

The Bremeriana Collector

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Bremeriana Advertising

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Anheuser-Busch Corkscrew Knives Backbar Statues...the hand

National Association Brewery Advertising

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COVER

A collage of a few of the many varieties of Anheuser-Busch Corkscrew knives (legend has it Adolphus himself used these as calling cards) from the collection of Don Bull. Impressive, eh?

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EDITORIAL INFORMATION

The Breweriana Collector, the quarterly Journal of NABA, is edited by John F. Graff, Jr., Lamplighters Farm, 10111 Lincoln Way West, St. Thomas, PA 17252-9513. Ph/Fax: (717)369-5546. E-Mail <fgraff@epix.net>. Issues are scheduled to arrive approx. Feb. 15 (Winter), May 1 (Spring), August 1 (Summer) and Nov 1 (Fall). **Article, Advertising and Events deadlines: December 15, March 1, June 1 and September 1.** The SPRING issue is the PRE-CONVENTION issue so all material related to the Annual Convention (including items for the Auction that consignors wish pictured!) should be received by March 1. The FALL issue is the POST-CONVENTION issue. All Convention related material, stories, photos, etc. MUST be received by September 15 for inclusion!

Any and all articles relating to a breweriana subject are welcome. It is the Editor's job to put articles into a style and format appropriate for publication; potential authors need NOT be afraid of grammar, syntax and other "English 101" concerns. We need a good idea, a beginning, middle and end, and as many facts as possible, and LOTS of pictures! Articles are generally sent to the author for approval BEFORE publication, to make sure the Editor hasn't edited you out of the article completely.

The third issue of the *BC* every year is delivered about the time of our Annual Convention, so as I write this in late June, I can only report that the early indications are quite positive for our 29th Convention. Seven out of eight Past-Presidents, and all three of our Founders will attend. Members from 28 states and two Canadian Provinces were in the early Registrations. I am aware of a number of great items going into the Auction, and it is our sincere hope to surpass the Auction sales record of \$61,445 set in 1997 in Minneapolis.

The secret to the success of any membership organization is broad participation by the Members. This year we did not have any competition for any of the elected positions; the first time that has happened in several years. A number of us "old timers" will retire in two years, and there is a real opportunity for newer Members to step in to shape the future of NABA. In addition to the opportunity to serve the organization in Office, there is always the need for more of you to send in articles for the *BC*. I am encouraged that Fil told me almost this entire issue was filled by articles sent as a response to his appeal in the last issue. Two of these articles were from first time (but long-time member) contributors. It should not be necessary to continually badger or threaten members about articles. YOU are the collectors that make NABA, it is YOUR collections that hold your interest, and might well interest or educate other members! I guess I'm a fine one to talk, as I have never written an article

myself for the magazine; my service comes in different areas. I encourage you to pick your area, and devote some "payback" time to NABA.

The two items that set NABA apart from competing breweriana clubs when it comes to Conventions are our Auction and the vigorous room-to-room trading. Through the Auction one gets a lesson every year on item value and collecting competition. Most NABA members attend a Convention to enhance their collections. This can be done either through the Auction, room-to-room or on the Show floor. Yes, we all like to socialize with old friends, eat well and take tours. But the thing that makes it all come together is COLLECTING breweriana.

If you could not attend the Chicago bash, then please begin planning for Convention 30 in Ann Arbor, MI in 2001, or St. Louis in 2002. If you live near one of these cities, the Convention Chairman could use your help on Convention Committees (another easy way to get involved in the working of NABA).

A reminder: the new year dues of \$25 were payable May 31. I hope by now you have remitted the money to Bob Jaeger. You can also help NABA grow by recruiting new members!

I look forward to my next letter...Convention reports are always fun to write!

Norm Jay



From the Editors Desk

My impassioned appeal in the last issue has had some beneficial effects. An Editor generally likes to have future issues planned out somewhat in advance, but with a magazine like the *BC*, planning has been pretty well impossible, due to the dearth of material in the hopper. But this issue has been almost entirely filled by contributions that arrived in the past 6 weeks! My friends, you have "saved the bacon!" I am particularly pleased with the articles from first-time contributors. Bobby Rogers simply sent photos of his collection; two authors sent excerpts from their books. Kip Sharpe sent an article from his Chapter newsletter. There are two stories in the color section from long-time NABA members contributing their first articles, both of which will have follow-ups! Articles like Back Bar Breweriana and Corkscrew Knives are not only beautiful to look at, but expose areas of breweriana basics to the newer collector perhaps not familiar with the subjects at all. Kip's article on glassware contains lots of basic information on detecting frauds. When I do receive comments on specific articles, they are usually about articles of this type...basic subject-oriented education pieces. The "Just For Openers" article a few issues back was this sort of piece, as are the Labelology articles that grace these pages a few times a year.

Have we exhausted all the collecting fields in the *BC*, even if we go back to issue 1? Not by a long shot! Just take a peek at the subject Index recently added to the NABA web page, and you'll clearly see the gaps. Instead of just ignoring the possibility of cutting pages from the magazine, or sitting there feeling guilty for not contributing to the Association, or inadequate to write an article, why not try writing something on YOUR spe-

cialty? It is an Editors job to polish an article for publication...but he (or she) needs some good pictures, and a basic outline of the subject. I like a good bit of text, so I can get a feeling for your individual style. I promise to do my very best NOT to "write you out" of the article. You should recognize it clearly as your idea, your phrasing, your article, maybe gussied up a bit by someone else. If I have the material in time, I always send a copy of the article as I plan it to appear, so the author can approve, or call me up short for putting words in his/her mouth. I received a stern: "I just wouldn't SAY that that way!" from one of our regular contributors, and have tried to keep that in mind ever since.

Some Editors may be comfortable writing individuals to specifically beg for material. Unfortunately, I am not one of those; I depend 100% on the Members of NABA to provide the content material on their own volition. If you don't volunteer, the material doesn't appear. No material, no magazine! It is really as simple as that. This is not MY magazine, it is yours! If you are a Member of NABA just to subscribe to a magazine, why not buy TIME or Readers Digest? They have no implied commitment. A full staff of writers and reporters guarantees a full magazine each time. An organization like NABA depends on the commitment of the individual members to survive. You provide the Officers and Board, keep the Chapters functioning, and hopefully have the desire to share your knowledge with other like-minded collectors. This is not a One Way Street! It is up to YOU to assure that NABA survives. Ol' George (of "Let George do it") is getting tired, and don't do as much as he once could.

I am very grateful for the response to my last issue

appeal! Bobby Rogers is to be particularly thanked. He's never even attempted an article before, but the photos of his collection he sent make a very nice "Gallery" display! Don Bull, Jim Maxwell and Kip Sharpe, all of whom are regulars at the article or even book writing game, came through with excellent material! Again, I face an empty hopper, except for a second A-B article with photos from Don Bull, but this issue is ready for the printers, full of good, new material! I even managed to use some excellent "filler" material sent by Peter Blum and Molly Harris. Even a suggestion from a Member became a one pager. Thanks to all who contributed! I hate to sound like a broken record, but what do I do for the Fall issue, and the Winter one? PLEASE, keep up the flow of material! *The Breweriana Collector* NEEDS you!

As the last issue was about three weeks late getting to you, I've let the date on this one slip a bit. It may not get to you before you leave for Chicago and the Convention. If it does, I'll see you there! If not, I hope you had more than just a good time.

First-hand buying opportunities seem somewhat diminished these days, and going where the merchandise is is maybe the best way to add to a collection. I hope that Chicago provides you with some of that opportunity, and that the walls and shelves housing your personal collection have been enriched and expanded because you are a NABA Member who went to Convention!

Fil Graff



ISSUE PRODUCTION SCHEDULE

ISSUE	COPY DEADLINE	TO CROSSMARK	TO MAILER	TO SUBSCRIBER
FALL (Post-Convention)	September 1	October 1	October 15	Nov 1 (target)
WINTER	December 15	January 15	January 30	February 15
SPRING (Pre-Convention)	March 1 (NOTE: Auction items for GALLERY inclusion MUST be submitted by March 1 !)	April 1	April 15	May 1
SUMMER	June 1 (NOTE: Summer Issue is NO LONGER Pre-Convention issue! It MAY arrive before Convention, but is NOT planned to do so!)	July 1	July 15	August 1

John F. (Fil) Graff, Jr., Editor

July 4, 2000

Chapter Doings

Mary White, Chapter Coordinator

As Mary was away from the desk recently, Chapter News consists of a letter from Roger and Chris Levesque, the driving force behind our Microbes Chapter:

To: All Microbes & Friends May 28, 2000

RE: Status of Microbe Chapter/"The Micro Connection"

Hello everyone. Many of you already know that this past fall Roger was diagnosed with a serious illness. Since then we have been dealing with tests, treatments, and then in late March, major surgery. We are pleased to report that his short term and long term prognosis is good. He has mended well and is back at work.

Unfortunately during this time, the hobby, the Microbes (a chapter of both ECBA and NABA), "The Micro Connection", and most of our socializing has been put on hold. Our first and most important concern IS his recovery.

We apologize for not informing you of the situation sooner and for the delay in depositing dues checks. With our future in limbo we were reluctant to deposit the checks and thought they might have to be returned. We felt the future of the

Microbes and "The Micro Connection" was in jeopardy. Basically we make the Micro Chapter "run" (albeit crawl most of the time). We're not braggin' or complainin' but we feel if we don't keep the chapter going no one else will. . . anyone out there volunteering? With that said many of you help out immensely with your contributions to the newsletter. . . Thank you!

Now that Roger's health is improving (yes, he can drink beer!), we intend to get back to business as usual. Our touring this year will be limited due to lack of vacation time (used up during treatments). But next year and thereafter we intend to get back to our summer breweriana activities (pre-pre tours and such). And now that he's feeling better "Rogerspeak" is coming back! We hope to have a newsletter out soon.

For those who feel "short-changed" we will gladly refund your dues. As always articles, newspaper clips, and e-mails of micro news are appreciated. We look forward to seeing many of you in July at the ECBA convention in New Jersey. 'Til then...**Support Your Local Micro!**

Chris and Roger

Editorial Follow-up

In response to Bob Brockmann's article in the last issue, I was asked if I had any photos of other Chicago area glass steins with pewter, or pewter and porcelain lids. As these

have been one of the Editors favorites also, here are some other lids from steins in his collection. It's a shame to picture these colorful lids in black and white, but better than not at all!



Above, left to right: Bavarian Brew - Special brew, Garden City, Chicago; Rienzi brau Old German beer, Independent, Chicago; Edelweis Hofbrau 10 cents, a tied-house Schoenhofen, Chicago (variation of the lid shown in the last issue); That Good Aurora Beer, Aurora Brewing, Aurora, IL. Bottom, left to right: Dobler Brew, Mutual Brewing, Chicago (one of only 3 or 4 known); Manhattan Pilsener, Manhattan, Chicago (this is the sole example of this stein known), Old Lager, Joliet Citizens, Joliet, IL; Primator, Garden City, Chicago.



Above, left to right: Old Times, Monarch, Chicago; Prima, Independent (in the Ernst Brothers era), Chicago; Olympia, Pilsen, Chicago; Jung Brau, Jung, Milwaukee. Bottom, left to right: Keeley, Chicago, a sort of generic corporate design, with only the eagle head clearly visible. (Keeley steins are often difficult to identify on a walk-by, as this logo often appears UNDER the lid!); Rienzi Brau, Independent, Chicago; Lager Beer, Piel Bros., Brooklyn, NY. (a smaller diameter lid than the other all pewter ones, and much easier to read. It is one of the very few "tavern stein" with the lid reading correctly as displayed "up-side down.")



Questionable Florida Glasses

Fakes, Oddments and Unknowns

by Kip Sharpe

Not being an expert in glass enamel techniques, it is almost impossible to definitively pronounce a glass as "fake" or "real". Despite my limitations, curiosity and rumors drove me to investigate the origin of some of the troubling Florida beer glasses. In many instances, the conclusions herein are based on nothing more than a hunch, an educated guess and/or rank hearsay. These are my opinions and what I have gleaned from other collectors through the years. The statements herein are not intended to be definitive (I have not consulted enough collectors on the subject) and I eagerly invite your comment. I have many people to thank for their help with this article who, because of the controversial nature of the subject, shall remain nameless.



BON AND STRAIGHT EIGHT

These brands were produced by the Spearman Brewing Company in Pensacola, FL (1935-1960). The "bon" brand originated in about 1951; "Straight Eight" dates back to 1935 and was used until at least 1953.

The "bon Premium BEER" is a three colored enameled glass, 4 1/4". The Straight Eight uses the same three colors: red, yellow and blue and is also 4 1/4". These glasses first appeared in or about 1985 with a well known collector*. He says a friend found a mixed case of these glasses in the original box in a storeroom of a bar in Miami Beach during a renovation. The bar owner told him that the box of glasses had been there since he purchased the building in 1958. Initially they commanded prices of \$150+. By the late 1980's rumors circulated questioning their authenticity and the price fell to

about \$50 to \$75. As time passed, the rumors got stronger and the price has dropped to \$5 to \$15, simply for the novelty value.

All serious glass collectors I have spoken with firmly believe they are fake. The basis for this belief is as follows:

- The glasses mirror exactly the "bon" and "Straight Eight" conetop cans. This is extremely rare.
- No known glasses of that age used three colors.
- Upon close examination, a weave or mesh in the enamel can be seen. This is usually not visible on original glass-

es, and suggests silk screening not done professionally.

d) The enamel is thinner than normal.

e) An expert glass enameler opined that they were fake.

f) A few years ago, I spent several days with Guy M. Spearman, Jr., age 73, who worked at the brewery from 1935 to 1960. Although he was not familiar with all of the Spearman breweriana, he had never seen the glasses and he believed they were fake.

On a scale of 1 to 10, 1 being absolutely real and 10 being absolutely fake, I would give these glasses a 9+. A genuine red enameled Spearman English Type Ale glass exists but it looks nothing like those shown herein.

*Back in 1996 this collector (hereinafter called "C") was offering for sale two previously unknown pre-prohibition mugs from the Alabama Brewing Company and the Savannah Brewing Company, both in the \$ 1,500 range. An article appeared in both the *BC* and *ABA Journal* which alleged proof that they were fake, based on the lettering style ("fonts") which were not developed until long after the breweries closed, and the ease or recreating the supposed logos from stock "clip art." "C" says he withdrew the mugs from sale upon receiving the opinion although he says the Mettlach Savannah mug may still be genuine. "C" is also responsible for selling one of the first cast iron "DIXIE BEER CO." hatchet shaped openers which *JUST FOR OPENERS* pronounced as a fake. I purchased one from "C" and upon my questioning its authenticity he promptly offered a refund, which is his standard policy. These are still selling in the \$15 to \$25 range. "C" vigorously denies that he has made any fake breweriana and perhaps he *has* just had an unbelievable string of bad luck. Many collectors including myself, have purchased many nice items from "C" over the years.

FLA 6

For contrast, two similar glasses are shown. The one on the right is authentic and the one on the left is fake. "C" was offering the fake glass at about the same time as the other fake Florida glasses for \$75 to \$165. This glass too was supposedly found by "C" at the same time and place as the fake Spearman glasses.

The brand was used by the Tampa Florida Brewery, Inc. in the mid 1930's to subtly promote 6% beer.

I sent the two glasses (along with another) to a company that produces enameled glasses to be examined by an expert. I do not tell her which, if any, of the glasses were believed to be fake. The expert immediately spotted the fake glass—it has a faint jet ink mark; on the bottom, a recent technology used by glass manufacturers.



Authentic (Right)
- Florida map in detail- State showing lakes, etc.
- "TEN CENTS" clear (reverse) in blue block
- thin glass

Fake (left)
- State of Florida without detail
- "TEN CENTS" in blue letters
- heavier and wider glass

I rate (on my "Fakeness scale") the glass on the right as a 2 ; the one on the left a rating of 9. The authentic glass sells for \$50 to \$100. Unfortunately, the fake glass sells for the same price.

REGAL

"C" was selling this Regal glass at about the same time as the "bon", "Straight Eight" and "FLA 6" glasses. He denies any involvement with the glass and claims that other collectors were selling this glass at about the same time.



This 4 1/4" tall glass is red with a black line border (letters are clear). It was first taunted by "C" as being from the Florida brewery. The design matches BCU can 110/35 (produced by Anheuser-Busch in Miami 1958-1961 and by Regal aka National Brewing Company in Miami 1961). It originally sold in the \$25 to \$50 range.

Most collectors believe it is fake based on its origin and the poor art work. Bruce Marks, a serious enameled beer glass collector of over 30 years with 8,000+ glasses in his collection, believes it is genuine. Bruce reasons that if a person was going to produce a fake glass, a more obscure brand would be used. There are some 60 different Regal glasses including minor variations.

I would give this an 8 on my fakeness scale.

FLAMINGO



"C" found this one-of-a-kind cut engraved glass at a flea market in Riviera Beach, FL. It was acquired by Phil Mancuso and was later broken. If original, it would date to the Flamingo Brewing Company in Miami (1934). I have no opinion as to its authenticity but would note that the few existing artifacts from this brewery (a coaster and a label) depict a flamingo in flight as opposed to

standing as shown on the glass.

THE SBCo

This heavy 5 3/4" glass is not etched but something similar. It has hops and wheat around the sides. It is not believed to be fake but its origin is a bit of a mystery. One story goes that it was acquired from a family member of a Southern Brewing Company (Tampa) employee. Another collector claims it is from the Springfield Brewing Company in Illinois (1933-1947).

I have never seen the logo on any Silver Bar/Southern Brewing Company item. The design would seem to place it prior to Prohibition which would rule out the Southern Brewing Company. I am still undecided but would guess that it is not from Tampa. [Editors note: a similar SBC intertwined logo turned up on a tavern-type chair in a St. Louis collection maybe 15 years ago. Again, the exact logo has not been found on ANY artifact from any brewery whose initials were SBC.]



OLD UNION

Only a few of these glasses have surfaced in the last couple years, and appear to have originated in Florida. "C" denies any involvement with the glass. If real, it would be from the Jax Brewing Company in Jacksonville, FL (1933-1956).³ It sold in the \$450 range.



The most tell-tale sign that it is a fake is the wording on the glass. It says "JAX ICE & STORAGE, Jacksonville, Fla." Jax did produce Old Union beer in cans and bottles. The rare can is shown

as BCU 101/40 and the book incorrectly identified the brewery as "Jax, Ice & Storage". Actually, the can states on its side "Jax Ice & Cold Storage Co.". Whoever made this glass probably got the wording from the BCU book. They carried forward the BCU mistake and left out the word "Cold" when the glass was made.

William A. Ostner, brewmaster/president of the Jax brewery, stated in an interview that he had never seen the glass and did not believe it originated with his brewery. Although I give this a 8+, other collectors are not so sure.

Authentic Old Union glasses do exist that are generally attributed to the Union Brewing Company in New Orleans, LA.

SILVER BAR (Ponce de Leon)



This 4 3/4" glass surfaced in a 1997 auction selling for \$149.00. The off-center Ponce de Leon drew my attention to it. (There is another version that has Ponce de Leon in black above a red oval which simply has "SILVER BAR" in clear letters). This may be the only one known. If so it may have been a reject. Bruce Marks is completely satisfied as to its authenticity since it had been in a northern collection for many years and the collector was not involved in any of the beer collectibles clubs. I rate it an 2/3, i.e. not a fake.

SILVER BAR PREMIUM

This black and yellow 4 3/8" glass is from the Southern Brewing Company, circa. 1950's. It always looked strange to me. I have been assured by every knowledgeable collector that it is genuine. I even understand there are three varieties: a pilsner, a shell like shown (block letters) and a shell with script letters. It rates a 2, i.e. genuine. It sells in the \$35 to \$75 range.



WAGNER



Several varieties of this blue and red glass exist: 4 1/4" shell with "Wagner" in blue; 5 1/2" with "Wagner" in red; 5 1/2" ribbed glass with "Wagner" in blue; several mugs; a ribbed stemmed tulip; and a 7 3/4" pilsner (with variations in glass shape) with "Wagner" in red. Most collectors attribute these glasses to the Wagner Brewing Company in Granite City, IL (1933-1938). The same owners of the Illinois brewery also operated the Wagner Brewing Company in Miami between 1933 and 1938. Since both breweries produced "Wagner" beer using a

similar symbol (the shield shown below is from a Miami label) and presumably used breweriana interchangeably at both plants. (I have a Wagner wooden crate stamped "Miami" with an Illinois Wagner label glued to the top; a porcelain sign with the same shield but not identifying the state has been found in Florida), my "guess" is that at least one of the glasses was used to promote both breweries. Tending against this theory is the apparent lack of Wagner glasses having been found in Florida. I heard a rumor once that the color of "Wagner" or the color of the stripes cutting through the logo determined if it was from Florida or Illinois. I have been unable to verify this.

Until proven wrong, I will keep the glasses in my Florida collection although I believe they were produced for the Illinois plant but also used in Florida. My opinion appears to be the minority position.

The pilsner glass sells in the \$10 to \$20 range while the shells sell for \$20+.

GOLD TOP



This is not believed to be fake glass but the brewery that produced it is somewhat questionable. Most regional collectors associate it with the Gold Top Brewing Corporation in Hialeah FL (1936-1937).

About a dozen of these 4 5/8" yellow enameled glasses turned up in about 1993, new in the original box. I was told that they were found at an Amish sale in Toledo, OH. This lends some credibility to the possibility it could be from the Ohio Brewing Company in Columbus that produced "Gold Top Beer" in 1947 and 1948 or from the Reisch Brewing Company in Springfield, IL that sold "Gold Top Beer" from 1933 to 1937. (The latter brewery used a peacock symbol; neither of the two breweries used a spinning top logo). The usually accurate book, *Who's Who In Brew*, 1978, does not list these breweries as producing Gold Top "Ale" whereas the Gold Top brewery in Florida did market both Gold Top "Beer" and "Ale", varieties prominently noted on the glass. Based on this and the similarity between the label shown and the glass, I believe this glass is from Florida.

It sells in the \$75 to \$150 range.

Dan Hoglund recently acquired a 16 oz. version which he says "looks funny".

CONCLUSION

This has been a rather strange journey through a whole range of fake and questionable breweriana objects. It is not specifically a condemnation of collector "C", as no direct proof has ever surfaced tying him incontrovertibly with production of the fakes. It does stretch credibility a bit that one collector could have such terrible luck in acquiring so much fake merchandise for resale. But he is a self-proclaimed Gentleman, so we have to leave it at that.

I hope that the newer collectors, who perhaps have not been exposed to the practice of faking breweriana, will realize that there is likely a LOT of fakery out there, in several breweriana categories. Not that every unknown or suspicious item is a fake...not at all! If that were the case, every advanced collection would look just like every

other. This article is intended as a warning, and another tool to use to evaluate breweriana items new to you. Will you make a mistake in buying for your collection? If you are a real collector, maybe even several, but hopefully, never the same one twice!

If you can help in solving any of the mysteries discussed herein or if you suspect the authenticity of other Southeastern items, please give me a call or drop me an E-Mail message!

Kip Sharpe. 4321 Winding Way, Mobile, AL 36693,
(334) 666-6222; E-mail, Kip3249@aol.com

Kip may not be well known to NABA Members, as his primary club allegiance is elsewhere. He is a very serious collector of Southeastern US breweriana, and has an impressive list of articles under his byline, many for his chapter newsletter.

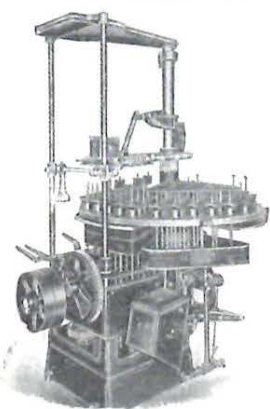
Brewery Equipment Catalogue (in case you need some heavy-duty stuff)

So you are going to Chicago...to the Exposition of the American Institute of Brewing Machinery, Materials and Products in 1911, and you happen to be a graduate of the Zymotechnic Institute (Siebel's Brewing Academy). Well, the Alumni Association has prepared a Tenth Anniversary present for you...the Chicago Brewery Equipment Directory! Not only does it list the key personnel of all the Chicago breweries and

malt houses, but it is full of useful ads!

The following ads may look a bit strange to the micro brewery generation, but represent the state of the art in 1911. Hope you use the Directory to visit some of the breweries when you are in town for the exhibition. There are street car directions to every one of them!

Why Our "Universal" Machine is the Only Best, because



Universal No. 50-14 Spindle Washer and Rinsing.
Requires no Crates and no Truck.

We guarantee with ONE operator to each machine absolutely clean scrubbed and rinsed bottles. THE CAPACITY is as follows:

No. 10 Machine delivers 40 bottles per minute, or 24,000 for 10 hrs. a day									
" 30 "	" 80 "	" " "	" " "	" " "	" 48,000 "	" " "	" " "	" " "	" " "
" 35 "	" 30 "	" " "	" " "	" " "	" 18,000 "	" " "	" " "	" " "	" " "
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GOVERNMENT
PIPE LINES

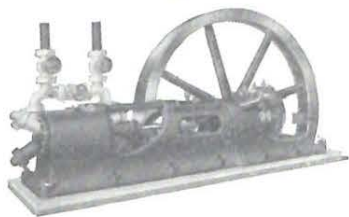
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The WOLF Linde

The WOLF Linde refrigerating system has been proven by thirty years' test to be the most reliable, economical and successful. Write for catalog and full particulars.

WOLF Ammonia Fittings

We manufacture a complete line of Ammonia fittings, Condensers, Brine Coolers, Ammonia Distillers, and a complete line of Ice and Refrigerating Plant Supplies. Write for catalog which gives full descriptions and prices.

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See this "Y and E" Labeler at Chicago

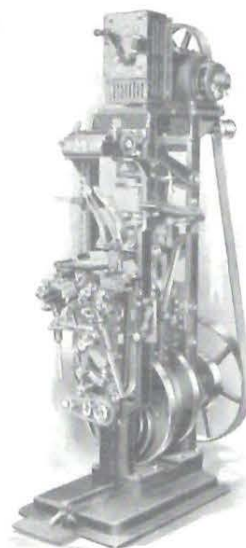
Booth No. 365, Exposition
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THIS Labeler is the result
of our 30 years' ex-
perience in designing bottling
machinery. It places body and
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Speed is limited only by skill
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It is simpler and stronger
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ternal cut cams and levers.

This machine will eliminate
lost motion and bring effi-
ciency-plus to your Bottling.

Examine it at the Chicago
Exposition. Mr. J. H. Schlitzer,
Manager of our Bottling Ma-
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charge of the "Y and E"
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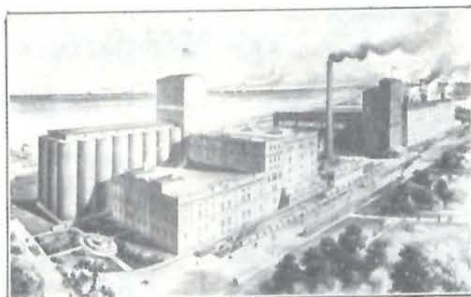


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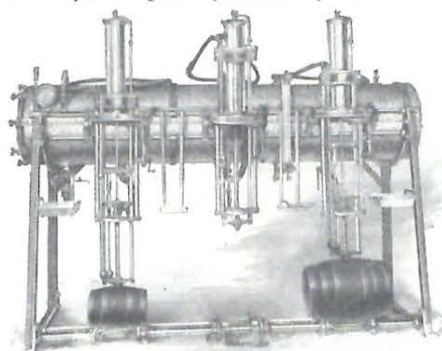


Annual Output . 5,000,000 Bushels
Storage Capacity . 2,500,000 Bushels

CHICAGO

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Economy, Simplicity, Quality and Quantity



Capacity 100 Barrels per hour.

The most modern racker on the market. During the past
season 90% of the rackers sold were Schlangen Rackers.

We can prove to you that our machine saves more money, does
more work, and is better in every respect than any other racker
on the market to-day.

Allow us to attach one of our arms to your old machine on 30
days trial without any expense to you and we will soon convince
you as to the truth of the above statement.

We are also willing to install a complete machine on 30 days
trial without expense to you, and if not found satisfactory at the
end of trial period, you are at liberty to return it at our expense.

GIVE US A TRIAL—THAT IS ALL WE ASK.

"See Chicago References" under Classified Index.

Schlangen Racker Company

Clybourn Ave. and Herndon Street CHICAGO, ILLINOIS

Alas, the Schwill (later Falstaff, where Peter Blum
once worked) malt house on the lake was demolished a few
years back, and even the Seibel Institute has closed its doors
since NABA last had a Chicago Convention! Hey, the book was

for 1911, not 2000! My copy may be one of the few memories
of that somewhat simpler time, when streetcars ran
everywhere, and before World War was discovered.



BACK BAR BREWERIANA

Gotta hand it to you!

by George Baley

Back bar breweriana, for many in the hobby, is just a spin-off from other beer related collecting. In my case, like many others, my breweriana hobby (I thought) was the beer can about 30 years ago. After collecting in excess of 1000 cans, I realized that there had to be more to the hobby and suddenly found myself infatuated with these weighty figurines of chalk.

Note I said "I thought" it began 30 years ago, but one day after picking up a few to start the collection, I remembered that as a kid of maybe 10-12, I bought a Johnny Pfeiffer statue complete with a bottle down at the Maxwell Street Market in Chicago, in about 1950. I quickly returned to my Mother's house in Berwyn, IL and begin searching for the true roots of my collection. After several unsuccessful searches through the garage, attic, basement and crawl space, I remembered that while in college I knew a girl who was attending Cornell College in Iowa in the 1960's. She lived at the time in a dorm named Pfeiffer Hall. I wonder if she still has the statue I gave her? End of story of my first statue.

The use of the beer statue goes back to the early days of the 20th century, with most being produced after Prohibition through the late 1960's. Even today, a few examples of current day statues are still made, but most are composed of plastic, not chalk. Dating BBB has been a challenge and often employed comparisons with beer can labels and other advertising items for similarity and documentable dating. Often times, copyright dates are embossed on the side or rear of statues. These are generally not the date of manufacture and may bear little relationship to the age of an item. Many of the assigned dates in the book I authored in 1992 are being updated and will be included in a new edition presently undergoing accumulation. Expected publication is late 2001 or early 2002.

To the purist, only "chalk" statues qualify as BBB,

however to many of us anything that is mostly three-dimensional and can "stand" on its own qualifies. Thus, wall plaques, signs, and etc. whether of chalk, plastic, wood, etc. do not meet our definition of BBB and will not be included in this series.

Many of the premier collections of the past owned by Kenny Hostetter, Tom Snyder, Bill Taylor, Rod Everett, Don Schultz, Ron Kitka, the Kureks, and the Oldenburg Brewery are now no longer available for viewing. We are fortunate to still have avid collectors like John Beran, Vic Ligenza, Bob Arnold and many more. To each of them, we owe thanks in helping to preserve this



A newly identified hand, Old Export, from Cumberland Brewing Co. in Maryland.



One of the two known woman's hands, this from West Virginia's Fesenmeier Brewing from Huntington.. In the male dominated beer advertising game, an unusual approach to marketing!

both left and right versions while none with the left hand only. It is likely since most people are right handed that the choice of hands was purely due to the population distribution.

Most of the hand statues indicate the name of the brewery, but not the manufacturer of the item. I suspect the Plasto Manufacturing Company of Chicago made many. In an interview with Joe Borowitz, then owner of Plasto, he remembered making many hand statues, but could not remember for whom. Of the 30 or so hand statues, there were perhaps a dozen which used the same basic mold suggesting one company was responsible for the majority of the hands. A brewery would simply indicate what printing they desired and the manufacturer would have a custom made statue in a short time.

In this article, the number in (xxx) is the item numbers in the first Edition of *Back Bar Breweriana*. The * indicates a newly identified item. All the items, except the Schoenling, 2 fake Oertels, and West Virginia

part of breweriana history.

Gotta hand it to ya

What better way to start out a series of back back breweriana than perhaps the most common single theme ever used...the hand clenching a bottle or can? At least 30+ different hands are known to exist. For many breweries, only the right hand was used or is the one for which examples or pictures have surfaced. Of the 21 authentic known hand statue brands only 4 have been photographed in



The only quart-holding hand known to the author, this has been seen with Schoenling's Top Hat beer label on the bottle as well.

hands, are recent discoveries, and do not appear in the first edition of *Back Bar Breweriana*.

Two companies, Fehr's (169) and West Virginia (546) chose to use women's hands to hold the bottle while the remainder were manlier in their approach. This is interesting because for the most part beer was marketed to men not women, especially in a bar setting. Two statues, the Kamm's (276) and the Fort Pitt (*) depicted a right hand holding a glass next to a 12 oz bottle. Hand statues were made almost exclusively to hold only a 12 oz bottle. Cans do fit in some (Altes and the fake Oertel's). The Schoenling hand (503) is the only statue I have seen where the hand is holding a quart bottle. I'm not sure what they were indicating since quarts would have been used most likely in the home. Perhaps it was aimed at a beer store or carry-out department.

The only know "fake" hand statues known to date are those produced under the name Oertel's. These were manufactured in the early 1970's by a counterfeiter in the Louisville, KY area and heavily marketed at the Indy Ad Show. He made hands



From the first Edition of Georges book, two completely fake Oertel's hands, one black with a crown-tainer, one with a bottle.

of both white and black men. Also copied, there were the "Howdy Doody" Oertel's (356) and a totally fake (never existed) Oertel's ashtray (360). If you look carefully at the ashtray, you will see it was made from the same mold design as the Howdy Doody! The Oertel's hand and any of the KY fakes can easily be identified by the softness of the chalk. Often in a hidden place, like the bottom, you can scratch easily into the surface with your fingernail. The Oertel's fakes are to my knowledge no longer being made since the guy got into possible trouble with Copyright violations. If anyone has a genuine Oertel's statue, I would appreciate hearing about it.

In this and future issues of the Breweriana Collector, we will bring to you series of articles depicting various phases of BBB. Subjects will include statue valuation, repair and restoration, topicals on selected themes, dating statues, materials of manufacture, shelf signs and manufacturer history. In this issue are featured a few items not pictured in the book. They represent a few of the 150 or so new finds since 1992, bringing to more than 750 the total number identified to date. Leads on more than a dozen or so other have surfaced and hopefully more will surface over the coming months. If you know of any not pictured or are in possession of a new find, I would appreciate a note, but preferably a picture. I have recently moved from Kalamazoo, MI to LaPorte, IN and am facing the task of

unpacking over 150 boxes of chalk and stuff. I will try to answer your questions on BBB and can provide color photos of most of the items known to me. My new address (DIFFERENT than listed in the 2000 NABA Directory) is 1585 West Tiffany Woods Drive; LaPorte, IN 46350; 219-325-8811 or by email gbaley@home.com.

Listed below are the hand statues identified to date. The number in (xxx) is the item numbers in Back Bar Breweriana. (New) indicates a newly identified item, not included in the book. The ** are pictured in the article.

Altes (9-12); Left and right hand holding 12 oz bottle or 12 oz can; chalk

Dakota (106); Right hand holding 12 oz bottle; chalk

Diplomat (108); Right hand holding 12 oz bottle; chalk

Fehr's (169); Women's right gloved hand holding 12 oz bottle; chalk

Fort Pitt (new); Right hand holding 12 oz bottle; chalk

Fort Pitt (173)**; Right hand holding glass next to 12 oz bottle; chalk

Gold Label (new); Right hand holding 12 oz bottle; chalk

Gust (new); Right hand holding 12 oz bottle; chalk

Hanley Export (228); Right hand holding 12 oz bottle; chalk

Kamm's (276); Right hand holding glass next to 12 oz bottle; chalk

Leinenkugel's (290 & new); Left and right hand holding 12 oz bottle; chalk

Leinenkugel's (new)**; Right hand holding 12 oz bottle; chalk

Leinenkugel's (289); Right hand holding 12 oz bottle; plastic

Leinenkugel's (new); Right hand holding 12 oz bottle; plastic; lights

Molson (new)**; Right hand hockey glove holding 12 oz bottle; plastic

National Bohemian (new); Right hand holding 12 oz bottle; chalk

Oertel's (361)**; Right hand holding 12 oz Crowntainer; chalk; FAKE

Oertels (363-365)**; Left and right hand holding 12 oz bottle or can; chalk; FAKE

Oertels (new); Left and right black hand holding 12 oz bottle or can; chalk; FAKE

Old Export (new)**; Right hand holding 12 oz bottle; chalk

Renner (470); Right hand holding 12 oz bottle; chalk

Royal Bohemian (new & 482); Left hand holding 12 oz bottle; chalk;

Schoenling (501-502); Left and right hand holding 12 oz bottle; chalk

Schoenling (503); Right hand holding quart bottle; chalk;

Stern Brau (new)**; Right hand holding 12 oz bottle; chalk

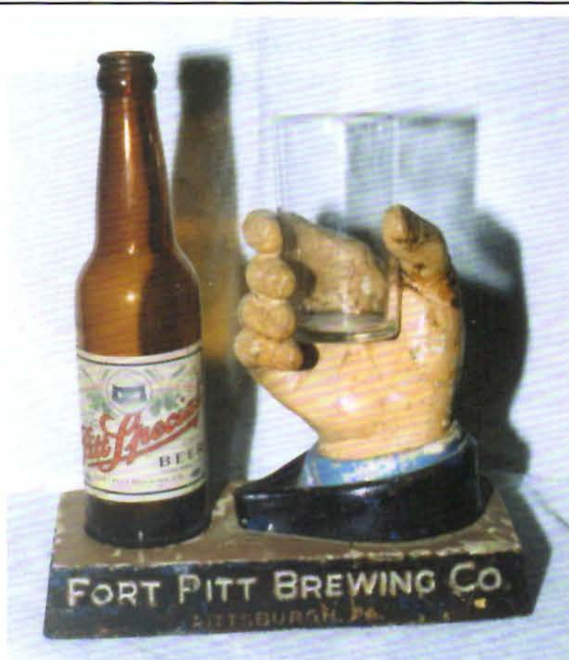
Tadcaster (519); Right hand holding 12 oz bottle; chalk

Valley Forge (533-534); Left and right hand holding 12 oz bottle; chalk

Van Merritt (new)**; Right hand holding 12 oz bottle; chalk

West Virginia (546); Women's right gloved hand holding 12 oz bottle; chalk

Now on to the colored photos!



Left: Stern Brau from Star-Peerless Brewery Co. in Belleville, IL. Buttoned shirt, no base. Center: the uncommon variation on the hand theme, the hand holding a glass. Fort Pitt Special from Pittsburgh. Right: Like the hand shown in the story body, this has a base, the shirt sleeve has a cuff link, and there is a motto as well as the brand on the coat sleeve. Leinenkugels evidently really liked the hand theme, as they used 5 different ones, right up to a relatively modern plastic one with lights!



Left: almost a twin to the Leinenkugels above, this from probably the Chicago incarnation of Van Merritt. Center: Gold Label (the editor does NOT know where this is from!). Right: This one really baffled the editor! Not a hockey fan, he didn't recognize the goalies glove, OR the "M" in a shield logo. My apologies to our Canadian friends! Of course, it's Molson, and the only plastic hand pictured. George did not have an appropriate bottle, so it is label-less in this photo. If you have the "right" label, please send it to him so he can use it in the revised book!

I hope you have enjoyed this! The hand statue just scratches the surface (and to a chalk collector, that is NOT a fun thought!) There is a lot more that can be shown and told about Back Bar Breweriana! Watch this space in future issues!

George Baley



ANHEUSER-BUSCH CORKSCREW KNIVES

by Donald A. Bull

Knives of all sorts have been a popular means of advertising for well over one hundred years. The better the quality, the more likely the knife will be kept handy by the owner. The advertising message will be read time and time again. The corkscrew knives most sought after are the Anheuser-Busch champagne pattern pocket knives. Over 65 varieties of these were produced in the late 1800s and early 1900s to be given away by Adolphus Busch during his world travels as his calling card. Lest he not be forgotten, a photo of him was included in a peephole or Stanhope lens mounted in the knife. Some had a second peephole picturing the brewery. The oldest A-B knives have the "Eagle in A" trademark showing the eagle's wings folded back into the letter A. Later knives show the trademark with spread wing eagle. Collectors of knives, breweriana, advertising, Anheuser-Busch, stanhopes, and corkscrews compete aggressively for these knives. Knives with missing or broken stanhopes and blades lose a considerable amount of their value.



Photo 1



Photo 2

Photos 1 & 2 (Front and Back): Two promotional knives with stanhopes from C. Conrad & Company who distributed A-B products in the late 1800s. Foil cutter blades marked HENRY BOKER'S IMPROVED CUTLERY. 3 3/8". Top: "Budweiser / Moss Rose." Bottom: "C. C. & Co. Moss Rose / C. C. & Co. Budweiser."

Carl Conrad was a wine merchant in St. Louis. After drinking beer in Budweis, Bohemia, he obtained U. S. brewing rights and called his beer "Budweiser." He contracted with Adolphus Busch to brew his beer and that's how the "King of Beers" started.



Photo 3



Photo 4

Photos 3 & 4 (Front and Back): Three stanhope knives with bone handles. Left to right markings on blades: ANHEUSER-BUSCH; SCHULDER BROTHERS MADE IN GERMANY; ANHEUSER-BUSCH GERMANY.

Although the crown cork was introduced in 1892, Anheuser-Busch did not adopt the crown cork until 1903. Some Anheuser-Busch beer was corked until 1914.



Photo 5

Photos 5 & 6 (Front and Back): Three stanhope knives with Mother-of-Pearl handles. Top to bottom markings on blades: ANHEUSER-BUSCH MADE IN GERMANY; ANHEUSER-BUSCH MADE IN GERMANY; ANHEUSER-BUSCH GERMANY.



Photo 6



Photo 9



Photo 7



Photo 10



Photo 8

Photos 7 & 8 (Front and Back): Four enamel knives marked ANHEUSER-BUSCH MADE IN GERMANY or ANHEUSER-BUSCH GERMANY.

The above photos (7 and 8) are the "corporate" Anheuser-Busch knives, as opposed to the "personal" Adolphus Busch group in the next several sets of photos. As many of these knives LOOK nearly the same, a collector has to look fairly closely to catch the differences between the two styles.

Photos 9 & 10 (Front and Back): Three enamel knives. These three are different from most of the other knives shown in this chapter in that they say "Adolphus Busch" instead of "Anheuser-Busch." Some say this one was Busch's calling card. The earliest is in the middle and is marked on the blade KASTOR & CO., OHLIGS GERMANY. A later example with spread wing eagle is on the left and is marked N. KASTOR, OHLIGS GERMANY. On the right is a 1952 production by Schrade of Walden, New York. It is marked SCHRADE WALDEN U. S. A. and STAINLESS STEEL.



Photos 11 & 12

Photos 11 & 12 (Front and Back): A 2 1/2" spread wing eagle knife with scissors without corkscrew (shown enlarged). Adolphus own name appears on this one and, perhaps, he gave this one to the ladies.



Photo 13



Photo 14

Photos 13 & 14 (Front and Back): Three brass handle Anheuser-Busch knives. Top to bottom markings on blades: ANHEUSER-BUSCH GERMANY; ANHEUSER-BUSCH MADE IN GERMANY; A. KASTOR & BROS., WARRANTED CUTLERY / ANHEUSER-BUSCH GERMANY.



Photo 15



Photo 16

Photos 15 & 16 (Front and Back): Three nickel silver handle Anheuser-Busch knives. Note that the bottom one has two stanholes. Top to bottom markings on blades: ANHEUSER-BUSCH MADE IN GERMANY; ANHEUSER-BUSCH MADE IN GERMANY; ANHEUSER-BUSCH GERMANY.



Photo 17



Photo 18

Photos 17 & 18 (Front and Back): Two red enamel knives. Top: "Adolphus Busch" and "Malt Nutrine" with spread wing eagle. Marked A. KASTOR & BROS., WARRANTED CUTLERY ADOLPHUS BUSCH GERMANY. Bottom: "Anheuser-Busch" and the closed wing eagle trademark. Marked ANHEUSER-BUSCH GERMANY.



Photos 19 & 20

Photos 19 & 20 (Front and Back): A rare example of an A-B knife with only "Budweiser" on it.

Author note: Donald Bull introduced a seminal work of brewery historical data, *The Register of United States Breweries* in 1976, revised and expanded it into *American Breweries* in 1984, and has since written several books on corkscrews and openers. Don is a long time NABA member, and a founding father of the "Just For Openers" club. He is well known in the corkscrew fraternity, having served as High Exalted Screwball of the International Corkscrew Consortium (or some such nonsense.) This article is reproduced from Bull's upcoming book *Beer Advertising: Knives, Letter Openers, Ice Picks, Cigar Cutters, and More*. The book will be available in July for \$25.00 + \$4.30 Priority Mail from Bullworks, P. O. Box 596, Wirtz, VA 24184. Order forms may be found at <www.bullworks.net/virtual.htm> on the Internet.

Pabst...an Ohio Collection

by Bobby Rogers

"Mr. Graff,

"I read with great interest your appeal for contributions in the Spring *BC*. I guess I am like a lot of other people. Let someone else do it. I admit I have always wanted to send articles and pictures to the magazine, but there are always the excuses: too tired, too busy, got to go to work, etc.

"I am very pleased to receive the *BC* when it arrives, and I do not want to see less of it! That's why I renew my membership every year.

"I thought the Membership might be interested in my Pabst collection. I am sending along some pictures for your review. I have been a Pabst collector for over 20 years, and I am

proud of my collection! I always look forward to photos of Pabst items in the magazine.

"I really hope that the Membership will respond, and will contribute material for the magazine! I took your letter seriously, and hope others will as well.

Bobby Rogers, Kettering, Ohio"



Bobby, I'm impressed as well. Looks like you have a great display, and have every reason to be proud of it! I'm going to print the photos as you sent them, without captions. I hope that what you have done WILL serve as an example and inspiration to other members!

Fil Graff





Bobby Rogers

What does it take for YOU to do this? Start with your collection, get some courage and a camera. Having some commitment helps to!

Bobby, thank you for the tour!



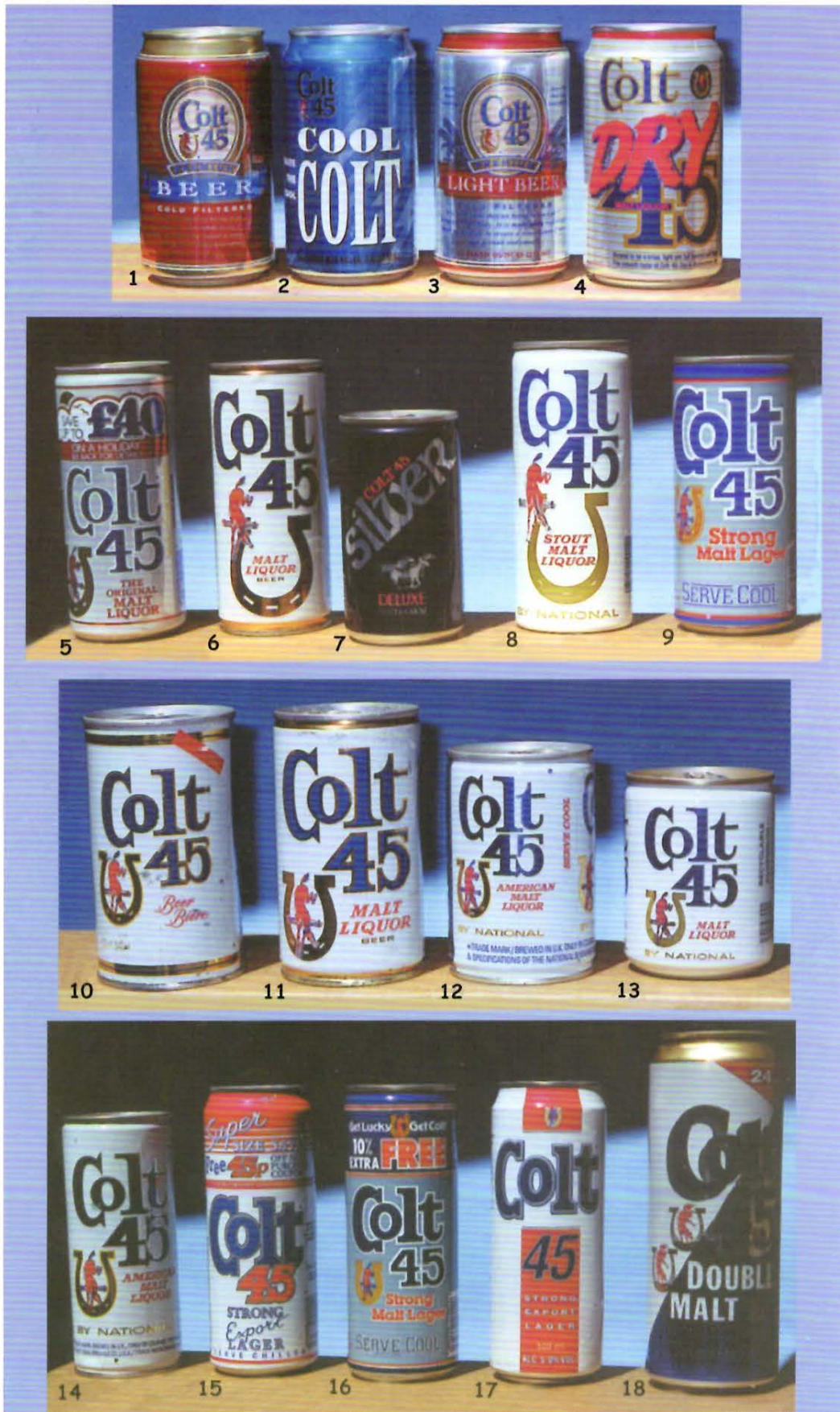
Two trays from Kansas City's short-lived Imperial Brewing Co. If these are stock trays, neither the Editor or his teddy bear collecting wife have ever seen the design before! Daddy Bear seems a bit of a slob, to the delight of one of the cubs! See the story on Imperial on pages 22 and 23 of this issue.

Photos: Jim Maxwell from his book

Colt 45

You've come a long way, Baby (horse)!

by George E. Virgines



They say that variety is the spice of life, and all the various types of brews that appear under the Colt 45 brand demonstrates a good example of this adage. The photograph illustrates this unique variety both in brews and can sizes. It appears from the can copy that the originator, National Breweries of Baltimore, started licencing the brand name internationally before being absorbed by Carling. In the Heileman period, the variations really become plentiful *[Editors note: as an old Baltimorean myself, I find it difficult to image a Colt 45 LIGHT beer, but there it is! Brand prostitution at its finest.]* Possibly NABA Members could come up with additional Colt 45 brews not mentioned here. You have helped me before! And I wonder what Pabst will do with the brand now that they own it?

The Colt 45 cans pictured on page 20 (opposite) are marked as follows ~

top row

all 12 oz. cans, marked G. Heileman Brewing Co. Lacrosse, Wisconsin. All Pull Tab cans. Unusual markings:

"Fine Quality Brewing Since 1858"

"Taste The Cool - Malt Liquor With Natural Flavors Added"

"Light Beer"

4. "Dry Malt Liquor - Brewed To Be A Crisp, light yet Full Bodied"

Second Row

5. 440 ml can marked "Strong In Alcohol". Also Has An Ad On Holiday Savings. "Trademark Colt Breweries of America. Brewed In The UK, Courage Brewing LTD London, S.E.1." Ring Tab.

6. 450ml Can marked "Brewed In South Africa Under License From Colt Breweries Limited. M.R. Centre Auckland Park." Ring Tab.

7. 12 oz. Can. Marked Colt 45 Silver Deluxe Malt Liquor. Marked "Carling National Breweries, Inc. Balto, MD., Belleville, IL., Frankenmuth, MI., Tacoma, WA., Phoenix, AZ." Top of can has Carling name and "Florida Please Do Not Litter." Ring Tab.

8. One Pint Can marked "Carling National Brewries, Inc. Tacoma, WA." Top of can marked "Oregon Refund Value 5 Cents." Ring Tab.

9. 440 ml Can Marked "If It Ain't Cool It Ain't Colt!" Marked "Trade Mark Colt Breweries Of America. Brewed In U.K. By Courage LTD, London, S.E.1." Ring tab.

Third row:

10. 12 oz Can Marked "5% ALC/VOL. Beer - Biere" Also "Carling O'Keefe Breweries, Toronto, Canada Union Made." Push Tab.

11. 12 oz. Can Marked "Brewed In South Africa Under License From Colt Breweries of America LTD By Intercontinental Breweries Limited M.B. Centre Auckland Park" Marked on lid "Keep South Africa Tidy" Ring Tab.

12. 275 ml 9 5/8 Fl oz. Can. Marked "Trademark Brewed in U.K. Only By Courage Brewing LTD London, S.E.1 U.K. License Under Control & Specifications of the National Brewing Co. U.S.A. Mark Owners National Co. 1974." Ring Tab

13. 237 M.L. 8Fl.Oz Can Marked "Carling National Breweries, Inc. Baltimore, MD." Pull Tab.

Fourth Row -

14. 15 1/2 Fl.Oz - 440 ml can, Ring Tab. - Has The same markings as Can #11.

15. 500 ml can. "Ale 5.4% Vol.. Marked "Trademark Colt Brewries of America - Brewed In The U.K. By Courage LTD 5 St.Jame's Square London, SW1." Ring Tab, and a great deal of advertising

16. 485 ml can with same markings as can # 9 & "May 87." Ring Tab.

17. 500 ml Can "ALC/5% Vol". Marked "Brewed In U.K. under License By Courage Limited, 1 Bridge Street, Staines, TW18 4TP." Pull Tab.

18. 24 Fl.Oz can. Marked "Heileman Brewing Co. LaCrosse, Wisconsin." Lid marked ME 5 cents Deposit." Pull Tab.

George Virgines



George Virgines, once just a gun and western memorabilia collector, began his breweriana collection with a question printed on these pages in 1998 about a Colt 45 Malt Liquor sign he had found. He received several answers from NABA members, and has been happily collecting Colt 45 breweriana from all over the world ever since.

The Imperial Brewing Co.

A Kansas City Landmark

By H. James Maxwell & Bob Sullivan, Jr.

The December 1899 issue of *The Brewers Journal* reported that George E. Schraubstadter, of St. Louis, was spearheading a group of saloon keepers raising the capital to buy a Kansas City site on which to build a new brewery. It was not until February of 1901 that further progress was reported on this enterprise: an option had been secured on a four-acre tract of land by a group of St. Louis investors that included Mr. Schraubstadter, August Goerts of St. Louis, and John Helm, who was formerly an agent in Kansas City for the Anheuser-Busch Brewing Association. The original address of the site, which would later become the Imperial Brewing Company, was 2825 Southwest Boulevard. The cost of constructing a 50,000-barrel-a-year brewery was estimated at \$50,000. A corporation was formed in March, 1901, with capital stock of

\$150,000. The incorporators were Ralph H. Orthwein, Max R. Orthwein, Edwald Lungstrass, George A. Meyer, William H. Dittman, William Herzog, A.C. Bernays, Frederick Suessdorf, Theo. C. Meyer, Otto Cramer, Meyer L. Stern, E.C. Janssen, Herman E. Kroeger, Ottmar G. Starck, John Helm, E. Pinkert, Henry J. Hucke, August Goerts, A.G. Belvidere, John Forsberg, J.A. Johnson, and George Schraubstadter.

Contracts for the brewery's construction were signed in the early summer of 1901, by which time the size of the project had substantially increased, necessitating the corporation's capital stock being increased to \$250,000 in February, 1902. In April of that year, actual brewing began, with the finished product first introduced to the Kansas City market in May. Brewery advertising claimed the total cost was \$500,000 and that the brewery had a capacity of 100,000 barrels - 66% more than the present day Boulevard Brewing Company. The brewery's two brands were both lager-style beers: Mayflower and Imperial Seal.

After its opening, the Imperial Brewing Company expanded the site with a two-story office building and a two-story bottling works. As the brewery grew, so did its need for additional financing: in January, 1903 an additional \$200,000 was raised, using six-percent bonds with

ten and twenty year maturities.

In 1904 a 250-ton ice-making plant was added to the brewery. During a severe storm in the spring of 1904, lightning damaged some of the brewery buildings. This did not disrupt the brewery's operations, which was fortunate since Kansas City's population had surpassed 200,000, and the demand for good lager beer had grown incredibly. Imperial's Mayflower brand was increasing its share in a market that was becoming more and more com-

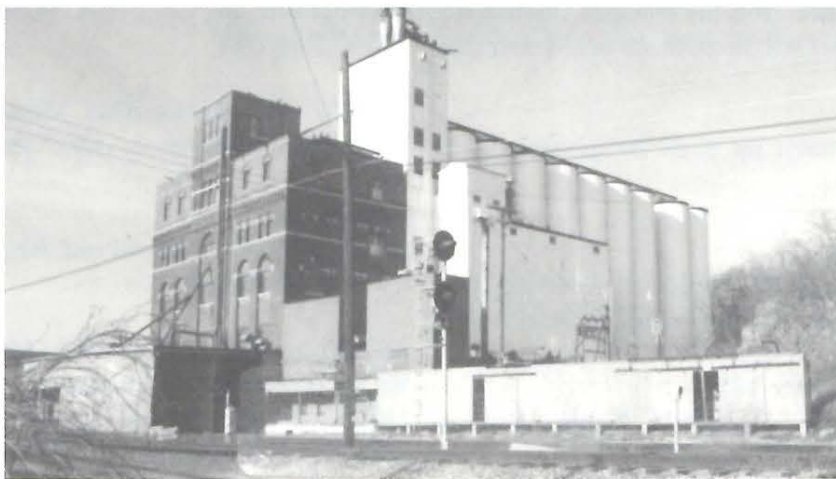
petitive, not only because there were more brands generated by local breweries, but also because more out of town breweries — especially those of Chicago, Milwaukee and St. Louis — were entering the Kansas City market.

The turn of the century brought a new direction for Kansas City's leaders. Previously,

growth had been their objective, and the result was a sprawling boomtown, growing in population from 25,000 in 1870 to 133,000 in 1890. Now the community was more concerned with organization and planning, and nowhere would this organization be more apparent than in the politics of Jim and Tom Pendergast, the family that controlled Kansas City for so many years. The city's breweries played a prominent role in such politics, supplying free beer at the city's political gatherings.

From 1890 to 1910, Kansas City's population would almost double, increasing from 133,000 to 248,000; also doubling were manufacturing jobs, rising from third place to first place as an occupational category. Part of this increase in manufacturing jobs came from the growth of the local breweries: the burgeoning population and increasing demand for Kansas City's lager beers compelled breweries, like Imperial, to continue investing in expansion of their plants.

In the fall of 1905 Imperial elected a new president/general manager, Edwin J. Becker, to succeed the retiring George Schraubstadter, and a new superintendent and brewmaster, John H. Scharrer. But for some reason things were not going well. Imperial had become a financially troubled brewery, deeply in debt to finance its expansion. Liabilities included the bonded indebtedness,



The once proud Imperial Brewery, on Southwest Boulevard in Kansas City, MO. In this 1983 photo, she stands abandoned by Cargill, but with the new elevator additions still in gleaming white paint.

Photo by Fil Graff

a first mortgage of \$125,000, and an additional \$30,000 in creditor claims. On October 21, 1905, Imperial was adjudged an involuntary bankrupt.

Interestingly, after the bankruptcy, E. Clements Horst Company, of San Francisco, filed a lawsuit on a contract to deliver 80 bales of hops from each of the crops harvested in September through February, for each of the years 1905 to 1910, at \$0.15 per pound. The court ruled that since the hops had not yet been delivered there was no claim against the bankrupt company.

The most significant brewery news of 1905 was the consolidation of the city's largest brewery, the Ferd Heim Brewing Company (a 150,000 barrel brewery in the East Bottoms) with the Rochester Brewing Company (a 125,000 barrel brewery located between 20th and 21st on Washington) to form the new Kansas City Breweries Company. This new entity then purchased the Imperial brewery at an auction on December 22, 1905, paying \$99,500 over and above the bonded indebtedness for the Imperial plant. Thus Imperial became a branch of Kansas City Breweries Company.

In 1910 the new company improved the Imperial branch by adding two complete sets of machinery, each consisting of a 200-barrel-capacity Goldman open-pocket bottle soaker, a pasteurizer, and four Tunelius bottle washers. By this time the name Imperial had been dropped in favor of Rochester Brewery "B" Plant. In 1911 the Kansas City Breweries Company, with its three brewing plants, would have its largest ever production year — 338,332 barrels. The beer brands which drove this volume were Heim Special, Rochester Bohemian, and Old Fashion Lager — the brand which received the largest share of the advertising budget.

By 1914 Adam Hammann had replaced John H. Scharrer, who had served since 1905, as brewmaster of the Rochester Brewery "B" Plant; in 1917 the plant general manager, John Lascelles, was replaced by Arthur Keel. This latter year also marked the introduction of a non-alcoholic (less than fi of 1% alcohol by volume) cereal beverage - called a "near beer"- trademarked and marketed as "Puritan." It was advertised extensively through a print campaign, initially throughout the state of Kansas, where the sale of alcoholic beverages was made illegal in 1881 with the implementation of statewide prohibition.

With the enactment of national Prohibition in 1919, local breweries that could not support themselves by sales of near beer, soda water or similar commodity soon

went out of business. Kansas City Breweries Company was one of these. The only financial salvation for the owners of these breweries was the value of their real estate, if a prospective buyer could be found. In the case of the original Imperial brewery site on Southwest Boulevard, the office building and storage house were sold in 1919 to an oil company. On March 23, 1919, the Kansas City Star reported that the Seaboard Milling Company had purchased all the ground and buildings on the west side of Turkey Creek, which would have been the remainder of the brewery's original property:

"The milling concern paid more than \$100,000 for the site, and will utilize the warehouse, storage house and the 5-story building there for a mill that will manufacture 1,200 barrels [of flour] daily, and have facilities for blending an additional 1,200 barrels. The concern, owned by Harry Bresky and Otto Bresky of Boston, already has a mill in Atchison, Kansas., which will be abandoned when the new one starts in August."

The building which originally housed the Imperial brewery still stands today at the newly assigned address of 1550 West 29th Street, just north and west of Ponak's Mexican Restaurant. The site was vacated almost twenty years ago by its present owner, Cargill, Inc. There are no remnants of a brewing operation on the site, since the buildings were all outfitted with and still contain hundreds of tons of milling equipment. The building that housed the stables for the Imperial brewery is still standing, but the original brick exterior has been covered with siding. There is little hope for any restoration of the original brewery, which is unfortunate, for it is one of the few buildings left standing from Kansas City's early brewing heyday.



The Rochester Brewery, "parent" brewery of the Imperial brewery during the Kansas City Breweries period. Remember Leonard Burgweger from the Bartholomae (y) story? He and Joseph Iler started this operation in 1888.
1986 photo by Fil Graff

This article is an excerpt from the authors' new book, *Hometown Beer - A History of Kansas City's Breweries*, a comprehensive 300-page hard-bound coffee-table-style history of all of the breweries that have existed in Kansas City in its 150 years, with 585 photos and illustrations, 352 of which are in color. The book is available to members of NABA a special price of \$49.95, including postage and sales tax, from Omega Innovative Marketing, 1050 West Blue Ridge Blvd., Kansas City, MO 64145-1216. Just mention NABA when you send in your check.

Richmond Beers: A Directory of the Breweries and Bottlers of Richmond, VA, Second Edition; Danny Morris and Jeff Johnson, Self-Published, 2000 [see ad on Page 30 of this issue]

This book, by two local Richmond area collectors, is an attempt to provide a structure to the somewhat confusing and only partially documented Richmond brewing scene. For years, there were artifacts galore in local collections (Richmond seems to have had a large number of short-term bottlers who left embossed bottles, and little other history), but no coherent source for information about them.

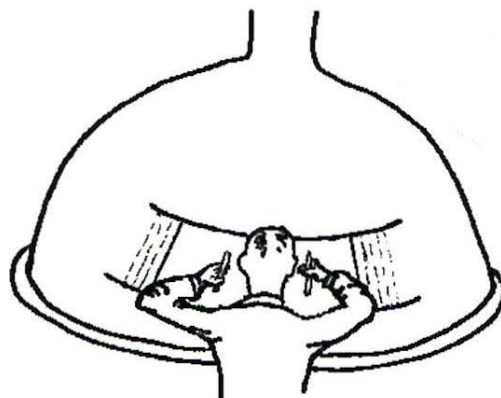
Starting with a complete duplication of the City Directory listings for Brewers and Bottlers, the authors have intertwined the historical record with color photos of artifacts and accounts from local newspapers of the truly local companies, and many "Come Here" operations like Yuengling and Bergner and Engel of Pennsylvania, who had depots in Richmond. There also quite useful sections on bottle closures, and a complete brewers supply catalogue from 1891.

The Post-Prohibition period in Richmond was

dominated by Home Brewing Co. and its Richbrau brand. The authors use color to lavishly illustrate ads and other artifacts from this period, which lasted until the 100,000 barrel capacity brewery closed in October, 1969, another victim of economy of scale, simply unable to compete with the national industry giants.

This book isn't a particularly good "read", but more an as complete-as-possible sampler of what has been learned by two dedicated collectors about their cities beer industry. It is obviously aimed at satisfying the needs of the local or regional collector, but contains more than enough general information to make it a worthy addition to any breweriana library. Ultimately, it is the story of investment, market change and ultimate failure; little different that what happened in hundreds of mid-sized cities around the US. There are some typos, and some of the articles copied show signs of incorrect assembly, but all and all, the self-published second Edition of Richmond Beers accomplishes its aim: to provide a record of the "who, what, how, where and when" of Richmond, VA breweriana.

WHAT'S



BREWING?

By Peter Blum, Editor Emeritus

While Micros have been getting the attention of flavor-starved drinkers, what has been brewing in the '90s are Light beers. With a strong economy, these have been increasingly Premium Lights, which were nearly one-third of beers sold last year. The other very strong segment is imports, where demand seems to be fairly inelastic (price no barrier) for established brands. Imports accounted for slightly over 9 percent of beer volume sold in 1999, and it is going up.

Last summer's exit of Stroh from the brew-

ing scene has rearranged the dynamics of the industry as no prior brewery demise. After the initial optimism by the acquiring firms Pabst and Miller, and the removal of excess capacity, Anheuser-Busch has emerged stronger than ever. Coors too is on a roll, with all segments showing increased sales. That is not exactly what was supposed to happen. Miller and Pabst expected long-term benefits, but after one year of good news, it looks like these will have to be earned by hard work.

If Anheuser-Busch has weakness in product policies or marketing, they are difficult to find. Historical precedent suggests that no organization can grow continuously, but it looks like I will be history before A-B reaches a plateau. The Ft. Collins, Houston, and Columbus breweries are scheduled for expansion this year. A possible weakness is the international business, which lost \$20 million last year. I am not close enough to analyse where the losses occurred, but I hear that sales of Bud in England are increasing significantly and better results are expected. A-B's investment in Mexico's Grupo Modelo turned into a cash cow - income was almost \$160 million last year; representing a huge increase that and may not be as large this year. But these are details; the big picture is that A-B has its act together and has definitive plans for the years ahead.

Compared to Anheuser-Busch, Miller is focusing on shorter-range goals, after a successful turnaround last year. Philip Morris chairman Geoff Bible made it plain that he is backing Miller with the parent company's resources. There is much to be done to integrate the acquired brands and not all that much time for the new executive team to show results (Miller's new CEO John Bowlin was transferred from Kraft). There is a lot of talent in Philip Morris, and this looks like a crucial couple of years for Miller.

Coors is showing renewed strength with every brand increasing, and very strong sales in supermarkets. Coors will also spend heavily for Olympic ads, where A-B always has a strong presence. The change from the Old Guard of Bill and Joe Coors - both in their 80s - to Peter Coors was formalized when he was named chairman of the brewing company, with president Leo Kiely being promoted to CEO.

Pabst of San Antonio, Miller's partner in the Stroh acquisition, closed the historic Pearl brewery. This leaves Pabst only with the Allentown/Lehigh Valley plant, the former Schaefer brewery which Stroh bought in 1981. While Pabst has a few problems - admittedly having been too lean for good distributor services - this certainly beats going down for the third time. Pabst's management has as good a survival skill as anyone, and it may be needed.

The news from LaCrosse is not good. City Brewing Company, which bought the G. Heileman plant from Stroh, has run out of money and supplies. The \$10.5 million that City Brewing paid brought a

lot of assets, but without an established brand, it was a very risky venture.

The New York Times took a hard look at microbreweries ("Now, the Glass is Half Empty", May 30). For the first time, more micros closed than opened as the segment matured. I personally regretted the closing of Catamount in New Hampshire, which hosted an ECBA tour a few years ago. It had been doing well, but was caught with a big debt when it moved from White River Junction to a larger new plant in Windsor in 1997, just when business leveled off. The good news is that Mass. Bay (Harpoon) of Boston, a 60,000 barrel brewer that needs additional capacity, is buying Catamount and plans to continue the Catamount labels as it expands Harpoon brands.

Consolidation fever is rampant on the international level. The big winner seems to be Interbrew of Belgium, originally the brewer of Stella Artois. Interbrew had bought Labatt in 1995 for \$2 billion, and just bought Whitbread in May, a 5 million barrel brewer. It was a logical move, as one-third of Whitbread's volume was Stella Artois brewed under license. Interbrew's most recent target is Bass with 14 million barrels, for which \$3.5 billion has been offered. That will bring Interbrew up to about 60 million barrels and #2 globally if approved by the European Union. Interbrew is not the only megabrewer whose name may not be very familiar. There is SAB (South African Breweries), Scottish & Newcastle, and Brahma of Brazil, which at one time had sales in one country only, and are now flexing global tentacles.

Peter Blum



Science Marches on...(Hic)

Why Guinness Bubbles Fall

Australian scientists have used modern computer technology to solve an old barroom mystery: Why do bubbles in a glass of Guinness appear to defy gravity and fall to the bottom of the glass?

Clive Fletcher and his students at the University of New South Wales in Sydney say they simulated the motion of bubbles in a glass of Guinness stout using advanced computer models developed to study fluids for industrial purposes.

Bubbles in the center of the glass move upward more quickly because they are away from the glass, dragging liquid with them, the researchers found. But when this liquid reaches the top it has nowhere to go, so it turns toward the walls of the glass and moves downward, dragging smaller bubbles along.

— Compiled from reports by Guy Gugliotta and Rob Stein

From the Capitol City Chapter newsletter, March 2000. And you thought that budding chemist was studying?

The Rathskeller

"De Gustibus Non Disputantur est"



by Fil Graff, *The Brewers Monk*

I have been reading various columns on the brewing industry with both interest and abject horror! Dave Gausepohl reports in the Queen City Chapter Brewsletter (the column was reprinted in at least two other chapter newsletters I receive...the first "syndicated" columnist among us?) that Bass is up for sale. The red triangle trademark is England's very first, but the hotel business is evidently more profitable, so it's time to dump the original business! Peter Blum reports that Interbrew of Belgium now owns Labatts (and thus Rolling Rock...Latrobe Brewing), Anheuser-Busch is selling like Fish and Chips in England, according to an English friend who simply cannot understand how ANYBODY can drink the stuff. Miller sells out of Shipyard in Maine, and buys the balance of Cellis in Texas. Mike Koch could make zillions if Boston Beer Co. (Sam Adams) gets gobbled up. Mendicino Brewing Co. buys a defunct micro in upstate NY for Eastern expansion; Mass. Bay Brewing (Harpoon) buys defunct Catamount for expansion as well. And yet the beer market is reported "soft", with no real growth anywhere. Just company A stealing volume from everybody, and the American drinker seemingly returning to the import market to satisfy their taste for expensive, well-aged and well advertised brews. Pabst closes San Antonio's Pearl, in favor of contracting with Miller, retaining only the Lehigh Valley, PA brewery. Maybe the Yuenglings should have waited a year to build away from Pottstown...The old Schaefer plant should be for sale soon! And the Miller plants are FULL of contract stuff from Pabst. How many companies have survived long term with their plants full of someone else's brands?

Last year, in a supposedly good economy, more micros died than were born. There seems to be a good bit of consolidation going on, along with the trend toward dumbing down brews to be more appealing to the B drinker (if the UK story is true, then he is everywhere, and anybodies taste can be compromised if enough money is spent advertising!) The consolidation may be a good thing in some ways. Brands I cannot get here may become available as Eastern production is available. Weak and undercapitalized operations sell out (hopefully before they go belly up) to stronger brands and more experience managers. The shakeout was inevitable from the beginning. I still cannot fathom how a brewpub with "chemistry set" beer and mediocre food can have survived in Naperville! Eccentrics may make interesting hosts, and often brew some delightful exotics, but the odds are against their survival in a market dominated by those who think B is the virtual nectar of the Gods. If you are up against a market dominated by giants, you'd better be pretty flexible, and fleet of foot, or you simply get squashed. The beer

manufacturer who thinks every glass served anywhere is his by divine right will do anything to pour that glass! Pseudo Micro brand lines? Been there, done that! Hard Cider? Hard Lemonade? Wine coolers? Clear stuff in a bottle with a kick? Doing that too. Doesn't work? Tomorrow there will be another product to distract you.

Does the Monk sound a tad bitter? Not bitter really, just getting frustrated! I sit here in rural Pennsylvania as an island in a sea of Coors Light drinkers who won't drink good beer if it is free! I guess I am sort of a beer evangelist (that's really what The Rathskeller is all about), and it gets lonely out here! Even an excellent local regional beer like Yuengling gets second or third tap at the local watering holes (ain't that a good analogy? B,C and M...water?) Oh, well, Diogenes wandered his world with a lantern looking for an honest man...I wander mine with a shoulder cooler looking for a discriminating beer drinker (he or she doesn't have to be honest!)

Whew! Lots of opinions above! Hope nothing libelous, or grossly offensive to the general beer drinking public. I have my own tastes, but sometime forget the majority audience!

On to the brews!

Fat Bear Stout: Ten Springs B.C., Saratoga Springs, NY (now a Division of Mendicino B.C., Ukiah, CA. Aside from the local brews, the brewery will be used to produce Mendicino products in the East. YES! Red Tail Ale, Oh yes!!)

An excellent English style stout! Lighter in body than a Guinness, and perhaps thus more drinkable for American tastes. A fine roasted malt flavor with a spicy (maybe Fuggles?) hops accent. Just EXCELLENT!

Finger Lakes Amber Ale: Ithica Beer Co., Ithica, NY A well-balanced, big bodied brew with the hearty maltiness set against a pleasant hoppiness. No particular uniqueness, just a good drinkable brew.

Sweetwater Ale: Sweetwater B.C., Atlanta, GA A very nice full-bodied amber colored ale with a good head that laces the glass nicely. Only quibble is the Cascade finishing hops. I'm just not fond of this metallic flavor, but find it all too common in US beers of all stripes.

Dogwood Pale Ale: Dogwood B.C., Atlanta, GA Nice American style ale with an amber color and lacy head. Hops finish is again Cascade dominant, but overall is a better brew than its Atlanta neighbor above.

Harpoon Spring Maibock: Mass. Bay B.C., Boston, MA

A slight malt edge to what seems to me a basically an American ale with a bit of roasted malt. Maibock? Don't think so! A good brew that should be renamed (and delete the redundancy!)

Mountain Lager: Appalachian B.C., Harrisburg, PA
I expected a wimp beer, and was delightfully disappointed! A very nice Pilsen type that reminds me of the OLD Schaefer or Pils (both relatively hoppy full bodied beers). Not an import copy, but like a popular post-WW II beer. Remember them...before we were Budded into submission?

Dergy's Amber Ale: Wilmington B.C., Wilmington, NC

Somewhat light in body, but not lacking in flavor. The impression is malt-dominant, but the hops undertones hang on until they come to dominate at the finish. Rather boldly carbonated, this is a rather odd combination of factors that I didn't find particularly enjoyable.

Tire Biter Ale: Broadway Brewing, Denver, CO for Flying Dog Brewpub, Aspen, CO

A very tasty "Kolsch" (Cologne) type ale (1998 Silver, GABF). Big body, and a strong malt presence in the middle. Nice roof of the mouth hops finish. Here's an ale that those that are NOT hops nuts might like a lot!

Railyard Ale: Broadway Brewing, Denver, CO

A much prettier brew than it is distinctive. Dark amber with a very nice lacy head, but the flavor is rather blah, and the finish indistinct. Nice looks, but no soul!

Railyard Black and Tan Ale: Broadway Brewing, Denver

I guess suggesting the traditional blend of ale and stout. Not this one. Rather ordinary ale taste with subdued finish. These guys seem to do better at custom brewing, like for Flying Dog.

Foggy Bottom Porter: Olde Heurich B.C., (FX Matt, Utica, NY)

A very enjoyable (albeit sweet) brew. Ruby brown in color with a creamy head, it is too malty to be true to type. I suspect a fair amount of unfermented sugar left by an abbreviated brew process (to keep the alcohol content down?)

Oxford Raspberry Wheat: Oxford B.C., Baltimore, MD

This is so tasty that I forgot to question; "Why bother?" The raspberry seems an almost natural companion to the ale malt and hops, adding a third distinct flavor (and STRONG nose) to the brew.

Wild Goose Spring Wheat Ale: Wild Goose Brewery, Frederick, MD

An "aleier" taste and bigger body than the usual weizen. It has a strong finish, spicy and hoppy. I didn't sense the "noble hops" the label claims at first, but as the taste built with additional sips, the deep-in-the-chest hops finish was there, albeit mild.

Brimstone BIG Ale: Brimstone B.C., Frederick, MD

This is a Fall and Winter seasonal, with many of the characteristics of a Tripple, including LONG bottle life, and years of improvement. BIG malt taste with strong hops and spice taste notes. Almost ruby in color, it has a spicy nose and huge flavor. Funny, after the Frederick Brewing Co. collapse, brews like this and the Wild Goose above hit the street. I wonder if the new owners are resurrecting some of the best of the three micros that

were Frederick Brewing?

Double Eagle Brown Ale: Pinehurst Village Brewing, Aberdeen, NC

A scottish type, but lighter in color and body. Maltiness is primary throughout; the hops are there, but very subtle. Not much of a head, and a rather elementary school brew. Quite drinkable, but NOT exciting.

Carolina Pale Ale: Carolina B.C., Holly Springs, NC

This is a decent "starter" ale. Brewed, I think, not to be a "B", or "C", or "M", but not to offend non-ale drinkers. Cascade hops dominate the finish. I remember tasting this on draft at Blue and Grey this past February, and I liked the draft version MUCH better!

Mickey Finns Wheat Ale: Libertyville B.C. by Steven Point B.C.

Yes, a pretty full bodied Ale-like brew. This is pointedly NOT damning it with faint praise. The brew tastes like almost everything that comes from Stevens Point, with the sweet overtones that may come from their yeast. It just doesn't make a A-L-E ale! It HAS to be better at the brewpub!

Bombay Express Ale: H.C. Berger B.C., Ft Collins, CO

Wow! I expected an IPA, and this sure isn't. BIG body, beautifully balanced malt-hops middle, and mild hops-dominant finish. I guess this may be what I hear referred to as a "session" brew. You could drink this one all night, loving every sip until you fell off the stool!

Oatmeal Stout: Breckenridge Brewery, Breckenridge, CO

A very well-crafted semi-dry stout. Crisp, with a malt body, and excellent roasted malt/chocolate malt flavor. Laces the glass nicely!

Prickly Pear Pale Ale: Sleeping Giant B.C., Helena, MT

Saying that this is a good bold American Ale is not a put-down! Here's a micro that has just plain done well. Isn't it great to think: "Oh, well, another great tasting ale"? They even managed to mask the Cascade hops a bit.

Newport Storm Hurricane Amber Ale: Coastal Extereme B.C., Middletown, RI

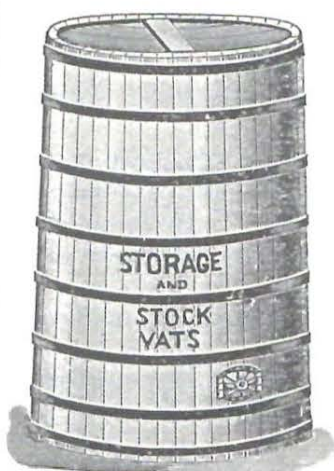
Relatively light in body, despite the rich amber color. A rather malty nose, and malt dominant middle, but definately Cascade hops (the label employs the term "noble hops", but my taste buds disagree) at the finish. Despite the knock, a decent drinking brew.





Bob is on vacation on the West Coast,
and thus his usual column and New Member
listing will have to wait for the next issue!

New Members



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Hard to remember when a brewing city like Chicago could support TWO cooperages this size! Come to think of it, setting the Micros aside, it's hard to remember when there were 200 breweries in the US! I remember seeing stock vats just like this still in use at the Stevens Point Brewery at our last Convention there, when the Shibilski regime still owned the brewery. In the old warehouse at Stroh's Detroit brewery, piles of staves from old fermenters and stock tanks lined one whole wall. Fallstaff did actually reinstall several of these oak stock tanks when they moved production of Ballantine Indian Pale Ale to their Fort Wayne plant from the Ballantine Newark, NJ brewery.

Ah, well, that is what collecting breweriana is all about...remembering times past!

The following item of purely historical interest to brewerianists was sent me by a frequent contributor, Molly Harris of St. Paul:

Last year, while others were listing the century's best writers, artists, and athletes, *Advertising Age* magazine published a special issue (a supplement to the regular March 29, 1999 issue) called "The Advertising Century." Included were features on the best jingles, slogans, brand icons, and advertising writers of the last hundred years. Of interest to breweriana collectors, however, was an article by Bob Garfield on the top 100 advertising campaigns. Garfield selected campaigns that were innovative, clever, and sold the product well. Five brewing companies and their advertising agencies made his select list. They were (in numerical order):

8. Miller Lite—"Tastes great, less filling" (McCann Erickson Worldwide agency)

27. Budweiser—"This Bud's for you." (D'Arcy Masius Benton and Bowles)

75. Hamm's—"From the land of sky blue waters" (Campbell-Mithun)

78. Molson—"Laughing couple" (Moving and Talking Picture Company)

82. Carling—"Hey, Mabel, Black Label!" (Lang, Fisher and Stashower)

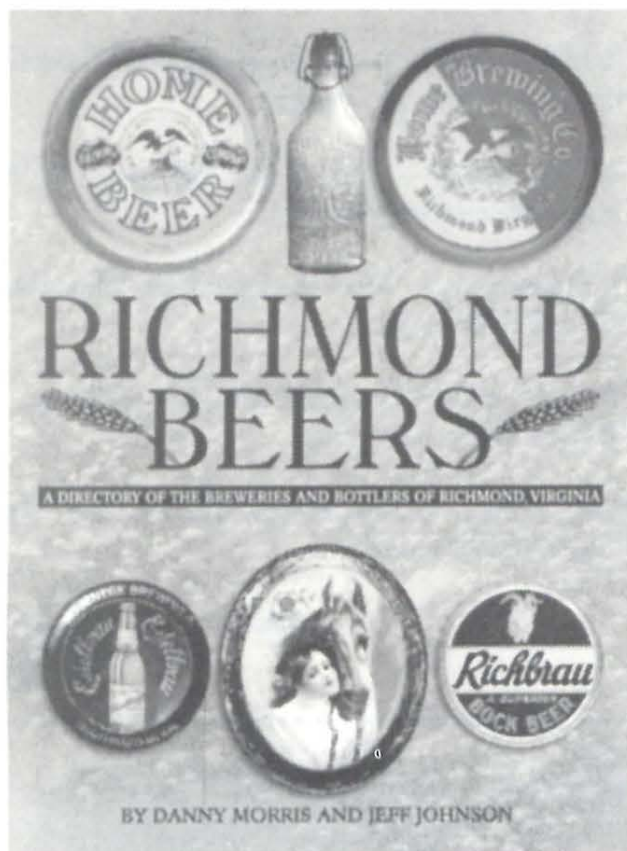
Molly Harris



"The Bootlegger Reunion" or a similar title might be appropriate, were not this the Rheinlander Brewery Hospitality Room in 1934. The furnishings: "austere"; the dress: city outdoor 1930's (must be cellar temperature in there); the beer: Rheinlander, freshly poured; the personnel: unknown, but other than the beertender, probably Rheinlander execs. Any interest in Peter doing a whole article on Hospitality Rooms?

Photo from the Stroh Archives, from Peter Blum





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Bu1 Su00-

WANTED TO BUY: Serious collector seeking quality items from all breweries in Easton, PA (ie: Seitz, Kuebler, Bushkill, Veile). Fair prices paid for items for my collection. **Barry Hunsberger** PH: (610) 253-24777 or e-Mail <BarryMGD@aol.com>

HunSu00-1

WANTED: COLT 45 Malt Liquor memorabilia, and everything related to Colt 45. Please describe, and give price in first letter. **George Virgines**, Box 13761, Albuquerque, NM 87192

Vir1 Su00-1

WANTED: HAEFNER EMPIRE breweriana...Anything! Willing to trade items from other Lancaster, PA breweries. I have labels and coasters from Ricker, Sprenger and Wacker, bottle and beer case from Sprenger, and desk blotter and opener from Ricker. **Paul Haefner**, 38 Deer Creek Rd., Pittsford, NY 14534, (716) 385-3574 <pahsbi@rit.edu>

Hae1 Su00-1

WANTED: TOP HAT by Schoenling enamelled shell glass. Will pay top dollar or trade from my collection. Also looking for any old Schoenling beer advertising, including Top Hat and Sir Edward Stout. Thank you! **Todd Bakemeier**, 2929 Dunaway Ave., Cincinnati, OH 45311 (513)662-0418

Bak1-Su00-1

WANTED TO BUY: Pre-Pro and unique breweriana from Rhode Island breweries (ie: Narragansett, Hanley, Hand, Eagle, Providence, Holter, Hollen, etc.). Will pay top \$ for quality pieces. **Ed Theberge**, 1 Pine Ln., Warren, RI 02885 (401) 245-5037 <ed@vintageadvertising.com>

The1 Su00-4

WANT TO BUY: Belmont Brewing Co. Looking for Trays, mugs, glasses, openers, signs. As you can see, pretty much ANYTHING! **Albert Doughty, Jr.**, 415N.Zane Hgwy, Martins Ferry, OH 43935-1626

Do1-Su00-1

WANT TO BUY - Wheeling, WV area: Matz, Bellaire, Reymann, Schmulbach, Benwood, Uneeda. Any items from these breweries. **Albert Doughty, Jr.** 415 N. Zane Hgwy, Martins Ferry, OH 43935-1626

Do2-Su00-1

The Breweriana Collector and the Membership Directory are published by National Association Brewery Advertising for its membership. Dues are \$20 per year domestic, \$30 Canadian, \$40 overseas. Send applications for membership, dues, change of address and advertising for **The Membership Directory** to Robert Jaeger, 1380 W. Wisconsin Ave., Apt 232, Oconomowoc, WI 53066-2681. Send manuscripts and advertising for **The Breweriana Collector** to Fil Graff, 10111 Lincoln Way West, St. Thomas, PA 17252-9513. Advertising rates for the BC are \$80 half page, \$40 quarter page, \$20 short ads in the Buy-Sell-Trade section, \$5 if limited to member's own collecting activity. Full page ads will be considered as a separate "flyer" insert. The Editor has the right to edit 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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Events of Interest

- Aug. 3-6
2000 **29th ANNUAL NABA CONVENTION**, Holiday Inn-Naperville (Chicago area), IL
Members Only; Info with Spring BC
- Aug 11-12
2000 **9th ANNUAL WEEKEND AT PAULY'S**, Lena, IL
Contact: Paul Zagielski (815) 269-2135 or <yusay@webtv.net>
- Aug 8-12
2000 **22d CANADIAN BREWERIANIST CONVENTION**, Travelodge, Regina , Sask
Contact: Tory Neald (306) 359-6080 or <jneald@dlcwest.com>
- Aug. 12
2000 **23d ANNUAL HORLACHER WEEKEND SHOW**, Macungie Park Hall, Macungie, PA
Contact: Larry Handy; (610) 439-8245
- Aug. 12
2000 **NORTHSTAR CHAPTER (BCCA)**, Leinenkugel Brewery, Chippewa Falls, WI (9A to 3P)
Contact: Roger Meier (715) 723-1566
- Aug. 13
2000 **QUEEN CITY CHAPTER SHOW**, Raffles Blue Ash Banquet Ctr, Blue Ash, OH.
Contact: Jeff Dowers (513) 851-8986
- Sept 7-10
2000 **30th Annual BCCA CANVENTION**, Adams Mark Hotel, Mobile, ALA
- Sept 16
2000 **KC ANTIQUE BOTTLE COLL'RS SHOW**, American Royal, Kansas City, MO
Contact: Jim Maxwell (816)942-0291 (evenings) or <hjmesq@aol.com>
- Sept. 30-Oct. 1
2000 **INDIANAPOLIS ANTIQUE AD SHOW**, South Pavillion, Indiana State Fair Grounds
NABA Hospitality at Holiday Inn, US 421 & I-465, 8 PM Fri. Sep.24, Poolside
- Sept. 29-30
2000 **BREWERIANA SHOW**, Our Land Pavilion, Indiana Fair Grounds, Indianapolis, IN
Contact: Carol Rettig, (317) 261-1405
- Oct. 6-7
2000 **4th An. SPRINGFIELD BREWERIANA BONANZA**, Ramada Inn South Plaza, Springfield,IL
Contact: Greg Zimmerman (217) 629-775
- Oct. 7-8
2000 **AUTUMN FEST BREWERIANA SHOW**, Holiday Inn-Metroplex, Youngstown, OH
Contact: Larry Moore (330) 539-4486 or <www.members.tripod.com/fallfest2000>
- Oct. 15
2000 **METRO NORTH BEER CAN SHOW**, K of C Hall, Clawson, MI
Contact: Dave Kalso, (810) 294-1059
- Oct. 20-21
2000 **21st Annual COALCRACKER OCTOBERFEST**, Ramada Hotel, Wilkes-Barre, PA
Contact: Jerry Matonis, (717) 693-3612
- Nov. 3-4
2000 **VALLEY FORGE BREWERY COLLECTIBLES SHOW**, Kimberton Fair Grds,
Phoenixville, PA Contact: Larry Handy, (610) 439-8245
- Nov 4-5
2000 **MONARCH CHAPTER FALLFEST**, Hitchin' Post Inn, Libertyville, IL
Contact: Paul Zgielski (815) 369-2135 or <yusay@webtv.net>
- Nov. 5
2000 **MADISON ADVERTISING & BOTTLE SHOW & SALE**, Quality Inn-South, Madison, WI
Contact: Bill Mitchell (715) 341-1471
- Nov 26
2000 **QUEEN CITY CHAPTER SHOW**, Raffles Blue Ash Banquet Ctr, Blue Ash, OH.
Contact: Jeff Dowers (513) 851-8986

Note to our readers: Bob Hajicek is the Editor and Contact for the NABA Events page! Please get all info you wish included to Bob (see Contents page for closing dates!) at: PO Box 4202, Hopkins, MN 55343, (952) 595-0878. And a MUCH more complete list is posted on the NABA website <nababrew.org>!



NABA's 29th Convention CHICAGO 2000

August 3 through 6, 2000
Holiday Inn Select, Naperville, Illinois

