

The Breweriana Collector

JOURNAL

OF THE

National Association Breweriana Advertising

VOLUME 97

FOUNDED JANUARY 1972

SPRING 1997



Single Copy \$6.00

MINNESOTA BREWERIES

National Association Brewmeriana Advertising

A NOT FOR PROFIT ORGANIZATION INCORPORATED IN THE STATE OF ILLINOIS

OFFICERS

JAMES P. SHOULTER PRESIDENT
NORMAN F. JAY VICE-PRESIDENT
JAMES L. KAISER TREASURER
ROBERT E. JAEGER EXECUTIVE SECRETARY
JOHN M. FERGUSON RECORDING SECRETARY

DIRECTORS

GEROGE J. BALEY DAVID H. GAUSEPOHL
ROBERT A. BROCKMANN STANLEY D. LOULA
S. THOMAS FLERLAGE PAUL ZAGIELSKI
HERBERT A. HAYDOCK, DIRECTOR EMERITUS

APPOINTIVE OFFICERS

PETER BLUM EDITOR, BREWERIANA COLLECTOR
GEORGE W. HILTON EDITOR EMERITUS
JOHN F. GRAFF, JR. ASSOCIATE EDITOR
ROBERT E. JAEGER DIRECTORY EDITOR
ROBERT E. KAY CHAIRMAN, AUCTION COMMITTEE
CHARLES P. MERRILL CHAIRMAN, ETHICS COMMITTEE
JOHN F. GRAFF, JR. CHAIRMAN, 1997 CONVENTION

COVER

Reino Ojala's Grain Belt still life shows careful composition and is inviting indeed. The feature story about the efforts to save the plant of the Minneapolis Brewing Company, where Grain Belt was brewed, begins on page 8.

TABLE OF CONTENTS

President's Page	3
Chapter News	4
The Falks of Milwaukee	5
Grain Belt Blues	8
Grain Belt Brewmeriana	13
Minnesota Bottles	14
Gluek's Beer	15
Duluth Displays	16
Items of Interest	18
Rare Steins	19
Hajicek Brewing Company	20
Micros and Brewpubs	22
The Rathskeller	24
Sex and the Single Yeast	25
Deja Vu All Over Again	26
What's Brewing	27
Executive Secretary's Page	28
Advertisements	30
Events of Interest	31

President's Page

For some reason the annual March Indianapolis Advertising Show always acts as a catalyst to get the Breweriana Fever season started for me. This year was no exception with several great pieces turning up at the show. I heard that one or two of these ended up in collections of NABA members.

Although the annual NABA Convention is still several months away, the excitement among the members involved in putting together what should be a great convention is building. This year's show will be taking place at the Marriott-Minneapolis Airport in Bloomington, Minnesota. The convention will kick-off with member Ray Ojala hosting an open house on Wednesday, July 30 for early arrivals. Although I have not seen Ray's collection, it is my understanding that anyone who collects breweriana would really enjoy it.

There will be tours of both the Minnesota Brewing Company and Stroh's on Thursday with an optional dinner taking place at the Rathskellar In The Sky on Thursday evening.

The auction, one of the high points of our convention for many of us, will take place on Friday afternoon. Last year's auction seemed to be much better than the previous couple of years with high quality pieces being consigned and with fewer buy-backs. Hopefully this trend will continue, and I urge all members to plan to participate by

consigning good quality items. Only you can make our auction a success for both seller and buyer.

This year's trade show will take place on Saturday as a joint show with the Northstar Chapter of BCCA. We look forward to having members of the Northstar Chapter participate in our trade show and hopefully we will all meet new people who may have mutual collecting interests. Saturday will also feature Minnesota night with several breweries from Minnesota hosting a beer tasting. This event has proven to be very popular at past conventions and appears to be another event most attendees look forward to.

All in all the convention is shaping up as a fun time. If you need to get your wife a little more interested in things, you might point out to her that this is all going to take place across the parking lot from the Mall of America which I'm told is the second largest shopping mall in North America. The only problem I can foresee with this is who is going to "tend the store" in your room when you are out looking for that elusive treasure. This is a problem I have not been able to solve. Oh well, nothing is perfect.

We both look forward to seeing all of you in Minnesota in late July and until then, happy hunting.

Jim Shoulter

From Your Editor

My editorship will end with the next issue, and associate editor and editor-designate Fil Graff has been flexing his software. Fil has made tremendous progress with the new equipment. He submitted seven pages for this issue, which could have been used as is but for the minor adjustments to maintain headline uniformity.

This means that I have only two issues to get my act together, and give you typo-free magazines with interesting articles, and on time. It may not happen as planned, but I will do my best to make me a hard act to follow.

The spring issue continues to focus on Minnesota and Minneapolis-St. Paul, this year's convention area. Jim Beaton has mobilized local collectors to send him photographs, and he has supplied me with a large selection. The Hajicek brothers, along with Jeff Vick, prom-

ised a year ago to write articles. Jeff's story on Minnesota wooden cases appeared in the previous issue, and now it is the Hajicek's turn. Bob wrote the feature article on the fate of the Minneapolis Brewing Company plant where Grain Belt was brewed for so many years. It is a solid and authoritative piece. Mike, who has a huge collection of Minnesota labeled bottles, has provided excellent photographs, and he and Bob have written the story of the family brewing in Hutchinson.

There are also articles about the Falks of Milwaukee, thanks to an alert Bob Jaeger, and about Kalamazoo brewpubs, thanks to a helpful and determined Charley Jeske.

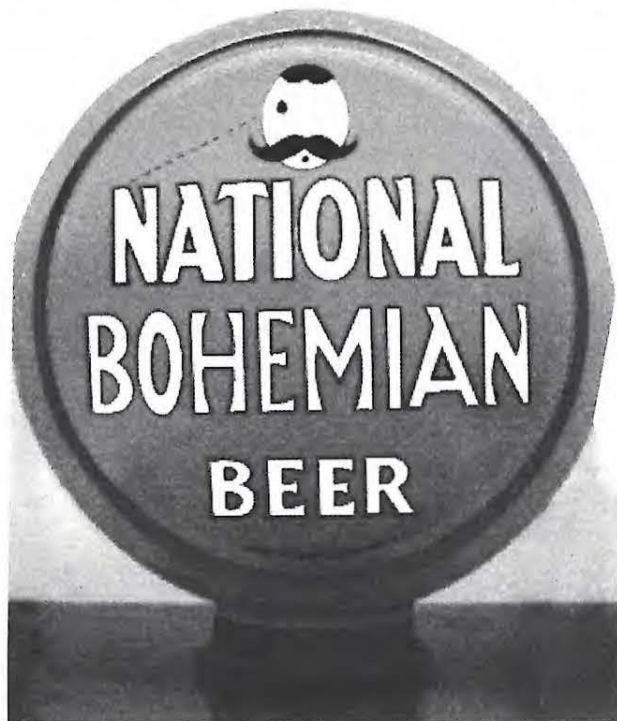
Peter Blum

Chapter News

18th Annual Blue and Grey Show Capitol City Chapter

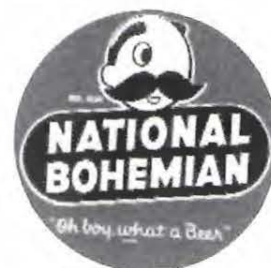
Wouldn't you know, it snowed again on the Thursday before the show, but this year the weather did not deter the early-arriving faithful! This annual "we've had enough of winter!" weekend show got off to a roaring start on Thursday night, February 13th, with the flurry of room-to-room activity at an all time (pre-official show start) peak. The highlight of this first evening for me was the presentation of a previously unknown National Bohemian (National Brewing, Baltimore) globe sign (like the old two-faced gas pump signs, but hung under the corner door frame of Baltimore taverns) by Bill Taylor to Ray Johnson. Ray, known as "THE Mr. Boh," had lusted after the sign in Bill's basement for many years when it obviously wasn't for sale, and Bill, who is thinning his collection, took this opportunity to publicly and quite demonstratively thank Rayner for the many years of effort on behalf of Capitol City chapter and the Blue and Grey Show (Ray has been the tireless "beer getter," who this year produced 28 different microbrewery products for the weekend's consumption.)

Another unusual event occurred at B&G this year...the Presidents of both Chapter parent organizations, BCCA and NABA, sat down together to talk shop, and our President and Associate Editor attended our first National BCCA Board Meeting. This was a very stimulating and thought provoking experience for Jim Shoulter!



Early 1950's Mr. Boh globe sign... a one! Red field, white letters, black accents, blue outer border, red-textured glass frame. This is the first time we've seen the "shooting eye" dots on the earlier oval-headed Mr. Boh, or this letter style.

*Mr. Boh, St. Thomas, PA-style
"I did [him] my way . . ."*



The Saturday Public Show, a highlight of the weekend, was as usual well attended, thanks to the publicity the chapter and the show's co-sponsor, BCCA's Richbrau Chapter does. Over a hundred tables, placed all around the atrium lobby and pool area, were filled with cans, pre-and post-pro breweriana, microbrewery items, neons, etc., etc. Sales at the show were brisk, as were the sales in the room-to-room activities both evenings.

This reporter has to view the Blue and Grey Show as a model how such a weekend should be run. They fill the hotel for two nights, have a relationship with the superb Holiday Inn staff that leads to such niceties as being addressed by first name when checking in (Sheila, I was VERY impressed!), have a sometimes noisy but always fun-filled time, and leave no casualties! As I did after the first time I attended, I heartily recommend this event for anyone who collects anything brewery-related. Attendees were from up and down the coast from Florida to Canada, and west to Illinois. There was something there for everyone, and if you are a microbrew affectionado, there are few places where you will get to try so many brews, at no cost other than Registration! Queen City has its "Luck of the Irish," Gambrinus its "King's Spring Fling" and Monarch the "Fallfest." All highly successful shows, all good membership builders, all great places to buy, sell and trade. Put Feb. 13-15, 1998 on your calendar now, before you forget. This "first show of the year" (even with its predictably unpredictable weather) is one not to be missed! The partner-sponsorship between NABA and BCCA is working well in the Capitol City Chapter; I hope the officers of parent organizations have the opportunity to get together again on a regular basis!

Next year (1998), Gambrinus Chapter hosts the NABA Convention in Columbus, Ohio. Like Capital City, a joint sponsorship of NABA and BCCA. Should be an interesting event, friends!

ATTENTION CHAPTER CORRESPONDENTS: I'm not planning to chase you down! If you want to read about a chapter event in *The Breweriana Collector*, send me a story and some photos! You don't have to be a Walter Winchell.. just send the facts, man.

Fil Graff

Spring 1997

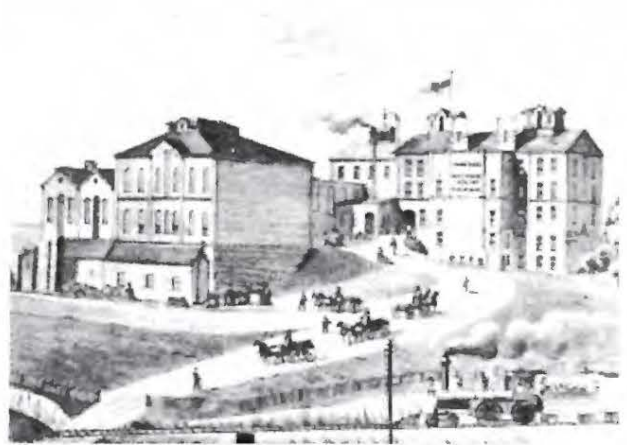
The Falks of Milwaukee

Some old brewers never die

John Gurda with Fil Graff

If one stands on Wisconsin Avenue, west of downtown Milwaukee, one can see a rise overlooking the valley to the south, and on this bluff just west of the 27th St. bridge, a large grey stone structure. This large building is what remains of the Falk, Jung and Borchert Brewery, and the foundry operation below is the main plant of The Falk Corporation. There is no coincidence in the names, but there is a story of business success, wealth, disaster, a "white knight" and a "shade tree mechanic" with uncommon entrepreneurial skills. It all began with Franz Falk.

Franz Falk was born in Germany in 1823, was trained as a cooper in his father's shop, worked at a Miltenberg brewery to learn that trade, and came to America in 1848 (age 23). He worked for a time in a Cincinnati brewery and left dissatisfied for Milwaukee. He obtained employment with one brewer, was hired away by a second, and soon became brewmaster of the Menominee Brewery of Charles Melms. After seven years with Melms, during which time he had married and begun to raise a large family, Falk teamed up with a local merchant, Frederick Goes, and built a brewery of his own in the river valley right at the heart of The Falk Corporation's plant today.* The Bavaria Brewery of Goes and Falk was not lacking for competition in the area, as Milwaukee boasted 26 breweries in 1857. Of the 75,000 barrels brewed that year in town, 45,000 were consumed locally, more than one barrel for every man, woman and child in the city! Only 1000 barrels of this came from the new Bavaria Brewery, but within 10 years, production had climbed to 5500 barrels (as much as the Schlitz and Miller operations of the time combined.) In 1866, Franz Falk bought out his partner, and soon after built Milwaukee's first on-site malthouse owned and operated by a brewery. In 1877 he built one of the first bottling departments in town. "Falk," by the way, is German for "falcon," and every bottle had the



The Bavaria Brewery in 1876

brewery's trademark on it: a falcon atop a mountain peak.

Falk was also one of the earliest "shipping breweries" in Milwaukee, utilizing the Chicago, Milwaukee and St. Paul Railroad (that had made the Menominee River valley its center of operations) to ship beer in his fleet of railcars all across the US.

By 1872, Falk had increased production to 20,000 barrels, by 1878 to 34,000, and by 1880 to 60,000. He had distribution depots in Chicago, Kansas City and Pittsburgh, and shipped product to Mexico and South America. As the trend toward *national* marketing accelerated, many of the smaller breweries fell victim to terminal loss of sales. Falk's old workplace, the Menominee Brewery, was one of the casualties (after Melm's death in 1869); it was absorbed by the Best family. This acquisition made Best the city's largest brewer in 1874 (followed by Schlitz, Blatz and Falk.)

Milwaukee's total beer output had taken a tremendous jump in twenty-five years. From 75,000 barrels in 1856, production reached more than 575,000 barrels in 1880 (that is FIVE barrels per capita based on the town's population, more than twice the proportionate volume of Cincinnati and St. Louis' brewers.)

The Falk family was a large one, ten children in all, eight of whom survived infancy. The two oldest, Louis and Frank, became associated with the brewery as their age permitted, as eventually did the fifth and sixth, Otto and Herman. Louis and Frank continued to expand the family brewery, raising production to 75,000 bbls. in 1881. The following year, Franz Falk, the pater familias, filed incorporation papers for the Franz Falk Brewing Co., a family partnership, with Louis and Frank as V/P



Likely the earliest piece of breweriana from Falk, this penny-sized copper "civil war store card" was issued during the coin shortage of 1863, and circulated as currency.

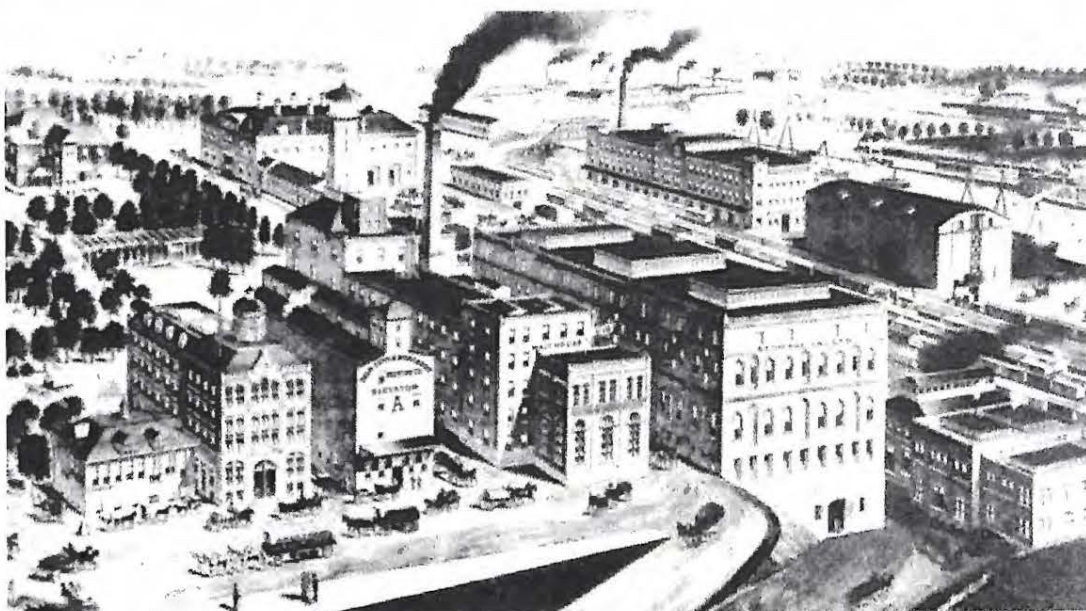
and Secretary-treasurer. A few months later, in August of 1882, Franz was dead of a stroke at age 60.

The Bavaria Brewery was in no danger of dying with its founder, and the two Falk brothers continued the business, stabilizing it at about 70,000 bbl./year while continuing to expand the export market. Falk held steady as the Number 4 volume brewer in town. Louis, a bit of an introvert, scaled back his involvement in the brewery after the death of his young wife in childbirth in 1887. After suitable periods of apprenticeship, two younger brothers, Otto and Herman, became General Manager and Superintendent respectively. Herman was a born tinkerer, having had his own little workbench in the wagon shop from the age when most boys were learning sports.

In 1888, the brothers arranged a merger with the Jung and Borchert Brewery, established in 1874, which had become the city's fifth largest brewer. Phillip Jung was a former Best brewmaster (Capt. Fred Pabst who had married into the Best brewing family, and assumed control of Best's Empire Brewery in 1864, didn't change the name to Pabst until 1889); Ernst Borchert was the son of a Milwaukee maltster. In the fall of 1888, the new company Falk, Jung and Borchert Brewing Co. was incorporated, with Frank Falk as President, Phillip Jung as Vice-president and Superintendent of Brewing, Ernst Borchert as Treasurer, Louis Falk as Secretary, Otto as Assistant Secretary and Herman as Assistant Superintendent. The first task was consolidation of the two operations, and Jung & Borchert's old brewery on the

East Side was relegated to a storage facility with all operations moved to the Menominee River valley and the bluff to its south. Hundreds of thousands of dollars were invested in new buildings, and the brewery expanded up and down the hill. The new facility produced 120,000 barrels in 1888, and had the capacity to do 200,000. They were soon challenging Val Blatz for third place among Milwaukee's brewers.

Then came disaster. On July 4, 1889, a blaze broke out in the malthouse. A strong wind blowing from the north quickly spread the conflagration to the bottling house, and then to the main brewery. During the fire, Herman and Otto were seen rolling barrels out of the vaults in a vain attempt to save some of the precious stock. The holiday crowds at the neighboring beer gardens watched the spectacle of the fire from the bluffs. When it was finally extinguished, all that was left was the icehouse and stables. Undaunted, but stunned and financially weakened, the partners began rebuilding immediately, turning out the first batch of beer from a temporary brewhouse less than a month later. A larger new ("fireproof," as the Milwaukee *Sentinel* ironically noted) plant was designed, and remarkably, was in operation only three months after the fire. The new plant doubled the capacity of the old and some of the new buildings sprawled across the river to the present site of the foundry. (The new stone storage vaults, built high on the bluff side, stand a lone sentinel from this second brewery today.) Sales rebounded immediately, with Frank Falk commenting that "we haven't lost a single



The Falk, Jung and Borchert Brewery as rebuilt in 1892. The storage vaults (building with three celestories), and the blacksmith shop (long one-story building near the trees at left center) are all that remain today. There may be a bit of architectural exaggeration here, though each major building shown has a definite and necessary purpose.

customer since the fire.” Production in the following years surged toward 200,000 barrels, more than twice that of the old Bavaria Brewery at its peak, and two hundred times that of the Goes and Falk brewery in 1856!


Fate did not play its final hand until August of 1892, when another fire, starting in the new malthouse, spread to destroy the brewhouse, grain elevator, refrigerator building and the malthouse. The partners pledged to start again, and began to buy raw beer (for finishing in their facility) from Pabst to supply its customers. This gave Fred Pabst an opening to make an offer for the firm. The partners, evidently exhausted by the disasters and the financial drain caused by under-insurance, agreed, and in October of that year, Pabst bought Falk, Jung and Borchert – buildings, inventory, freight cars, horses, good will and all – for \$500,000 in Pabst stock. Frank, Louis and Otto Falk accepted positions with Pabst, as did Ernst Borchert and (briefly) Phillip Jung. Herman Falk decided to start a business of his own.

This ends the brewery part of the story, although Frank and Louis Falk stayed with Pabst until they retired. Otto left Pabst after a short time to form his own milling company, and eventually joined Herman's firm. Phillip Jung evidently chafed under Pabst management, and in 1896 purchased the old Obermann Brewery a few blocks north of Pabst's "Castle on the Hill," later expanding by buying The John Brenner brewery in Newport, KY, and providing the spirit, at least, for his nephew William to start brewing at Random Lake, WI after prohibition. It was the youngest Falk brother Herman, the young tinkerer with his own workbench in the brewery wagon shop that provides the continuation of the tale.

After the sale of the family brewery business in 1892, Herman rented the old blacksmith shop at the former brewery (Pabst kept many of the larger remaining buildings in operation, including the stock house that still stands) from Captain Fred, and after a failed venture in making wagon couplings, opened a general machine shop with a new partner. Herman was not content to be just the owner of a job shop, although with his share of the proceeds from the brewery sale he could

have lived an easy life. Like his father, he was a true entrepreneur, and an inventive one to boot. With no engineering education beyond high school he had the ability to see not only how an idea could work, but to imagine and design all its component parts. His imagination turned to another form of transportation beyond the familiar wagon (he already held a patent for a wagon brake), the new electric trolley cars, for his next try at independent success. He devised a "foundry on wheels," designed to pour molten iron around the joints in trolley tracts (notorious for problems caused by the constant pounding of wheels – problems like electrical leakage that could corrode adjacent water or gas pipes, with occasional disastrous results.) The resulting 200 pound mass of iron made the joint as tight as if the rail was continuous. The ingenious device was soon hailed as a breakthrough, and Falk's units were first used by a street car line in St. Louis. Soon after in 1895, flushed with success, Herman Falk incorporated The Falk Manufacturing Co., and either contracted his equipment and crews, or sold units with royalty fees all over the world. Constantly tinkering with the system, and developing and patenting accessory processes, Falk and his equipment repaired and maintained almost a third of the nation's electric street railways by 1900.

Herman expanded his enterprise into other related fields. Now experienced in the casting process, he began to produce the custom gears and ultimately the huge castings that have been the hallmark of Falk since that day. The huge operation on both sides of the Menominee River, on land once occupied by the Falk's brewery, today is the main plant of The Falk Corporation. True entrepreneurs, a father and son, started both businesses, and provided the drive and spirit to make each a success, and to change as the times changed. The Falk Corporation was 100 years old in 1992, and to commemorate the event, published a well-written history (not a typical "puff piece") on which this article is based. Falk was a grand name in brewery history, and is still a grand name in the industrial world of gears and speed reducers.

Old brewers (sometimes) never die. 

Editors note: The site of the Goes and Falk Brewery in the source book does not agree with American Breweries II. The address of WI300a is listed on 8th St. between today's Juneau and Highland, from 1855 to 1872 (on land where Pabst's "castle" was later built), and lists a new brewery in the Menominee River started in 1870. The 1872 date matches the huge increase of capacity to 20,000 barrels per year. It seems, according to the research done by Bob Gottschalk, that John Gurda missed the original location of Falk's brewery.

This article is edited, with permission from the brewery portion of The Making of a Good Name in Industry, a History of the Falk Corporation 1892 to 1992, by John Gurda, Copyright 1991 by The Falk Corporation. The idea for the article was suggested by our Executive Secretary, Bob Jaeger.

The Grain Belt Brewery Blues

By Robert Hajicek



The history of breweries long gone gives us a look back at a time which we cannot experience ourselves. But what of the breweries which have closed in recent years and how do people, considerations of development cost, feasibility and location affect the future of these brewery buildings? In Minnesota, the Fitger brewery in Duluth closed in 1972 and has been renovated into a hotel, micro brewery and shopping center. The Hauenstein brewery in New Ulm closed in 1969 and has been partially renovated into living quarters for its owner. The Glencoe brewery closed in 1918 and Engesser of St. Peter closed in 1942, have both survived and found various uses to the present day, while Gluek of Minneapolis, Kiewel of Little Falls, Yoerg of St. Paul and Duluth Brewing & Malting have been torn down. This story is of the most famous Minneapolis brewery, Grain Belt Breweries, Inc., which closed in 1976 and has remained unoccupied for 21 years.

FINANCIER IRWIN JACOBS

Irwin L. Jacobs, an investor unencumbered by emotion, purchased Grain Belt in May 1975 for \$4.1 million.

After eight months of unsuccessful operation, the Grain Belt trade name was sold to G. Heileman for approximately \$4 million. The buildings and real estate at 1215 N.E. Marshall St. consisting of 15.3 acres, the 1891 brew house, bottling house, storage cellar, keg house, boiler house, warehouse and office were not included in the sale.

PRESERVATION OR DESTRUCTION

Jacobs applied to the City of Minneapolis in 1977 for a permit to demolish the brew house, claiming it is a safety hazard and too expensive to maintain. A group of area residents and businesses led by Jeanette May approached the Heritage Preservation Commission, asking that the building be designated a landmark. Through their efforts and the interest of architectural historians and others who saw too many early Minneapolis buildings destroyed during urban renewal, the Heritage Preservation Commission recommended historic landmark designation to the Minneapolis City Council. The full council approved landmark status for brew house and office.

IDEAS ANYONE?

A plan to remodel the brew house into a 134 room luxury hotel with two restaurants, retail space, athletic club and brewery museum at a cost of 422.7 million was proposed in 1979. In fact, the brewery museum proposal was by our own Herb and Helen Haydock before they proceeded with Oldenberg. The City Council had to approve an Urban Development Action Grant application that was expected to on October 26, 1979. Through last minute political moves by a local alderman and council members, the UDAG application was voted down. At that time the keg house and warehouse had tenants. The development firm Sherman-Boosalis bought an option from Jacobs in 1985 for a residential or commercial and office space conversion, but let the option expire because the area would not support high rents or purchase prices required for a viable project.

The Minneapolis Community Development Agency (MCDA) oversees land development in Minneapolis. In May 1986, Don Risk, MCDA Director and proponent of brewery redevelopment, protested a proposed change in land use designation from industrial to residential for the Grain Belt property. The proposal was part of the city's Upper Mississippi concept plan which consoli-

dates industry on the west river bank and locates high density residential land use for the east river bank, on which the brewery lies. The land use change would have restricted the site's possibilities too severely. Risk said a residential land use designation would put "a wrecking ball to the Grain Belt building before anything happens."

JACOBS PLAYS HARD BALL

Three months later Irwin Jacobs offered to give the Grain Belt brewery, boiler house and one acre of land on which it sits to Minneapolis if the city pays for heat and electricity to buildings on the other 14 acres. Jacobs' attorney William Fox said that if the city does not take the brewery, Jacobs will appeal to the city council to demolish it, and if the council rejects the appeal, Jacobs will sue the city. The remaining 14 acres and other buildings were offered for sale for \$5 million. For him to continue to hold onto the brewery, Jacobs said, is "just throwing money in the sewer." The city rejected the offer.

Concurrently, Don Risk of MCDA expected a proposal from a developer to renovate the brewery as an entertainment complex for movie and sound studios. Bill Tetzlaff of the MCDA considered the \$5 million



The entrance to Grain Belt Park at Marshall Street N.E., as it appeared in April 1970. The park was dedicated on June 24, 1963. Water from Grain Belt "Diamond" wells were used for the fountain in the park's center, seen at left of photo.



Major construction was started in the summer of 1962. One of nine 1,265 barrel glass-lined tanks were being installed in January 1963 (top). Ground was broken in February 1963 for a \$250,000 addition to the keg house for storage of keg beer (bottom). Photos in this article are by Mike Hajicek.



price reasonable and if the brew house is going to be developed, the remaining property should be acquired. Jacobs second petition for demolition was rejected by the Heritage Preservation Committee and the City Council.

LAW SUIT

In May 1987, Jacobs sued the city in federal court for damages, claiming the city, by denying a demolition permit, unconstitutionally had taken the land and not paid for it while he had been forced to spend substantial moneys to maintain the property. Jacobs claimed the city refused his offer to donate the brew house and boiler house because the city didn't want to assume yearly maintenance costs of \$153,000 to \$379,000. Kurtis Greenly, representing Jacobs in court, told Judge MacLaughlin that "the property has deteriorated and is not functionally usable."

The city response was threefold. First, Minneapolis city attorney Clifford Greene said the case should be in state court, not federal court. Second, Jacob's donation offer had several conditions, including that the city pay for all heating and electricity of all buildings still owned by Jacobs, two of which were occupied by private firms. Third, there might be pollution problems at the site and the city did not want to become liable for the cost of cleanup. At that time, the MCDA was considering a proposal from American Artists for an \$80 million entertainment, telecommunications and office development. U.S. District Judge MacLaughlin dismissed the lawsuit by Jacobs against Minneapolis in August 1987.

MINNEAPOLIS MAKES ITS MOVE

On February 17, 1989, the entire 15.3 acre Grain Belt brewery complex was purchased by the city of Minneapolis for \$4.85 million after more than two years of negotiations and a lawsuit by Jacobs. The city council vote was 12-1. City officials said the main reason for buying the property was to save it from demolition, but they also hoped the purchase would make it easier for developers to convert the site to a new use, and that developers who had expressed interest had as much difficulty dealing with Jacobs as had the city.

Three plans for redevelopment of the brewery property were submitted to MCDA from February through November 1989. Sherman-Boosalis Corp. had scaled down its previously submitted project concentrating on a waterfront development that would include a 116-slip

marina, bar and restaurant, and 23,000 square feet of office space.

Minneapolis architect Robert Brantingham proposed to convert the brew house into a Radisson extended stay 150 unit, all-suite hotel and construct a Mississippi river marina with a project budget of \$36 million.

The third project was Globe Theatre Centre of the Great Northwest proposed by David Fox-Brenton, acting teacher at the University of Minnesota. The plan would convert the brewery site into a \$12 million multi-venue theater complex including an academy for the performing arts and four performance spaces for live theatre.

NIBBLES BUT NO STRIKE

In early 1990, the city began offering small pieces of the property for sale, against objections of some large developers. Judd Rietkerk, brewery project coordinator with MCDA, went ahead with plans to sell the Grain Belt office building and parking lot. In July of 1991, the city approved a proposal by Northeast State Bank to buy a \$168,000 parcel of land for parking expansion next to the office building.

The city faced tough choices. Some wanted the city to permit practical development of small parcels to get the property back on the tax rolls while maintaining some master site plan. Large developers said the property can't be fragmented, that the only way to make money is to tie the brew house renovation with other buildings.

A smaller proposal by developer Charles Leer involved purchase of only the bottling house. He wanted to turn the building into studios and offices for local video and film production companies at a cost of \$1.5 to \$2 million. In 1990 the city spent \$409,000 for upkeep on the site and collected only \$265,000 in rents and other revenue. About \$50,000 of the upkeep was for one-time expenses such as replacing roofing.

In August of 1992, the MCDA proposed a \$5 million publicly funded project to renovate part of the brewery into sound stages for Minnesota's growing film industry. Critics pointed out that public money should not be spent on a project that was avoided by private investors because of minimal profits from studio rentals. The city council approved the concept, but it did not appropriate any money to execute the plan.

In 1993, a developer wanted to convert the 34,000 square foot bottling house into an indoor beach volleyball arena with liquor bar and health club. The MCDA and developer were at odds over rent levels and rejected an option to sell to the developer. The plan never materialized.

In November 1995, MCDA was awaiting a firm commitment from the Guthrie Theater that would launch a \$30 million project. It would create non-performing space for the theater, several phases of housing, possibly a marina and waterfront park.

RED INK AND NO WHITE KNIGHT

Recently, the city spent \$1 million on repairs to the brew house to keep it from crumbling. By 1993 the city had a net operation loss of \$705,000 since it purchased the brewery. With the purchase price, the operating losses and the repair work, the city has spent \$6.6 million. The site produces no property taxes because it is owned by the city.

Fourteen-year city council member Tony Scallon recalled the pressure to preserve the brewery was so intense in 1976 that there never was a honest appraisal

whether the preservation was feasible. The one city council member who voted against the brewery purchase in 1989 said "the city was either naive or arrogant to believe that it could find a use for Grain Belt – except at enormous public cost – when Jacobs could not." A 1986 examination report by MCDA inspector Bud Nagle stated "conclusions as to the re-use potential of the building are not optimistic, primarily due to extensive obsolescence inherent in the building and the deterioration and vandalism that has occurred over the years." Council members Joan Niemiec stated, "It should be preserved, and it is going to need an infusion of public money. I don't see how you're ever going to be able to tear that down, there will be too many people standing in front of the bulldozers."

Yes, that's where I'll be too.

References:

Minneapolis Star
Minneapolis Tribune
Northeastern
Minneapolis Star and Tribune, Star Tribune (post merger)
City Business
(various years for each)■



Plant of the Minneapolis Brewing Company (100 Years of Brewing, 1903).



The two Grain Belt tin signs are from Jim Beaton's collection. The flag-furled female and Minnehaha belong to Bob Hajicek. His brother Mike likes bottles with paper labels; there are two very good blobs at left, and a nice Family Bottling and the rare Zumalweiss White Beer at right. Jeff Vick owns the very dramatic crown sign.



Minnesota Paper Label Bottles

Mike Hajicek started collecting Minnesota paper label beer bottles in 1975 on his dad's beer route. He now has over 600 different, with about 70 being pre-pro, and is always looking for more. His goal: 1000 different. Let's help him!



Above, a nice Cold Spring Red Star Tonic, three Bubs from Winona, a Jordan Natural Product, and a Yoerg's steinie from St. Paul. **Left**, Home Life from Hollister Bottling, a rare Cokins from Red Wing, Chief from Montgomery, Minnesota from Mankato, and two steinies from Fergus Falls.



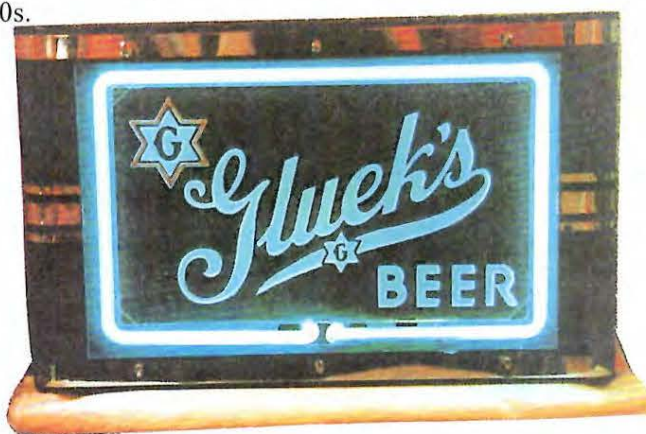
At the left end, a pre-pro Wuerzburg from Alexandria. The Heidelberg is from St. Cloud, and the unusual Security White Cross was brewed by Remmler in Red Wing. At right is Ernst Beer, named after and by Ernst Fleckenstein of Faribault.



Four very clean Cold Spring post-pro bottles, a Viking from Fergus Falls, and two colorful steinie stags by Peoples in Duluth.



At left, a 20 in. diameter reverse-on-glass sign, late 1930s.

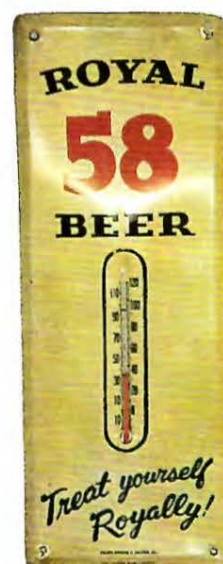


Jeff Jensen from Richfield, Minn. collects Gluek; the signs are from his collection except top right, which is owned by Dave Macken. Note the early neon and etched glass piece above.

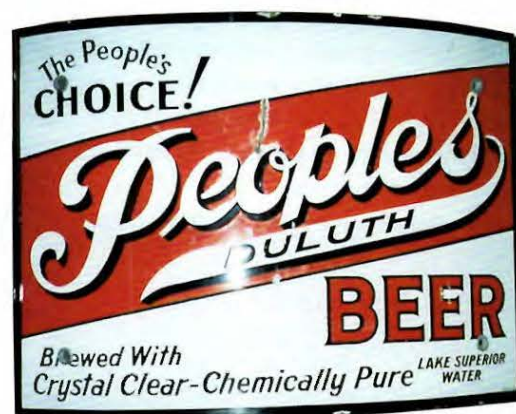
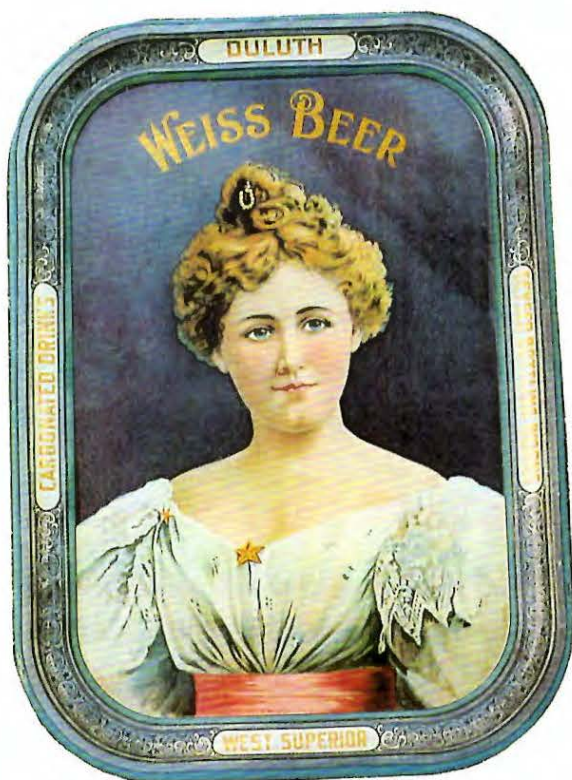
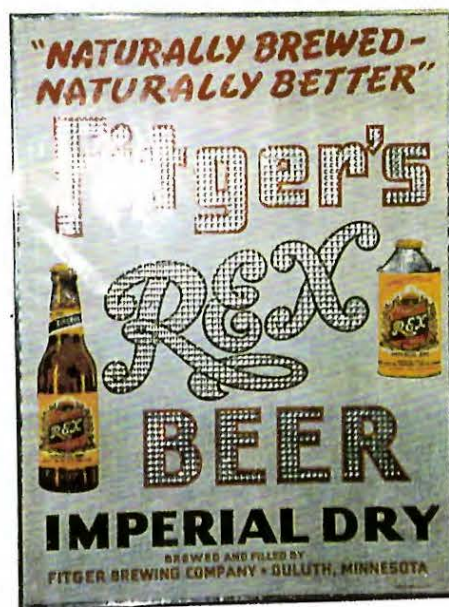
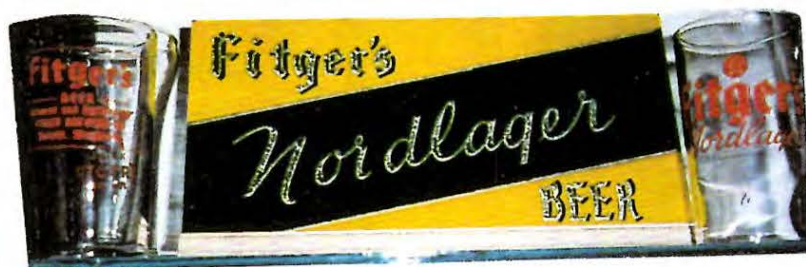
Duluth



Duluth Brewing & Malting brand changed from "Royal Bohemian" to "Royal 57" (said to have 5.7% alcohol by vol.) in 1952 . . . until a Heintz salesman heard a bar customer order "that ketchup brand," and word got back to the brewery. Collections of Pat Stambaugh, Jim Beaton (lighted signs) and Joe Wendl (bottle cap).

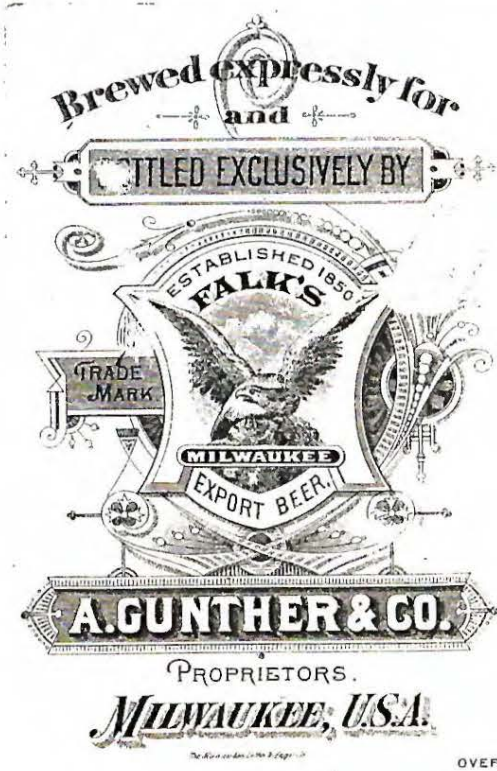


Displays



Reino Ojala is showing two ultra rare old Duluth pieces – a convex reverse-on-glass with gold leaf lettering, and a pristine stock tray for the Geyser Bottling Works. Pat Stambaugh's items include a porcelain curved outdoor sign and a great Rex piece.

Items of Interest



The boy on the Falk trade card seems to be employed by the Count of Monte Cristo. Please see ad page 30. The stunning Budweiser self-framed tin, 37x26 belongs on the short list of the greatest brewery pieces. It is owned by long-time collector and dealer David Harris of Kokomo, Indiana. There is an unusual Gund cartouche of Gambrinus above a tavern in Plattsmouth, Nebraska; are any others known?

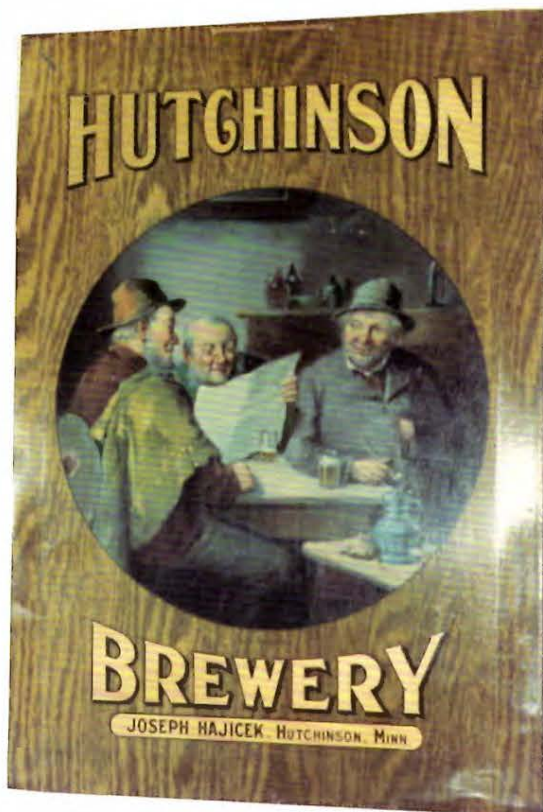


Rare Steins from Kirsner Auctions



Andre Ammelounx and Gary Kirsner are the preeminent auctioneers of high quality steins and related items. We showed photos from the Ammelounx auction in previous issues, and this time chose a few items from recent Kirsner auctions. Prices for various classes of steins can range from \$100-\$500 for pottery, \$500-\$5,000 for Mettlachs, \$300-\$3,000 for regimentals, and \$800 on up for antique steins. The old Meissen porcelain tankard decorated with fruits and flowers was sold for \$2,530, and a rare medical unit regimental stein brought \$2,875. The rarely seen cat on book character stein was worth \$3,190. Ivory steins generally are valued from \$5,000 to \$15,000 – the Stroh collection has one with silver lid and rims in the middle of this range – but the ladies on this stein generated serious bidding to \$23,000. German brewery posters from the '20s usually fetch \$200-\$400. Kirsner's address is P.O. Box 8807, Coral Gables, FL 33075.

Hajicek Items



Everything from the Hutchinson Brewery is rare. From top left, the "Old Friends" tin; Bohemian label; the "Grandpa's Story" oval tray (four known); a very rare case for two dozen quarts, and the well-known "A Close Game" tray, but try to find one for this brewery. Collection of Mike Hajicek.

The Joseph Hajicek Brewing Company

Michael and Robert Hajicek



In the small town of Hutchinson, Minnesota, about one hour due west of Minneapolis, Herman Abel built a small brewery in 1870. Three years later he sold it to Michael Poltzer, who brought Robert Wetzig into the brewery ownership. The capacity of the brewery in 1873 was 155 barrels per year. After three more years, in November of 1876, the brewery was foreclosed, put up for sale, and purchased by John Kleinmann.

John Kleinmann was born in Germany in 1848, and had lived and worked in Pittsburgh, Cincinnati, St. Paul and St. Cloud before coming to Hutchinson. His older brother Charles followed him, eventually moving to Hutchinson to join John in the brewing business, which was renamed Kleinmann Brothers Brewery. John was a cooper by trade, and Charles a cabinetmaker. The brothers invested \$4000 in upgrading the tiny brewery, and in the winter of 1886-7 also began serving the village with an ice business. The brewery itself was located just across the road from the Crow River, upstream from the Ames Roller Mill. It had a maximum capacity of 3000 barrels per year (it seems unlikely that that amount could have been sold in the area!)

Hutchinson had been founded in the late 1850's by "the famous singing Hutchinsons," three brothers who toured as vocalists. They had boldly declared for Prohibition to keep their town free from alcohol. The first

newspaper in town (The Enterprise, published by S. G. Anderson, Sr.) was anti-saloon. A later paper, The Hutchinson Leader, reported in the late 1890's that "Things were booming in this village; a saloon opening and a temperance lecture all in one week. If the opening wasn't any better attended than the lecture, no harm done."

By 1905 the Kleinmann Brothers evidently saw the coming of Prohibition, and decided to sell the brewery of Joseph Hajicek, who owned a 500 acre farm 10 miles south of the village. Joseph actually traded his farm for the brewery, which was valued at \$14,500. He and his wife Anastasia and their nine children immediately moved into the brewery. He had been born in Doubravka, Bohemia on March 18, 1862, and likely knew very little about running a brewery. He employed William Frank of Chicago as brewmaster, borrowed several thousand dollars from the townspeople, and began to brew. In the March, 1906 Brewers' Journal it was reported that "important changes are progressing in Joseph Hajicek's Brewery in Hutchinson, Minnesota."

In 1908 the city of Hutchinson voted for Prohibition (which lasted here until the end of national prohibition in April, 1933). The city would not let the brewery sell within the city limits, or one half-mile thereof, but they allowed the brewery to remain open. In July of that year, just three months after the passing of the Prohibition law in town, Joseph Hajicek was the first person arrested for


Michael and Robert have a long brewing industry tradition in their family. Their grandfather Ben started selling Hamm's beer right after Prohibition, then switched to Grain Belt in 1934. Their father Virgil continued to sell Grain Belt until the brewery closed in 1975. Both Mike and Bob worked for a Miller distributor during high school. They are always looking for any artifacts from the Joseph Hajicek or Kleinmann Brothers Brewery, as well as items from Grain Belt and small Minnesota breweries like Glencoe, Silver Lake and Litchfield.

violation of the law. The Mayor and City Council employed a Minneapolis detective in an attempt to buy a quart of draft beer from Joseph at the brewery. The court case drew large crowds. The detective claimed that he bought and drank beer at the brewery; Joseph claimed that the detective came and wanted to buy beer, was told "No," but the detective helped himself anyway. It came down to the word of one man against that of another, and the court believed Joseph, and acquitted him of the charges. Similar cases were heard over the next ten years involving the brewery and the City.

Brewery records list sales of about 1200 barrels in 1907, and about 900 barrels in 1909. This represented a vast improvement from Joseph's early days at the brewery. For the month of December, 1905, records show that no beer was brewed, that 71 barrels were on hand at the start, 9 barrels were sold, and 11 barrels were consumed on the brewery property during the month!

Until 1909, the beer was only sold kegged, in sizes ranging from eights to full 31 gallon barrels. Around

1909 a bottling line was added, and the beer was sold as Hajicek's Bohemian Style beer. When Joseph died at age 52 in 1914, his sons Ben and John took over operation of the brewery. In 1915 they were operating the brewery for their mother, and they employed their brother-in-law John Hoerner, who had been with the Litchfield Brewing Co. The Joseph Hajicek Brewery closed about 1918 under increasing pressure from the prohibition movement, and from a barley shortage and the effects of World War I. The buildings were used for storage during the '20s, and were torn down during the '40s.

An oval stock tray in the Haydock/Miller collection, and an etched glass exist from the Kleinmann Brothers Brewery. Two different stock oval trays, a bottle opener, keg refund token, photo postcard, a Meek tin sign and a wooden case and one label are in the Hajicek family collection. A wooden keg and etched glass have yet to be uncovered, and the Hajiceks would love to add these and any other as yet unknown item to their collection. 

Micro/Brewpub Update

"I had a gallon in Kalamazoo"

Charley Jeske, our Midwestern brewpub-hunting correspondent, headed east from Chicago on I-94 to Kalamazoo, and sniffed out information on four micro/brewpubs in the area. As usual, he seems to have left no tap unturned in his search for local brews. Time consuming? Yes, but also fun! We are very pleased that Charley is providing the Breweriana Collector with interesting information on small breweries. Your editor added some information from long-distance telephone research. Charley normally does not comment on his perception of beers he saw or sampled, and filed this report.

OLDE PENINSULA BREWPUB

200 East Michigan, Kalamazoo, MI 49007

(616) 343-BREW

Mon-Wed: 11am-midnight;

Thu-Sat: 11am-1am; closed Sun.

If you go north from the I-94 expressway on Westnedge Avenue to Park Street, which is one-way north, you come to Michigan Avenue. Turn right and go about four blocks until Michigan meets Portage Street. That intersection is known as The Point, and on the southeast corner is the Olde Peninsula Brewpub. On weekends you can park on Michigan Avenue without

feeding the meters, or you can park in back of the pub in a lot off Portage, or in a covered lot further south.

Olde Peninsula is a large place of 5500 square feet, which opened over a year ago on March 17. The building dates from 1874 and housed the Peninsula Restaurant. The original metal ceiling is still up there. Later it became a clothing store and then an office building. It now has partly returned to its origin with a full menu, but this is no longer the place for a quiet sedate meal. The pub is looking for a "Cheers" atmosphere, and has TV sets all around the dining room for the sports-minded. The bar seats 14 who can watch their own TV, and there are long tables for eight, and smaller tables for two or four. The many windows let in a lot of light on sunny days.

The pub has a 7-barrel brewhouse and has tanks for an average of three brews per week. This limits annual production to about 800 barrels. Like most pubs, Olde Peninsula brews various ale types – here called Midnight Stout, Haymarket Ale, Sunset Red, a Black & Tan, Tornado Pale Ale, and seasonals.

A variety of standard breweriana is available for purchase – T-shirts, polo shirts, hats, glasses, coasters and matchbooks.

KRAFTBRAU BREWERY

402 East Kalamazoo Avenue, Kalamazoo, 49007
(616) 384-0288

This brewpub is the newest microbrewery in town, having started brewing only last September, and there was not yet a sign on the front door at the time of my visit in early October. Nor did owners John Gabrielli and Jim Quinn have a logo yet. This meant that when I visited, no breweriana. (There is now a proper sign and T-shirts are for sale.)

The pub is located in the former Heritage Company Building, just east of the Kalamazoo Brewing Company gift shop. Production from a 5-barrel unit was restricted to kegs for the first month. In October the owners opened the pub, just behind the former office section, with tables and seats at the bar. Four different lagers were on tap: a light-bodied Pilsen brewed with Saaz hops; Bohemian, a full-bodied lager from a Bohemian yeast; Munich Red, and a Doppelbock. Food was not yet prepared in the pub, but was catered in after 6 p.m.

KALAMAZOO BREWING COMPANY

315 East Kalamazoo Avenue, Kalamazoo, MI 49007
(616) 382-2338

Cafe: Mon-Thu: 9am-7pm; Fri: to 12mid.;

Sat: 10am-12:30am; Sun: noon-7pm.

General Store: Tue-Sat: 11am-7pm

Bell owns the oldest microbrewery in Michigan. Business grew from 135 barrels in 1985 to about 13,000 barrels in ten years. From the initial surplus restaurant cookpot in the old auto repair shop, which Fil Graff remembers well, it now requires both a 15 and a 30 barrel unit to supply Larry Bell's many labels.

The most popular of his flagship brands is the Amber Ale. Two ales are lighter in color, the Pale Ale and Third Coast, and there is also a Porter and a full-bodied Stout. The new Oberon summer ale is eagerly awaited.

The brewery is located on the north side of Kalamazoo Avenue, across from the General Store. Gift items include polo, sweat and T-shirts, hats, pint glasses, hot sauces, cigars, and home brewing supplies. Bell also operates The Eccentric Cafe nearby. As this is a large microbrewery and not a brewpub, amenities are limited to a small bar, some tables, a cooler with six-packs and 22 oz. bottles of the dozen or more Kalamazoo labels. Light bar snacks are available, and a pub menu is being considered. Homebrew supplies and Bell's wearables are also for sale. An outdoor beer garden opened last Labor Day in the rear, which has been very popular! The Cafe has always been a TV-free and smoke-free environment, but visitors can grab smokes in the beer garden – which they do even in winter.

DUSTER'S MICROBREWERY

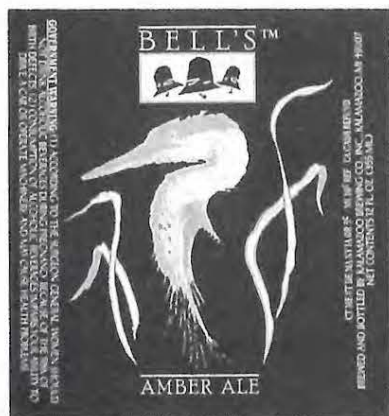
114 North Main Street, Lawton, MI 49605
(616) 624-3771

Tue-Thu: noon-10pm; Fri-Sat: noon-midnight;

Sun: noon-6pm.

Just west of Kalamazoo, three miles south from I-94 at the Lawton exit, you will find Duster's at the end of the town's business district. The pub is in a renovated old building on the east side of Main Street, next to a bank. Phil and Jody Balog (former crop "duster" Phil is the brewer, Jody is a registered nurse) opened the 3,200 square foot pub on April Fool's Day three years ago. Oatmeal Stout and three ales are brewed: Wing-Over Ale, Hop Head Red Ale, and Classic Brown Ale. These can be purchased in six-packs of 12 oz. bottles. Duster's also produces its own root beer and ginger ale, which are sold only in the pub.

The restaurant serves lots of finger food, baby back ribs, three different chicken dishes, two shrimp dishes, and dessert for those who can handle major calories. T-shirts, pint glasses, box matches and wristwatches are available. ☐



The Rathskeller

"De Gustibus Non Disputantur est"



My friend and retired professional brewer, Peter Blum, sent me an interesting chart that has helped me sort out the sometimes conflicting taste sensations on my tongue. As I'm no flavor scientist, I shan't attempt to do this scientifically, but here's a summary of what the "Psycho-physics" chart says. Of the four defined taste sensations we can detect, three are distinct sensations of "tartness," the other is sweet; and each has an area of the tongue where its maximum intensity is noted. Sensitivity to SALT is maximized behind the tip of the tongue, but is felt to a lesser degree on all surfaces. SOUR, likewise noted all over the tongue, has its peak sensitivity on the sides. SWEET maximizes at the tip of the tongue, somewhat on the sides, and very little at the base. Sensitivity to BITTER begins on the sides, and maximizes at the base of the tongue, and the back of the roof of the mouth. I have had a tendency in my reviews to confuse SOUR and BITTER, when describing hop taste. A pure hops taste should be bitter, and thus sensed at the base of the tongue. The side of the tongue flavor in beers and ales is likely hops related, but represents a milder dose, or a less bitter hop variety. In any case, when this sour taste occurs on the top of the tongue, it will be considered for review purposes a DEFECT in the brew, as this cloying effect masks the "balance" between the malt and the hops, and for me, ruins the pleasure of a brew's flavor. I hope I can remember these taste attributes in future reviews! On to some recent experiences:

Harpoon Winter Warmer, Mass. Bay: Little nose at refrigerator temperature (serve at room temp!) Full bodied WARM flavor, spiked with nutmeg and cinnamon, with a pleasant hop finish. A few sips produces a lovely, warm feeling deep in the throat. This is another winner from Massachusetts Bay Brewing Co..

Hampshire Special Winter Ale '96-97, D. L. Geary: Ah, perfection again this year! You've missed it by now, but Easterners, put this on your MUST list for '97-98!

White Buffalo Peace Ale, Crested Butte (Dubuque): Beery nose, a sweet malt start, strong malt middle but little finish. Pretty label, and fairly typical Dubuque brew.

Helenboch Terminator Double Bock, Friends: Copper color, typical bock nose. Hops slightly predominant throughout; long lasting side of tongue hops sourness memory, and a nice "warm throat" finish. Less sweet than a typical doppelbock.

Icicle Creek Winter Ale, Portland Brewing: If one could have but one bottling micro around, Oregon's Portland Brewing would be a good choice! Icicle Creek is a wonderful ruby colored seasonal, rich and spicy. Not available in the east, this sample was sent by a Midwestern friend (a friend, indeed!)

Black Chocolate Stout, Brooklyn (F. X. Matt, Utica): I didn't want to tell you about this one, as it's so good and so limited in distribution that if anyone else buys it, I won't have any next year! Smooth, rich, full bodied, beautifully balanced. It's impossible to exaggerate my pleasure in this one! Not a hint of charring in the roasted malts. It is sweet, delicious and perfectly crafted. One bottle is sufficient at a sitting. This is one of the micro-brewery versions of brandy cordials!

[The label on these next few implies a formula from "a pioneer California microbrewery, Devil Mountain Brewing Co.," but no indication of a contract brewing a sort of "starter set" for mass-market brand drinkers looking for a change of pace.]

Five Malt Ale, Devil Mountain, (Schoenling) Cincinnati: An interesting, relatively complex flavor. The hop taste is disappointingly flat, rather than crisp and stimulating. Beyond this, I found it an enjoyable and full-bodied brew.

Railroad Gold Ale, Devil Mountain: A light ale that would well suit the taste of a lager beer drinker. Mild, but distinct ale flavor and aroma.

Black Honey Ale, Devil Mountain: Somewhat too sweet for my taste, but well crafted with a clean, chocolate-honey flavor. Lots of body, and evidently brewed to be drunk at refrigerator temperature.

Sam Adams Oktoberfest (Genesee): Lively, well-balanced and well-hopped. Relatively high gravity; my sample bottles were well over six months old, and still "fresh." A good example of the type!

Redhook Rye Ale, Redhook, Seattle: A weizen-style brew, with the rye-barley blend being of Scandinavian origin. Unfiltered, and with a yeast-influenced citrus tang yet sweet flavor. Fuller of body than a (wheat based) hefe-weizen, and somewhat more "beer" flavored. I've not had such a brew before, and found it intriguing and tasty.

Fil Graff, The Brewers Monk

Convention Notes

Ladies and gentlemen, it's official! The 1997 NABA Convention is ready for your collecting pleasures. The Registration Form and a flyer with schedule, hotel data, tours and other activities is with this issue. (If you don't have one, get in touch with Bob Jaeger PDQ to get copies.) We will meet at the Minneapolis Airport Marriott-Bloomington (Minnesota), officially from July 31 through August 3, 1997. You may make reservations either with Marriott Corporate (an 800 number) or the hotel . . . numbers are in the flyer. The hotel (the same one we used in 1989) stands across a large parking lot (remember the Met Center where they used to play hockey? GONE!) from the immense Mall of America. You will find just about everything that could be put in a mall inside, including an amusement park "Camp Snoopy," and a world class aquarium, UNDERWATER WORLD. If you can't be found around the hotel, chances are you'll be at the mall! Speaking of the hotel, those of you that were with us in 1989 will remember the great

layout for room-to-room in the "E" wing . . . five floors, long straight hallways, enough elevators, and plenty of parking!

At our Saturday Buy-Sell-Trade session we will be joined by BCCA's Northstar Chapter (hosts of the annual Guzzle and Twirl Show); we haven't had the opportunity to "share" a show since Chicago. After the show, "Minnesota Night" will feature several local microbreweries and three 'craft' brewers with plenty of different brews to stimulate and educate your palates.

The Committee hopes you will enjoy the fruits of their efforts, and asks that you register early, so that they will have some time to enjoy Convention as well!

One note for 1998, the dates for the Columbus, Ohio Convention are **August 5-9, 1998**. Because of a conflict in schedules, this is one weekend LATER than our traditional first weekend in August. Please note this now, so you don't schedule vacation for the wrong week!

Fil Graff, 1997 Convention Chair

Sex and The Single Yeast

Solution of The Secret of Alcoholic Fermentation

"Beer yeast, when dispersed in water, breaks down into an infinite number of small spheres. If these spheres are transferred to an aqueous solution of sugar they develop into small animals. They are endowed with a sort of suction trunk with which they gulp up the sugar from the solution. Digestion is immediately and clearly recognizable because of the discharge of excrements. These animals evacuate ethyl alcohol from their bowels and carbon dioxide from their urinary organs. Thus one can observe how a specifically lighter fluid is exuded from the anus and rises vertically whereas a stream of carbon dioxide is ejected at very short intervals from their enormously large genitals."

By Friedirch Woehler and Justus von Liebig.

Published in the Annals of Chemistry, Volume 29, 1839

Dèjà Vu All Over Again

Imitation is the sincerest form of flattery!

In the Winter 1997 issue there was a color image of the original architect's proposal drawing for Chicago's White Eagle Brewery, from the collection of Paul Malinowski. I had sent a copy to member Dr. Susan Appel, an architectural historian who actively researched the Cincinnati, St. Louis and Chicago brewery scene, with the help of fellow NABA members, while doing her doctoral thesis. Susan wrote back, enclosing a picture of the old Illinois Brewing and Malting Company, the building that later became White Eagle's new brewery.

A bit of history of the breweries involved: In 1892 Henn and Gabler built a brewery at Racine (formerly Central Ave.) between 34th and 35th Streets. The brewery was sold to United Breweries (English trust money) in 1898. Henn and Gabler started again in 1901, building The Illinois Brewing and Malting Co. just down Racine between 37th and 38th Streets. The company sold the brewery in 1910 to The White Eagle Brewing Co. which had been located on Ashland St. since 1900, and needed expansion room. White Eagle operated the brewery as purchased until about 1913, when bids were solicited for expansion.

I was struck by the similarity of the two drawings. Architect Fred Gatterdam's artist evidently had the



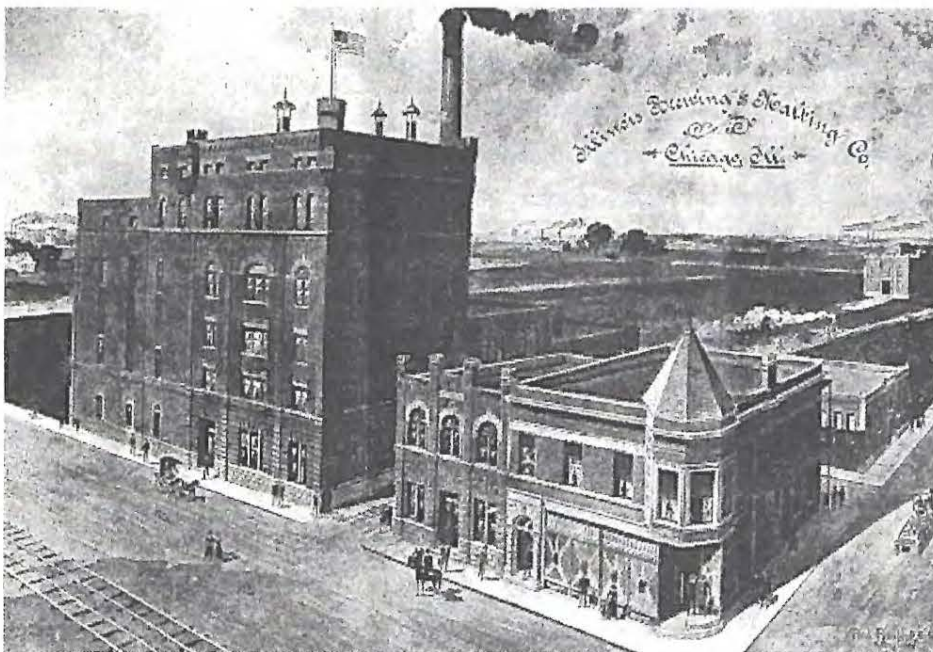
White Eagle Brewing Co. 1913 expansion proposal drawing.

original Illinois Brewing & Malting drawing in front of him when he did the White Eagle proposal, as he adopted many features from the first drawing. Properly, he updated the vehicles shown, from horse and buggy to automobile and truck, but left them pretty much in the same position. As the new proposal added several buildings to the site, the artist moved the train, pulling away from the old loading dock area in the original Fred Rautert drawing, to a position further down the track, so it could be seen above the new bottling plant. In the 12 or so years between drawings, trees had been planted on

Racine St., so they were added to the White Eagle drawing.

Other than the method of reproduction (Susan's image was a black and white image from a Western Brewer ca. 1901), the two drawings could almost be clones, with the ca. 1914 White Eagle drawing showing the new owners of the buildings just how wonderful it would look with the additions Gatterdam proposed.

The expansion of the stock house was definitely built, as it stands today. The bottling house, at the right, has been replaced by a corrugated steel warehouse (not a thing of great beauty!)

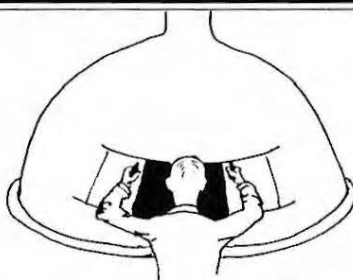


Illinois Brewing & Malting Co. 1901 proposal drawing; Fred Rautert, Architect.

Fil Graff

Spring 1997

WHAT'S



BREWING


A lot of time has been spent during the last six months or so - and some of it wasted - by industry Miller observers. This suddenly popular pastime started when sales of Miller beer showed a modest decline and Miller, competing with an Anheuser-Busch which is not only twice as large but also getting stronger, pushed the emergency button. The responses were almost automatic. In an industry where even profitable Anheuser-Busch was shedding some assets to improve the bottom line, Miller reduced staff at a significant level. The next step was also a gut reaction to bad news from the marketplace: the advertising agencies for Miller Lite and Genuine Draft, Bates and Leo Burnett, which had worked with Miller for many years, were replaced with smaller shops having a reputation for innovative and even quirky messages.

With unfavorable news out in the open, gossip started that Philip Morris was dissatisfied with Miller and that it wanted to rid itself of the brewing division. A rumor like that develops a pathogenic life of its own - after a logarithmic growth curve comes a persistent infection within the organization and its distributors. Philip Morris decided to operate with words from the pulpit. Geoff Bible, chairman of Philip Morris, told one and all at their national sales conference that "we're not even thinking about selling Miller," and that Miller will be backed with all of Philip Morris' might.

One major problem is the revival of Lite which, after the "Tastes Great - Less Filling" theme, got stuck in neutral while Bud Light became an innovative and successful competitor. The decline of Light has been stabilized in 1996 - in fact, it was the only Miller product to show even a modest sales increase. Miller sees 1997 as a year of transition, as new ad messages, sales staff, and pricing are put into effect.

The stakes are high, and not only for Miller. All large brewers are working hard to keep their mainstream brands from declining, while high-end imports and domestic specialty beers are posting strong and even double-digit percentage increases. Imports increased sales by an average million barrels during each of the last four years, and now account for more than 6 percent of all beer sold. A large part of this growth came from Corona. This former cult beer evidently has developed into a solid seller.

The success of expensive specialty beers seems part of a wider trend away from main brands by some urban shoppers. Specialty breads, teas and coffees are widely available. The response by major brewers has been to join this trend by their own specialty lines and investing in partnerships with craft brewers looking for capital or marketing support. The stigma of being a megabrewer who also sells a fine craft beer under a romantic label has largely disappeared. It is now known that some widely acclaimed specialty brewers are far from small, and have their beers brewed by people who got large because they know how to brew.

The good news of all this is the shift away from beer being perceived as mostly a blue-collar drink, and back to the pre-prohibition era when beers had a broader following. Judging by old photographs of saloons, the brewpub is much to be preferred, so we may now have the best of both '90s. The bad news is the uncertainty how to sell one's main brand family in a time of shifting demographics, occupation trends, tastes, and brand life spans. Main brands and their extensions are still what the large majority of beer drinkers consume, mostly because they worked up a thirst. "Miller Time," with guys - and now gals - heading into the sunset for a cool one after work or play, may well return to a different beat. 

PHB



Executive Secretary's Report

Our 25th Year!



The Calendar says it's Spring. The interest in NABA always has a re-birth because the activity is also starting in Spring. There will be an election of three Directors. The requirements to be a Director are very easy to pass. You may nominate yourself. Please write or phone for more information before the deadline date.

Convention 97 material will be mailed soon, but please be aware of the deadline dates for the motel and Convention Registration. NABA has no control after the hotel deadline date, and – sorry to say – you, if you are late, will be out of luck. Please register early!

To attend the Convention your dues must be paid for 97-98. The expiration date on your dues card should be May 31, 1998. Make checks payable to NABA for \$20 (Canada \$30, Overseas \$40). Mail to 2343 Met-To-Wee Lane, Wauwatosa, WI 53226.

The following new members have joined NABA; please make them feel WELCOME.

Sincerely,
Robert E. Jaeger
Executive Secretary

New Members

AKOPIAN, ROBERT
17-01 Fox Run Drive
Plainsboro, NJ 08536
(609) 799-6125
Calendars, labels, medals, photos,
post cards, trays

BELL, THOMAS R.
1000 E. Bradley Road
Milwaukee, WI 53217

BRIAN, RICHARD R.
16589 Sorento Drive
Chesaning, MI 48616
(517) 845-5046
Glasses, mirrors, signs, statues
Frankenmuth Breweriana
(Dog Gone Good era)
Drewrys items

BROPHEY, DENNIS (Kathy)
W128 S6373 Berger Lane
Muskego, WI 53150
(414) 427-9024

BROWN, JOHN R. JR.
10456 Deer Trail
Harrison, OH 45030
(513) 367-9937

BURLINGAME, CHUCK
6217 Zehman Drive
Brook Park, OH 44142
(216) 265-9311
Neon signs, signs, statues
Old & Cleveland Ohio neons
Leisy, Standard, Cleveland
Sandusky, P.O.C.

CAMERON, LARRY A.
1603 Chaput Drive
Bellevue, NE 68005
Mugs, steins

CRUMPLEY, ANDREW
1776 Almaden Road #1706
San Jose, CA 95125
(408) 445-5390
Bottles, mugs, steins, openers,
signs, trays
Anheuser Busch Breweriana

DOSEK, BILL (Diane)
1712 N. Beech Road
Mt. Prospect, IL 60056
All breweriana, books, magazines,
coasters, labels, mugs, steins

ELENZ, JERROLD S.
2000 Berwyn Avenue
Michigan City, IN 46360
(219) 874-8272
German Breweriana only

FRANK, JOSEPH
4721 S. Supreme Ct. Apt. #206
Greenfield, WI 53221
(414) 529-1535
Books, magazines, cases (wood),
photos, post cards, signs, statues
Schlitz

GINN, MICHAEL (Paulina)
1770 Lorenzen Drive
San Jose, CA 95124
(408) 448-7108
Bottle, mini beers, signs, trays

GIULVEZAN, GEORGE S. (Kellie)
7617 Triwoods S Drive
St. Louis, MO 63119
(314) 968-3043
Glasses, lithos, mugs, steins,
reverse-on-glass, signs, trays

HICKS, JIM R.
P.O. Box 9865
Birmingham, AL 35243
(205) 856-5098
Bottles, cans, neon signs, signs

HOCKING, BETTY
3433 S. Main
Springfield, MO 65807
(417) 883-6516
All breweriana, bottles, cans
Elks Brewing, Anheuser Busch

HOFFMAN, MARTY
6612 N. Harlem Avenue
Chicago, IL 60631
(312) 594-1843
All breweriana, cans, mugs, steins,
openers, salt shakers, trays
Anheuser Busch

HOGAN, DAVID
5830 S. 43rd Street
Milwaukee, WI 53220
(414) 421-5505
Bottles, cans, glasses, labels, signs
Wis. IRTF Bottles

JAHNERT, LARRY
2638 Geranium Avenue E.
Maplewood, MN 55119
(612) 578-1501

JENSEN, JEFF L. (Shelly)
208 W. 74th Street
Richfield, MN 55423
(612) 869-6231
Calendars, clocks, lithos, neon signs,
signs, trays
Gluek

KARIS, RICH (Eileen)
31 E. Glenwood Drive
Latham, NY 12110
(518) 783-7478
All breweriana, clocks, mirrors,
paper items, thermometers

KRUTZ, STEVE (Deborah)
6803 Violet Drive
Fredericksburg, VA 22407
(540) 786-7919
All breweriana, mugs, steins, show
promoter, statues, tokens

LA VEAN, GREGORY A. (Linda)
8074 Parkway Drive
Jenison, MI 49428
(616) 457-6478
Reverse on glass, signs, statues
All Michigan Brands esp. Goebel

LIDTKE, TOM
Legacy of Wisconsin
337 N. Main Street #141
West Bend, WI 53095
(414) 334-9030
Mugs, steins

LINDSTROM, ERIC
15472 Pennock Lane
Apple Valley, MN 55124
(612) 891-3889

LOGAN, LACEY A. SR.
Stroh Brewery Company
100 River Place
Detroit, MI 48207

MARTIN, JAMES W. (Regina)
1003 Shipwatch Drive E.
Jacksonville, FL 32225
(904) 221-7576
Bottles, cans, corkscrews, crowns,
glasses, mugs, steins, neon signs,
openers, photos, pinbacks, post cards,
signs, trays

MATJEKA, EDWARD R. (Margaret)
2053 Travertine Way
Boise, ID 83712
(208) 385-9206
Bottles, brewery equipment, cans,
openers, signs
Blatz & Idaho Breweries

MC GUIRE, BARRY (Maureen)
4261 Bradley Road
Westlake, OH 44145
(216) 892-8623
Bottles, cans, glasses, openers,
signs, trays
Stroh, any Cleveland brewery,
Guinness

MC QUARRIE, KIM
10 Glenview Drive
Littleview, CO 80123
(303) 794-2797
Clocks, match safes, reverse-on-glass,
watch fobs
Tivoli, Zangs, Schneider,
Walter Colorado

PAGE, WALTER
4520 N. River Road #6E
Schiller Park, IL 60176
(847) 671-9557
Trays
Schlitz anything

PECINOVSKY, GERALD (Diane)
1535 S. 16th Avenue N.
Newton, IA 50208
(515) 792-4168
Iowa breweriana

PIERCY, FRANK
32 Beach Avenue
Terryville, CT 06786
(860) 589-8042
Ash trays, clocks, glasses, mugs,
steins, pitchers, trays

POPPIE FRANK J. JR. (Coralee)
301 N. Alhambra Avenue
Monterey Park, CA 91755
(818) 288-5909

PYAN, HARLAN
2416 W. Sycamore Avenue
Oak Creek, WI 53154
(414) 761-8001
All breweriana
Wisconsin Breweries or Brands

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

RUMP, WILLIAM J. (Jeannie)
500 Somerset Avenue
Rockwood, PA 15557
(814) 926-3550
All breweriana, bottles, openers,
tip trays, trays

SCHMITZ, MIKE R. (Chris)
W3944 Fisherman's Road
Fond du Lac, WI 54935
(414) 922-1016
Signs (Old signs only),
tap knobs

SCHRYVER, MARTIN E.
3725 Highland Avenue Apt. 303
White Bear Lake, MN 55110
(612) 653-8589
Bottles, cans, glasses, matches
Walter Eau Claire,
Leinenkugels

SHREEVE, MARK
15033 Loma Vista Court
Hesperia, CA 92345
(619) 956-4230
Trays, Round trays 12 & 13 inch

SIMPSON, ROBERT J. (Georgia)
6299 Calkins Road
Flint, MI 48532
(810) 230-0704
Labels

SINNOTT, STEVE (Laura)
211 Bertie Avenue
Westminster, MD 21157
(410) 857-1747
Neon signs
All brands from Baltimore area

SOKOLOWSKI, JIM
N4278 S. German Road
Iron Ridge, WI 53035
(414) 349-3413
Bottles, cans, glasses, openers,
tip trays, trays
Blatz, Miller, Schlitz

SONGY, ANTOINE P.
1520 Lockmeade Place
Oldsmar, FL 34677
(813) 786-9242
Corkscrews

SPEAR, GREG (Marlene)
366 Davis Road
Mansfield, OH 44907
(419) 756-1483
Clocks, foam scrapers, statues

STRATTON, DANIEL W.
3610 Camberwood Court
Indianapolis, IN 46268
Cans, coasters, signs

SULLIVAN, DANIEL L.
11320 Newport Mill Road
Wheaton, MD 20902
Mirrors, signs, thermometers
Animated lite-up signs, showing
movement or optical illusion

WILLIAMSON, GAIL P.
1620 Indianwood Drive
Brookfield, WI 53005
(414) 782-6938

WOLLER, KEITH (Patricia)
12015 Bend River
Roscoe, IL 61073
(815) 623-2894
Cases, glasses, labels, signs,
trays

ZEDDIES, JOHN
350 Eaton Street
Northfield, IL 60093
(847) 441-0858

ZEILER, CHIP
614 Spring Avenue
Lutherville, MD 21093
(410) 560-1912
All breweriana
National BOH



Anheuser-Busch

41" X 54" 1880's chalk

This is a once-in-a-lifetime offering.
One of three known to exist. \$7,900.

Call or write for details/pictures:

Damian Ruiz

3939 Rio Grande Blvd., N.W. #6

Albuquerque, NM 87107

(505) 343-7671

Buy – Sell – Trade

BEER CAN COLLECTION FOR SALE: 800-900 cans mint - pre 1980. Flat tops and pull taps. Rick Carlson, 901 East Jefferson St., Morris, IL 60450 (815) 942-9106.

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.

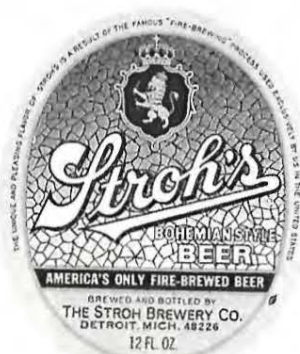
UPSTATE NEW YORK WANTED: Trays, embossed or labeled bottles, coasters, & signs from Albany, Troy, Schenectady, Amsterdam, Utica and surrounding area. Ron Gavin, 1721 Depot Road, Duanesburg, NY 12056 (518) 895-8165.

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

FALK TRADE CARD FOR SALE: See Items of Interest page. Reasonable. Peter Blum 300 River Place Suite 5000, Detroit, MI 48207 (313) 446-2624.

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

The Stroh Archive is looking for these labels:



Paper
7 and 32 oz.



Paper
7 and 16 oz.



Paper
16 oz.



Foil
7 and 16 oz.
12 oz. at 3.2

Please contact: Peter Blum, 300 River Place, Suite 5000, Detroit, MI 48207.

The Stroh Brewery Company is always looking for interesting old Stroh items.

Events of Interest

- | | |
|-----------------------|--|
| June 6-7, 1997 | Tri-States Breweriana Show (3 BCCA chaps.), Dubuque, IA. Contact: Marc MacTaggart (319) 927-5913 |
| June 13-14, 1997 | 9th Annual Tenn. Antique Advertising, Bottle & Collectible Show , Knoxville, TN. Contact: Larry or Marty Acuff, (423) 933-2333. |
| June 8, 1997 | Queen City Chapter Show , Raffles Hall, Blue Ash, OH. 9AM to 3PM. Contact: Jeff Dowers (513) 851-8986. |
| June 18-22, 1997 | ABA XV Convention , Holiday Inn, Riverside, CA. ABA Members Only. Contact: ABA, PO Box 11157, Pueblo, CO 81001. |
| June 21-22, 1997 | Summer Indy Ad Show , State Fair Grounds, Indianapolis. [No NABA Hospitality Room at Summer Show] |
| July 3-5, 1997 | Mile Hi Summit X (BCCA) , Hampton Inn, Silverthorne, CO. Contact: Gordon Bragg (313) 460-8543. |
| July 11-12, 1997 | Miamia Valley (BCCA) 23rd Ohio MiniConvention , Armco Park, Middletown, OH. Contact: Bob Cates (937) 426-8349. |
| July 17-19, 1997 | ECBA Convention , Eden Inn & Conference Center, Lancaster, PA. contact: Jake Reider (610) 987-3184. |
| July 19, 1997 | Mid-Michigan & Rusty Bunch BCCA Summerswap , Frankenmuth, MI. Contact: Dave Van Hine (517) 652-9818. |
| July 31 - Aug. 3 1997 | NABA Convention , Marriott Hotel, Bloomington, MN. Members Only ; Registration Informaiton with Spring Issue <u>BC</u> or by mail. |
| August 10, 1997 | Queen City Chapter Show , Raffles Hall, Blue Ash, OH. 9AM to 3PM. Contact: Jeff Dowers (513) 851-8986. |
| Aug. 8-10, 1997 | 4th Annual Monarch Chapter Weekend at Pauly's , Lena, IL. Contact: Paul Zagielski (815) 369-2135. |
| Sept. 4-7, 1997 | BCCA Convention XXVII , Hyatt Regency, Atlanta, GA. |
| Sept. 20-21, 1997 | Indianapolis Antique Ad Show , South Pavillion, Indiana State Fairgrounds. Also Beer Can/Breweriana Show on Fairgrounds same weekend. NABA Hospitality at Holiday Inn, US 421 & I-465, 8PM Fri. Sep. 20 Poolside. |

APPEAL TO OUR READERS: *Your Associate Editor is finding less and less time to chase after Events Chairpersons to update this column! If you have a regional event of any club or chapter affiliation that you wish to be considered for listing above, PLEASE CONTACT ME! – Fil Graff, 10111 Lincoln Way West, St. Thomas, PA 17252; FAX (717) 369-5546.*

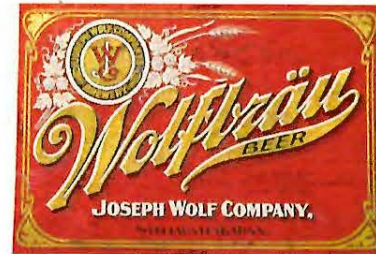
The Breweriana Collector and the Membership Directory are published by National Association Breweriana Advertising for its membership. Dues are \$20 per year domestic, \$30 Canadian, \$40 overseas. Send application for membership, dues, change of address and advertising for the **Membership Directory** 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.

National Association Breweriana Advertising (NABA) publishes **The Breweriana Collector and Member Directory** solely to facilitate communication among its members. No effort is made by the Officers, Directors and Editorial Staff to check any articles for accuracy of content, to investigate value or the authenticity of any article offered for sale or trade, or of the business reliability of persons placing advertisements. NABA, its Officers and Directors disclaim responsibility for inaccuracies which may occur in its publications, and liability for any transaction to which it is not a party.

AUGUST 1-3

MINNEAPOLIS

CONVENTION



STROH'S
AMERICA'S FIRE-BREWED BEER

