. treasury.

A question was raised from the floor regarding the handling of new N.A.B.A. members who join the organization solely to get into the trade session without any intention of continuing their membership. It was suggested that some method needed to be devised to exclude this type of person from N.A.B.A. It was agreed to refer the matter for discussion by the Board of Directors at their next meeting.

It was announced that next year's meeting would be held during the first weekend in August with site to be announced at a later date.



This silver container, called a Match Safe, sold for \$30.



\$380 bought this picture.



One of the biggest buyers of the day was Howard Kalt, Milwaukee, shown here with a large number 3.



Keeping tabs on the buyers bids are NABA auction officials.



This ashtray, occupied by a musketeer instead of a cigarette, sold for \$25.



SCENES FROM INITIAL
BREWERIANA AUCTION
HELD AT OUR 1974
N.A.B.A. CONVENTION

MINUTES OF ANNUAL BUSINESS MEETING (cont'd)

New Officers of the N.A.B.A. were introduced. They are:

President..... Herb Haydock
Vice-President..... Tom Killeen
Secretary..... Larry Karacki
Treasurer Joe Fury
Corresponding Secretary.. Bob Gottshalk
Newsletter Editor..... Dick Hinds
Board Member..... Jack Muzio
Board Member..... Bill Ross
Board Member..... Paul Haudrich
Board Member..... Ray Ojala
Board Member John Murray

Following a brief ceremony in honor of the departing President, the meeting was adjourned.

AMERICAN BREWERY OF BALTIMORE

--Don Starver

"Where Beer Was Brewed In A Castle". That's one of the themes of a local group trying to preserve the buildings of the Old American Brewery. The Brewery, after several years of losses, ceased operations as of April, 1973.

The five story structure with three towers was built in 1887 by the Weissner Brewing Company after they outgrew their original brewery at the same site built 24 years earlier.

Prohibition forced Weissner out of business and hence became American Brewery. Allegheny Beverage Corp. was the last owner of the brewery and is still using the buildings as office space and for storage of their other products. The buildings are not open to the public.

The brewery property is for sale, but is apparently priced out of range of any local group that would like to preserve it. The possibility of its being used as a breweriana museum is interesting but unlikely since it is located in the midst of a deteriorated section of Baltimore. However, in the national civil disturbances of April, 1968 the brewery was untouched even as businesses all around it were burned and looted.

The focal point of groups trying to preserve the brewery seems to be Maryland Historical Trust, 2525 Riva Rd., Annapolis, Md. 21401. The buildings are now registered National Landmarks which only means that federal money cannot be used to raze or replace them. Hopefully they will stand for a long time as a monument to the building and brewing skills of our ancestors.

THE FITGER BREWING CO.

-- Reino Ojala

The city of Duluth got its first brewery in 1859 because of a depression. It was started as an unemployment relief measure. The village population had been rapidly decreasing and in the handful of people remaining there were four unemployed single men. One was a brewer. They decided to build a brewery, and the fact that they did not possess any malt, hops or barley did not at all embarrass them. At a site now known as the intersection of Washington Ave. and First St., near the present Fitger location, they hewed huge pine timbers, and designed their own plant.

The four men were H. S. Burk, Gilbert Falconer, Harry Fargo and J. G. Bush. It was with the financial support of another pioneer, however, which enabled them to proceed with the venture. His name was Sidney Luce, a gentleman who played an important role in the early days of the community. In a few years Mr. Luce became the principal owner. He finally sold out to Nicholas Decker and the City directory for 1884-85 shows this brewery in the hands of W & C Franke. One other brewery also listed as--

LAKE SUPERIOR BREWERY
M. Fink & Co. Proprietors
SELECT
Lager Beer Furnished on Short Notice
Capacity 50 barrels/day
South side Superior St. bet. 5th & 6th Aves. E.

In the City directory for 1885-86 this brewery is listed as A. FITGER & CO., with no mention of the earlier one a short distance away. The little brewery of the "bachlors 4" was probably razed to make way for new and wider streets. August Fitger and Percy Anneke developed their brewery into a rather large enterprise and in January of 1904 the name was changed to Fitger Brewing Co. The major brands produced were "Pale Bohemian" and "Bavarian" beer, and the company had 25 agencies in the Mesaba Range and northwest corner of Minnesota. During prohibition the company manufactured cereal beverages (Pickwick and Dogs-head) malt syrup, a complete line of carbonated beverages and candy bars.

A 1930 newspaper clipping relates that in past years Mr. Fitger and Mr. Anneke erected a number of mercantile buildings, hotels and banks in northern Minnesota towns as active indication of their interest in the development of the region. Victor Anneke, a son of the founder, became Vice President and General Manager, and succeeded August as President in 1924. In April of 1938, John Beerhalter became the breweries President after 36 years of service to the company.

The Fitger Brewing Co. ceased operations in September of 1972. A Duluth Herald news clipping stated that the decision was prompted by a stipulation agreement with the Minnesota Pollution Control Agency that called for the brewery to complete an expensive pollution abatement project by September 30 or close down. Fitger President, John A. Ferris, said that compliance with the PCA stipulation was made because "brewery property is included in present plans for the extension of Interstate 35," and "it is not practical to make a substantial investment in pollution abatement" if the buildings are to be acquired by the state highway department for right-of-way.

THE FITGER BREWING CO. (cont'd)

Fitger beer will continue to be made by the Schell Brewing Co., of New Ulm, Minn. and Fitgers will remain in a distribution capacity, Duluth's oldest business concern.

THE RETURN OF JACKSON KOEHLER

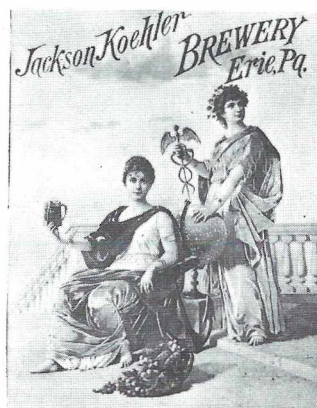
Some of the classic turn-of-the-century advertisements have been resurrected by the Erie Brewing Co., makers of Koehler Beer, as the objects of the firm's spring and summer promotional campaign in its marketing areas of Ohio, Pennsylvania, and western New York.

Wall-banner ads from the Jackson Koehler Eagle Brewery have been reproduced into poster-sized copies, and offered to the public in Erie Brewing Co.'s marketing area at a nominal charge for postage and handling. Distribution of the reproductions began July 15 with assistance from television and radio advertisements.

The campaign features "Uncle Jackson's" fictional great-great grand-niece, Jackie Koehler, who reminds consumers that Koehler Beer is still brewed by the Erie Brewing Co. in the old-time manner, according to the secret Dutch recipe brought over from Holland over a century ago by the brewery's founder, Jackson Doehler. This family heritage theme has been utilized by the brewery since the theme's inception in 1968 by Lando/Bishopric, Inc.

Several of the wall-banner ads now being used by the Erie Brewing Co. in this promotion were discovered recently in the home of Mrs. Forest Zimmerley, near Erie, Pennsylvania. Posters from the "Gay 90's" which once hung in taverns all over northwestern Pennsylvania, were part of the preserved collection of artifacts and memorabilia in the Zimmerley home, some of which date back to pre-Civil War days.

These old-time posters from the Jackson Koehler Eagle Brewery are primarily focused on the young adult market, while, at the same time, the self-liquidating campaign aims to the loyalty of Erie Brewing Co.'s older customers, some of whom may remember the days of the Koehler brewery and who retain their enjoyment of Koehler Beer.



← Circa 1895-1900, this wall poster hung in taverns throughout northwestern Pennsylvania, to whet the appetites of consumers for Koehler Beer. In mid-July, the 70-year-old poster became young once more, offered as a self-liquidator by the Erie Brewing Co. in its three-state marketing area.

GEYER BROS. HOLD TO 99-YEAR TRADITION

In a little red brick building on Frankenmuth's main street, one set or another of Geyer brothers have brewed beer for 99 years.

Right now there are three Geyer brothers--Herbert, Walter, and Carl--running the same recipe with which founder Grandpa John G. Geyer started out.

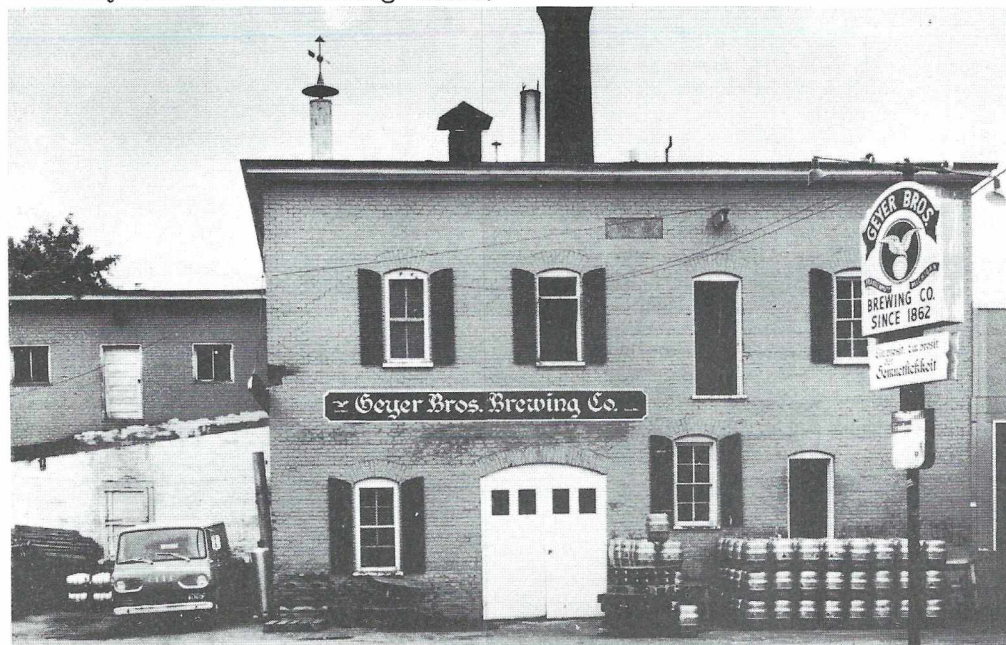
Carl Geyer, 55, secretary and coordinator of the company, spends his time managing the office, ferrying emergency supplies of beer around Frankenmuth, and handpainting the ornate signs outside the brewery.

One of those signs bears an old folk saying, written in German, but Carl says it means: "Just because you sing doesn't mean you are an accomplished opera singer and just because you take a drink doesn't mean you are a drunkard."

Herbert Geyer, 61, vice president, operates the bottle shop where Geyer's "original" Frankenmuth Bavarian--light and dark--and Geyer's lager beer is filling bottles at the rate of 134 a minute.

Herbert, wearing earplugs as protection against the machine's clatter and sipping a Frankenmuth dark, explains that the family's beer is "fully fermented--11 days--so that it doesn't ferment in your stomach."

Walter Geyer, 60, vice president and brewmaster, arrives at work midnight every day and works until 3 or 4 p.m., getting the brew ready for the fermenting tanks.



Situated on Frankenmuth's main street, Geyer Bros. Brewing Co. looks unchanged, at this view, from its 1862 origin. Three Geyer brothers, Herbert, Walter, and Carl, now control this operation, which their grandfather, John, purchased almost a century ago, in 1874.

BUY - SELL - TRADE SECTION

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

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

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

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

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

Please mail all ads to your Newsletter Editor:

Dick Hinds
313 Poplar Avenue
Cincinnati, Ohio 45215

BUY-SELL-TRADE SECTION

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

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

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

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

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

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

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

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

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

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

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

WANTED - Any kind of advertising items from Anheuser-Busch, trays, bottles, signs, etc., include price when writing. James Cate 10069 Newcastle, El Paso, Texas 79924.

WANTED - Pre-Prohibition trays in excellent condition featuring brewery scenes or girls. Please include picture (if possible) and price. Marv Cummings, 515 A E. Main, Waterford, Wis. 53185.

LIMITED SUPPLY 12 oz. Neuweiler steel beer cans and banks. Will trade for any cones except Neuweiler. Earl Orth, 806 Flexer Ct., Allentown, Pa. 18103.

WANTED: Items from the following Chicago breweries: Gambrinus, Frank McDermott, Mutual, Roosevelt, Stenson, Superior, & White Eagle. John Pyrek, 559 St. John St., Elgin, Ill. 60120.

BUY-SELL-TRADE SECTION (cont'd)

WANTED: Any item promoting Anheuser-Busch products; posters, signs, trinkets, trays, old bottles, cans, books, ads, etc. James Cate, 10069 Newcastle, El Paso, Texas 79924.

TAP KNOBS WANTED - I will buy or trade. Especially want small, round, chrome, insert type. Also buying collections. Dan O'Conner, 48 Park Ave., White Plains, New York 10603.

WANTED - Brewery clear glasses, embossed before 1919, would like pictures of same if available and prices. John J. Collins, 1129 Audubon Rd., Park Hills, Ky. 41011 (606)581-0287.

SOVIET CAN'T GET HOPPING ON BEER

A grandiose Soviet scheme to fight drunkenness with an ocean of beer is bogged down by slow construction of breweries and a shortage of storage space and outlets.

A few years ago the Kremlin announced plans for 30 big breweries that would flood the country with an additional billion quarts of beer annually.

It was part of the fight against endemic drunkenness and built on a theory that Russians could be coaxed from drinking vodka and other potent drinks to beer and wines.

The labor newspaper Trud, which keeps an eye on the drinking habits of Soviet workers, promised the Russian people that "there will be beer"--but only if the construction ministries responsible for building the breweries get to work.

Many Russians say they would be happy to drink beer, but for the time being the brew, like many consumer products, is in short supply. Even Zhigullivskoye, the beer that made the Russian town of Zhigulevsk famous, is hard to find in Moscow.

Thirsty Russians in many cities line up to enter the few beer halls and swarm around kiosks that dispense beer in communal glasses.

Trud said that in Rostov--a city larger than Milwaukee--there are only nine beer halls.

Things look even worse in Kazan where Trud reported "even during the cold season beer is rare in stores and buffets."

A spokesman for the Soviet ministry governing the food industry conceded that progress at some brewery construction sites has "caused alarm." But he claimed breweries in Minsk, Kishinev and Petropavlovsk were being built on schedule and plants at Ivanovo and Nikolaev have been commissioned.

As for some of the rest, the spokesman conceded that construction at Kursk had slowed, and building at Novgorod has been "frustrated by builders." He said progress in construction also was going badly at breweries in Yaroslavl, Utena, Barnaul and Chimgent.

It's enough to drive a Russian to drink--vodka.

NEW MEMBERS

Rick Anderson	411 W. Wesley Rd. N.W.	Atlanta, Ga. 30305
Fred Benning, Jr.	Gilmore Valley Rd.	Winona, Minn. 55987
Larry W. Bonzer	246 Belmont Ave.	Long Beach, Calif. 90803
Robt. L. Boring	5013 Reeder St.	Indianapolis, Ind. 46203
Kenneth Buss	3877 E S.R. #2	Rolling Prairie, Ind. 46371
Marvin Cummings	515A E. Main	Waterford, Wis. 53185
Scot Dietrich	R.D. #2	Kempton, Pa. 19529
Cornelius T. Early	694 Bard Ave.	Staten Island, N.Y. 10310
Richard G. Fisher	2122 Robbins Ave.	Niles, Ohio 44446
Jerry Fitzgerald	323 Ridgedale #1	Louisville, Ky. 40206
Vincent John Furst	General Delivery	Big Sky, Mont. 59716
Greg Geronson	5905 Thomas Ave. So.	Minneapolis, Minn. 55410
Larry A. Greenhagen	3423 Washburn Ave. N.	Minneapolis, Minn. 55412
Ernest Haist	790 Gravel Hill Rd.	Southampton, Pa. 18966
Elmer Hensinger	R.D. #2	Kutztown, Pa. 19530
Robt. Hermany	R.D. #1	New Tripoli, Pa. 18066
Barry E. Hunsberger	Cedar Ridge Apts. T-29	Blackwood, N.J. 08012
Linda Hurd	3434 Blanding Blvd. #243	Jacksonville, Fla. 32210
James Iseminger	2120 Bramblewood	Fremont, Neb. 68025
Brian Katzen	4831 N. 24th Rd.	Arlington, Va. 22207
Robert E. Kay	1225 Oakmont	Flossmoor, Ill. 60422
John P. Kazmaier	Oak Knoll	Holidaysburg, Pa. 16648
Franklin Keim	R.D. #1	Kempton, Pa. 19529
Allan Kohn	3640 Norwood Rd.	Shaker Heights, Ohio 44122
Richard Krah	9913 W. Beloir Rd.	Milwaukee, Wis. 53228
Del Krumbein	Rt. 1 Subway Rd.	Fond du Lac, Wis. 54935
Scott Wood	3801 $\frac{1}{2}$	Marion, Ind. 46956
Ronald S. Griffith	4296 S. Meridian	Okemos, Mich. 48864

NEW MEMBERS (continued)

John O. Lindgren	2412 Sheridan Hills Curve	Minneapolis, Minn. 55391
Jack Linna	7616 Clark Ave. Apt. 4	Cleveland, O. 44102
H. Jay Lowe	46 Wall St.	Bethlehem, Pa. 18018
John C. Marx	P.O. Box 2452	Oshkosh, Wis. 54901
John E. McCombie	2602 Spring Creek	Rockford, Ill. 61107
Hampton H. Miller	Rt. 1 Shelton Rd.	Flemington, N.J. 08822
R. A. Miller	3600 Pennsylvania S. #1	Minneapolis, Minn. 55426
Frank H. Moore	1526 E. Roosevelt	Phoenix, Ariz. 85006
John W. Mulligan	65 Pelton Ave.	Staten Island, N.Y. 10310
Jack Nash	P.O. Box 773	Eureka, Calif. 95501
Gary W. Newbacher	2312 Ohio Ave. Apt. 135	Cincinnati, O. 45219
Tom Nims	Box 515	Austin, Minn. 55912
Robt. J. Prexta	13609 Amodio Ave.	Uniontown, O. 44685
Marion L. Quigley	3932 Clough St.	Highland, Ind. 46322
Edwin Ratliff	1923 N. 70th St.	Wauwatosa, Wis. 53213
Albert Schafer	6255 N. Caldwell	Chicago, Ill. 60646
Alan H. Schafer	South of the Border	South Carolina 29547
Walter Schafer	8347 Lonkar Dr.	St. Louis, Mo. 63123
Pat Shimek	3526 N. 6th St.	Minneapolis, Minn. 55412
Andrew P. Smith	4309 Hamilton St.	Hyattsville, Md. 20781
Garfield Steen	P.O. Box 222	Waukesha, Wis. 53186
Howard P. Strohn	Box 54	San Ardo, Calif. 93450
Richard K. Swanson	18 E. Willow Rd.	Wheeling, Ill. 60090
Glenn B. Thorsen	3604 Pine Place Rd.	Eau Claire, Wis. 54701
Thomas W. Truesdale	12191 Geneva Way	Apple Valley, Minn. 55124
Richard VanDenBerg	Rt. 1, Marine Dr.	Cedar Grove, Wis. 53013
joe Veselsky	8 Marie Ct.	Hicksville, N.Y. 11801
Hope Wessner	1808 Chew St.	Allentown, Pa. 18104
Bill Wolfsheimer	3609 Kimble Rd.	Baltimore, Md. 21218
Jonathan L. Dill	3422 Beechwood Dr.	Williamston, Mich. 48895
John Heelan	Olympia Brewing Co. P.O. Box 947	Olympia, Wash. 98507

CHANGES OF ADDRESS

Jim Crampton	404 N. Bedford	LaHabra, Calif.
Mel Greenberg	7460 Thornhurst	Glendora, Calif. 91740
Ken Hauck	4590 Grandcastle Dr.	St. Louis, Mo. 63128
Robt. Edward Leeth	4871 U.S. Rt. 62 S.	Washington C.H., Ohio 43160
Bob Pennell	493 N. 25th St.	Camp Hill, Pa. 17011
Leon Riggs	5510 Emerson Way	Indianapolis, Ind. 46226
Sam Robins	8211 Kostner	Skokie, Ill. 60076
Jim Rubly	Main St.	Seward, Ill. 60071
Bryant Saner, Jr.	Naval Hosp. Box 307	Corpus Christi, Texas 78419
Bill Thompson	1618 N. Dousman Rd.	Oconomowoc, Wis. 53066

SIXTY-FIVE YEARS OF BREWING IN SHINER, TEXAS

THE SMALLEST BREWERY IN TEXAS stands "Texas tall" in Shiner, its whitewashed buildings next to Boggy Creek capped by an 8-by-17-foot American flag. Spoetzl Brewery, Inc., marking its 65th anniversary of continuous brewing this year, may be a small operation by 1974 standards, but its 30,000 barrels per year of Shiner beer contain the added ingredient of long-standing tradition.

The brewery was founded as a cooperative in 1909, and was named the Shiner Brewery Association. Mostly farmers and local businessmen, the first owners, found brewery finances too heavy to overcome, and sold the operation to Kosmas Spoetzl in 1914. Spoetzl, a newcomer to Texas at that time, gave the brewery its present name. His family continued its ownership and management until 1966, when the business was sold to William Bigler, a former master brewer. Bigler, in turn, sold the brewery to eight Texas businessmen in 1968.

Among the new owners was Archie Ladlaw, a native of the area. Ladlaw now serves the organization as president, and is the regenerative force behind Spoetzl's ability to continue in business. Under his supervision, the brewery has undergone an expansion and modernization program during the past few years which has helped to keep this historic facility in its original intended use.

SIXTY-FIVE YEARS OF BREWING IN SHINER, TEXAS (cont'd)

Physical improvements initiated by the Ladlaw group included an addition to warehousing space in 1969, which increased warehouse area by 3,850 square feet. The major 1970 expansion program at Spoetzl included the installation of a new and modern bottle shop in a newly-constructed building. Containing all new equipment for both bottling and canning, including a pasteurizer, wrap-around labeler and caser, the new facility increased bottling capacity in 1970 from 75 to 240 bottles per minute and enabled Shiner beer to be introduced in cans for the first time in the beer's history. To retain and continue capacity from 25-30,000 barrels, eight 300-barrel storage tanks were also installed during the 1970 program.

The new ownership at Spoetzl Brewery, Inc. hired a Shiner native, Johnny Hybner, now age 32, to serve as resident master brewer. Hybner is responsible for the lighter taste of Shiner beer, which was originally brewed by Kosmas Spoetzl to suit the heavier tastes of the Germanic population of the area in the early 1900's. The brewery ages its product naturally, keeping the beer in storage tanks for a full 28 days, Hybner states. And manual labor is still an integral part of the Spoetzl brewing process, as the weighing of ingredients, the corking of kegs, and the final inspection are still performed manually by some of Spoetzl's 40-odd employees.

Today's Shiner beer is marketed in both returnable and non-returnable bottles, in the cans introduced by the brewing firm in 1970, and the beer is also dispensed in three sizes of all-aluminum kegs. Keg sizes used by Spoetzl are the four, eight and 16-gallon sizes, with the unusual four-gallon keg "just the right size for two people," according to Hybner.

Integral to the Ladlaw group's expansion and modernization program was the revitalization of the company's distribution efforts in its triangle territory of San Antonio-Austin-Houston. In the San Antonio area, Gary Scott, 29, a former telephone company employee, purchased the distributorship for Shiner beer in August of 1973, when there were only 38 retail outlets for the brand. Scott increased the retail outlets carrying Shiner beer to 260 between August and November. "The market is really great in San Antonio," declares Scott. "There are more than 4,000 beer permits, and we haven't even started on the West Side yet."

Pride in the product is an important part of Spoetzl's heritage. The brewery site in Shiner was designated an historic landmark in 1969, the firm's 60th anniversary. A marker in the lobby attests to the recognition and the company's archives contain a locally-written history, compiled, in part, by Cecelie Spoetzl, Kosmas' daughter, who managed the company's operations from her father's retirement in 1950 to the 1966 sale to Bigler.

Reorganization, redevelopment and expansion of a business are always challenges. The Spoetzl Brewery, Inc., led by Archie Ladlaw, has proved it is possible, even in 1974, to sustain a 30,000-barrel capacity brewery in Shiner, Texas.

BREUNIG'S RICE LAKE BREWERY SAW FOUR
GENERATIONS END LAST YEAR

Rice Lake Chronotype - Wed., September 20 1961

Twenty-five years ago today, on a Saturday which was Sept. 29, 1936, the trucks rolled out from a newly refurbished building on the north side of Rice Lake with the first deliveries of a new product for more than a dozen taverns of the city.

It was the first brew of the since familar "Breunig's Lager Beer" from the vats of the Rice Lake Brewing Co., and it's distribution marked the climax to several months of careful preparation of the first product, and of more than three years of labor on the part of John G. Breunig, principal proprietor of the new industry in Rice Lake.

The shipments that first day went only to taverns within the city of Rice Lake, but during the following week supplies were also provided customers over a 60 mile area, and were "met with unusal favor", it was reported in the Chronotype of the following Week.

"The fine quality of the first beer is what met with instant favor," The Chronotype said, "with connoisseurs pronouncing it full bodied and fine for quality and flavor.

"An increasing number of men are bailing given work, and with one of the most modern small breweries in the state here a successful future appears assured."

Production at the new plant from the first "brew" was confined to keg beer only, but by the first of the year in 1937, Breunig's was also available to its increasing group of buyers in 12 ounce and "picnic" bottles. Breunigs in cans was not available until 1954, and the bottling of "shorties" in eight ounce size began in May of 1958.



John G. Breunig

Plans for the brewing enterprise in Rice Lake began in the early 1930's, when John Breunig was still a resident of Bloomer. They began to come to realization in 1934 when he purchased the former New Idea Potato Machinery Co. plant in Rice Lake, and started work on remodeling it with the aid of capital contributed by several local people.

Following the beginning of distribution the plant has been improved by major additions made in 1938 and again in 1948, and by a new warehouse and garage addition built in 1950.

Distribution during most of the 25 year history of the plant has been concentrated within a 60 mile radius of Rice Lake although large shipments were made during the war years to several west coast points, where there was no local supply of beer for workers in rapidly expanding defense plants.

The history of growth in the business here has paralleled a trend over the nation which has seen many of the small breweries of a generation ago disappear, with only 28 left in Wisconsin today.

John Breunig brought to Rice Lake in 1936 the tradition of a Family experience in brewing operations extending back to his grandfather, Jacob S. Breuning, with whom he was associated in breweries at Durand and Bloomer before coming here.



Phoenix Brewery on South Side Pictured in 1897

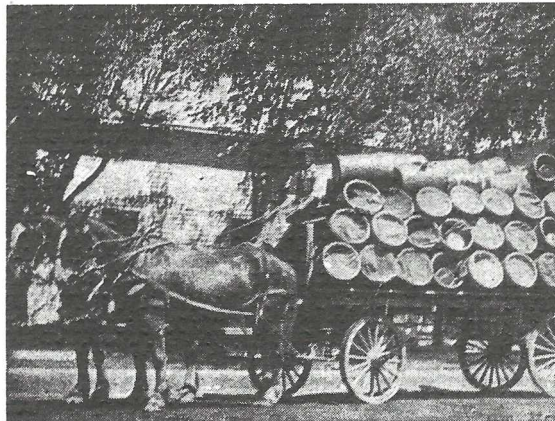
The tradition is carried on into the fourth generation by Breunig's son, John S. "Jack" Breunig, now vice president of the firm, and increasingly active in its management.

John G. Breunig was a graduate of Hantkes Brewing School of Technology in Milwaukee in the class of 1911 and is now completing his 50th year of active work as a brewmaster.

John S. Breunig, a Rice Lake high school graduate, and also holding degrees from the University of Notre Dame and Seibel's Institute of Technology at Chicago, is now the official brewmaster as well as serving as vice president a daughter, Mrs Delores Breuning Suckow, secretary and treasure of the firm for the past 15 years, and another son, Edward, are also active in the firm.

Veterans with the reunig enterprise are also five plant employees, Eugene Barthen, the plant superintendent, Merlin Janisin, Anton King, Douglas McFarland and Victor Shimon, all employees for 25 years, besides veveral others who have completed 24 years of work. Just one distributor, John Marek of Bloomer remains from the group who started with the company 25 years ago.

6—RICE LAKE (WIS.) CHRONOTYPE—Wed., Sept. 11, 1974



Early businessman was S. S. Morrison, A rice Lake arrival in the 1880's who for many years operated a city dray line, including this transportation fot the local PHOENIX BREWERY, and later on was the agent for the American Express Co. for many years. Also a printer, Morrison first came to the city as an apprentice worker at the Chronotype.

REMEMBER TO:

- **Vote**
- **Return Directory Listing**
- **Return Souvenir Order**

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