



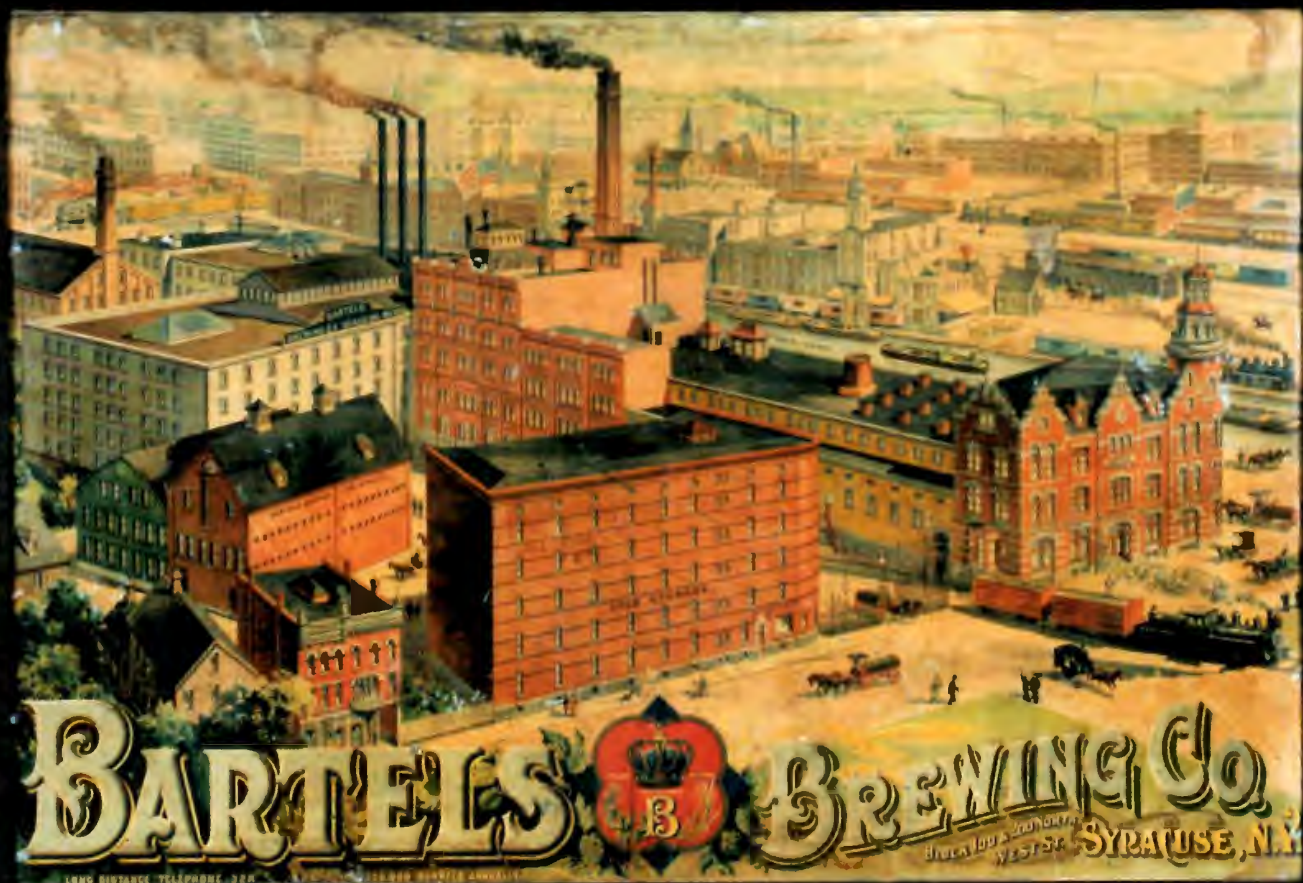
# The Breweriana Collector

JOURNAL  
OF THE  
National Association  
Breweriana Advertising

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# BARTELS



# MINNESOTA CASES

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# National Association Brewmeriana Advertising

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## COVER

The Bartels brewery in Syracuse is shown in fine detail on the lithograph in Mike Bartels' collection. The article begins on page 7.

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## President's Page

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By the time you begin reading this copy of the Collector, 1996 will be long gone. I hope that it was truly a good year for each of you and that 1997 will bring good health, prosperity, and good luck in acquiring exceptional finds for your collections.

As most of you know, our executive secretary, Bob Jaeger, has been attempting to reduce his work load. In order to help him accomplish this, Bob and Marilou Kay have offered to help by putting the membership directory into their computer. This is going to ultimately be a major time saver as it will allow future changes to be made much more easily.

Bob would like to eventually give up his position as executive secretary and we would like to hear from any of you who might be interested in taking over when Bob decides it is time to leave.

The other major event that has taken place has been the purchase of a computer system which will be used to publish the Breweriana Collector in a much more timely manner. Both Peter Blum and Fil Graff are excited about the capabilities of this new equipment and it should be a big aid in helping bring the publishing of the Collector magazine into the 21st Century. As with any new computer system, there is a learning curve in which Fil is currently engaged. Hopefully, by the time you read this most of the learning will have taken place and the cost should begin to pay off.

HELP! That's what we need in our attempt to make the NABA publication the best in our hobby. We need your input in the form of articles on your specialties. I am sure that there is a wealth of information stored in the heads of many of our members. You don't have to be a professional writer to share this information with you few collectors. It would be great if you would simply take a little time and put some of your knowledge down on paper. If you would like, include some snapshots of items you are especially proud. The editors will be happy to do whatever editing might be necessary and they will put your article in print for everyone to enjoy.

The doldrums of winter are here. The drought of flea markets, shows, and auctions is upon us. Spring is still a couple of months away, so what is there to do? Opportunity knocks; this is the perfect time for organization of the collection. It's a good time to decide what to keep, what needs to be upgraded, what you can live without to make room for new, and what can be sold or traded. It is also a good time to do some of the housecleaning that becomes a necessary part of having a collection. As a matter of fact, I think I hear a bunch of rather dusty mugs whispering, "*Clean me, clean me, clean me . . .*"

*Jim Shoulter*

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## From Your Editor

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The Winter issue has the first of three installments on Minnesota breweries. Jeff Wick has an amazing collection of wood cases, which mirrors the history of "Gopher" breweries large and small. Minnesota is also represented on the back cover and on a color age, courtesy of Bob Hajicek and Noel Boelters.

Mike Bartels, who understandably collect items from his namesake brewery, has provided great illustrations from his collection. Following Fil Graff's article on steins and mugs, items sold by principal auctioneers are shown. Our own auction chairman Bob Kay, in thanking his committee for a very successful event in Milwaukee, wishes to remind everyone that The Breweriana Collector will publish photos of items reserved for this summer's auction. Please send me any photos you wish to

submit; let's have a color page of collectibles to whet appetites for bidding!

Lastly, the success of the musical and movie *Evita*! has prompted us to contact our correspondent in Argentina for local color. (Dr.) Juan Carlos de Marco of La Plata replied with a very suitable color page. We owe you Juan!

We were very saddened to learn about the sudden death of Toronto member Robert Carrigan on January 21. Bob had been a member since the Milwaukee Convention of 1977, and attended many others (the term "Ladies Tour" was dropped from our vocabulary after Bob went to the Stillwater tour at the 1989 convention.) We wish to express our condolences to his family and to his long-time companion Larry Sherk.

*Peter Blum*



## Glasses, Mugs & Steins Auction No. 16

The top selling item in Kroll's latest auction was a Fox Head 400 barrel glass from Waukesha, WI, which sold for \$726 with buyers premium. Older beer glasses and those from closed breweries have appreciated. A rare Philip Best (later Pabst) glass went for \$391. The long-rumored Northern glass appeared and brought \$267. Early CS number mugs held up well, but newer Budweiser Ceramarte items are often selling below dealer asking prices.

### ANHEUSER-BUSCH

CS16, Cities \$256.  
CS17, Americana, \$472.  
CS18, Label, \$455.  
CS31, Coracao, Decanter, \$138.



### ENAMELED GLASSES

Golden Glow, Monroe, WI, \$110.  
Hofbrau Beer, \$66.  
Jax, New Orleans, \$85.  
Northern Pale, Superior, WI, \$267.

### ETCHED GLASSES

F.W. Cook, Evansville, IN, \$185.  
Eulberg, Portage, WI, \$157.  
Gluek's, Minneapolis, \$132.  
C&J Michel, LaCrosse, WI, \$110.



### MUGS

Genesee, \$230.  
Hagemeister, Green Bay, WI, \$98.  
Kegle Brau, Cold Spring, MN, \$176.  
Schlitz, Utica salt glaze, \$41.



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# The Rathskeller

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## "De Gustibus Non Disputantur Est"



I recently acquired an interesting if somewhat expensive book titled *Evaluating Beer* (Brewers Publications, Boulder, CO). It is a collection of articles by well-known tasters and brewing scientists designed to educate "beer enthusiasts, homebrewers, and professional brewers alike" to a standard language of the many and varied sensory wonders that a brew can and should produce. It will take me quite a while to absorb it all, particularly the various characteristics of the huge number of "defects" that can plague both amateurs and professionals alike. I'll likely stick with "off-flavor" or other non-specific terms, as few know (or care, for that matter) what "diacetyl" is. If they are present in a brew, we "enthusiasts" can object to the butterscotchy aroma and taste (or ignore it!) without knowing its "science." The homebrewer needs to be much more conversant with the technical terminology and its background than I might, even though we are describing the same beer to the same person. I need to know that "I like it," or "I don't," and personally, I like to know generally what it is about that pleases me, so I can search for that particular taste again. If you can find this book (it cost me around \$19, and lists for \$29.95), it should be a worthwhile addition to your BEER-brary.

Now, on to some tasting! The first four products, kindly sent to me by the Marketing Department of the Jack Daniel Brewery, Lynchburg, TN, at the behest of our Editor Peter Blum, were all consumed at normal refrigerator temperature, as I assume that is how most consumers drink their beer. In spite of the source, I suspect that these bottles were all produced at Schoenling (soon, I hear, to be owned by Samuel Adams!). The "Little Kings" sweetness I associate with much of their product, and quite noticeable in the first bottles of Jack Daniel's Amber Lager I had sometime last year before the 2400 bbl. Lynchburg microbrewery was opened, it is present in three of the brews. All the products carry the brand:

### **"Jack Daniels 1886 Classic Oak-Aged Beers:"**

**Jack Daniels Pilsner** (gold label): A pleasant herbal taste in the middle, flat hop finish with some metallic overtones. This has a nice "beery" nose.

**Jack Daniels Amber Lager** (sour mash fans will have no trouble recognizing this one ... it's "Jack in the Black" beer!): This was the first product marketed (see above) under this brand. It has a hopsy promise, but to me, an almost maple-like, sweetness in the middle, and very little finish.

**Jack Daniels American Ale** (green label): A pleasant mild ale nose, and ale bite, but a woodsy-honey malt middle predominates. The sweetness fades to a full mouth tangy finish with residual hints of the sweetness. Interesting, and relatively complex, but I think "American Ale" stretches the point a bit, unless "American" means here only "Non-British."

To prove "de gustibus...", Peter liked these more than I did, and he IS a professional brewer!

**Jack Daniels Winter Brew** (Peter didn't get to taste this one): Per the label, "a Porter ... made with Cinnamon, Nutmeg and Raspberry." A nice dark color with a beautiful tan head. The initial berry fruit nose faded as the beer warmed. It has an odd spicy start (Clove?), no middle and a vaguely hoppy finish. As the brew warmed, the "clove?" flavor extended, providing the only detectable middle. I'm frankly baffled ... what is it supposed to be?

Several from the new production brewery of Goose Island Beer Co., a business extension of the well-loved (and much missed by me) Chicago Brew Pub:

**Goose Island Hex Nut Brown Ale:** A pleasant enough brew, and well-crafted. The bottled product is a milder all-around version of the quite memorable draft product served at the Brew Pub, and thus I was a bit disappointed. Not at all turned off, just somewhat nostalgic!



**Goose Island Christmas Ale:** Not a unique product any more, but a very fine example of a well-balanced seasonal brew with a strong ale character. It has a warm, spicy mouthfeel to go with the British hoppiness. I'm quite glad I brought home a whole six pack from Chicago! Ale-o-philes will like this one better at ca. 50 degrees.

Here's two specialty brews from Anheuser-Busch (not from the Budweiser family, but allegedly recreations of long ago beers):

**The Faust Golden Lager:** This, like the Black & Tan (new brews using slightly updated old A-B labels and in differently styled bottles) was a complete disappointment to me. It has only a touch more body than Budweiser, and little more beer flavor. It is carefully brewed (no flaws, except lack of distinction), and has a very pretty label and crown.

**1996 Winter Brew:** This is a disappointing follow-up to the 1995 Christmas Brew that so surprised me last year. As before, Winter Brew seemed to appear on the market without promotion or ceremony. 1996 Winter Brew still has a much more distinctive beer character than A-B's old standards, but almost any homebrewer could make a tastier "Seasonal" from a kit! 1995 Christmas Beer deserved some promotional fanfare, the 1996 version perhaps does not.

Here's a couple more from "true" Microbreweries:

**Haystack Black,** Portland Brewing Co., Portland, OR (named for a local oceanside landmark): A dark, roasted malt flavor, with a hop finish that goes on forever. An excellent and complex nose (it sure ain't a Bud!) fronts a Stout-like character. Yummy!

**MacTarnahans Scottish Style Amber Ale,** again, Portland Brewing: An awfully long name for such a staple product! Wonderful; lively coppery color, ale-y nose and absolutely "essential" ale taste and finish. Not for the hops faint-of-heart, but an ale-o-philes delight!

**Eye of the Hawk,** a special edition of Mendicino Brewing Co., Hopland, CA: Rich, throaty ale! Nicely balanced hops and malt flavors, tapering into a pleasant back-of-the-throat hops dwell. A memorable effort from one of my favorite micros.

**Erin's Rock Stout & Amber Lager,** contract by The Lion, Wilkes-Barre: Clear, rich red-brown color with little head retention. Malty nose and chocolate malt sweetness throughout dominating hops until the very end. The claimed "Saaz" hops apparent only in side-of-tongue tingle, rather than actual taste. Too sweet for my

taste, but only a near miss! [Note: label claim is "kettle brewed." How else?? Mr. Ad Man, back to the thesaurus!]

**Bavarian Weiss,** Bavarian Brewing Co., Maumee, OH: Very refreshing! Light body and color, but excellent citrus flavor (the yeast, I think) & wheat nose. My sample a bit short of "head," but that was only noted defect. A fine product from a relatively new bottling Micro in the Toledo area.

**Bavarian Black,** Latrobe Brewing Co., Latrobe, PA: Malty nose, pleasant brown color with ruby highlights. Good body, and steady balanced malt/hops flavor leading to a mild hop finish. This is a bit more hop than the "black and tan" popular in this part of the country. A quality "craft brewed" addition to the line from the folks at Rolling Rock.

And now, some additional "Seasonals:"

**Samuel Adams Winter Lager,** contract-brewed from Rochester, NY (i.e., Genesee): Lovely red-amber color, profuse head. Malty bock nose, malty-spicy start and middle to LOOONG spicy-hop finish. Quite pleasant at refrigerator temp.; hop finish strengthens as brew warms, and bock sweetness lessens. I really liked this one!

**Oatmeal Stout,** Wild Goose Brewing Co., Cambridge, MD:

A newly bottled product first tasted on draft at Blue & Gold last February. Rich, hearty, dark, well-balanced and about as close to beloved Samuel Smiths as possible. Delicious and desirable!

**Blue Ridge "Snowballs' Chance" Winter Ale,** Frederick Brewing Co., Frederick, MD: Lovely translucent brown with ruby highlights. Five specialty malts' give a rich, nutty well-balanced ale flavor, ending in a smooth and uncommon almost-to-the-throat hoptingle. Complex, beautifully crafted and very special! Drink this at ca. 50 degrees.

Some *highly recommended* "seasonal regulars" I tasted again this year:

**Snow Goose Ale,** Wild Goose, MD

**Winterhook Ale,** Red Hook, Seattle, WA

**Coors Winterfest Ale** (96-97), Golden, CO

**Sierra Nevada Celebration Ale**

**Samuel Adams Old Fezziwig Ale**

I missed Anchor Steams' **Merry Christmas-Happy New Year Ale** this year, and have yet to find Sam'l Adams **TripleBock**. Perhaps a Midwestern friend will save me some, and I can report on them later. ■

Fil Graff

*The Brewer's Monk*



# Bartels Brewing Company

Mike Bartels with Peter Blum



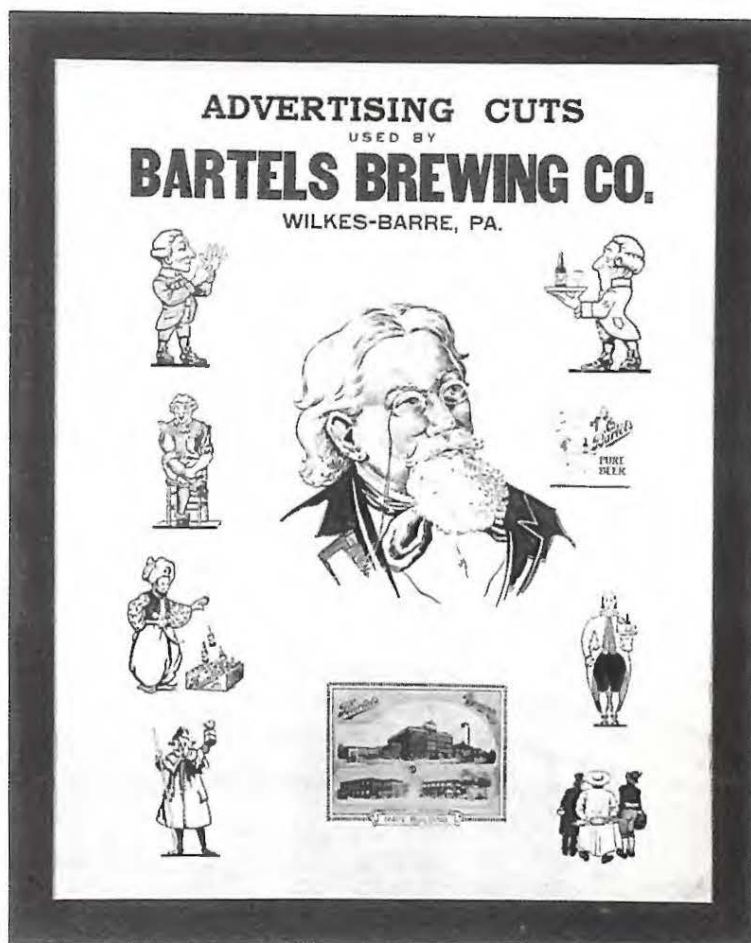
*Syracuse, N.Y. Sept. 2. 1898. 189*

**H**erman Bartels was born in Richtenberg, Prussia, in 1853, and learned the brewing trade there. He came to New York in 1872, and worked in various local breweries for six years. He then moved west, and invested in the Crescent Brewing Company of Aurora, Indiana. Bartels remained in Aurora six years, until 1884, when he sold his interest and purchased a stake in the J. Walker Brewery of Cincinnati. Three years later he moved to Syracuse, as brewer for the Haberle Brewing Company. He was then 37 years old, and ready to settle down.

After working six years for Haberle, Bartels purchased the seven year old Germania brewery from John Greenway in the spring of 1893. During the next year, he changed the name to Bartels Brewing Company, and added ales and porter to the product lines. In addition to being president of the Syracuse brewery, Herman Bartels also became a partner in a venture to build a brewery in the Edwardsville section of Wilkes-Barre, Pennsylvania, which was named Bartels Brewing Company. He also invested in the Monroe Brewing Company of Rochester.

The Syracuse brewery produced both ale and lager. Early beers were Standard,

Pale Crown, and an Extra Pale Stock Lager, which were later replaced by Crown Beer. Two ales, India Pale and

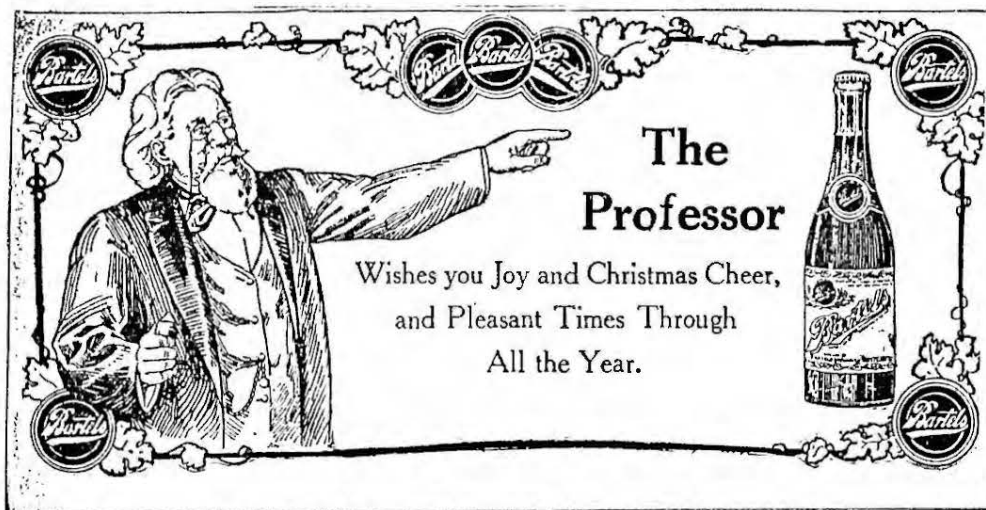
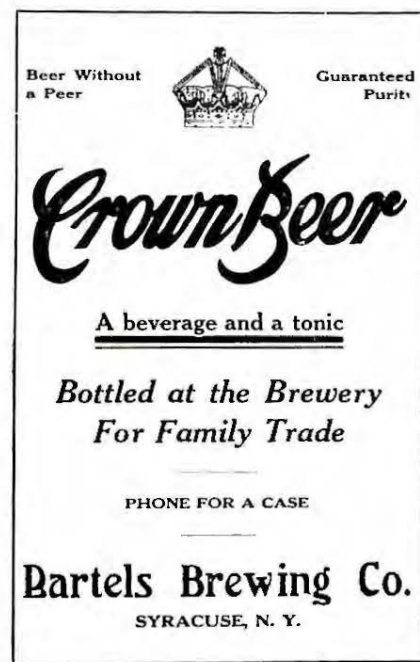
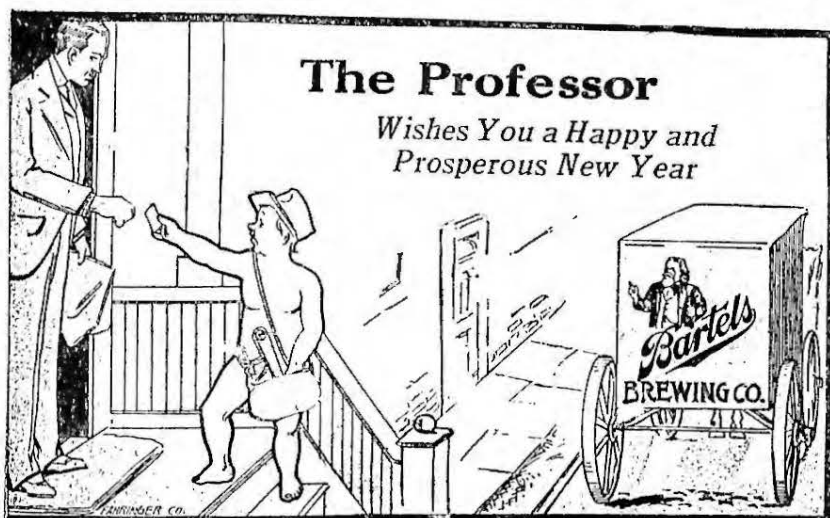


Old Devonshire, Porter, and Bock completed the product line. The Professor trademark is from the Edwardsville facility. It has been suggested that Bartels had a relative who taught at a German university, and was the model for the Professor. However, in those years an old professor or doctor was not an uncommon advertising role model. While old age was of no concern, food purity was a very topical issue. The Edwardsville plant offered a \$5,000 warranty on beer purity and quality, and advertised a \$5,000 Pure Beer. Other Edwardsville brands were Export, Brilliant Ale, Matchless Porter, and Malt Extract.

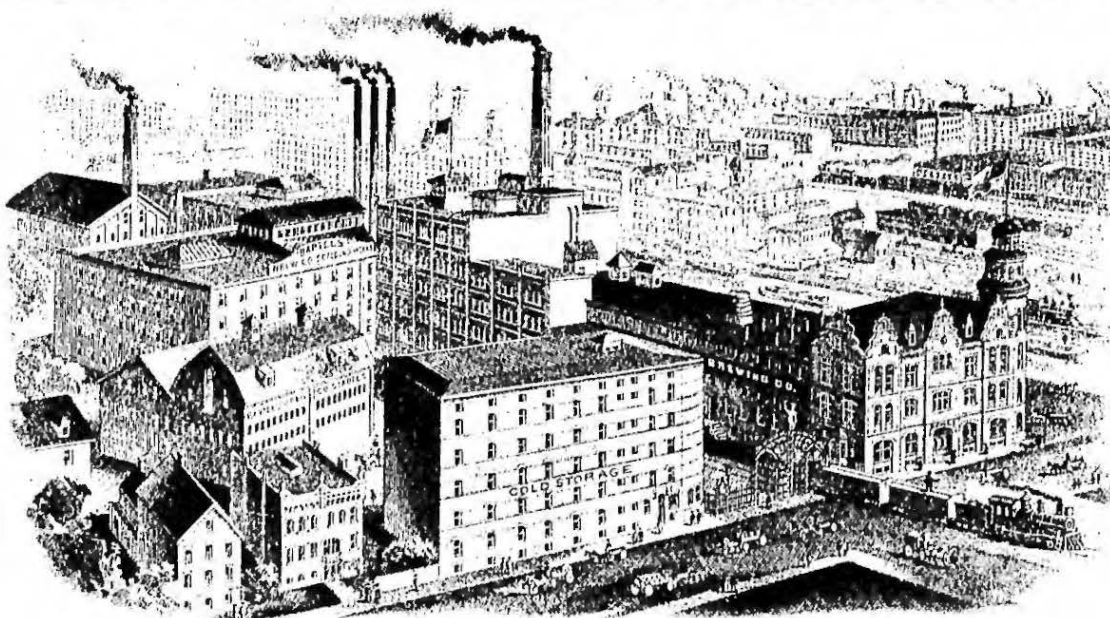
When Herman Bartels died in 1910 at age 57, he had been a significant brewer in upstate New York. His son and namesake had been an officer of the firm since the turn of the century, so there was continuity of ownership. However, Prohibition was only a decade away. The Mon-

roe plant closed, never to reopen, but the two Bartels breweries remained active. The Syracuse plant stayed with the Crown and Old Devonshire names, and Edwardsville marketed Wunderbar Lager and Wyoport.

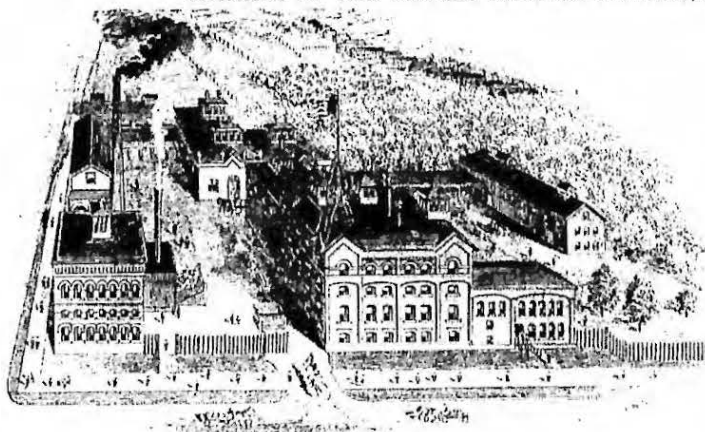
Both breweries were reopened following Repeal under the old name, but the Bartels family was no longer associated with them. The larger Syracuse brewery ceased production in 1942, and the Edwardsville facility hung on until 1968. The Bartels label was acquired by the Lion Brewing Company of Wilkes-Barre, and is still sold locally. However, the golden age of Bartels brews and Bartels advertising ended long ago. ■



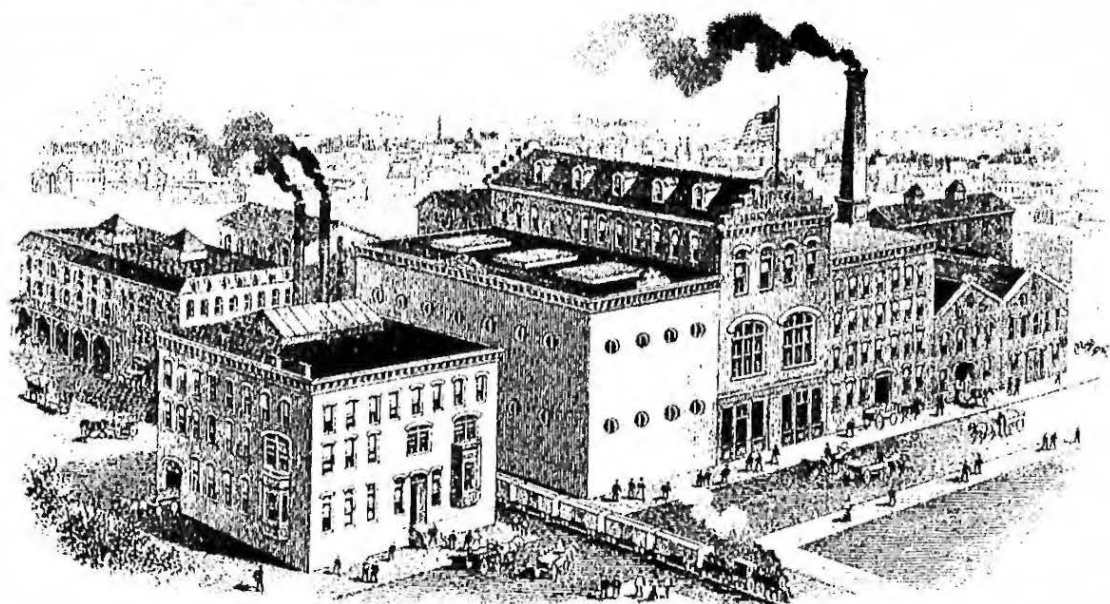




PREMISES OF THE BARTELS BREWING COMPANY, SYRACUSE, NEW YORK.



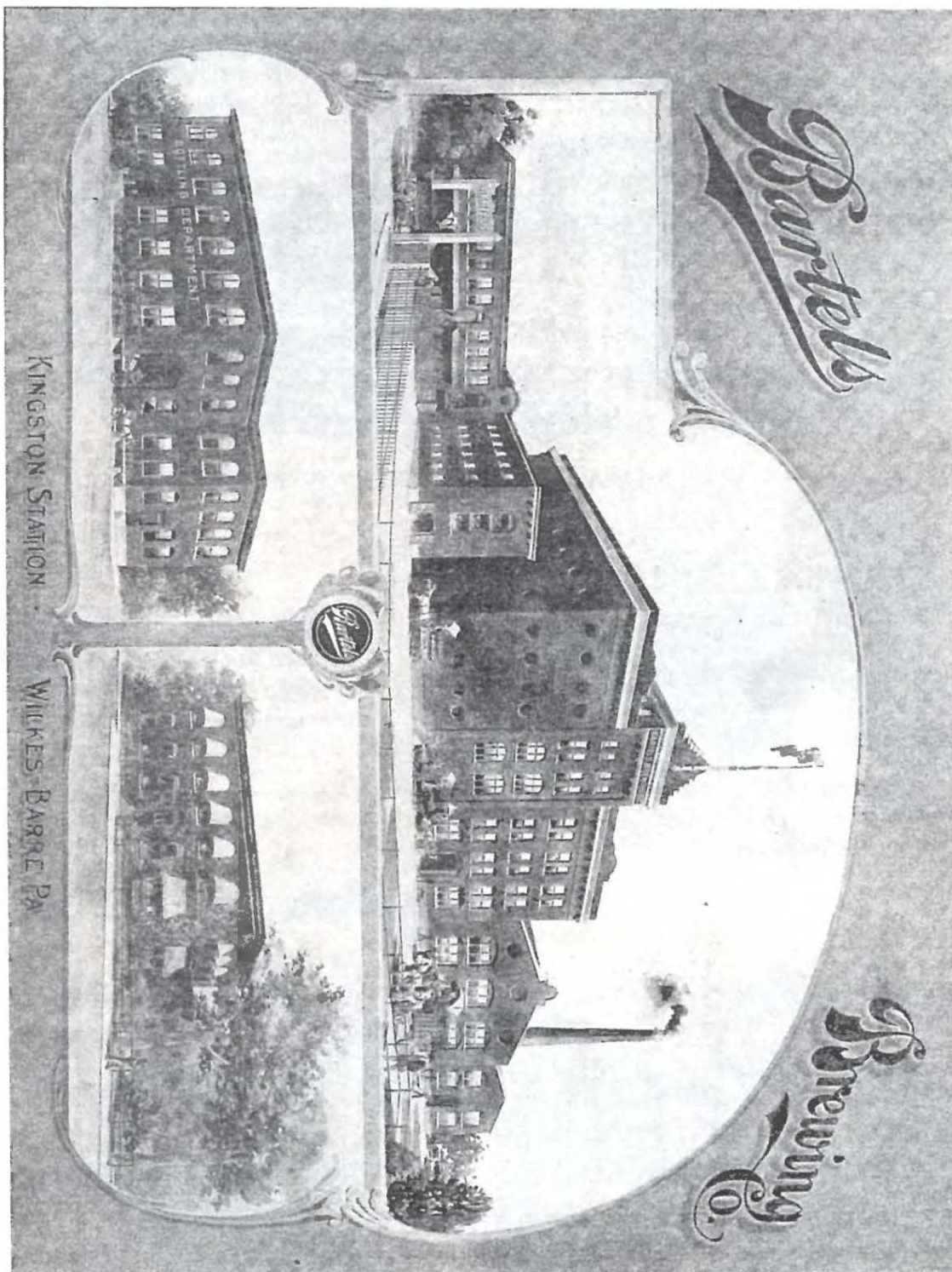
*Good illustrations of Bartels plants appeared in One Hundred Years of Brewing (1903), copied here from the original book.*



PREMISES OF THE BARTELS BREWING COMPANY, EDWARDSDALE (NEAR WILKESBARRE), PENNSYLVANIA.

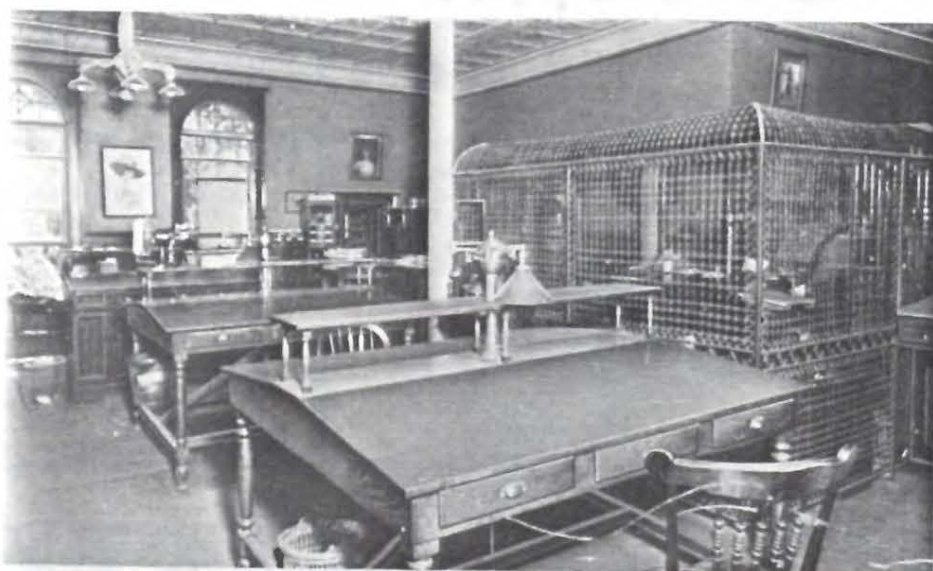


General View of Brewery, Bottling House and Office.



Illustrations on this and the next page are reproduced from the April 1909 issue of the North American Wine and Spirits Journal.





GENERAL OFFICE — BARTELS BREWING CO.  
Kingston Station, Wilkes-Barre, Pa.



VIEW OF RATHSKELLER — BARTELS BREWING CO.  
Kingston Station, Wilkes-Barre, Pa.



Edwardsville, Luzerne Co., Pa.



Call Kingston 7200  
and Order a case of  
Half and Half

"A  
Celebrated  
Case"

Half  
and  
Half

## Bartels Wyoport and Wunderbar Lager

FOR your convenience, we are putting out a combination case of Bartels Wyoport and Wunderbar Lager—it gives you the advantage of having both these delicious beverages in your home, without the bother of handling two cases.

Bartels Wyoport has long been a favorite with those folks who appreciate an invigorating strength-giving beverage. Combined with Wunderbar Lager's delightful flavor, it provides a refreshment you cannot fail to enjoy.

MANUFACTURED AND BOTTLED BY

**Bartels**

KINGSTON STATION, WILKES-BARRE, PA.

Call  
Kingston  
7200

Call  
Kingston  
7200

"YEP,  
IT'S  
Crown

"Perfectly  
contented  
because I  
know it's

pure, refreshing and nourishing and  
the flavor is delicious."

Phone for a trial case

Warren 328

**BARTELS**  
BREWING CO. Syracuse, N. Y.



**BARTELS**

*Golden Anniversary*



1898

1948

FINE BEER FOR FIFTY YEARS

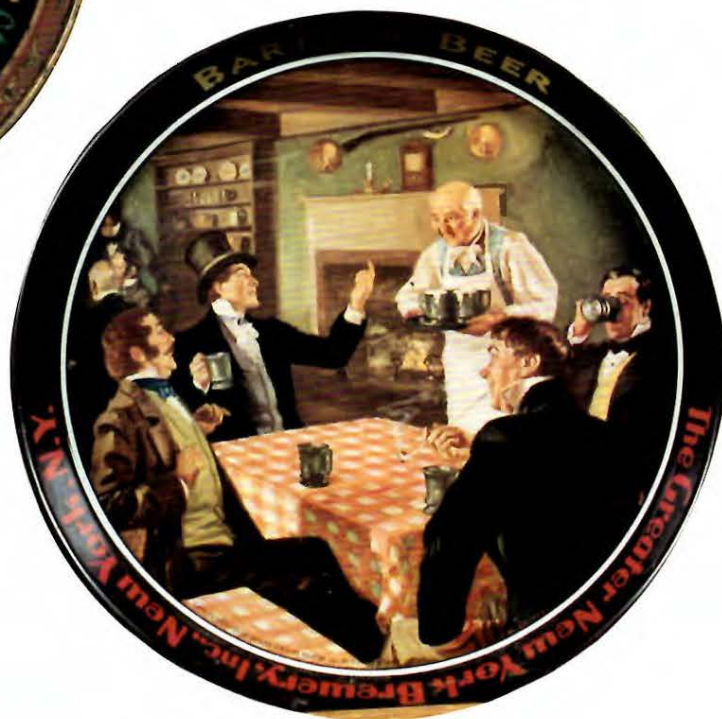
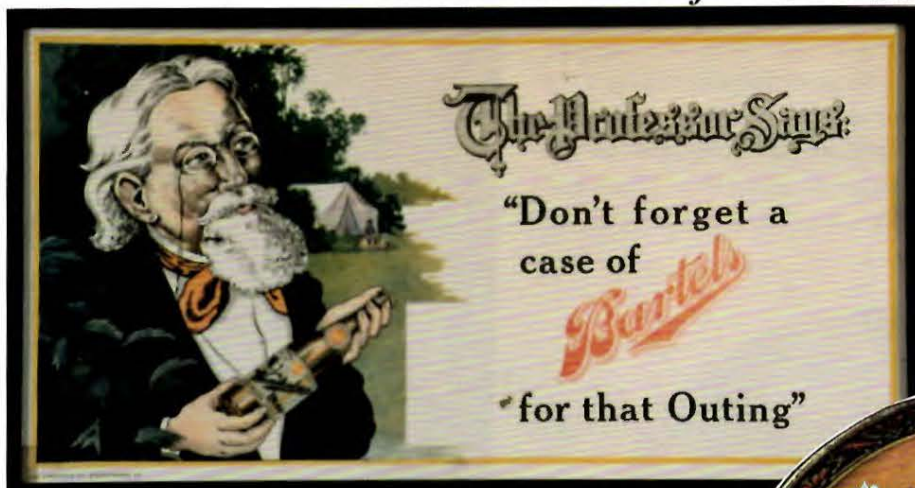
"THERE IS NONE BETTER"

THE BARTELS BREWING CO., EDWARDSVILLE, PA.



# Bartels Breweriana

*From the collection of Mike Bartels*



*Photographs by Gary McCaulley.*



Bartels' idea of feminine beauty ranged from a blue-eyed brunette (note that the "S" had been forgotten and added later) to the amber-haired pixie in frilly evening gown with a feathered Rembrandt hat. The naval scene at right shows that Hollywood did not invent putting a young woman on a man of war in a Gilbert and Sullivan admiral's uniform. Volunteers are clearly needed to serve under her.





# Beauties



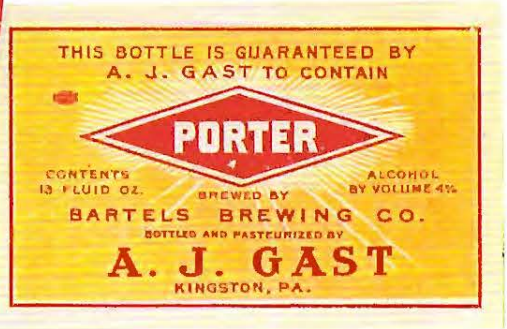
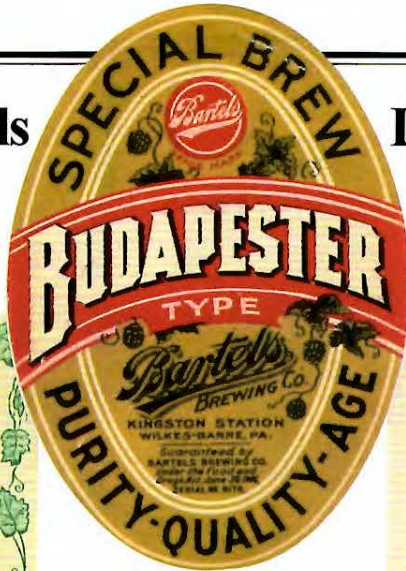
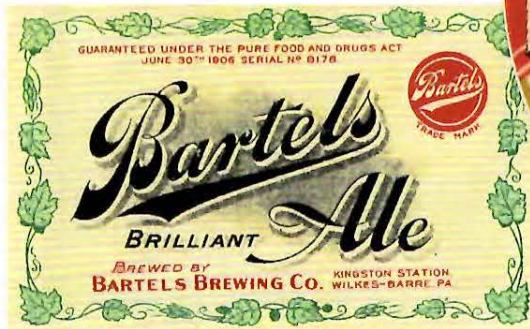
In contrast to the immaculate hair-styles usually seen on fancily dressed young women in old advertising, Bartels also used at least two stock pieces showing ladies in need of combing and evidently in night-gowns. A soulful look does not hurt either.



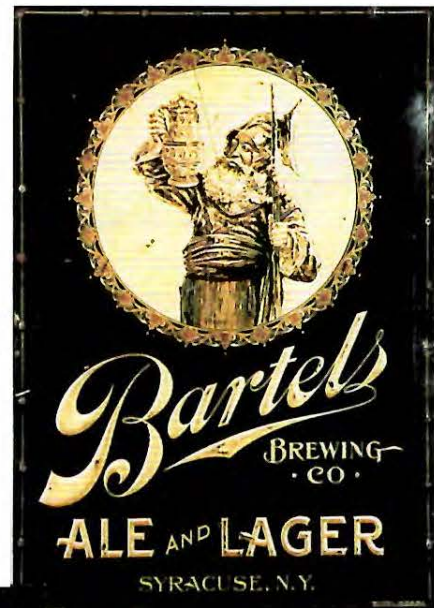
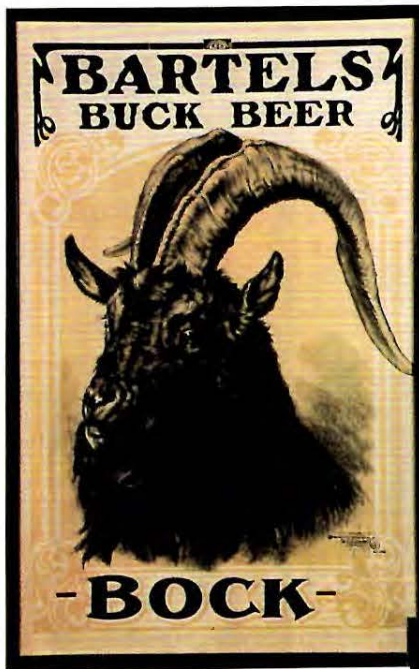


Bartels

Labels



Three pre-prohibition labels from Bob Kay's collection include a rare and unusual Budapest oval. Budapest's breweries were largely founded by or were branch plants of major Austrian brewing families like Dreher or Haggemacher, who brewed the Vienna type and Bock. "Budapester" sounded more interesting.



Bartels

Signs







The Budapest brand label of Bartels triggered a reminder that the Stroh archives has a photo copy of a fine Bock Beer poster for the Budapest Dreher brewery. The poster was executed by the Hungarian artist Endre Sárossy in 1923, whose dramatic designs are noted for their clean and innovative graphics. Courtesy Katalin Rossmore.



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## Collector from Argentina

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Between November 29 and December 1, the Circulo Cerveceros Argentino (Argentinian Breweriana Association) held the Second Breweriana Exhibition in Mar del Plata, our most famous beach resort city. Over 10,000 items were exhibited by 15 of the largest collectors of Argentina. These included stoneware and glass bottles, steins and mugs, glasses, cans, signs and neons, coasters, labels, and other breweriana. It was the first time in Argentina that such a large show was held.

More than 1,000 visitors saw the exhibits, exceeding our expectations. Visitors also had the opportunity to attend sessions on breweriana, homebrewing, world brewing history, and beer container evolution. The exhibition was sponsored by the Municipal Departments for Culture and Tourism of Mar del Plata, the Argentinian Beer Industry, the microbrewery Cerveza del Angel (Angel Beer) and Colonia Marina, a beer store which stocks top world brands. At some future time when there are more members in the Circulo, an American style convention with a buy-sell-trade show and auction may be possible.

At that exhibition we met several visitors from Brazil, and we decided to give the Third Argentinian Breweriana Exhibition an international character. This will probably be held during the Easter season. Why not an American exhibitor? If any NABA member is interested, please contact me. He or she would be very welcome!

**Address: Dr. JUAN CARLOS DE MARCO. Calle 50 Num.735; (1900) La Plata; ARGENTINA.- Tel. & Fax: 54-21-837285; Mobil: 54-21-207595; E-Mail: demarco@nahuel.way.com.ar**



## Items of Interest



*Left*, the Mattay Cola syrup dispenser is the very rare and probably lone survivor of Stroh's attempt to compete with Coca-Cola during Prohibition. "Mattay" is believed to be the phonetic spelling of "mate", an aromatic South American tea brewed from holly leaves, which possibly may have some stimulating qualities like coca leaves. Mattay Cola did not stimulate any sales and was soon withdrawn. Stroh archive. *Right*, Schober Ice & Brewing Co. (1905-1918) of San Antonio had a tray with an unusual curved rim, now in the fine collection of local TCCA member Bob Mebane.



This view of Chicago's White Eagle brewery at 36th & Racine was painted by or for architect Fred Gatterdam. It was found in the office structure, and has been restored expertly by the local gallery Kenyon-Oppenhimer. Collection of Tinley Park resident Paul Malinowski.



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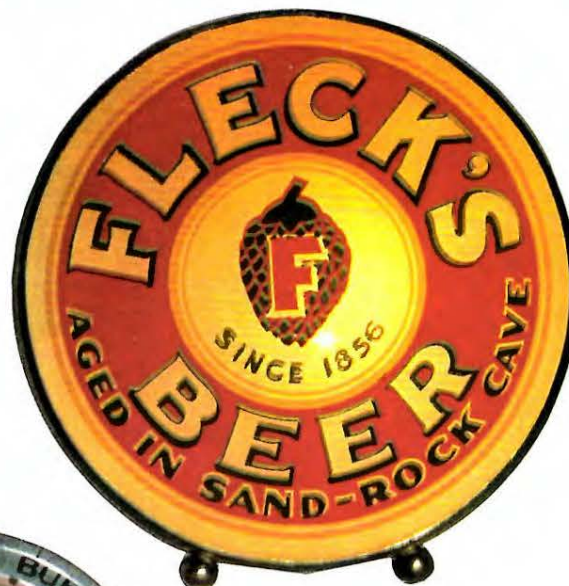
## Minnesota Preview

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*State Collectors Showcase Fine and Rare Trays*



Brad Wilmes



Jim Beaton



Joe Wendl



Jeff Jensen



Reino Ojala



## Beer Stein Auction Results

It is interesting to compare prices realized in a stein auction conducted by Andre Ammelounx late last year. Ammelounx conducts several mail auctions each year of both German steins for stein collectors, as well as U.S. brewery steins and mugs.

Mettlach steins sold from \$1,000 to \$2,000, although a giant 5.8 liter stein brought almost \$4,000. A rare Munich wheat beer stein fetched \$936. Two Lemp brewery steins sold for \$390 and \$577, and Anheuser Busch Ceramarte steins also had strong results with many in the \$300 – \$500 range. Andre Ammelounx offers free evaluation of steins from a photograph; his address is P.O. Box 136, Palatine, IL 60078.



.5L Mettlach #2778:	\$1,270
.5L Mettlach #3135:	\$1,017
.5L Mettlach Owl #2036:	\$1,039
.5L Mettlach #2136	
Adolphus Busch:	\$2,112

.5L Ceramarte American 1/2:	\$462
.5L Ceramarte Budweiser Label:	\$521
.5L Ceramarte A&Eagle Logo:	\$455
.5L Ceramarte Original Bud Man:	\$375



1L Stoneware Munich Burger Brau:	\$820
1L Porcelain Capo DiMonte:	\$895
.5L Lennox Porcelain Golf Motif:	\$1,210
.5L Schierholz Barmaid:	\$1,485



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## A Case of Determined Collecting

*Jeff Vick*

**I**t all started with an antique dealer telling me “Sorry, but that is sold,” referring to a Gluek wooden beer case I wanted to buy. My aunt had worked at Gluek’s in the 1940s, and had given me some Gluek trinkets when I was collecting beer cans in Junior High School. When I saw that Gluek case over fifteen years ago, I was hooked and it changed my life forever. I now have six different wood Gluek cases and have amassed – when you collect cases, there is mass – 180 different wood beer cases, all from Minnesota. Space has limited me to collecting Minnesota brands only.

Over half of my collection is neatly displayed at home. The one wall which is tightly covered from floor to ceiling looks like a back room of an old saloon. Recently I rented a barn to store the larger quart cases and my dealer stock. I also focus on pre-pro lithographs, pre-WWII tin signs (75 different from Minnesota), real photo postcards, pre-1950 neons, and so on.

My cases are left unvarnished to preserve their original condition. Varnishing may be fine for crafts or for decorating, but I wish to keep these artifacts in their proper historical appearance. Some of the more interesting cases are discussed in the following pages.

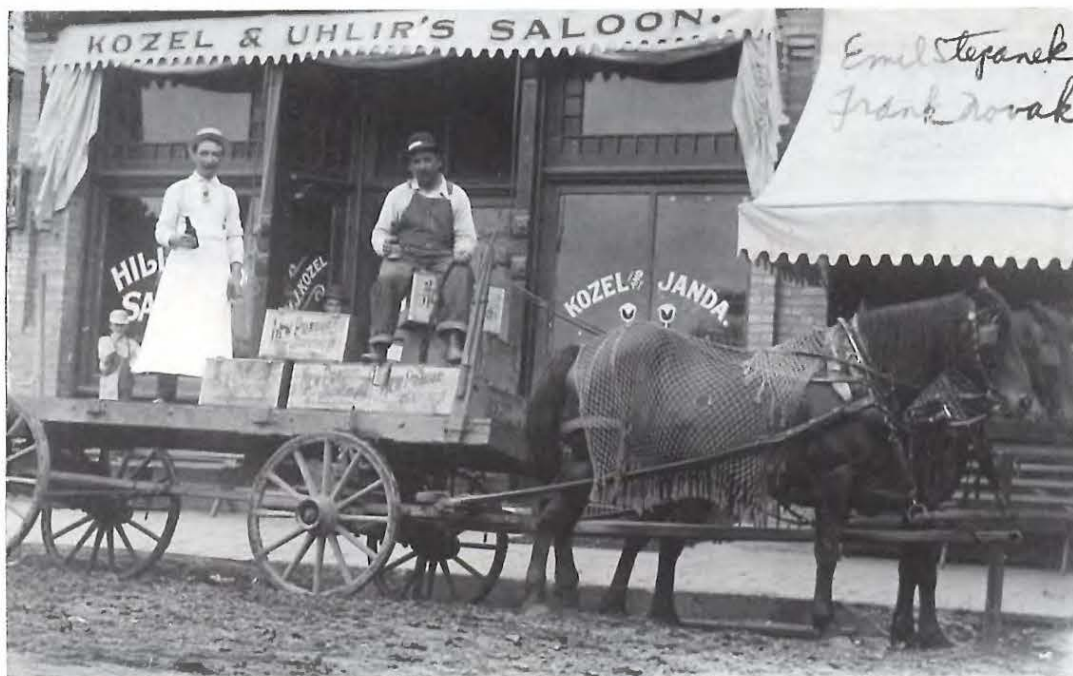


The No. 12 Glueck brewery wagon is standing in front of the bottling house on a cold winter day. This facility was unfortunately razed in 1995, and there are no structures remaining of this once proud brewery.



This beautiful dovetailed Digesto case was recently found in a local antique shop for \$20. The text does not mention the Hamm Brewing Company, but the Digesto name and logo was used by Hamm for a malt tonic, “valuable for nursing mothers” and a “rebuilder of tissues.” Gems can still be found.





Bartender Emil Stepanek and driver Frank Novak are taking a break with bottles of New Prague's fine pivo. On the left edge one can see a sliver of a corner sign. I really would like to add one of these cases to my collection!



Cases and kegs are stored in the back of a Gund-owned saloon in a western Minnesota town. No wonder it is difficult to find cases in good condition!





The Gopher State needs a Gopher beer. This steinie case dates from 1935-1942. The Cold Spring brewery is one of the few Minnesota breweries that has never closed, and is famous for mineral water. The Kiewel family was originally from Crookston, Minnesota, but their most noted brewery was in Little Falls.



Moose brand beer is one of the rarer cases from the Duluth Brewing and Malting Company, and any case with a brewery address is rare. Otto's brewery existed for only four years before becoming the Mantorville Brewing Company in 1937. Schlitz advertised vitamin C addition in 1936-37 – did Otto follow?



Mortonville brewed a macho man's beer. This steinie case is ca. 1937-1939. I have yet to see a bottle that went with this case. Schlitz had large depots in both Minneapolis and St. Paul; I have cases from both. This small case held only twelve pint bottles, a very unusual size. The Kato case dated from the middle 1930s; Mankato closed in 1966.





Beer depots in the Twin Cities, like this Blatz agent on 6th Street in Minneapolis, probably served a gateways to the Dakotas and Montana. A study of beer depots would make an interesting subject. Saloon cases are next to impossible to find. A.M. Smith was a man of many hats, who also owned saloons in Pennsylvania and Utah. Has anyone come across his artifacts?



This early Grain Belt case has the classic diamond logo, which is still used today. It held 24 quart bottles, and is very difficult to find. My first wood beer case was from the Gluek Brewing Company. This is the one that changed my life forever!



An early quart case from John Gund's agency in Minneapolis. **Have any LaCrosse collectors come across other Minnesota branch cases which I should be aware of?** The Mueller & Heinrich (1870-1884) is the earliest case in my collection. The local bottle clubs are not aware of bottles from this brewery, and this case seems to be the only artifact located from Mueller & Heinrich so far.

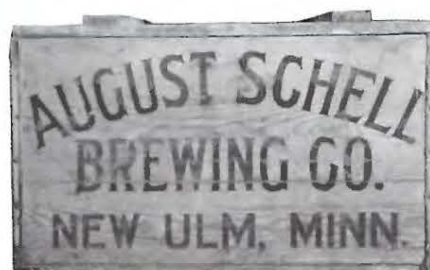




The Minneapolis Brewing Company case is the only one known that did not advertise the Grain Belt brand. The tough case from New Prague came to me thanks to my friend Mervin Eisel.



The Pine City Brewery was located on Cross Lake, and had an annual capacity of only 4,000 barrels. "Chief" beer is represented by this picnic case, one of three breweries in Montgomery. Schuster's process for "unsteamed" beer is a puzzle, as nobody promoted "steamed" beer.



The New Ulm Brewing & Malting Co. (1910-1917) case held a dozen quart bottles. Four stubby 64 oz. bottles fit into this unusual but decorative Hauenstein case. By contrast the August Schell case states the name boldly. There was a special tour to Schell's as part of the NABA Convention.



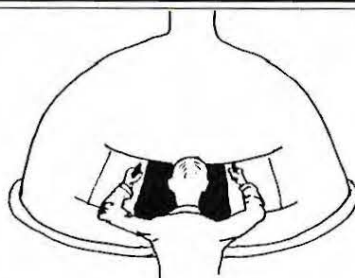
A rare Red Wing case showed up at a Red Wing pottery show – I was the only beer collector. The Wolf family had a brewery in Stillwater since 1850. This 1900s case was recently found at a local antique show, and is the only one known. 🍺



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# WHAT'S

# BREWING



## *Super-Bowl Time*

It has always been difficult for competing brewers to cooperate, except for external threats like Prohibition, wartime restrictions, or some onerous federal regulation. This probably started already in the 1860s when the first lager brewers challenged the established ale brewers. Later it was large versus small brewers, shipping vs. regional brewers, and megabrewers vs. all others. At one time in recent decades we saw much unnecessary roughness between Anheuser-Busch and Miller. Now we have a new period of friction, as the brewing industry is undergoing significant changes by the success of new ventures. Free Agency has come to the brewing industry.

Anheuser-Busch had a very good year; it evidently sees itself anointed by King Gambrinus to carry out the true heritage of brewing, and has been churlish about contract-brewed craft beers. The term "Beer Factory" was used in a disparaging manner, which would be trash talk on the gridiron. It did not help that one of the contract brewers got high marks from a consumer-oriented magazine. But A-B's annoyance is understandable—if Old Milwaukee is brewed without a special Bull from King Gambrinus, how come it is such a decent beer? In fact, how come it was rated excellent? In the meantime, A-B is continuing its successful strategy of careful advertising, a tough turf defense, and passing the ball to partners in other countries. The most recent receiver was the Asia Brewing Co. in Manila. Anheuser-Busch also increased its holding in the Mexican beer and food conglomerate Grupo Modelo to 50 percent.

The most successful contract craft brewer, Jim Koch of Samuel Adams fame, has taken the brunt of A-B's displeasure. With over one million barrels in sales and no brewery to call his own except a brewpub in Boston, Koch acted on an option and acquired the Hudepohl-Schoenling plant in Cincinnati. It was a natu-

ral move, as his beers were being brewed there already. The price of Samuel Adams stock has declined sharply as the steep growth of craft beers slowed, although sales of the Samuel Adams line increased about 25 percent. The Portland Brewing Company also had to face a more modest growth forecast, and was forced to reduce staff hired on the expectation of continued past performance. It should not have come as a surprise that expensive "craft" brews are approaching a consumption ceiling; what was unexpected is the wide acceptance of high-end and high-flavor beers in the '90s, whether domestic or imported.

Even the Federal Trade Commission acted with unnecessary suspicion in a questionable penalty call. In early December the FTC subpoenaed Stroh and Seagram for detailed information on broadcast placements, specifically Schlitz Malt Liquor. "Why Stroh?" industry observers asked, wondering if perhaps a second tier brewer was picked as a weaker target in some kind of fishing expedition. It turned out that a Schlitz Malt Liquor spot was mistakenly aired during the teen-age program "My So-Called Life" **last July 6**. The episode was explained and forgotten, but was warmed up when the distilled spirits industry decided for returning to TV advertising to reach a "level playing field" with the beer and wine industry. Brewing is a tough game. A very tough game.

The holidays saw a return of special winter brews in greater number than ever. Popular during the period 1935-1941, Christmas beers became extinct after the War. And the word "ale," not seen in decades on US beer labels, is showing up right and left. It is almost like seeing the Single Wing again! 🍺

PHB



## Executive Secretary's Report



The 1996 Fall Meeting of the NABA Board of Directors was held at Palatine, IL. The result of the 1996 NABA Convention show the largest BUY-SELL-TRADE Show ever. The auction changes also showed very good results. We just about filled the entire motel.

The continental breakfast every day was a good surprise as well as savings.

# \$20

The Board approved the purchase of a computer to help with the Breweriana Collector. Its value will be seen when it goes on line in the fall. The dues will remain \$20 for 97-98. NABA is the only breweriana club to not raise their dues. There still is time to order a 1996 Convention mugs. Just send \$20 payable to NABA and mail to NABA, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. The mugs will come from Germany and will be shipped in the spring of 1997 to members.

Time to think about attending the Minneapolis Convention, August 1, 2 and 3, 1997.

The following are new members of NABA. Please help them with their search for breweriana.

Sincerely,

Robert E. Jaeger, Executive Secretary

## New Members

### BANDY, ED

5427 Webster Lane  
Owensboro, KY 42303  
(502) 281-5624  
Glasses, mugs, steins, neon signs,  
postcards, signs, trays, Budweiser

### BUSS, KENNETH (Judy)

3203N 350E  
Rolling Prairie, IN 46371  
(219) 778-2595  
Signs, tip trays, trays

### BUSSE, JEFFREY

PSC 1501 Box 1407  
A.P.O., AE 09704  
All breweriana, coasters, labels, mirrors,  
neon signs, tap knobs  
Jordan, Schutz & Hilgers MN Brewing Co.

### COLE, GEOFF

6 Regency Court  
Oakville, Ontario  
Canada L6H 2P7  
(905) 845-2860  
Paper items

### DERENZO, BRIAN

6644 Greentree Drive  
Cincinnati, OH 45224  
(513) 681-9490  
All breweriana, coasters, mirrors, mugs,  
steins, signs, Anheuser Busch (Bud Man)

### GRUBBS, GEORGE (Norma)

286 Weeping Oak Drive  
Shreveport, LA 71106  
(318) 797-0128  
All breweriana, cases, openers, trays  
Pearl, Lone Star

### HOWEN, TOM

421 W. Church Street  
P.O. Box 134  
Lovington, IL 61937  
(217) 873-4693  
Cases, corkscrews, mugs, steins,  
postcards, Anheuser Busch

### JACKSON, BOB

1670 Watson Avenue  
St. Paul, MN 55116  
(612) 690-3529  
All breweriana, books, magazines,  
history, paper items  
Yoerg's, Fountain City, Northern,  
All Iowa Brwgs., Fitgers, Grain Belt,  
Schmidt City Club

### LETLOW, CASEY

6911 Shady Lane Box 580  
Fulshear, TX 77441  
(713) 346-2828  
Glasses, mugs, steins, pitchers, signs,  
trays

### MILLER, ALAN (Cathy)

515 Sun Manor  
Flushing, MI 48433  
(810) 659-1189  
Glasses, mugs, steins, tap knobs, trays  
Miller

### NIEZURAWSKI, RAY (Jo Ann)

1902 Galke Court  
Bay City, MI 48708  
(517) 892-3789  
Bottles, cans, glasses, mirrors, mugs,  
steins, neon signs

### O'BRIEN, DONALD F. (Jane Ellen)

32 Hibernia  
Freehold, NJ 07728  
(908) 845-5184

### OSBORN, JIM (Mary Jo)

1006 E. Kerr Avenue #105  
Urbana, IL 61802  
(217) 367-9614  
Coasters, corkscrews, glasses, openers,  
paper items, trays

### RAYKOVITZ, MARK (Laurie)

2706 Gary Street  
Midland, MI 48642  
(517) 835-8028  
All breweriana, cans, coasters, crowns,  
labels, mugs, steins, Anheuser Busch

### REX, BILL (Cathy)

402 S. Sixth Street  
Geneva, IL 60134

### STROUD, CHUCK (Ann Maria)

P.O. Box 397  
Clarendon, PA 16313  
(814) 723-7239  
Clocks, neon signs, signs, trays

### TUCKER, JOHN P. (Debbie)

4936 Wampler  
The Colony, TX 75056  
(214) 625-7959  
All breweriana, tap knobs  
Miller, Grand Prize

### ZIEGLER, SCOTT F. (Susan)

W55 N197 Woodmere Court #2  
Cedarburg, WI 53012  
(414) 376-9441  
All breweriana, Ziegler Brewery

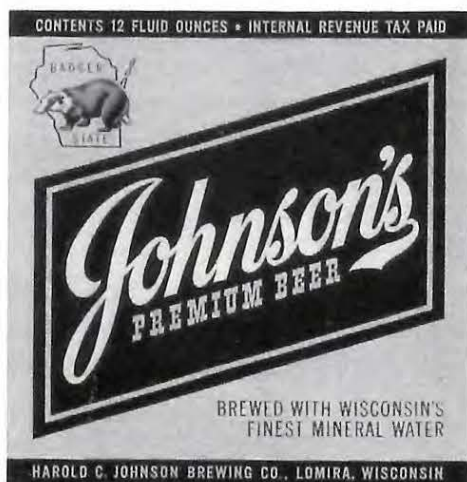


# Let's Get Schlitz

Bob Kay

**T**wo quite interesting labels from the repeal era, 1933-36, are pictured. Both labels show the Federal Permit Number for the Star Brewing Co., of Lomira, WI and say Bottled By Schallitz Beverage Co., Milwaukee, WI. I suppose there could have been a Milwaukee Bottler/Distributor named Schallitz, but the choice of brand names is certainly close to another *Beer that made Milwaukee Famous*. It seems that the Schallitz Beverage Co. offered both Old Milwaukee and Schallitz Beer!!! Just a coincidence. Sure!!

In 1945 The Star Brewing Co. closed and the premises reopened as the Harold C. Johnson Brewing Co. However, the trouble with Schlitz wasn't over! It seems Schlitz objected and threatened to sue over a Harold C. Johnson label that looked too much like Schlitz's label. Lacking the resources to fight Schlitz, the *Johnson's Premium Beer* label was redesigned. The stories of one brewery copying another's success are endless it seems, and the big guys certainly weren't timid about defending their label turf. Think I'll sign off and have a cold one! ☐







## Lost Caves of St. Louis

Hubert and Charlotte Rother, *Lost Caves of St. Louis* (Virginia Publishing Co., 4814 Washington Boulevard, St. Louis, MO 63108, 1996). Paper, 139 pages, \$9.95.

In 1964 Hubert Rother, whose family had been active in the Columbia Brewery, and his wife Charlotte undertook to explore the extensive network of caves that underlie St. Louis. This volume is the account by Charlotte Rother of their experiences, written at the time, but not published until last year. What they found was an interesting mixture: mushroom beds, a swimming pool, a theater, and plenty of evidence of use of the caves for aging and storage by the St. Louis brewers. As in Milwaukee and elsewhere, brewers found caves a natural source of refrigeration before the industry pioneered mechanical refrigeration. Only the Home Brewery's cave still contained its tanks.

The book is very much a document of the time it was written. Falstaff was in operation and most cooperative to the Rothers' endeavors. The *Globe-Democrat* was

still publishing. There is some evidence of updating in the bibliography, but very little in the text. The book antedates the historical scholarship in the *American Breweries* series of Don Bull and his associates. A great deal has happened in St. Louis in 30 years – much of it, alas, negative – and the book leaves one wondering what is the present state of the caves, and of the old breweries that were then still standing. There is nothing technical about the book; a geologist would learn nothing about caves from it. Similarly, people interested in brewing will learn little about the use of caves in the industry that they do not know. Yet, as an account of an antiquarian enquiry of some years ago by what appears to be a congenial and compatible couple, the book is enjoyable.

GWH

## Buy – Sell – Trade

**PRE-PRO GLASS COLLECTION FOR SALE:** 500 etched & embossed, all different, some very rare, by piece or all. Joe Yedlicka, 18020 Farm Hill Road, Salinas, CA 93907 (408) 663-3508.

**ANHEUSER-BUSCH CERAMARTE FOR SALE:** A large SASE brings two-page list of A-B Ceramarte mugs & steins. Damian Ruiz, 3939 Rio Grande Blvd., NW#6, Albuquerque, NM 87107 (505) 343-7671.

**LEINENKUGEL WANTED:** The older the better. Signs, clocks, mirrors, bar items, thermometers, etc. Michael Cain, 9760 17th St., Zion, IL (847) 872-2926.

**UPSTATE NEW YORK WANTED:** Trays, embossed or labeled bottles, coasters & signs from Albany, Troy, Schenectady, Amsterdam, Utica and surrounding areas. Ron Gavin, 1721 Depot Rd., Duanesburg, NY 12056 (518) 895-8165.

**BLOOMER BREWERY WANTED:** Labels, openers, coasters, matchbooks, etc. No item too small. Please call Todd in Bloomer toll free at 1-888-4BEER 77.

**KEELEY BEER SIGNS WANTED:** Any type – cardboard, metal, lighted, neon, or whatever. Rich Hancox, 1521 Pittsburgh Rd., Franklin, PA 16323 (814) 432-7835.

**BLATZ ITEMS WANTED:** Special interest in girl statute, egg man, and neons. Leo Blatz, (716) 836-5025 (daytime) or write P.O. Box 401, Amherst, NY 14226.

**BEER CAN COLLECTION FOR SALE:** 800-900 cans mint and pre-1980. Flat tops and pull tabs. Rick Carlson, 901 East Jefferson, Morris, IL 60540 (815) 492-9106.



## Events of Interest

- March 2, 1997 **Madison Bottle (and Advertising!!) Show**, Quality Inn South, Madison, WI. Contact: Bill Mitchell (715) 341-1471.
- March 9, 1997 **Brew City Ad Show**, Serb Hall, 5101 W. Oklahoma, Milwaukee. Contact: Jim Welytok, Town Line Rd., Sussex, WI 53089 (414) 246-7171.
- March 12-16, 1997 **Nevada Convention & Beer Show**, Sands Regency Hotel Casino, Reno. Contact: T. Lardinois (702) 786-1363.
- March 14-16, 1997 **Luck O' The Irish Show (Queen City Chap.)**, Best Western I-71, Blue Ash, OH. Contact: Dave Gausepohl (606) 371-4415.
- March 15-16, 1997 **Indianapolis Antique Ad Show**, South Pavillion Bldg., State Fair Grounds. Also Beer Can/Breweriana Show at Fairgrounds same weekend. NABA Hospitality at Holiday Inn, US 421 & I-465; 8PM Fri. Mar 14, poolside.
- April 4-6, 1997 **Keystone (BCCA) Spring Thaw & Crownvention**, Holiday Inn, Chambersburg, PA. Contact: Mark Swartz (717) 263-8295 or John Vetter (703) 591-3060.
- April 15, 1997 **Annual Spring ECBA Meet**, Merchants Squire (off I-78), Allentown, PA. Contact: Larry Handy (610) 439-8245.
- April 20, 1997 **Detroit Metro North Beer Can Show**, KofC Hall, Clawson, MI. Contact: Dave Kelso (810) 294-1059.
- April 23-27, 1997 **Just for Openers Convention**, Lord Amherst Motel, Amherst (Buffalo), NY. Contact: Mark Barren (716) 778-9724.
- April 26-27, 1997 **Brewery Show (w/200 dir Antique Show)**, Vanderburgh 4-H Center, Evansville, IN. Contact: Brent Pace (812) 471-9419.
- May 2-3, 1997 **Valley Forge Brewery Collectibles Show**, Market Place/Expo Center, Downingtown, PA. Contact: Larry Handy (610) 439-8245.
- May 4, 1997 **Brew City Ad Show**, Serb Hall, 5101 W. Oklahoma, Milwaukee. Contact: Jim Welytok, W241 N8938 Penny Ln., Sussex, WI 57089 (414) 246-7171.
- May 17, 1997 **Gambrinus Chapter 8th King's Spring Fling**, Veterans Mem'l Auditorium, 300 W. Broad St., Columbus, OH. Contact: Doug Blegan (614) 890-0835.
- June 6-7, 1997 **Tri-States Breweriana Show** (3 BCCA chaps), Dubuque, IA. Contact: Marc MacTaggart (319) 927-5913.
- June 8, 1997 **Queen City Chapter Show**, Raffles Hall, Blue Ash, OH. 9AM to 3PM. Contact: Jeff Dowers (513) 851-8986.
- June 13-14, 1997 **9th Annual TENN Antique Advertising, Bottle & Collectible Show**, Knoxville, TN. Contact: Larry or Marty Acuff (423) 933-2333.

**Appeal to our Readers: Your Associate Editor is finding less and less time to chase after events Chairpersons to update this column! Please, if you have a regional event (of any club or chapter affiliation), that you wish to be considered for listing, Contact Fil Graff at (717) 369-5546 (phone or fax).**

**The Breweriana Collector and the Membership Directory** are published by National Association Breweriana Advertising for its membership. Dues are \$20 per year domestic, \$30 Canadian, \$40 overseas. Send application for membership, dues, change of address and advertising for the **Membership Directory** to Robert Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Send advertising for **The Breweriana Collector** and manuscripts to Peter Blum at Suite 5000, 300 River Place, Detroit, MI 48207. Advertising rates are \$150 full page, \$80 half page, \$40 quarter page, \$20 short ads in the Buy-Sell-Trade section, \$5 if limited to member's own collecting activity. The Editor has the right to edit all submissions to conform to proper style and appearance, and may defer publication of a submission for reasons of space or layout.

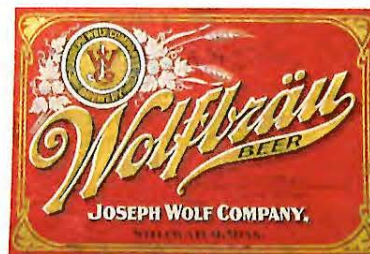
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AUGUST 1-3

MINNEAPOLIS

CONVENTION



STROH'S  
AMERICA'S FIRE-BREWED BEER

