



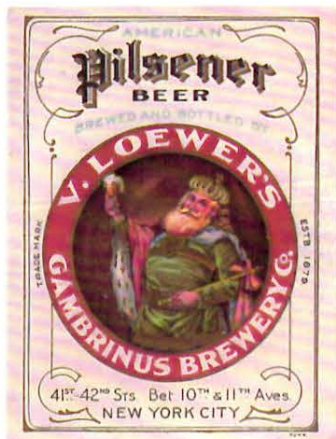
The Bremeriana Collector

JOURNAL
OF THE
National Association
Bremeriana Advertising

VOLUME 111

FOUNDED JANUARY 1972

FALL 2000



Post-Convention Issue

The Gambrinus Statue

National Association Brewery Advertising

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COVER

A collage of GAMBRINUS labels from the Bob Kay collection to accompany the article on Gambrinus statues

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PHOTO CREDITS:

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NABA Internet page URL: <http://www.nababrew.org>

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.

Without a doubt the easiest Presidential message to write is for the BC issue following a very successful Convention! Members from 29 states, two Canadian Provinces and Germany converged on Naperville (Chicago) to enjoy the area, view collections, take tours, partake in upscale banquets, compete in the Auction, enjoy room-to-room buy-sell-trade and be a part of the best public show we have ever had.

We squeezed in 134 tables (the Hotel said we could fit in 83!) and could have sold another 50. Quality breweriana was EVERYWHERE. We picked up a number of new members who came to the show (and several to the Convention itself) due to the excellent help from a publicist loaned to us by a founder and ex-President, John Murray. All of the bus tours were sold out, the house tours were mobbed, the Seminars packed.

Our Auction can be summed up as follows: Actual sales \$43,530 (best ever), Buy backs \$11,800 for a total commissionable sales of \$55,330 (second best ever), Auction income \$4933 (best ever). NABA receives 10% on sales, 5% on buybacks, and Auction income IS an important part of the Association's annual budget. Several records were also set in individual item categories (mugs and steins, trays, etc.) this year, to the delight of the consignors!

Two years of planning and hard work made this happen! Following this message is a list of people who made it pos-

sible. It is lengthy and signifies just how many members it takes to be a success. It's a bit dangerous compiling such a list and I sincerely hope no one has been omitted!

My personal congratulations to Ed Culbreth of Texas for signing up more new members this past year than anyone else. Since the Convention, he has signed up SIX more! He receives free dues for 2001/2002. We did have several other members who signed up two new members, but the contest minimum is three to qualify, and the award goes to the top three producers.

By the way, NABA annual DUES EXPIRED on May 31, so if you are not reading this in a timely manner, you didn't pay yours! You DID receive dues notice with the last issue.

Time certainly does fly. By the time you read this, it will be only nine months to the Ann Arbor Convention! Jim Kaiser and Peter Blum (who, by the way, is back to work after the appendicitis that caused him to miss Chicago) are working hard to make this Convention a winner! If you live in the Southeast Michigan-Northwest Ohio area, volunteer to lend a hand! Otherwise, start planning to spend part of your vacation at our 30th Convention!

Happy hunting this fall and winter!

Norm Jay



2000 Convention Gratitude List

Thanks to all those listed below for their help on our 29th Convention:

Stan Loula (VP) Convention Chairman

Bob Brockmann (Director) and Co-Chair. Bob set up the Micro tasting event, the Brew Pub tour and ran the Hospitality Room. **Sherry Peters** of the Holiday Inn. Sherry is the Banquet and sales manager for the hotel. We could NOT have done this without her!

Deena Manna of the Naperville Convention Bureau (name tags, badges and local literature)

Joel Oppenheimer (seminar on paper restoration)

Al Hoch (seminar on stein restoration)

Phil Pospychala (Member) Great Chicago Brewery Site Tour

Bob Skilnik (Member) Great Chicago Brewery Site Tour

Bill Mitchell (Member) Budweiser convention giveaways

Kirk Schnitker (Member) Hamms convention giveaways

John Bittermann (Member) Chicago show room

John Murray (Past President) year 2000 opener, Western Night props and the use of his publicist Dori Wilson

Dori Wilson and Associates for getting stories in the *Chicago Reader*, *Chicago Tribune*, *Aurora Beacon News*, *Daily Herald*, *Liberty Chicago*, *Suburban Life* and NBC Channel 5

Bob Kay (Member) Chair of Auction Committee and seminar on labels

Mike Jones and **Rick Schmidt** (Members) Auctioneers

Rhondi Jones, **Marilou Kay**, **Ruth Beaton**, and members **Bob Brockmann**, **Dick Caughey**, **Bob Flemming**, **David Kapsos**, **Hamp Miller**, **Kent Newton**, **Roger Owen**, **Pat Stambaugh**, **Tom Waller**, and **Terry Warrick** for working the Auction

Jim Kaiser (Treasurer) for getting the Auction checks written so quickly!

Mary White and **Helen Haydock** (Members) and **Marion Jaeger**, **Lois Loula** and **Ruth McMillan** for working the registration tables

Nine Microbrewers including Delafield Brewhouse owned by member Bob Flemming

Judy Brockmann who did a LOT of typing and organizing!

The rest of the Directors, my wife **Judy**, **Herb Haydock** and **Lois Loula** for just being there when needed, for filling bags and being supportive!

I cannot say THANK YOU often enough! YOU made it happen!

Norm

From the Editors Desk

For your Editor, this is an earth-shaking issue. For the first time since I took over from Peter Blum (issue 99, Fall '97), I have more NEW material than I can put into an issue! The response to my appeal several issues back has been heartening indeed. Having said that, PLEASE KEEP THE ARTICLES AND PHOTOS COMING! I received so many photos for use in

this issue that I lost track of exactly who sent which photo! So photo credits, although all the names are here, may be a bit erratic! And please, I don't want to sound ungrateful, but generally speaking, newspaper clippings are NOT BC material! I occasionally find interesting bits therein, but will not reprint news releases, etc., as some of the other collecting magazines

do. I'd rather blank pages!

This issue leads off with a long, and well researched article by Moira Harris. Evidently, it all began with my challenge photos of Gambrinus statues some time back. Molly took up the challenge (and all of the previous statues are herein identified), and added considerably to the body of knowledge. I have always admired the statues, but will look at them with more care in the future! There will be a companion article, on European Gambrinus use, that will appear in the Nov.-Dec. *American Breweriana Journal*. Molly does her best to support both clubs!

The second article in The Anheuser-Busch knives series appears in this issue, as does the second Back Bar Breweriana article, another in Peter Blum's series on the Stroh label, AND lots of Convention photos! It was a record attendance this year, delightfully with a good mix of old friends and new faces! We had the great pleasure of seeing and hearing Dave Matthews gavel down an auction item, a treat we have not had in several years now. It is always the people that make these Conventions special to me, and this one was one of the very best in that department (but don't I say that every year?)

The entire team that put all the nuts and bolts in place deserve a hearty round of thanks! They did a smash-up job all around. I was disappointed only in that several Chicago microbreweries elected not to participate, for one reason or another (two that had committed simply failed to show up!) I hope Chicagoland beer fans remember who wasn't there, and honor those microbreweries who were with their business! This won't be a big sacrifice, as there was a lot of GREAT brew available.

See a slightly different "Rathskeller" this issue for some (as usual) personal opinions on what was tasted at Convention and after.

There are TWO books on breweriana in my possession awaiting review. The reviews should have been in this issue, but are not, largely because of the mass of Convention related material. I apologize to the authors! I enjoyed BOTH of them, and want to at least identify them so you are aware of their existence, and to look for them for your libraries! Images of the covers appear on page 30.

This is another issue delightfully filled with articles sent by Members! Thank you all for the effort, and for the LOADS of photos from the Convention. Please keep it up!

Fil Graff



A sad last minute addition: I received word as the issue was going to press that one of our original members, Howard Kalt, died on September 17 at age 86. Howard was a well known Milwaukee restaurateur, who, to the delight of his customers, filled Kalt's with breweriana. Howard was Chairman of NABA's 6th Convention in Milwaukee in 1977, and remained an active member even his health began to fail. He is survived by 4 children, and his beloved wife Genevieve. Our hearts go out to Genevieve, and all who knew Howard share her loss. He was a true one-of-a-kind, and he will be sorely missed!

Chapter Doings

Mary White, Chapter Coordinator

The fall season is fast approaching and NABA's 29th Convention in Chicago is now just a fond memory. However, the Microbes/Micro Chapter pre-convention tour was alive and well this year. We missed Roger and Chris Levesque but we tasted a few on their behalf. I managed to make a few of the micros but some of the group had fifty-six plus breweries visited during the trip. They even took one day to travel north to Milwaukee, WI to visit brew pubs there. And everybody enjoyed the micro tasting, which gave all a chance to taste some great beers from local Chicago area breweries prior to the Texas-style barbecue Sat. evening.

These past few months have been busy ones for breweriana collectors. In my travels this year we managed to tour five micro breweries in Alaska, between other sight seeing trips. Truly an awesome trip. I've managed to attend one show this year of each chapter of NABA that holds shows. There are seven chapters at present and we hope to add a couple of more chapters shortly. Hopefully the chapters are listing their shows in the BC "Events of Interest" page to pique the interest of other NABA members and encourage attendance.. Back from Alaska in time to attend the QCC Chapter summer show, and The Michigan Chapter's Show at Frankenmuth, MI. The photos are from the Michigan Show... some of the worker warm up scenes of next years convention? Ann Arbor, Mi. NABA 2001!



Mid-Michigan Chapter's Summer show at Frankenmuth. Is Ricky warming up for the 2000 or 2001 Auction?
photos: Mary White





Letters will be going out shortly to the Chapters for renewal and listing of new Chapter officers for the 2001 Membership Directory. Do YOU want to form a chapter, or affiliate existing breweriana group with NABA? Please let me or any other Board Member of NABA know.

On a different, but perhaps related subject: every Convention, the Board hosts a breakfast for first time attendees. I got some photos of around the table, and include them here (at right) as a way of welcoming the new faces. I'm SURE there were more first timers at the Convention than were at the breakfast. Wonder where they were? I wonder what part of FREE didn't they understand? How's this related? New members, JOIN a local or regional chapter! It's a very good way to keep the collecting juices flowing.

Hope your plans are to join us in Libertyville, Ill for the Monarch Chapter Show FALL FEST Nov. 3-5, 2000. We're told the Board may have some new Chapter applications to consider! But whatever, Fall Fest is a show well worth attending! NABA's very first Chapter usually does it right! See you there?



The Frontline Report on the Beer Wars

By: "Beer Dave" Gausepohl

(excerpted from the Queen City Chapter "Brewsletter")

Beginning on a sad note, I must mention the passing of Marsha Phillips. You may not have known her, but you were familiar with her can. Marsha was the woman who appeared on the Olde Frothingslosh labels of the late 60's through today. When Rege Cordic created "the pale stale ale with the foam on the bottom" he envisioned a woman of Marsha's stature to fill the void the campaign was missing. In 1969 she was chosen as Miss Olde Frothingslosh and big things came her way. She was quickly immortalized on a multitude of bizarre colored cans. Her public appearances were huge events. Men and Beer Can Collectors would clamor in hopes of getting an autographed beer can with her image emblazoned across it. She was the star of a great marketing campaign that grew out of a bit from KDKA radio. This was long before reptiles and rodents were considered appealing. Fatima Yechbergh, you will be missed.

The year 2000 has quickly become the year of consolidation on the European front. The Belgian brewer Interbrew has purchased the brewing assets of Bass PLC. This leaves the large

British hotel operator scratching their Bass in search of a new name. Interbrew has quickly become a force to be reckoned with. They are now the third largest brewer in the world behind Anheuser - Busch & Heineken. Some of their products include Stella Artois, Hoegaarden, Labatt's and Rolling Rock.

Last time we discussed the closing of the Pearl Brewery in San Antonio. The brewery has been given a second chance. Pabst has decided to keep Pearl alive but at a much smaller operating capacity. Anheuser - Busch is going head to head with Killian's from Coors. A- B is testing a red lager known as Killarney. Miller's parent company Philip Morris has completed the Cheese & Crackers merger. Kraft a division of PM has purchased Nabisco. To help pay down the debt on this deal it is rumored that Miller will become a spin-off through an IPO. The second scenario has Coors buying this division from PM.

Remember something is always brewing.

Beer Dave

GAMBRINUS, THE SPIRIT OF BREWING

by Moira F. Harris

When Germans began emigrating to America, Gambrinus, the genial spirit of the brewers' art, came with them. Germans liked "monumental folk heroes", according to Georg Mann,¹ and Gambrinus was nothing if not monumental. Although German-Americans had begun setting up lager breweries by the 1840s, Gambrinus would not make his national debut until thirty years later. Then, there he was, standing above the entrance to Brewers' Hall at the Centennial Exposition in Philadelphia. That Gambrinus statue, like all the others since then, held high an overflowing tankard of beer. On a pitcher, made by the Union Porcelain Works for that 1876 fair, Gambrinus was greeted by Uncle Sam.



Porcelain pitcher made by Union Porcelain Works for the Centennial Exposition in Philadelphia in 1876. Gambrinus hands Uncle Sam (who is holding the bock goat, perhaps at bay, by the horn) a LARGE beer.

Photo courtesy The Newark Art Museum.

After Gambrinus was launched at the fair, nothing could hold him back. There were ten Gambrinus brewing companies, Gambrinus beers, Gambrinus bars and hofbrauhauses, Gambrinus figures riding in holiday parades, Gambrinus

brewery workers' unions, and Gambrinus images in all sorts of beer advertising and promotions. Even the trade magazine, *The Western Brewer*, included a Gambrinus figure in the design of its cover.² Rather than serving as the symbol of a single brewery, Gambrinus became the icon for the entire industry.

Who was Gambrinus? As a concept he has both German and Belgian origins and a history based on fact and mythology. German encyclopedias credit an Italian humanist of the fifteenth century with the creation of ten imaginary German kings, one of whom was "Gambrivius." This gentleman is supposed to have learned the art of brewing in Egypt from the gods Isis and Osiris. He brought these secret skills to Europe and taught others before disappearing into a thicket of fables and fairy tales.

Gambrinus, Belgian style, is a variation of the name of Jan Primus or John the First, a thirteenth century Duke of Brabant (the province at the heart of today's Belgium.) Born in 1251, he became Duke while still a

teenager. Jan Primus was elected president of the Brewers' Guild in Brussels and is credited with both promoting and consuming the product, as a good patron should. On one occasion he is supposed to have leaped on top of a barrel to speak in praise of beer, and that, some say, was the first toast as well as the source of his familiar pose shown riding the barrel.

Jan Primus, in addition to an active career as a knight in sixty-nine tournaments, led his troops to victory in the important battle of Woeringen (1288). In triumphing over the forces of the Archbishop of Cologne and various German rulers, Jan Primus secured control of important trade routes from the Rhine to the Channel. He died in 1294 from injuries suffered in his last tournament and was buried in Brussels.³

In the New World that heritage made both a young Gambrinus, like the Duke of Brabant, and an old Gambrinus like the German king, possible. As a symbol, Gambrinus seemed to age as the nineteenth century passed so that by the end of the century he had become quite venerable. Unlike Bacchus, his closest equivalent, he changed from a pose with the vigor of a Robin Hood to a physique closer to the girth of Old King Cole. His clothing changed as did his weight, but he is usually shown wearing a crown and with a sword hanging from his belt. Almost always his hop-covered barrel or keg is beside him and sometimes even his special guardian beast, the goat of Bock beer, reclines at his feet.

The Gambrinus statues were certainly the most expensive form of brewery decoration ordered for the new brewing plants of the nineteenth century. By 1903 Louis Lehle included a small Gambrinus figure in his famous drawing of a model brewery for *100 Years of Brewing*, suggesting that the sculpture had become an expected feature of brewery architecture. The statues were both works of art in their own right and symbols of the brewing industry. In addition they served as accepted icons of the Old



The Gambrinus statue in Lehle's drawing for *100 Years of Brewing*, used by Editor-Emeritus George Hilton as his logo for years in *The BC*.

World heritage of beer and often became local landmarks. What follows are some notes about those known to have existed as well as the stories of the few which have survived.

The Philip Best Brewing Company commissioned one of the earliest American Gambrinus figures from a Milwaukee artist named Gustave Hauck who carved it of wood in 1857. When the 17th Annual Brewers' Convention met in Milwaukee, "the grand procession of carriages drove under the statue of old Gambrinus that adorns the archway over the entrance," wrote a reporter



The third Pabst Gambrinus, when still living in the garden outside the Pabst Hospitality Center. He's still there, but there is no more hospitality!

Photo: Fil Graff

for *The Western Brewer* (June 15, 1877, p.14). That Gambrinus, with his short beard and hip thrust out pose, seems to be the model for the Gambrinus shown welcoming Uncle Sam to the Philadelphia Centennial Exposition (World's Fair). Fifteen years later, at a time of brewery expansion, another Milwaukee artist named Carl Kuehns carved a copy of the Hauck original. By 1967 the copy needed to be copied, but this time the work was done in aluminum, and that is the statue which until recently graced the Sternewirt entrance to what was the Pabst brewery on Juneau Street in Milwaukee. Since this was a less weighty Gambrinus, Pabst occasionally placed the figure on its holiday parade floats in Milwaukee. A second cast of the aluminum statue was sent to the Pabst brewery in Perry, Georgia, which opened in 1968⁴. Although Pabst never marketed a Gambrinus brand they did use their Gambrinus statue's image on coasters and postcards.

The Gambrinus statue that graced the Brewers' Hall at the Centennial Exposition of 1876 apparently no longer exists. When the Smithsonian Institution curators organized a centennial of the Centennial World's Fair in 1976 they had to borrow an 1879 European-made Gambrinus from Baltimore. According to available records, that Baltimore figure was created in Switzerland by an artist named S. A. Stod, purchased by John Frederick Wiessner, and brought to Baltimore for his American Brewery in 1880. It remained there until 1967 when the brewery closed and is now in storage after being on exhibit in Washington, D. C., from 1979-1988.⁵

The Baltimore Gambrinus is a young man who wears a short kilted blue tunic and a red cloak trimmed with ermine. Around his neck is a necklace with a pendant goat and around his waist is a belt from which his sword hangs. He wears leggings and soft shoes and rests his left hand on a beer keg covered with hop vines. Under his foot is a scroll. His face is oval; his curly hair



The Wiessner Gambrinus from Baltimore, on display at the Smithsonian. Some time during his reign, he has had a transplant of a new, larger goblet!

Photo: Editor's files

and beard are black in this statue cast in zinc and then painted. Given its height (almost 11') and weight (about 1000 pounds), display of such a figure called for ample space and support.

Brewers who purchased such figures in the 1880s were often expanding their facilities. New buildings were needed. Most architects designed either a spot on the roof of the new brewery (over a wagon entrance, for example) or a niche on the facade as a setting for the Gambrinus statue. Roofs over the niches offered protection from the elements, but not always complete security. Gambrinus statues could and did fall and, like Humpty Dumpty, could not always be put back together again.

The tale of the three Gambrinus figures of Newark, New Jersey, is just such a sad story. The Gunther, Gottfried Krueger, and Joseph Hensler breweries all had figures of Gambrinus regarded by many as important local landmarks. After Gunther's large Gambrinus fell, it was not replaced.

Krueger's Gambrinus stood above the entrance to the brewery from 1883 until 1954 when it fell to the ground. To celebrate Repeal in 1933, Gambrinus was given a new paint job and spotlights shone on his new appearance.⁶ When he fell to the ground, twenty years later, the executive vice-president noted that he would be replaced. Gambrinus, he said, remained a "good union man" to the end since when he fell it was after working hours (*Newark News*, June 3, 1954). His replacement, as it happened, was already in Newark.

Joseph Hensler bought a young Gambrinus figure for his brewery in 1879. It stood on the Hensler brew-house until the brewery shut its doors in 1958. A fondly repeated story of this figure states that at the beginning of Prohibition Gambrinus dropped his tankard in disgust. It smashed and was not replaced in his outstretched hand until Repeal (*Newark News*, June 24, 1954). When Hensler's brewing company closed, their Gambrinus was offered to the Krueger brewery. After repairs the Hensler Gambrinus rode a flat bed truck in a parade through downtown Newark in celebration of Krueger's centennial. Then he took up his new post above the brewery entrance.

At least until 1960, he did. Then the Krueger brewery closed and the new owner, a furniture company proprietor, saved Gambrinus once more from the wrecker's ball. This Gambrinus was sold in the summer of 1967 to a man who owned a hotel and restaurant in the small community of Goldens Bridge, New York. According to Maureen Koehl, Town Historian of nearby Lewisboro, the Falconroc Castle Inn burned to the ground in January 1968, presumably destroying the Newark Gambrinus figure as well. A local newspaper commented that one of Westchester's most spectacular restaurants had now become one of its most spectacular ruins (*Mt. Kisco, NY, Patent Trader*, January 6, 1968). And thus ended the tale of the Newark Gambrinus.

Another young Gambrinus figure was once a landmark in New Haven, Connecticut. Its niche was on the ice house of Philip Frenius and Son's brewery from the 1880s until Prohibition. While the Hull Brewing Company owned the buildings, Gambrinus remained, but when that brewery closed in the 1970s, Gambrinus was offered to the local historical society. His size and condition made him an unwelcome acquisition so presumably that Gambrinus, too, was destroyed, according to Amy L. Trout, curator of the New Haven Colony Historical Society.

Yet another young Gambrinus was purchased by the Narragansett Brewery of Providence, Rhode Island, for their new buildings in about 1890. This Gambrinus was placed on a pedestal in the courtyard where Frederic Birmingham saw it as he wrote in his *Falstaff's Complete Beer Book* (1970). When the brewery was demolished in 1998, its owners, S & P Holdings of California, saved Gambrinus. Although battered and mended, the figure was sold in a Bob Courtney auction in Worcester, Massachusetts, in November 1998, for \$14,000.⁷

Three other Gambrinus figures can be linked to the young Gambrinus type, and two of these survive. Owners of the Diamond State brewery in Wilmington, Delaware, placed their Gambrinus in a welcoming spot on the brewery wall where he remained until 1955. John Medkeff, who has written about this brewery, discovered that the figure was sold to a restaurant owner, took up residence in someone's yard, and then was damaged beyond repair when an attempt was made to move him to yet another location in 1978.⁸

The Stoeckle-Diamond State Gambrinus from Wilmington, DE.
Photo: Historical Soc. of Delaware



After the Haberle brewery of Syracuse, New York, closed in

1964 their Gambrinus was purchased by Mirbach's restaurant where it was installed on the roof. Thirty years later, that rooftop was no longer considered an appropriate spot as the German restaurant had become an Italian bakery. The Onondaga Historical Association then acquired the Gambrinus and had the necessary conservation work done, all with the help of a descendant of the original Haberle family. Gambrinus now resides in the OHA's museum, the focal point of a permanent exhibit on the brewing industry in Syracuse. (See "Bottoms Up! A History of the Brewing Industry in Syracuse" published by the OHA in 1997).

When an attempt was made to move the Beverwyck



The Haberle Gambrinus, atop its second home on a restaurant roof across the street from the old brewery site, Syracuse, NY.

Photo: Fil Graff

Brewery Gambrinus from Albany, New York, to the empty niche at the Krueger brewery in Newark, people in Albany did not approve. Their Gambrinus, a local landmark since 1878, was being kidnapped! While the brewery could move the statue to different spots around the premises as it already had, sending him to New Jersey was not acceptable. Once the brewery became part of the F & M Schaefer firm, however, the situation changed. The Albany Gambrinus left silently, without protest, for a new wall at what was then the Schaefer plant (it now belongs to Pabst) in Allentown, Pennsylvania (*Allentown Evening Chronicle*, March 15, 1974), and there he still is.⁹

Who carved the models, designed and manufactured the young Gambrinus figures is difficult to answer. The Beverwyck, Haberle and Wiessner figures were said to have been purchased in Europe between 1878 and 1881, just after the Philadelphia World's Fair. John Medkeff discovered a photograph of the Diamond State Gambrinus with the notation that it was made in Brooklyn by M. Gebelt & Bro, a firm listed in the 1881 Brooklyn City Directory as a zinc foundry which sold "statues, fountains, and ornamental goods for roofers." Where the other young Gambrinus figures were made or purchased remains hidden in old brewery records.

One possible source of supply was firms like William Demuth, J. W. Fiske, and J. L. Mott who advertised "show figures" in their stores and catalogues. Most of these firms began with the most popular "show figures", the cigar store Indians. They expanded their wares to include fountains with or without finial figures, Civil War soldiers (representing either the North or South), Justice or Liberty for a courthouse dome, and hitching post jockeys for the front lawn. All three firms offered the young or old Gambrinus, on a pedestal or base, of cast and painted zinc, for \$100 to \$250, depending on the size. Fried illustrates both young and old Gambrinus figures from the Demuth and Fiske catalogues. The



The Gambrinus of the Beverwyck brewery, Albany, NY, in its original niche. Note the scroll under the foot, just like the Wiessner.

Photo from Peter Blum

Gunther Gambrinus stood 123" tall and was ordered from the Fiske firm.¹⁰

William Demuth began advertising his Gambrinus in 1871, noting that it was "durable, and as light as the wooden figures."¹¹ [The Haberle and Wiessner figures of hollow zinc weigh about 1000 pounds.] Demuth, Mott, and Fiske were New York firms, but both Mott and

Dec. 15, The Western Brewer and Journal of the Barley, Malt and Hop Trade, 849

WM. DEMUTH & CO.,
MANUFACTURERS OF
METAL AND WOODEN SHOW FIGURES
501 BROADWAY, NEW YORK.

This is an accurate representation of our Metal Figure "GAMBRINUS," a specimen of which ornamented the "Brewers' Hall" at the Centennial Exhibition.

The figure, being made of Metal, can be used to ornament the exterior or interior of a building.

The workmanship is first class, the painting is executed in the highest style of decorative art, the entire figure presenting a most life-like appearance.

Our increased facilities enable us to manufacture Show Figures of any design or size within the shortest possible time.

LARGE SIZE.
Height of Figure 123 in.
Length of Base 48 in.
Width of Base 36 in.
Total Height 161 in.
Reduced Price, \$175.

SMALL SIZE.
Height of Figure 48 in.
Length of Base 18 in.
Width of Base 12 in.
Total Height 66 in.
Reduced Price, \$60.

Note that the figure as shown in the Demuth ad is REVERSED from all the other actual Gambrinus statues shown. When the image is "flipped", the pose closely matched that of the much newer Heileman concrete Gambrinus. From *The Western Brewer*, Dec. 15, 1878

Demuth had offices in Chicago as well. M. J. Seelig's foundry in the Williamsburg area of Brooklyn did much of the casting for these firms. Demuth displayed his show figures at both the New Orleans and Chicago World's Fairs near the exhibits of the brewers. In Chicago the old Gambrinus was the central figure of the Demuth display, flanked by various cigar store Indians. And, according to a Demuth ad in *The Western Brewer* (December 15, 1878, p. 849), it was his version of the old Gambrinus which stood on Brewers' Hall in Philadelphia.

The "old" Gambrinus differs from his younger self in several ways. His crown is more elaborate, his beard and mustache more ample. He still wears a fur trimmed cloak, but instead of a simple tunic, he is clothed in an elaborately embroidered jacket and pants. His jacket has a central strip of braid and a waistband. A belt with jeweled bosses holds his sword. Rather than soft slippers he wears shoes or moccasins. Above all the old Gambrinus has gained weight which his belt emphasizes only too well. Gone is the scroll beneath his left foot and his right foot is balanced upon his keg, now turned on its side. In the cat-

alog the Gambrinus model is shown standing on a pedestal although it could be ordered without that base.

Despite their former availability only one example of the "old" Demuth Gambrinus figures has so far been discovered. It stands in the Rathskeller of the Minnesota Brewing Company in St. Paul where it has been since the 1980s. Employees of what was then the Jacob Schmidt branch of G. Heileman Brewing Company believe that the parent company shipped it from another Heileman brewery, but no one remembers which one or has any other information about it.

[The Editor was once told this figure came from the Gutsch-Kingsbury Brewery in Sheboygan, WI., closed by Heileman in 1974.]

But for some brewery owners a unique, one-of-a-kind figure was the sort of Gambrinus for their premises. The basic features of the old Gambrinus remain, but other artists gave him a more lively pose while usually retaining the blue tunic-red cloak color scheme of his costume. His



The Gambrinus sent by Heileman to the former Jacob Schmidt brewery, now Minnesota Brewing Co., in St. Paul. The goblet, at least, is a replacement, as likely is the sword!

Photo: Moira Harris

beard and mustache are white. Information on the artists who created these Gambrinuses is not usually available. In Cleveland, for example, a handsome, white bearded Gambrinus was given a special residence on the roof of the brewery Andrew Mitermiller designed for Isaac Leisy in 1883. The artist who created the Leisy Gambrinus was clearly inspired by Demuth's cast zinc version for the basic pose, and details of clothing. The face and bent arm

holding his overflowing tankard are different. After Gambrinus blew down in 1909 a pedestal was placed in the front courtyard for the repaired statue. During Prohibition the head of the Leisy Gambrinus rolled off and an arm was missing. But, by 1950, it was reported that the statue was in fine shape as was the brewery.¹² The brewery closed in 1958 and was demolished in 1974. Though other statues gracing the brewery property were saved, Carl Miller, author of *The Breweries of Cleveland* (1998), could find no trace of Gambrinus.

In Columbus, however, the Gambrinus of the August Wagner



The Leisy Gambrinus, Cleveland, OH

Photo: Carl Miller

brewery has survived. Researchers for the Smithsonian's "Save Outdoor Sculpture!" project learned that the Wagner Gambrinus with its button-down-the-front tunic was modeled on August Wagner himself. The figure, of painted limestone, was completed in about 1905 for the brewery at 605 South Front Street. After the building was



The Wagner Gambrinus from Columbus, OH, seen by the Convention tourists in a park location, but here is his original niche on the brewery.

Photo: Herb and Helen Haydock

razed in 1974, the statue was moved to a location at Front and Sycamore Streets. It is now in storage, awaiting conservation, and reinstallation in Columbus' German Village. Wagner was one of many brewers to use his Gambrinus figure as a part of his advertising. The sculpture seems to dance, beer-less, in the corner of lithographs and on labels for Wagner's Wurzbürger beer. Now, after needed conservation, it will serve as the logo and a focal point for the city's new development (See www.brewersyard.com).

Through corporate changes Pabst is the owner of the Gambrinus statue at the Lehigh Valley plant mentioned earlier, as well as a forlorn Gambrinus figure of painted cement that currently stands atop the old Falstaff plant in New Orleans. As surveyed by the SOS! Louisiana project the figure is described as "Sir John Falstaff", but it stands in the typical Gambrinus pose, wears a cape and crown, and rests its left hand on a Bock beer goat. Although it stands on a former Falstaff brewery (now closed), it probably dates to the earlier National Brewery days, long before 1933.

Thanks to the G. Heileman Brewing Company, two Gambrinus figures stand in La Crosse, Wisconsin, once their headquarters city. One, of painted concrete, was installed in front of the brewery on Third Street South in 1939. He was said to have been purchased for \$100 from a defunct brewery whose owners had originally paid \$3500 for him. An article stated that he was "really quite a rare old boy, for there is only one other like him in the United States, owned by a brewery in New Orleans."¹³ That

statement, comparing this Gambrinus to Falstaff's, was obviously inaccurate even at the time, but was repeated consistently in most information about the statue. Wherever the figure was created, its artist had borrowed elements from the Demuth prototype, just as the sculptor of the Leisy Gambrinus had. City Brewing, which laid off its employees in June of this year, now occupies the former Heileman plant. Gambrinus, gazing out at the old Heileman Hospitality room, is in need of repair and a new sword as his original weapon has been ripped from his hand.

The other Heileman

Gambrinus, an angular figure of welded Cor-Ten steel, was the work of La Crosse artist Elmer Paul Petersen in 1980,¹⁴ making it the last in a century's worth of Beer King sculptures. It stands atop a fountain of rock slabs in a small plaza on Front Street near the city's Riverside Park. Neither of the Heileman Gambrinus figures appeared on labels, as that was the spot

for the Heileman grenadiers, but the older Gambrinus can be seen on coasters.

Some Gambrinus statues can only be seen now in brewery advertising and in old photographs or as tiny figures in lithographs of brewing plants. As Susan Appel noted, Gambrinus figures can be seen in lithographs of the William J. Lemp, Uhrig, and Anthony & Kuhn breweries in St. Louis and the George Wiedemann brewery in Newport, Kentucky (Letter, January 20, 2000). In his research on Detroit breweries, Peter Blum found that only Philip Kling Brewing Company had once had a Gambrinus. It can be seen on the brewery roof in an 1880s photograph, was still there but seemed to have lost one arm by 1897, and can no longer be seen in a view from 1915 (Letter, February 2, 2000). The Grand Rapids Brewing Company also apparently had a Gambrinus on its roof (see *The Breweriana Collector*, Fall 1991, p.10). And a lithograph of the Middletown brewery of Ohio features both a statue of Gambrinus over the main wagon entrance, and a view of



The concrete Gambrinus placed in front of Heileman, La Crosse in 1939. VERY like the Demuth ad image!

Photo: Fil Graff



The modern steel Gambrinus, LaCrosse, WI
Photo: Fil Graff



NOT Sir John Falstaff, but our King Gambrinus, New Orleans style.

Photo: John Smallshaw

their canal boat named "Gambrinus" which delivered their beer along the canal between Cincinnati and Dayton and offered boat rides to the public (*Middletown (Ohio) Journal*, March 30, 1986). What happened to these statues remains a mystery. It may well be that more Gambrinus figures have survived. If so, the author of this article would welcome the information.

A brewery with a Gambrinus figure standing on its roof or exterior wall could certainly use that image in their label designs. Some examples of those who did include the Wagner brewery of Columbus, the Valentin Loewer brewery of New York, and the Diamond State brewery of Wilmington, Delaware. Any brewery named Gambrinus or producing a Gambrinus beer might find a way to use the good Duke's image. Thus on labels Gambrinuses stand (Gambrinus of Portland, Oregon), climb aboard globes (John Hauck of Cincinnati), or sit, unregally, in thrones. These seated Gambrinuses are so relaxed, so comfortable, that they sprawl away from their chairs as if, like Jan Primus, they had truly enjoyed a great deal of beer. Most standing Gambrinuses hold a scepter in their left hands and their favorite brew in the right, except for the Gambrinus brewery of Chicago which preferred a mirror image - scepter in the right hand, tankard in the left. Thanks to Bob Kay, a gallery of Gambrinus labels from his collection appears in the cover of this issue.

Just as the costume of the Gambrinus statues changed, so the dress of a Beer King changed in other forms of advertising such as posters, trays, and plaques. Rejecting the plain tunic and leggings of the young Gambrinus, his older self dons satin pants and embroidered hose and slippers. Occasionally he may even wear the centuries older floor-length robe of a Charlemagne as he does on the German occupational steins in Thomas Waller's collection.¹⁵

Parades provided yet another venue for Gambrinus. Floats carrying someone garbed as Gambrinus, an actual statue, or a replica of a Gambrinus statue presented the King of Beer to a wider public. Breweries sponsored such floats as did manufacturers of Gambrinus figures. The Pabst Gambrinus rode on the company's floats in Milwaukee parades while G. Heileman placed a cardboard version of their concrete statue on parade floats in La Crosse. In Grand Rapids employees of the Christoph Kusterer firm posed in Gambrinus style with a small parade float Gambrinus figure on the ground nearby (*The Breweriana Collector*, Fall 1991, p. 6.) A New Orleans man remembered that when Prohibition ended a parade took place. Leading the procession was a float carrying Gambrinus riding a goat (*New Orleans Times-Picayune*, May 19, 1963).

Galveston, Texas, has held Mardi Gras parades since 1871 when two masked societies or Krewes took charge of parades and balls. Since 1985 the Galveston

Park Board of Trustees, the City of Galveston, and sixteen Krewes have organized the event. The Krewe of Brew began with the parade theme of the History of Beer and by 1989 had renamed itself as the Krewe of Gambrinus (See www.mardigrasgalveston.com).

Beer and the local breweries were important participants in the first St. Paul Winter Carnival in 1886. With the carnival, held in late January, the city was trying to prove that it was not an American Siberia and that visitors could truly enjoy a winter party. There were parades galore including one organized by the German community. That parade included one wagon (or float) bearing beer drinkers, another with a huge mug of beer and one sponsored by the Martin Bruggeman brewery carrying Columbia, Germania, and King Gambrinus (impersonated by a local man who later would work for the Theo. Hamm Brewing Company). William Hamm Sr. was chosen as the carnival king, Borealis Rex. Clearly, Gambrinus was an accepted participant in civic festivities.

As breweries merge, close, and are demolished, Gambrinus figures face an endangered future. Unlike their colleagues, the cigar store indians, the old statues are almost too large to interest the average collector or historical society. Thus as the Narragansett Gambrinus was sold to a Mexican collector, the Onondaga Historical Society worked to preserve the Haberle Gambrinus, and Columbus developers planned repairs to the Wagner Gambrinus, their efforts were both unusual and highly commendable. For otherwise Gambrinus, Spirit of Brewing, is destined to become only a curious item in old photographs, something once well known but now seldom seen. Perhaps only his familiar gesture of raising his beer tankard in salute will survive in such new unroyal American images as those of Samuel Adams, Patriot.

Thanks to Susan Appel, Peter Blum, Kip Sharpe, Bob Kaye, Carl Miller, John Medkeff, Art Distelrath, John Smallshaw, Ed Theberge, Morton Lapidus, Allegheny Beverage Corporation; Andrew Laidlaw and Joseph Hertrich, Anheuser-Busch; Charles Cummings, Newark Public Library; Ellen Rendle, The Historical Society of Delaware, Wilmington, DE; Dennis J. Connors, Onondaga Historical Association, Syracuse, NY; William Peniston, Newark Art Museum; Maureen Koehl, Town Historian of Lewisboro, NY; Amy L. Trout, New Haven Colony Historical Society, New Haven, CT; Susan Raposa of the National Museum of American Art's Inventories of American Painting and Sculpture (and the volunteers of SOS!); and Fil Graff whose photographs of Gambrinus figures began this study.

Footnotes:

1. Georg Mann, "Gambrinus and the German Americans", *Texas Quarterly* 19:2 (Summer 1976), 72-90. Mann grew up in St. Paul, so his article deals especially with his memories of the

city's Dayton's Bluff area before Prohibition.

2. See Randy Carlson, "Magazines for Brewers", *The Breweriana Collector*, Spring, 1991, 4-7. The *Western Brewer's* cover with a small Gambrinus in the lower left hand corner is illustrated on page 5.

3. For more about Gambrinus, see the author's "Beer and the Birth of Gambrinus", in *American Breweriana Journal*, Nov-Dec 2000.

4. That Gambrinus was shipped to North Carolina, where, until the Spring of 2000, it graced the premises of Winston-Salem Brewing Co. When that firm closed it is rumored that the superintendent of the brewery, then owned by Stroh, took it home with him. Andrew Laidlaw and Joseph Hertich of Anheuser-Busch remembered the statue in Georgia, and told me of its move North.

5. See Art Distelrath, "John F. Wiessner & Sons - half a century family business", *American Breweriana Journal*, Mar-Apr 2000, 5-7. A photograph of the Wiessner Gambrinus statue taken in the 1960s after it had descended from the brewery wall to a brewery garden in front of the office appears on page 6.

6. John Dikun, "Gottfried Kruger Brewing Company," *The Breweriana Collector*, Winter 1992, 20-22. The Gambrinus figure can be seen over the main entrance to the brewery in a lithograph on page 20.

7. Ed Theberge, Narragansett historian, explained the fate of the figure. According to the auction house, the Mexican buyer planned to place it in his front yard to welcome guests.

8. John Medkeff, "Diamond State Brewery, Inc.", *American Breweriana Journal*, Nov-Dec 1997, 31-34.

9. The same newspaper article notes that he had been repainted long before he left Albany. His gaudy color scheme was: cape: orange, tunic: green, and tights: lavender.

10. Frederick Fried, *Artists in Wood. The American Carvers of Cigar Store Indians, Show Figures and Circus Wagons*. Bramhall House, New York, 1972, p. 71. The Fried book is the major source of information on both the firms that sold and the artists that produced the show figures.

11. Fried, p. 34.

12. "Patron Saint of Brewing Token of Leisy Brewing Success," *Cleveland Plain Dealer*, July 5, 1950.

13. "Brewers Patron Saint Stands Guard at Heileman's Plant," *LaCrosse Tribune*, April 16, 1939.

14. "Heileman's New Gambrinus," *La Crosse Tribune*, July 8, 1980, p. 5.

15. Thomas Waller, "Occupational Steins from Germany," *The Breweriana Collector*, Fall 1999, 20-22.

16. See St. Paul and Minneapolis *Pioneer Press*, *Globe* and *Der Volkszeitung*, all for Feb. 10, 1886. In the German parade perhaps the most popular float was that of the butchers. From this float a small cannon shot almost 1000 pounds of sausages into the crowd, delighting the small children and dogs.

Moirra Harris

Photographs as a research tool...fun with Photoshop

by Fil Graff



A direct comparison of the Demuth and Gambrinus ("flipped" to make it right-handed like all the known statues) and the Minnesota Brewing-Schmidt's one. Note the badges on the belt below the ample belly, the ermine trimmed robe, the crown, the leg positions, the barrel and even the sword. The Demuth King has his hand below the sword hilt, and the Schmidt's is on the hilt. As the Schmidt's goblet is obviously a replacement, the sword difference indicates the the Schmidt's sword is a replacement also.



Top left: Stoeckle, top center: Beverwyck, top right: Wiessner. Bottom left: Haberle in original niche, bottom right: Haberle on restaurant roof.

Here are the four "young" Gambrinus statues all together. We know the Wiessner (right, above) was purchased in Switzerland, and because of the goblet, the leg positions, the garlanded barrel, the sword, left arm and leg positions, and the scroll visible on the Wiessner and Beverwyck, the Editor concludes these are all from the same source.



The Haberle has been saved and is safely on display at the Onondaga Historical Association Museum. The Wiessner is in storage, no longer on display (on loan) at the Smithsonian, the Beverwyck at Pabst-Lehigh Valley is safe for the moment. The Stoeckle is evidently gone.

Anheuser-Busch Knives:

The Kind without Corkscrews!

by Donald A. Bull

Around the turn of the 19th Century, about 65 varieties of Anheuser-Busch knives were produced as "calling cards." Twenty-five of these knives were examined in the Summer issue of *The Breweriana Collector*. All except one included a corkscrew blade. When corked beer gave way to capped beer and eventually, canned beer, the corkscrew virtually disappeared from beer advertising knives.

The types of beer advertising produced is mind boggling. There are figural beer knives in the shapes of bottles, boots, and trucks. Single blade knives are handy but why not give a customer four, five, or six blades to

make sure he keeps it handy and sees the advertising time and time again. Many brewers and distributors spent a few dollars more just to do that. Knives can also be found with scissor blades, toothpicks, tweezers, fish scalers, files, cigar cutters, nail clippers, and even money clips. Anheuser-Busch and Budweiser advertising can be found on many of these. Some were giveaways from the brewery, some were ordered from advertising speciality firms and gifted by distributors, while others were simply produced as novelties.

Here is a photo album of non-corkscrew Anheuser-Busch knives:



Photo 1: From left to right: A 3" two blade celluloid handle knife produced by Winchester for Quickpoint, St. Louis (1928-1940); round knife by HIT, U.S.A. showing the Eagle in a trademark only; two blade 2 1/4" knife; and a two blade knife produced by Remington.



Photo 2: During Prohibition Anheuser-Busch was forced to look into products other than beer to keep afloat. A portion of the company facilities was therefore dedicated to two very profitable fields - manufacturing refrigerator cabinets and ice cream. The top knife advertises "Anheuser-Busch, Inc., Cabinets & Refrigerator Bodies." This knife can also be found with a number stamped on the back and "Return for reward Anheuser-Busch, Inc., St. Louis."

The red knife was made by Schrade in Bridgeport, Connecticut. One side reads "Porter Beer Co., Inc., Since 1928" and the other "Budweiser, Preferred Everywhere."

The steel handle is a three blade knife.

The bottom knife has mother-of-pearl handles and is quite unusual because of the prominent date mark "1922."



Photo 3: Two fishing knives with master blade marked IMPERIAL. PROV. R. I. U. S. A. / 2284833, P2689400, 2479855. The cap lifter / fish scaler blade is unmarked. The can opener is marked BEVERAGE CAN-OPENER P-2,698,480, "Budweiser King of Beers" and "Busch Bavarian Beers." The highest patent number is from 1955.



Photo 5: The Japanese four blade and two blade knives at the left have Busch Bavarian Beer enameled tags applied to the handles. In 1955 Anheuser-Busch started their "Discover Bavaria-in a glass" campaign with the introduction of Busch Bavarian Beer. The advertising campaign included "bubbling goodness" and "tangy goodness" as selling points. Advertisements featured images of skiing and bobsledding in Bavaria.

The knife at top right is engraved with "Thanks, Joe Huebner, Budweiser-Michelob."

The bottom right knife with Anheuser-Busch trademark only was made by Zippo of Bradford, Pennsylvania.



Photo 5: Here is a mixture of modern "Budweiser" knives.

Left: A Chinese knock-off of the Swiss knife marked STAINLESS CHINA. "Budweiser King of Beers."

Second: These eighteen wheelers were offered by Colonial Knife Company in their 1980 catalog. Prices were \$6.25 each for 100 and \$4.90 each for 2000.

Third: A combination nail file and knife made by Bell Metal Industrial Co., Ltd., Korea. Bell has produced nail clippers since 1962. Their motto is "(Our) nail clippers alone dominate the world market."

Fourth: Lock back knife marked UTICA STAINLESS / TAIWAN 181501. When the knife is fully open, the blade locks in place. To release, push on backspring at thumb notch. "Budweiser King of Beers."

Fifth: A cheap novelty two blade knife with plastic handles stamped with "Budweiser King of Beers" logo.

Sixth: Cheap single blade knife marked U. S. A. with "Budweiser" screened on plastic handles.

Photo 7 (at right): "The Brewery Collector's Knife" was purchased through an Anheuser-Busch mail order catalog several years ago. The advertising copy told the story of the early Adolphus Busch giveaways.



Photo 6: A heavy duty cigar cutter made in Solingen, Germany with both the cutter and the case advertising Micholob.



Don Bull, as noted in the last issue, is a bit of a fanatic about things that open beer bottles and such. He is the author of several books, the newest of which is Beer Advertising: Knives.

Letter Openers, Ice Picks, Cigar Cutters and More, from which the information and items in this article was taken. Order information on the book was printed in the Summer issue of the BC.

Roll out the Barrel...

Back Bar Breweriana II

by George Baley

Last issue featured hands clutching bottles and glasses of beer. This issue will take a look at barrels (and banks) used as Back Bar Breweriana (BBB). It is unclear what the purpose was of having banks as BBB. Was it a means for the bars to make a little more.....or maybe the intent was for the client/customer to take one home to put on the dresser and save the spare change each day so they could return to the bar and help the bar make a little more? What ever the reason, barrels and banks were a popular theme used by more than 25 breweries.

The barrel banks usually came in either an 8" or 12.5" size and were normally made of chalk or ceramic. The bottom of the bank often had a cork filled opening for ease of coin removal. When the opening was missing or non-existent the owner probably smacked the bank with a hammer to get the contents. Even worst, as in the case of so many Hamm's bears, the bank was decapitated to retrieve the money. I wonder how many brown Hamm's bears were destroyed?

The list of barrels and banks included in this review describes key wording on the primary face of the item. In general, breweries used many of the catchy phrases found in other forms of advertising.

Thanks to all of you who responded, called and sent more photos of statues not heretofore known. Since the last article, a contract has been signed with a major publisher to redo entirely the whole BBB book. This time it will be 100% in color and will include a revised and up-to-date price guide. With the advent of eBay since the first BBB was published, prices have gone out of sight in many cases. Hopefully we will still be able to afford some of the more unique statues.....

The target date for the new book to go to press is April 1, 2001. Until that time, I am asking for your help in including as many new items as possible and to assist in preparing a realistic price guide. I will be on the road for the next few months shooting and reshooting collections. If you have or know of one or more not previously

pictured, I would appreciate a note or call. I am seeking leads too on large collections, heretofore unknown. Do you know of a collector, not a member of a major collecting group that would be willing to participate? Any collections used will remain confidential. Contributors will be acknowledged in the new book.

Listed below are the barrel and bank statues identified to date. The number (XXX) is the item number in Back Bar Breweriana. (New) indicates a newly identified item, not included in the first book. The ** are pictured below in the article.

Barrels

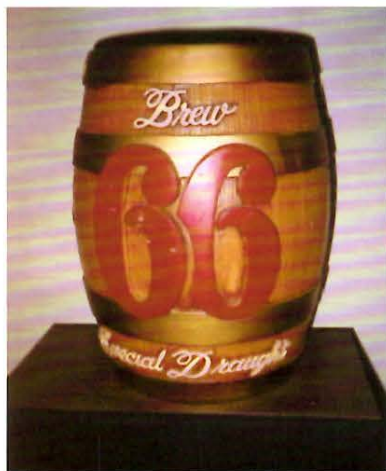
Blatz (41) Man on barrel; "Milwaukee's FINEST BEER", 8" chalk display
Blatz (42) Man on barrel; "ON DRAUGHT", 8" chalk display
Brew 66 (New)** "Special Draught", 12.5" chalk bank
Chief Oskosh (100) "B 'gosh", 8" chalk bank
Corona (New)** "Extra", 12.5" chalk bank
Duquesne (137) "ON TAP", 8" chalk bank
Duquesne (138) "Drink Duquesne Beer" 8" wood display
Erin Brew (142) "Ten-O-two" 12.5" chalk bank
Erin Brew (143) "STANDARD Beer", 8" chalk bank
Erin Brew (144) "The Standard Beer", 8" chalk bank
Erin Brew (145) "STANDARD BEER", 12.5" chalk bank
Fitgers (172) "Natural Brewed", 8" chalk bank
Koch's (279) "Barrel Fresh Flavor", 8" chalk bank
Krueger (281) Krueger emblem, 7" hard rubber foam scraper holder
Krueger (281a & b) Krueger emblem, 7" pot metal foam scraper holder
Lion (294) Lion, 6" wood foam scraper holder

Lone Star (295) "Certified Quality", 8" chalk bank
Meister Brau (New) "Pilsner Beer", 8" chalk bank
Meister Brau (New) "Pilsner Beer", 12.5" chalk bank
Metz (321) "Premium Beer", 6" ceramic bank
Metz (322) "Premium Beer", 8" ceramic bank
Metz (323) "Premium Beer", 8" chalk bank
Metz (324) "Premium Beer", 12.5" chalk bank
My (342) "XXXXXX", 6.5" ceramic bank
National Bohemian (350) 6" chalk foam scraper holder
Neuweiler (354) "Delicious Flavor", 8" chalk bank
Oertels (359) "92", 12.5" chalk bank
Peter Hand's (427) "Reserve...Beer", 8" chalk bank
Peter Hand's (428) "Reserve...Beer", 12.5" chalk bank
Piels (452) "Real Draft", 6" plastic bank
Rainier (463) "Reach for Rainier", 8" chalk bank
Schell's (484) "Schell's Beer", 9" chalk bank
Standard Beer (508) "Standard Beer", 12.5" chalk bank
Standard (New)** "Dry", 12.5" chalk bank
Tivoli (524) "Tivoli", 8" metal cigar holder?
Tivoli (525) "Rush to the Rockies", 8" chalk bank
Watney's (537) Watneys 12" glass/wood display
West Virginia (546a) "Drink Good", 8" chalk bank

Banks

Falls City (148) "Take off with Falls City Beer", 11" chalk
Fesenmeier (170) "Centennial Beer", 10" chalk
Hamm's (220) "Brown Bear", 12" ceramic
Hamm's (221) "Black Bear", 12" ceramic
Hamm's (222) "Black Bear", 12", ceramic
Labatt's (288) "Labatt's", 10" plastic
Lite (New)** "Blimp" 7" ceramic bank

George Bailey



Above left: Brew 66 chalk Bank. Center: Standard-Rochester chalk bank. Right: Miller Lite ceramic blimp bank. Bottom left: National Bohemian chalk foam scraper holder. Center: Corona chalk bank. Right: Piels pot metal foam scraper holder with elves (hanselmannchen).

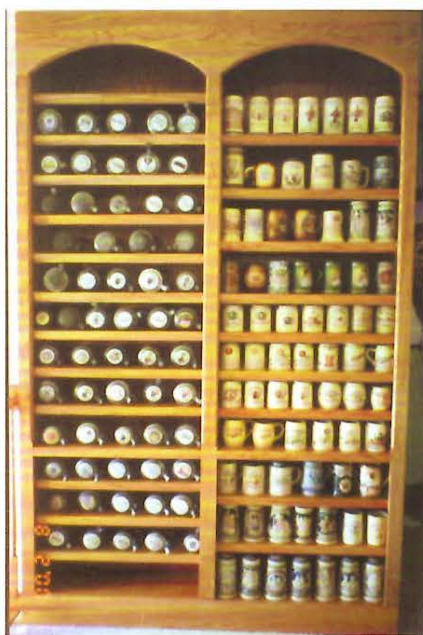


The Convention Gallery



Registration (starting Tuesday); Center: Stan Loula, Convention Co-Chair, Bob Brockmann, Mary White and the Sempowski's checking in. Right photo, Helen and Herb Haydock, with Stan, Bob and Mary in the background. Right: John and Mary Connolly. By early afternoon, the "board meetings" in the lobby were under way. Below left: Lillian and Bill Mitchell flanking at front, Mary White and Betty and Bud Imboden, then Marty Ambrose and Fil Graff. Then in the afternoon, the house tours. Below right: part of Norm Jay's basement...trays, "button" signs, bottles and?

Photos: George Love



More of the house tours: Left, Bob Brockmann's Chicago and Illinois mug & stein collection (far left are the glass steins with pewter and ceramic lids). Center, Bob's miniature mug collection (these were generally match holders, not drinking vessels!). At right: From Bob Kay's collection, the Stroh "Girl in the pink dress". Sorry for the sun strike; it is very hard to get a "clean" photo in a home with so much sunlight flooding in. And it was a BEAUTIFUL day!

Photos: George Love



profligate spending of hard-earned money on breweriana frivolities, there is the serious business of educating yourself about your hobby! Not only are there educational seminars offered, but the routine one-on-one discussions between collectors have always provided me with the best opportunities for learning. Sharing knowledge is perhaps the best thing one collector can do for another, and the very free-wheeling social setting of a Convention provides perhaps the best opportunity for this transfer of knowledge to be found anywhere. Is there a lot of socializing? Bet your boots, and what do the socializers at NABA Conventions usually talk about? Breweriana and brewery histo-

ry, of course! The home collection tours provide excellent references on displaying our treasures, sharing space with other family collections (and the Jay and Kay houses this year were wonderful examples of many forms of advertising art displayed in the same home), and a sort of touchstone as to what can be done.

The NABA Convention is all about sharing: sharing knowledge, sharing friendships, sharing collectibles. Breweriana of the pre-Prohibition variety can be a pretty expensive purchase, but when one sees the quality of work in what was throw-away advertising 100 years ago, one cannot help but think that almost any surviving piece in good condition must have value based solely on its ephemeral nature! Thank Heavens our parents and grandparents thought these pieces beautiful or useful enough to save. In this day of photographic reproduction,



Wednesday was Microbrewery tour day, and Thursday morning the seminars. Top left: DEEP in discussion of the technical aspects of brewing with one of the brothers at Two Brothers Brewing Co. Left to right: Don Limpert, Jim Kaiser, (? back), Fil Graff, and Herb Page. Center: Ann Marie Dikun outside Founders Hill brewpub. Top right: On the Micro tour at the bar at Glen Ellen Brewing. Look at the smile on the customer who waits for the growler! Top left: Bob Kay in his seminar on labels. Top right: Seminarian Al Hoch (right) talking mugs and steins with Jim Shoulter, a past NABA President, who shares Al's minor addiction to them.

Photos by George Love, except top center by John Connolly and bottom right by Sue Chapin



And Thursday afternoon, the Chicago brewery/Beer Tour, conducted by Bob Skilnik and Phil Pospychala. I think that is Bob in the center of the left photo; I know it is Phil to his left and behind him. The right top photo is the Old Henn and Gabler Brewery on Chicago's South Side, still in use as an auto parts warehouse and store, and actually in pretty good shape. At bottom right, a Schlitz pre-Prohibition "tied house" in the Southport section, always a bowling alley and billiard parlor with BIG bar and much original decor intact.

Photos: bottom: John Connolly, top: George Love

the very crafts that produced these treasures have disappeared. The objects were treasure become windows on the past...the artists, the craftsmen who printed or fabricated them, the companies that distributed them to their customers all are worthy of our admiration and study.

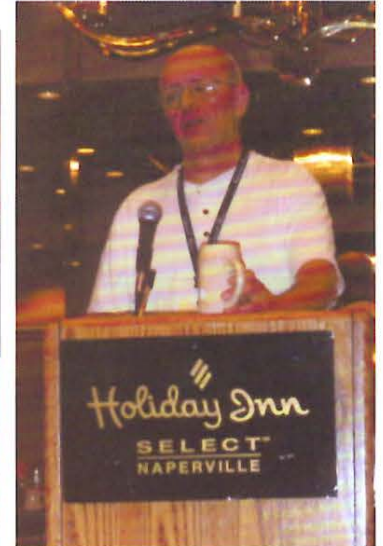
So what DOES one do at a NABA Convention? First and foremost, we come to have a wonderful time sharing a common love with friends. But it is the knowledge exchange that pays the way. Without it, a NABA Convention would just be an expensive few days looking at and hopefully buying some Breweriana.

Will the photos shown in this issue make you feel you were AT the Convention, if you were not? Maybe a bit, if you see a familiar face or two. But the photos are for those who were there, as memory joggers, reminders of items seen, people met,

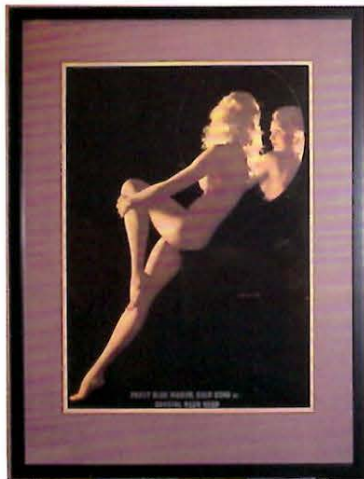
friendships established and renewed. Do we recommend Conventions because it is our duty to do so? No way! The more that come, the more competition we have for that prize item! But the NABA Convention exists because it is the best format for producing better educated and informed breweriana collectors; people who share our loves, and may one day sell us that ne plus ultra item for our collection, or buy a similar item from us for their collection. That's why we go, and why you should as well. Next year? Ann Arbor, Michigan (in the Detroit area). Reports from the Convention Chair start next issue. Can't say you have no time to plan. Too far? Tell that to Michael Prescher, who comes to NABA from Germany! Too expensive? Make it a family vacation...see Greenfield Village, take the Libbey Glass tour in Toledo. Ideas? Got a million of them!



It all starts with Check in (above: Donna Matthews, Rhondi Jones, Dick Caughey, Ruth Beaton, MariLou Kay and Hamp Miller), then item inspection...



...without the Auctioneers (Mike Jones, Rick Schmidt, and above, our Auctioneer-Emeritus, Dave Matthews), the clerks and the ring men, nothing happens. Except when Marvin and Rife are in the crowd (below)...kinda warm in the mask, eh? ...



Left: Dick Caughey and Tom Waller, long-time ring men. (Above) Mike Jones raps up the last item, Hamp Miller and Rhondi Jones collect the money....

Photos on these pages are by Noel Boelter, Ed Culbreth, Sue Chapin and Fil Graff





...and then you can pick up your merchandise.. Above: Ed Culbreth with his Schlitz sign, made for a Hollywood movie. Right top and center, two of the higher dollar items this year: a one-known Belleville, IL stein, and one of the best examples of the Northwest Indian maid on the buffalo tray. Right, Kent Knowles (of Bellville, IL, of course!) and Bob Brockmann, the proud new owners of the stein and tray. Coincidentally, both the stein and tray used to live about a mile apart in Naperville, before the previous owners dispersed. So they came "home" to Naperville to be auctioned. Such is the life of first class breweriana!



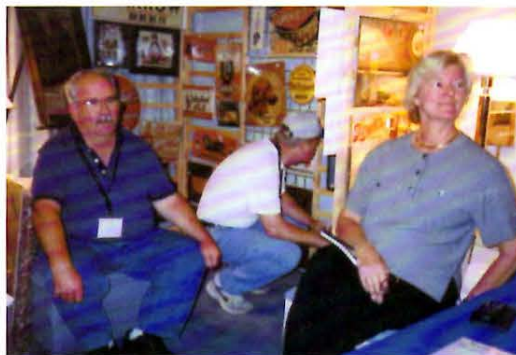
**EVER BEEN
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The Convention Gallery II



An Editors favorite: Little Red Riding Hood bringing some carry-out Elgin Eagle beer home to Grandma. (Die cut calendar)

Perhaps some explanation? Dan Forbes, below, in the first sip of a beer tasting, where the nose and tongue come together to form an impression. Silly pose, important moment!



At Right: Room-to-room activity and a few choice items, and the Hospitality Room. Ken Ostrow and Kent Spear, John Conrad and ?, and Bill Stein (the "Hamms Bear Scribbler") with our Convention Chair, Stan Loula in the foreground.

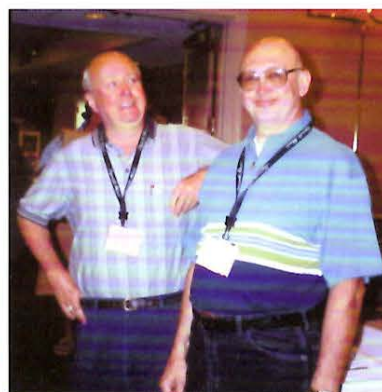
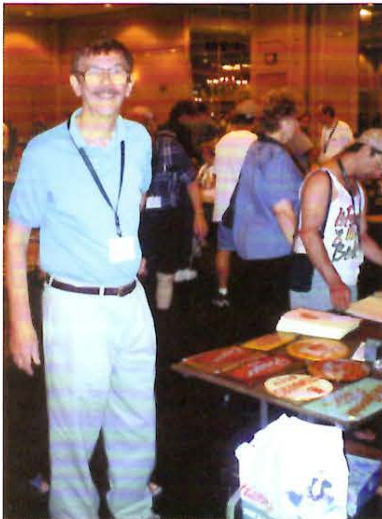


Photos by Lois Loula, Sue Chapin, Ed Culbreth and Mike Renaud.





Above: Bob Chapin looks pleased, Len Jurgensen shocked. Who's Buying? Who's selling? Center: Bob Kay and Noel Boelter. Right: The Haydocks and Linda Forbes.



Left: Don Ray and Stan Loula...the post-show dealer raffle. Center: Jim Shoulter admires Bob Brockmann's new Yul Brynner look. Above: Mike (looks like he was just gored by the Horlacher Bock goat) and Anita Brown, with Mary Gardiner at right.

Western Night, and the Micro Tasting



Above left: These gals were EVERYWHERE lending a hand! Mary White and her sister, Ruth McMillan. Thank you, ladies! center: The International Contingent: Larry Sherk (Ontario), Mrs and Mr. Phil Mandzuk (Manitoba) and Mike Prescher (Germany). Phil's costume? He's the 1999-2000 "King of the Pigs" ...long story, rotten bus trip at a Canadian Convention. Ya hadda be there.. Bottom left: Bob Flemming of the Delafield Brewhouse, and Sue and Hamp Miller serving at the Tasting. Right: This is the gal that helped make it ALL happen! Sherry Peters of the Holiday Inn-Select-Naperville., with some of the props John Murray provided for Western Night.

Photos: Sue Chapin, Ed Culbreth, Lois Loula

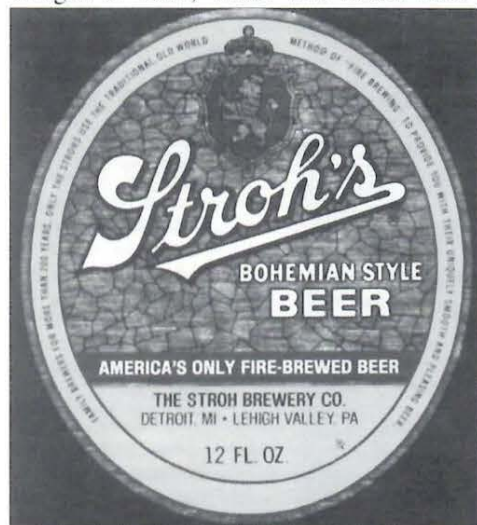


The “Starburst” Stroh Labels

Fifth of a series

By Peter Blum

The post-IRTP Stroh labels were reviewed in volume 104, winter 1998-1999. The article ended with the last of the “crackled” designs of 1981, which was issued after the acquisition of



The 1981 Stroh label, last of the vertical ovals with “crackled” background.

Schaefer's large brewery near Allentown, PA. The oval label was set in a dark brown rectangle to permit the use of highspeed rotary labeling machines (Fig. 1). Either through oversight or being lazy, I neglected to get a full complement of these labels, and lack all the horizontal one-way and any 7-oz. labels.

Perhaps I thought there was no hurry, but unknown to me, the people in Marketing felt that the crackled design was too old-fashioned and needed to be replaced. And replaced it was, with a “sunburst” design of radiating faint white-gold lines on a gold field. In addition, the horizontal red line that proclaimed AMERICA'S ONLY FIRE-BREWED BEER was shifted to underline a bold Stroh's. A simple “Beer” completed the design inside the rim text (Fig. 2).

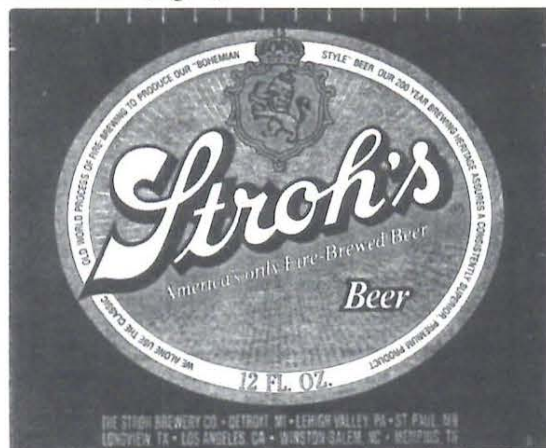


Figure 2: The first “starburst” label, and the last use of the word “premium” in the text in the oval. The burst itself is in silver on gold, and does NOT reproduce well!

This design had the advantage of very strong graphics - the **Stroh's** really stands out - but it lacks the quirkiness of the former background. We were appealing to younger drinkers to whom the crackled design may have been too old-fashioned. I personally thought generic “Beer” was an unfortunate choice,

and that Stroh's deserved to be called at least “Fine Beer”.

The label was modified again after a few years. With many microbrewers using gas for kettle boiling, the red line with its claim for exclusive fire-brewing was omitted. The biggest change was placing the gold oval in a white field, white being the “in” color of the late '80s. The white rectangle was outlined in red and dressed up with a gold frame (Fig. 3).

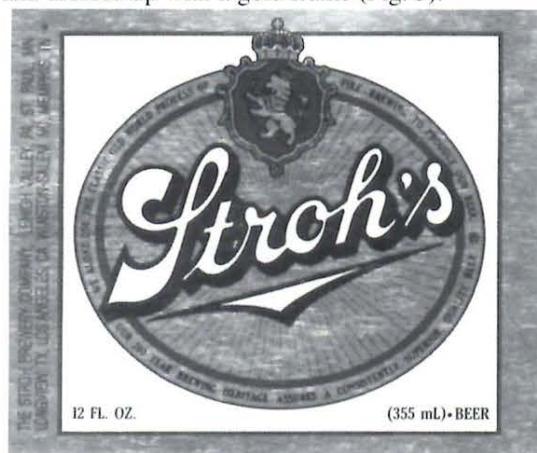


Figure 3: The “white starburst” label from the late 1980's. Several versions of the white labels were tested on cans in Ohio. The oval text now says just “quality beer.” Small print tells it all!

The photograph of five labeled Stroh bottles (see next page) spanning a hundred years from 1885 speaks volumes about label design. The old rectangular design lasted 20, perhaps 25 years, until the oval label was adopted about 1905. The middle bottle is from 1940, and the yellow label was used in the '50s and '60s.

In this context, that white label, although attractive by itself, seems out of place. Every change made sense - suitable for high-speed rotary labeling machines, strong modern graphics, omitting a red line that was no longer pertinent, a white contemporary look set in gold. But the total impression is of a label that probably belongs on a bottle containing a decent beer, but nothing that would lead one to expect something special. It even can be argued that Old Milwaukee, which was widely seen as the epitome of an inexpensive, decent, generic beer, had a more interesting label.

I am sure that Marketing tested the white label on focus groups. Market research requires extrasensory perception. In the movie “BIG” Tom Hanks plays a boy in a man's body who gets an entry-level job with a toy manufacturer. He runs into the CEO at F.A.O. Schwarz, who likes to see what attracts toy shoppers rather than rely only on research. The following conversation ensues:

Hanks, who never heard marketing terms before: “What's marketing research?” CEO, who thinks he is talking to a perceptive adult: “Exactly!”



Figure 4: This might be titled "100 Years of Brewing". Stroh labels from 1885 to the late 1980's. The middle three labels represent over 50 years, from 1905 to the 1960's, and show a remarkable consistency of label design. In a period when Stroh was trying to digest the Schlitz and Schaffer purchases, and fight off competition from the bigger national breweries, something was lost, and the marketing man took over. Gone is the concept of a Premium beer. "in" is the appeal to the mass market, where eye appeal was deemed to be critical in pull-through on retail shelves. "Modern" graphics were the rage. The Editor admits he always liked the white label, and followed its development on test cans in Ohio with some delight! But then I was drinking Stroh as "my beer" then, and didn't pay much attention to the declining quality and loss of the old image. As Schlitz drinkers cite the change from the old brown parallelogram to the coppery red one as the death of Schlitz flavor, Stroh drinkers can perhaps cite the beginning of the white label for the same decline. Maybe invalid, but declining sales usually mean something!

In a future article I will describe the Blue Period, when Stroh tried to recapture its quality image.

Peter Blum



As others see us

Brewery history lovers gather at annual convention

By Paul Barile with Greg Butler

From *THE BARFLY Newspaper*, (Chicago, IL) Vol 7, issue 8.2

The information flowed like a cool frothy Scipp into a frosted stein. The fountains of knowledge being Norm Jay, current President of the National Association of Breweryiana Advertising (NABA) and past presidents Fil Graff and Jim Shoulter, at their 29th Annual Convention held recently at the Holiday Inn in Naperville.

"It's like a disease, a good disease though," says Jay, an avid breweryiana collector. "There are a lot of worse ways to spend your money."

The Convention, which is held in a different state every year, welcomed 28 states, two provinces in Canada and Germany, about 300 people in all.

Jay, Graff and Shoulter are living volumes of encyclopedias of Chicago breweries and all things related. They are also active members in NABA, a nationwide group devoted to the art of collecting brewery art and advertising.

According to the trio, at the turn of the last century, there were more than 80 breweries in Chicago. Many of them

were created by recent immigrants who catered their product to fellow immigrants. These breweries became the centers of many ethnic communities in Chicago. It was a way for a beer drinker to connect with the culture and the home that was left behind.

Yet with so many breweries, a healthy competition formed. In an effort to promote themselves, the breweries used every sort of advertising gimmick, including bottle openers, mugs, post cards and tip trays.

"Some of the collectors specialize in what they look for," Shoulter said. "You might have a guy that collects only labels or is interested only in pre-Prohibition advertising."

At the Convention, banquet rooms were filled with NABA members buying, selling and trading individual pieces. Jay demonstrated a foam scraper which was used to scrape the foam off a filled draught beer glass.

It was common practice at one time to scrape the top of the glass, leaving the foam smooth. The Health Department evidently nixed the foam scrapers but not before a few of the more



One of Victorian Chicago brewer Conrad Seipp's daughters is pictured on serving trays from the 1800s. He owned a brewery at 27th Street near Lake Michigan.

enterprising breweries printed advertising on them.

Also on view at the convention were tap knobs and serving trays embossed with an advertising logo or printing to keep the brewery in the mind of the customer. Whether it was a pretty woman, like brewer Conrad Seipp's daughter (who graces serving trays) or a simple red ribbon to become associated with a specific beer, the placement of these pieces was essential to the brewery's success. This was especially true 100 years ago.

Graff, a big fan of Quencher's saloon, 2401 N. Western Ave., a bar with quite a bit of breweriana currently on display, explained the post-Prohibition labeling practices which not only helps validate the age of a bottle, but demonstrates how much Internal Revenue was able to monitor the sale of beer.

He also displayed a ruby red Meister Brau bottle. The knowledge that light damages beer made some brewers search for an alternative. One of the solutions was red glass. The only problem was that it was cost prohibitive.

The hope was that they could gather enough support that they could increase demand and drive the price of the bottles down, but it never happened. A seven ounce ruby red beer bottle is a sight to behold. In addition, Meister Brau, now brewed in Wisconsin, was originally brewed in Chicago by the Peter Hand Brewing Co., formerly located at 1632 N. Sheffield Ave. The brewery, which first opened in 1891, closed in 1978 and much of the old complex was torn down. However one of the buildings still exists, and has been incorporated into the strip mall that now occupies the site.

Chicago's breweries were one of the most important industries in the city prior to Prohibition. The cast of characters from this lost era has left its mark on Chicago today. Wacker Drive, Diversey Ave., and Lill Street are all named for Chicago brewery owners.

It's a love for this sort of living history that brings folks to NABA, which is made up of an amazing cross section of people from various walks of life. Young and old, male and female, the crowd at this convention is extremely diverse.

"It's something you can do with your family," Graff said.

These guys easily dispel the myth that breweriana collectors are just a bunch of beer hounds. "A lot of people think we are a bunch of heavy beer drinkers," Shoulter said. "I don't even drink!"

In addition to NABA, there are quite a few breweriana associations throughout the country. Each regularly holds similar conventions or smaller shows where members display, buy, sell and trade items.

To learn more about NABA, check out <www.nababrew.com> or phone (717) 369-5546

The conservative brewer

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JOSE E. UHLEIN, Gen. Manager



CABLE ADDRESS
SCHLITZ MILWAUKEE
PRIVATE CODE ABC CODE 4745 5TH EDITION A.I.
WESTERN UNION & LITERS

Feb. 1st, 1912

Gentlemen:-

Some months ago you received a supply of oblong corner signs with a white background. The material of which these signs are made is a recent discovery, and it as it has been used in the manufacture of signs only a couple of years we are desirous to to ascertain whether these signs are as substantial and durable as

other signs we have furnished in the past. We would thank you, therefore, for advising us whether the signs that are on display in your city look as bright and clear to-day as they did when they were put up, or whether the lettering on same is faded or beginning to fade. The manufacturer insists these signs will last indefinitely and that if they are washed occasionally they will always be in prime condition.

However, before placing any new orders we desire to be informed as to how the signs are standing up and whether, in your opinion, they are an improvement over and more attractive than the signs formerly used.

By giving us as full information as possible on this matter you will greatly oblige,

Yours truly,

JOS. SCHLITZ BREWING CO.

The above transcript of a letter Schlitz evidently sent to customers of the Vitrolite Co. (see article on the Vitrolite sign, *BC*, Winter 1997, Volume 100) is in a style long obsolete in business correspondence. Ever cautious about spending compa-

ny money on a new fad, the brewery is asking for proof that the statements made by a potential supplier are true.

I'd have loved to see the responses to this letter! From our vantage point today, the response must have been favorable, for there is a Schlitz Vitrolite pictured in the Meyercord Co. Vitrolite ad shown in the Vol. 100 *BC* article.

90 years later, we might note that the reds have faded where signs were in direct sunlight for years, and some of the blues are beginning to fade as well. But "last indefinitely"? I would say that is a fair statement! And collectors can thank the developers of the Vitrolite process, as these signs are among the most beautiful items in our collections, still as vibrant and eye-catching as they were when produced in the first two decades of the 20th century.

Cheboygan (MI) Democrat, May 19, 1920

FROM BREWRY [sic] TO SOMETHING BETTER

The notion that the coming of Prohibition will throw millions of dollars of investment upon the junk heap is devoid of the slightest foundation. Breweries and distilleries are rapidly being remodeled to a different raw product and finish it for the market. Here are some "converted" breweries:

The Rainer [sic] Brewery of Portland, Ore., is now a tannery, employing 1,600 men, where it formerly employed 156 men. [*The pre-Prohibition Rainier Brewery was in Seattle, WA.*]

The brewery of the Portland Brewing Company, Portland, Ore., is now a furniture factory and employs 600 men. [*American Breweries II shows them maintaining a federal brewing license all through Prohibition!*]

The brewery at Lansing, Mich., is now used in the manufacture of automobile part. [*It ceased brewing in 1913.*]

The brewery at Huntington, W.Va., is now a meat packing plant. [*It ceased brewing in 1914 with State Prohibition.*]

The Raymann [sic] Brewery Of Wheeling, W. Va., is now the Raymann Company engaged in meat packing. [*Out in 1914, as above.*]

The Iowa City, (Ia.) Brewery is now a creamery and producing Co. [*Ceased brewing in 1915.*]

The Uneeda (W.Va.) Brewery is now a milk products company. [*Out of business in 1914.*]

The Coors Brewery of Denver now makes malted milk and a fine quality line of porcelain.

The North Yakima (Wash) Brewery is now a fruit by-product company. [*Ceased brewing in 1915.*]

The Salem (Ore.) Brewery is now manufacturing loganberry juice. [*Ceased brewing in 1916*]

The Star Brewery Washington, Pa, is now the Capitol Paint, Oil and Varnish Company. [*It ceased brewing in 1911!*]

The Pacific Coast Brewery [no such brewery listed in American Breweries II], Portland, Ore., is now a shoe factory and employs 2500 men, as against 123 men employed when it manufactured beer.

The Cedar Rapids (Ia.) Brewery is now a creamry [sic] and produce company. [*It ceased brewing in 1889!*]

The Fairmont Brewery of West Virginia is now an ice and milk products plant. [*Ceased brewing in 1914, as above.*]

The Anheuser-Busch Brewing association [sic] plant,

StLouis, that so long long [sic] manufactured "Budweiser," one of the most extensive brewing plants in the world, is to be the scene of meat packing before the first of March. A new corporation known as the Bevo Packing Company, with \$1,000,000 capital, has already been formed. The office and selling force are ready, and the association's private railway will assure ample transportation facilities. [*Meat packing? Thought BEVO was a soda company?*]

The Jackson Brewing Company of New Orleans and the National Brewing Company of the same city are being converted respectively into a dehydrating plant for drying vegetables and a plant for the production of denatured alcohol [sic]. [*OK...Jackson Pure Products in 1919, and National Beverage Co. in 1920.*]

The old Acme Brewery of Macon, Ga. is now packing millions of dollars worth of meat. [*Ceased operations as Acme Ice and Bottling Co. in 1917.*]

A brewery in Flint, Mich., has become a church; one in Aberdeen, Wash., has become a clam cannery; one in Spokane is making---vinegar; one in Mobile is making syrup and stock feed from watermelons; one in Peoria is grinding cornmeal; one in Rhode island is producing moving pictures; one in Seattle is turning rice into syrup; one in Chicago is a hospital and another is a soft drink factory several others are in the dairy business. Most of these now employ more workers than before.

Lest you think errors above are The Editor's, rest assured that this is transcribed as it was printed. I went along with the flow until I hit the A-B "Bevo Packing Co.", and then balked! Perhaps local readers can confirm or debunk the "facts" printed above, but my impression is that much of the info is fatuous, or at the least represents some early attempt (failures) to turn what was then useless real estate into money making again. Checking in American Breweries II (comments above in italics are the Editor's, from this check) reveals some evident slippage in the facts department! Many of the "conversions" listed above took place for pure economic reasons, like failure to compete!

It seems sad from the perspective some 80 years later that some folks were so short sighted, or took such evident pleasure in debatable "factual" reporting! Ah, well, journalism often has an editorial slant; this story seems to reflect one.

Drinking in the Rathskeller with Phil and Fil ("The King" and the "Monk")

By Phil Mandzuk 1999-2000 King of the Pigs, and Fil Graff, The Brewers Monk



This year at the Convention, the somewhat improbable team of Phil Mandzuk from Winnipeg, Manitoba and Fil Graff, of St. Thomas, PA, got together to do some serious beer tasting. Both these gentlemen (and we do use the word loosely) write beer review columns, Phil for his Great White North chapter newsletter, "Bear Paws", and Fil this column for the BC. We have shared beers for mutual tasting for years, but decided this time to do a joint column, both tasting the same brews, and run our opinions of them in the respective publications. Some beers we both tasted have joint comments, some have combinations of the two tasters where we didn't quite see the same thing. Phil doesn't numerically rate DRAFT beers, only bottled ones.

If you think assembling reviews of all these beers in a week is hard work, you're right! And remember, nobody pays us to do this; we're volunteers who do this to solely to aid YOUR enjoyment of the products! Tough job, but somebody needs to do it!

Most of what appears here was product available either in the Convention, or brought from the trip to the Convention (and unless noted otherwise, they are all bottled). There are a few draft only products tasted either at the brewery or at the Convention tasting. There is also a batch of local brews from Winnipeg, Manitoba, from newer but mainstream small breweries in that city. Who knows how this will turn out, but here goes!

Golden Lager, The Wild Onion B.C., Lake Barrington, IL:

A delightfully robust Pilsener beer. Slightly hops dominant throughout, but just GOOD everything: nose, start, middle, finish. Fuggles hop finish, I think...definitely NOT Cascade! Phil concurs generally, and gives it an 8+.

Paddy Pale Ale, Wild Onion:

Robust in taste, full bodied, a light copper color, and hops dominant. I sense more an English Bitter than the Irish implied in the branding. The finishing hops approach cloying, but do not quite get there. Label describes as a "world class "session" ale; perhaps, but for my taste buds, a short session. Mandzuk will LOVE it! Phil: "My kind of beer! 9+"

Jack Stout, Wild Onion:

An oatmeal enhanced stout - the traditional "meal in a glass." This is just plain fantastic! Rich and about as dark as driveway coating. Malty but not too sweet, with a long deep-in-the-throat finish. A real multi-part treat - ale start, two distinct areas of middle, a burst of malt sweet before a chocolate malt end, and then the hops/chocolate finish. WOW! Phil: "Chocolate lovers delight! 9+."

Third Coast Old Ale, Kalamazoo B.C., Kalamazoo, MI:

Larry Bell has produced an excellent variation of his flagship

ale (Third Coast) that seems almost a Barleywine (Phil says a sherry). Fil: Spicy, HUGE body, high alcohol content; this is a sipper for sure. Phil: "cloudy amber color, large creamy lasting head, sweet fruity aroma, sweet malty alcohol taste, a fruity, bitter roasted malt ending to a lasting dark chocolate aftertaste. Complex, strong, full bodied, 9+." KBC is Michigan's oldest micro, and Larry certainly one of the states most innovative brewers!

Chocolate Stout, H.C. Berger B.C., Ft. Collins, CO:

Just as it says...rich at the finish with the taste of roasted "chocolate" malt. A bit dry in the start and middle at refrigerator temperature, but the flavor blossoms at the finish. Not quite a Hershey bar, but close! (Reviewed with the Boelters)

Anglers Ale, Arcadia B.C., Battle Creek, MI:

A good basic "American" ale - typical micro product aimed at the "hophead". Not complex, and hop dominant throughout. Again, Mandzuk would LOVE it, but didn't get to try this one!

Phil took all the notes on the *draft products* tasted at the Glen Ellen and Founders Hill Brewing Co. Brewpubs on the tour. The notes reflect merged comments, sometimes mostly Phil's, other times Fil's.

Founders Hill Light Lager, Founders Hill B.C., Downers Grove, IL

Light and mild with a slight pear taste (at least it has some taste.)

Heritage Wheat, Founders Hill B.C.

What in heavens name is this? Don't even try it. BAD beer!

Scarlett's Raspberry Wheat, Founders Hill B.C.

Usual sweet syrupy artificial fruit flavor. Why bother?

Pierce's Pale Ale, Founders Hill B.C.

Hoppy throughout with Cascade bitterness. Drinkable

Hidden River Red Ale, Founders Hill B.C.

Sweet caramel malty with a bit o' bitterness. A nice ending. Drinkable.

Blacksmith Stout, Founders Hill B.C.

Toasted malt with a slight coffee flavor. Creamy and good! (As one might detect, overall, we were not thrilled here!)

Glen Ellen Light, Glen Ellen B.C., Glen Ellen, IL

Crisp, clean, hoppy with a spicy ending. TASTY! Best light beer either of us have ever tasted...anywhere!

Honey Apricot, Glen Ellen B.C.

Definite honey and apricot taste. A good fruit beer, and different. REAL apricot flavor! Fil wonders why do it...I guess the ladies like it?

Glen Ellen Red, Glen Ellen B.C.

Mossy, or grassy and malty. Flavor was hard to figure out, and even had the brewer stumped. Beer was approaching end of its life, evidently.

Bartel's Pale Ale, Glen Ellen B.C.

HOPPY HOPPY crisp and hoppy. Grapefruit at its best (all Cascade). Fil hated it, Phil loved it "Phil's beer!"

English Nut Brown Ale, Glen Ellen B.C.

Sweet, malty and slightly fruity (apple flavor) with a dry but sweet nutty ending. A bit too sweet overall.

Roof Top Smoked Porter, Glen Ellen B.C.

Burnt malt harsh, but was the end of a batch so might be a little "off." Still drinkable, but more promise than enjoyment. (It is sad when the best beer is the Light! Also noted: how can one have "Cigar Nights" in a non-smoking bar? Yuppie peculiarity?)

Brought by the Boelters...Phil may not have these next two:

Big Buck Beer, Big Buck Brewery, Gaylord, MI:

Nothing to write home about. Bland and headless. Dare I say...things go better with "B"? A total waste of brew kettle time!

Red Bird Ale, Big Buck Brewery:

All I can say is that it is drinkable. Nothing distinctive. A pleasant copper color and a pretty label? This brewery/steakhouse should not be bottling this junk! It will DRIVE folks to the Big Boys!

Kourage Ale, New Holland B.C., Holland, MI:

Fil: A strong ale nose, ruby brown color and BIG hop-dominant flavor. The label makes no claim to type; I suppose it is Dutch in origin. Interesting and quite drinkable. Phil: "Reddish brown, lasting head, malty aroma. Smooth malty beginning, bit-o-hop bite, toasted malt predominates, smooth burnt malt ending. Bitter burnt malt lasting aftertaste. It seems to be missing something? 6" (Wonder if we were drinking the same stuff?)

Mad Hatter Ale, New Holland B.C.:

Fil: Extreme hops nose and hops-dominant throughout. Caution: this is a slow pour brew! It has and holds a HUGE head that laces the glass beautifully. I'm not sure if I liked it, or if it was overdone. The brand suggests they were after the hophead! Phil: "Cloudy golden amber color, lasting head, flowery aroma, smooth but bitter beginning with a bit of toasted malt. A bitter hoppy flavor, creamy grapefruit lasting aftertaste with a bit of chocolate malt. Great variation on a hoppy English style pale ale. Tasty, medium body. 9."

Hinterland Pale Ale, Green Bay B.C., Green Bay, WI:

Fil: A nice well balanced American Ale. Nothing special, but nothing wrong either! Quite drinkable, and would seem a good "session" ale. The hops are all Cascade. Phil: "Pale golden color, short head, malty, with a strong, dry malty aftertaste and a hint of caramel. A malt lovers beer. 7+"

Hinterland Amber Ale, Green Bay B.C.:

Fil: The big brother of the Pale Ale. Bigger body, richer copper color and a maltier body and taste. To my tongue, a much more enjoyable beer for an evening. Nothing unique here, but very well done indeed! Hopheads will drink the Pale Ale. Phil: "Copper color, lasting head, flowery bouquet. Smooth and initially hoppy to a sweet malty aftertaste. An American style pale ale. I will buy it again - look for it! 9"

Robert the Bruce Scottish Style Ale, Three Floyds Brewing LLC, by Schell, New Ulm, MN:

Fil: A very drinkable brew! Essentially malty sweet, but the hops are there, and emerge in a BIG hop finish. Phil: "copper color, lasting head, herbal aroma, sweet malty creamy with some hop flavor at ending. Lasting malty aftertaste with a definite hop presence. Medium/full body. A bit too sweet, but a hoppy ending makes it more drinkable. 8+."

Alpha King Pale Ale, Three Floyds, again Schells:

Fil: The basic micro American Ale, but with an interesting malt-hops balance. I suspect Cascade hops all the way, but the malti-

ness lessens the usual Cascade metallic bitterness. Quite enjoyable and drinkable! Phil: "cloudy orange color, lasting head, flowery aroma, mild hoppy beginning, hoppy bitterness throughout, and lasting aftertaste. Just a great English style pale ale, true to style, and worth another try! 9"

Extra Pale Ale, Three Floyds Brewing LLC, Dubuque IA:

Fil: Somewhat less interesting than the Alpha King. Phil: "cloudy orangey golden color, huge creamy lasting head, flowery-herbal aroma, slightly bitter hoppy beginning, creamy smooth bitter herbal taste, slight oily feel, nice bitter ending and lasting aftertaste. A very good full bodied pale ale. 8+." As all 4 Three Floyds beers came off the same shelf, and have no dating, I can't determine who is the current contract brewer.

Burnham Pilsener, Three Floyds, again Schells:

"Bold", a decent body, and a slightly hop dominant flavor. Better taste than "B", but to my thinking, another starter beer for tyros.

French Country Ale, Two Brothers B.C., Warrenville, IL (*draft at the brewery and Convention tasting*)

Lightly hopped, but well balanced and very complex. This is easy to drink, and quite enjoyable. An interesting Fuggles hops finish. There is a suggestion of a winery character that appeared and vanished with the temperature of the drink. Rates very high..

Ididarod Stout, Two Brothers B.C.

This is the parking lot tasting! Opaque black color, lasting creamy head, roasted malt nose. A sweet caramel start to a bitter roasted coffee taste, and a lasting dry roasted coffee finish with a hint of chocolate. This is creamy and full bodied, typical of a Russian Imperial Stout. The complex taste changes markedly as it warms up. There are flavor hints of licorice, and the higher alcohol. A real "Meal in a bottle", but a sipper. GOOD drinking! We both rate 9 or better.

Ebelweiss German-Style Wheat Beer, Two Brothers (yes, Ebelweiss with a "b"):

An excellent hefe-weizen! Plenty of body, lots of flavor and a delicious and proper taste of clove and then banana (it's the yeast!) at the finish. The banana is also evident in the initial nose. We agree: very nice drinking! Phil rates an 8+.

Prairie Path Ale, Two Brothers:

A very good ale indeed! Hop-dominant, but with a nice malty body and flavor undertone. A Fuggles and Golding (English) hop finish. Extremely flavorful and drinkable! Phil thinks it's more of a Belgian style ale, with Saaz hops. But we both liked it, and Phil rates an 8+.

Brothers Best Brown, Two Brothers:

Dang, another winner! One would swear they were drinking a British product. Subtle hops, complex malt (almost chocolate, then caramel and roasted) flavors. A medium body, and a short, clean finish. Excellent! Phil notes the reddish black color, the lasting creamy head, the roasted malt nose and the complex flavor that modifies as the brew warms. He rates it a 9.

And two draft products tasted at the pre-banquet beer tasting:

Delafield Amber, Delafield Brewhouse, Delafield, WI

Sweet, malty and apple flavor. Just a bit of malt tartness. Quite mild and drinkable, but definitely a beginners beer.

Pewaukee Porter, Delafield Brewhouse

EXCELLENT malt-hop balance. A smooth semi-sweet choco-

late lasting flavor. A great nose! This is a must for chocolate lovers; a great porter/stout. Well worth a trip just for more!

Next a bunch of local (Winnipeg) bottled brews brought to Convention by Phil for me to taste. He describes them as mainstream products from the three micros in the city (all that are currently brewing there now that Molson and Labatt pulled out.) These are NOT typical American micros, but more like the remaining regional breweries! Phil will NOT review them...he drinks them all and likes them.

Fort Garry Pale Ale, Ft Gary B.C., Winnipeg, Manitoba, Canada:

A rather malty brew with a subdued hops finish. I get a tart citrusy after taste. Labeled 5% alc/vol, "Harrington 2-row malt barley, Yakima Valley Hops and exclusive FGB ale yeast."

Frontier Pilsener style Beer, Ft. Garry B.C.:

A very pleasant tasting beer (NOT a "B"!) with a mildly sweet banana-like end taste, and a vaguely mossy hops finish. It has a definite family resemblance to the Pale Ale, with the same ingredients (and alcohol content) on the label.

Fort Garry Dark Ale, Ft. Garry B.C.:

Again with the same ingredients as the two preceding listed on the label. My sample was spoiled, or did not travel well.

Two Rivers Lager, Two Rivers B.C., Winnipeg, Manitoba, Canada:

A pleasant, easy drinking beer, with a citrus-banana flavor (here evident in the nose as well). Wonder if the use of this yeast is a regional thing in Canada?

Two Rivers Light, Two Rivers B.C.:

Just as labeled. Pale, watery, tasteless: the very definition of "light beer". Guess Canadians have this disease also!

Agassiz Catfish Cream Ale, Agassiz B.C., Winnipeg, Manitoba:

Maybe a "mainstream" brew, but not frequently found in the US anymore. Full of body, with a light coppery color and smooth, mellow balanced flavor. I can't place the flavor itself, but it reminds me of college days in Pennsylvania, where cream ales were favorites.

Agassiz Dark Lager, Agassiz B.C.:

Pleasant ruby-brown color, but strangely, no head at all. Malty with a subtle hops undertone until a blandish hops finish. The banana taste and aroma is present throughout.

Agassiz Bock, Agassiz B.C.:

Darker ruby color, and again, no head, with a strongly malty flavor with the hops undertone and banana/citrus flavor. A mild charred malt note at the end. Labeled as 8% a/v. I really didn't enjoy either of the dark Agassiz brews.

Agassiz Harvest Haze Hefeweizen, Agassiz B.C.:

This is a much more pleasant drinking beer! Here, the banana-citrus yeast flavor is appropriate, and comes out more lemony. This is a quite decent Hefeweizen, unfiltered, refreshing, crisp and wheaty. For a "mainstream" brewery, an unusual and very well done product!

Agassiz Premium Pilsener, Agassiz B.C.:

A family resemblance to the Cream Ale. Big body, deep golden color and strong hops notes leading to a (Cascade hops?) Strong finish. CERTAINLY not your average "beer"!



So what do two beer tasters/reviewers DO in a no "on-premises" licensed brewery when they want to TASTE a purchased product? Go outside to the public parking lot and open a bottle of Ididarod Stout! Notice which one is parked in the Handicap zone!
Photo: John Connolly

Executive Secretary's Report



We're back in town after our annual 4 week jaunt to the West Coast (6250 miles this year). As noted previously, I have resigned as Executive Secretary; now effective before the Ann Arbor Convention. It will take some time to transfer the records, etc. to my successor, so I am continuing on the job to complete the 2001 Membership Directory.

The Naperville Convention was a great one indeed, thanks to the Members who worked so hard to make it all happen. To the whole crew: my hearty THANK YOU! Information about the 2000 Convention mug and the Membership Directory should be included as a flyer in this issue. PLEASE respond quickly (and note any area code changes, plus your "Zip plus 4"), so both the mug and Directory can be done on time!

Those who have not renewed their 2000-2001 dues

are being sent a notice (NOT this issue!). If you didn't get this issue, you likely didn't renew!

The election this year had no contested positions, so the Officers and Board will continue as printed on the contents page of the *BC*.

The following HUGE list of new members is very encouraging! Please look it over carefully, and please help these new folks in any way you can to expand their collections and collecting interests!

Sincerely
Robert E. Jaeger
Executive Secretary



Bachmann, Kurt

57883 Hanover Rd.
Washington, MI 48094
(810) 677-3284
Openers-coasters-glasses-business cards—labels
matches-bottles-napkins-crowns

Bradshaw, Preston (Connie)

17419 Sapphire Rim Dr.
San Antonio, TX 78232
(210) 404-1680 <preston903@aol.com>
Cans-show promoter-all TEXAS breweriana
JAX, LEMP cone top cans

Bartholomay, Philip Bradley, Jr.

1482 East Valley Rd A-1 12
Montecito, CA 93108
(805) 969-6776

Bormann, Kenneth (Irene)

5158 S. Laverne Ave.
Chicago, IL 60638
(773) 767-2197
Glasses - R-O-G signs-Tap knobs

Briscoe, Thomas S.

38545 US Hwy 169
Onamia, MN 56359-7906
(320) 532-3971 <tbriscoe@mlcc2.net>

Brueggemann, Ted (Patricia)

Miller Brewing Co,
3939 W. Highland Blvd
Milwaukee, WI 53208
(414) 931-3444
<breggemann.ted@mbco.com>

Capek, Ray (Beth)

3051 Ridgeland Ave.
Lisle, IL 60532
(630) 778-1482 <rbcapek@Paol.com>
Cans-mirrors-ROG-show promoter-signs- trays.
Chicago: MEISTER BRAU, ATLAS PRAGER,
EDELWEISS

Ceretta, Robert A. (Lucille)

1 Koch St.
New Rochelle, NY 10801-2720
(914) 235-4577

Clark, William L.

1547 Michael Ln.
Pacific Palisades, CA 90272-2002
(310) 459-2570 <wlclark@webtvnet>
Bottles-glasses-history-photos-tip trays-trays
Bartholomay, Bartholomae

Cornils, Peter W.

128 Kenyon Ave.
Elkhart, IN 46516
(219) 294-7059 <pcomils@npcc.net>
Bottles-cans-cases- glasses. GOEBEL, STROH

De Selms, Roy C.

P.O. Box 891491
Temecula, CA 92589
(909) 698-9663 <drroydesl@aol.com>
Books-magazines-glasses-mugs-steins

Dieter, Allen C. (Judy)

4305 Cedar Brook Ct.
East Moline, IL 61244
(309) 496-2028 <aljudyd@aol.com>
Glasses-mugs-steins- tap knobs LOWENBRAU,
MILLER

Dowers, Jeff (Judy)

10655 Gloria Ave.
Cincinnati, OH 45231-1713
(513) 851-9986
<pints.poooh@gateway.net>
Glasses-Neon signs-tap knobs
All Cincinnati and Micro breweriana

Drummond, Stephen

20626 Greenwood Dr.
Olympia Fields, IL 60461
(708) 748-5147
<stevedrums@imtt.com>
Bottles-openers-trays. Pre-Pro with women

Duin, Richard

7116 East Fish Lake Rd.
Maple Grove, MN 55311
(763) 420-2277
Bottles-glasses-mugs steins-pitchers-trays.
ANHEUSER-BUSCH

Ericson, Tim (Vallie)

5148 N. Lake Dr.
Whitefish Bay, WI 53217
(414) 229-6980 <tle@gml.lib.uwm.edu>
Books-magazines-history-labels-paper items
post cards. BLATZ, GETTLEMAN

Falkenberg, Bob (Annalyne)

311 Lake Shore
Denton, TX 76208
Mugs-steins-signs-statues. FALSTAFF

Fury, Jean L.

101 W. Washington
West Chicago, IL 60585
(630) 231-6448

Gename, Tim, Jr.

2901 A S. 11 th St.
Milwaukee, WI 53215
(414) 482-2689
All breweriana. BRAUMEISTER, INDEPEN-
DENT MILWAUKEE, BILUS BEVER-
AGES, MILWAUKEE BREWERY CO.

Giuliano, Don

1435 Witches Willow Lane
Colorado Springs, CO 80906
All breweriana. ADAM SCHEIDT

Gould, Bernard E. (Joan)

152 Oakmont Dr.
Deerfield, IL 60015
(847) 945-4524

Grim, Roger (Susan)

829 Nine Eagles Rd.
Lexington, KY 40509
(859) 263-4061 <xgrim01glou.com>
Glasses-history-menus-mugs-steins-neon signs
statues

Head, Steven G.

1005 Thistledown Th
Clayton, OH 45315
Books-magazines-cans-coasters-glasses-labels.
MILLER HIGH LIFE

Hoffman, Ben (Cordelia)

213 Simmons Rd.
Perkiomenville, PA 18074-9587
Openers-ash trays

Johnson, Nick (Renae)

4708 Spiser Ln.
Wichita falls, TX 76302
(940) 322-1696 <njohnson@wf.quik.com>
All breweriana Spokane Washington area

Koch, Chris (Kathleen)

656 Jackson Rd.
Mullica Mill, NJ 08062
(856) 478-0599 <ldeutch@pcfl.net>
All breweriana KOCH BEER, Dunkirk, NY

Kupferschmidt, James

720 S. 5th St.
Milwaukee, WI 53204
(414) 671-6819
Bottles-paper items-cases-photos-tokens.
BRAUMEISTER, SCHLOEMER,
MUNZINGER

Larsen, Brent (Mary)

613 Kelly Pl.
Onalaska, WI 54650
(608) 783-3457
All breweriana. LA CROSSE, WI breweries

Larson, Cory (Lisa)

6913 S. Prescott
Littleton, CO 80022
(303) 981-2293 <justuscolo@aol.com>

Lee, Harry A. (Antoinette)

25182 Shake rag Rd.
Danville, IL 61834-6143
(217) 759-7837 <w611@aol.com>
Clocks-lamps-mirrors-neon signs

Lindstrom, Eric

5620 St. Mary's Dr. NW
Rochester, MN 55901
(507) 285-5618

Lipperd, Gary E. (Vickie)

P.O.Box 580095
Tulsa, OK 74158
(918) 627-5227
Openers-flat steel signs-TOC- 12" trays
PROGRESS and RANGER brands

Lucas, Ronald F.

11300 Stoll Rd.
Frankfort, IL 60423
(815) 464-8544 <lucashiro@aol.com>

Maier, Joseph K.

P.O.Box 511727
Milwaukee, WI 53203-0291
(414) 332-4220

Martin, Mark (Krish)

38124 Charwood
Sterling Heights, MI 48312
(810) 268-7175 <autocity@prochynet>
All breweriana-bottles-labels-signs. AUTO CITY

McConnell, B.G.

1330 Woodside, Rd.
Springfield, IL 62707
(217) 529-1763

Books-magazines-cases-glasses-history-lamps-
lithos-mirrors-openers-ROG-signs-trays

Meyer, Thomas A.

8554 Klevenville Riley Rd.
Mt. Horeb, WI 53572
(608) 798-3824 <meyer4@chorus.net>
All breweriana: BURLINGTON and
MEYER Brwg

- Mitchell, J. Mason**
205 Sonata Dr. P.O.Box 5
Lewisville, NC 27023
(336) 945-3481
- Moore, Larry (Amy)**
1167 Lois Lane
Girard, OH 44420
(330) 539-4486
All breweriana: Youngstown OH breweries
- Mrosko, Christopher M.**
64 Savoy Drive
St. Louis, MO 63367
(636) 561-0360
Cans-signs-mugs-steins-neon signs-trays.
REISCH, GRIESEDECK
- Norton, William J. (Christie)**
5866 Griffin Rd.
Arlington, TN 38002
(901) 867-8189 <nortonb@bellsouth.net>
Calendars-cans-lithos-signs. TM NORTON
(Anderson, IN)
- Otte, Tom (Bonnie)**
212 Plum St.
Aurora, IL 60506
(630) 897-2959 <ottewise@aol.com>
All breweriana: ABC BEER, Aurora, IL
- Palka, Tom (Kathi)**
6425 Fairfield
Brewyn, IL 60402-3524
(708) 484-4211 <tepsb@aol.com>
Cans-coasters-glasses-openers-signs
- Petrosius, Paul J.**
914 E. Chicory Ln. P.O.Box 822
Lake Villa, IL 60046-0822
(847) 548-9113
<paulpetrosius@netscape.net>
All breweriana-bottles-cans-mini beers
Illinois and Chicago breweries
- Pulskamp, Tom**
2509 Viking Ct.
Cincinnati, OH 45244
(513) 474-2249 <tpulskamp@aol.com>
Bottles-glasses-lithos-neon signs-tap knobs-trays
All Cincinnati pre-Pro
- Rank, David P. (Ann)**
1101 Phillipen St.
Manitowoc, WI 54220
(920) 682-5869
Wisconsin breweriana KINGSBURY
- Renaud, Michael (Vicki)**
404 W. Downer Pl.
Aurora, IL 60506
(630) 906-6411
All breweriana: AURORA BRWG, Aurora, IL
- Ries, Michael J.**
9336 Montoro Dr.
Cincinnati, OH 45231 <mries@fuse.net>
Schultz & Dooley-horse racing-SAMUEL
ADAMS
- Rippinger, Frank (Jennifer)**
318 N. Jefferson St.
Batavia, IL 60510
(630) 406-7648
Calendars-lithos-mirrors-paper items-patches-
signs. HAMM'S BEER
- Schiffer, Peter B. (Nancy)**
4880 Lower Valley Rd.
Atglen, PA 19310
(610) 593-1777 <schifferbk@aol.com>
Ash trays-corkscrews-leaded windows-mirrors-
mugs-steins-neon signs-ROG-signs-trays
- Schnitker, Kurt**
2300 Central Ave., NE
Minneapolis, MN 55418
- Schultz, Allen R. (Beverley)**
7513 Carlton Dr.
Spring Grove, IL 60081-8609
(815) 675-2458 <big-al-kp@yahoo.com>
Foam scrapers-glasses-medals-signs-paper items
OLD STYLE, OLD STYLE LAGER
- Scoglietti, Ed**
1675 E. Bishop Way
Eagle, ID 83616
(208) 938-0095 <calcans@aol.com>
- Sinnot, Steve (Laura)**
211 Bertie Ave.
Westminster, MD 21157
(410) 857-1747
Neons. All brands from Baltimore area
- Smith, Tim J. (Michelle)**
861 Hawthorne Circle
Plainfield, IL 60544
(815) 436-4733 <shhboom861@aol.com>
Glasses-labels-mugs-steins-post cards-tip tryas-
trays. Joliet, IL: PORTER, SEHRING
- Smoller, John R.**
19819 Applewood Ct.
Parker, CO 80138-8080
(303) 805-1099
Coasters-breweriana featuring bridges, fish or
fishing
- Soderberg, Don Rusty (Amy)**
325 E. Dexter Tr.
Mason, MI 48854
(517) 623-6055
History-lamps-paper items-signs. SCHLITZ,
Wisconsin, Michigan, Minnesota brwys
- Soule, Kent (Susan)**
5708 Christy Lane
Maltom City, TX 76137
(817) 498-9747 <ksoule@flash.net>
Cases-neon signs.Texas and Louisiana Brwys
- Strand, Jack W. (Nancy)**
140 South Grove Ave.
Oak Park, IL 60302
- Stoltman, Rudolph**
2410 3rd St.
Minneapolis, MN 55418
(612) 919-2870
History-mugs-steins-paper items. ANHEUSER-
BUSCH
- Sutton, Dwayne (Mishell)**
8771 Lariat Loop
Elizabeth, CO 80107
(303) 646-0257 <sutton@bewellnet.com>
All breweriana, US domestic
- Swiatek, Joseph (Darlene)**
1208 W. Grand Ave.
Chicago, IL 60622
(312) 421-0475
Bottles-lithos-mugs-steins-signs-tap knobs-
tokens-tip trays-watch fobs
- Timson, Dean (Bridget)**
117 W. North St.
Hinsdale, IL 60521
(630) 986-5444 <digat@aol.com>
Signs-tap knobs
- Vandevor, A.C.**
2018 Madison Ave.
Belleville, IL 62226
(618) 233-7098
- Viner, Carl**
2418 S. 13th St.
La Crosse, WI 54601
(608) 788-1749
- Voltz, Donald A. (Kathleen)**
15738 Ridge Park Dr.
Houston, TX 77095-2647
<zerovoltz1@mustangerg.com>
- Warnik, John (Kristin)**
11575 Valley Brook Dr.
Orland Park, IL 60467
(708) 478-0794 <jwarnik@isni.org>
All breweriana: CHICAGO
- Weyand, William (Barbara)**
6805 Alberly Ln.
Cincinnati, OH 45243
- Wilhelms, Harvey L. (Cathy)**
1620 S. Locust St.
Freeport, IL 61032
(815) 235-3993
All breweriana: FREEPORT and GALENA, IL
- Williams, John (Rebecca)**
2142 Middon Meadow
New Braunfels, TX 78130
(830) 625-4403 <jrzw@swbell.net>
Cans-Pre-Pro Texas breweries, All SHINER
- Work, David F. (June)**
1170 Johnson Dr.
Naperville, IL 60540
(630) 428-7815

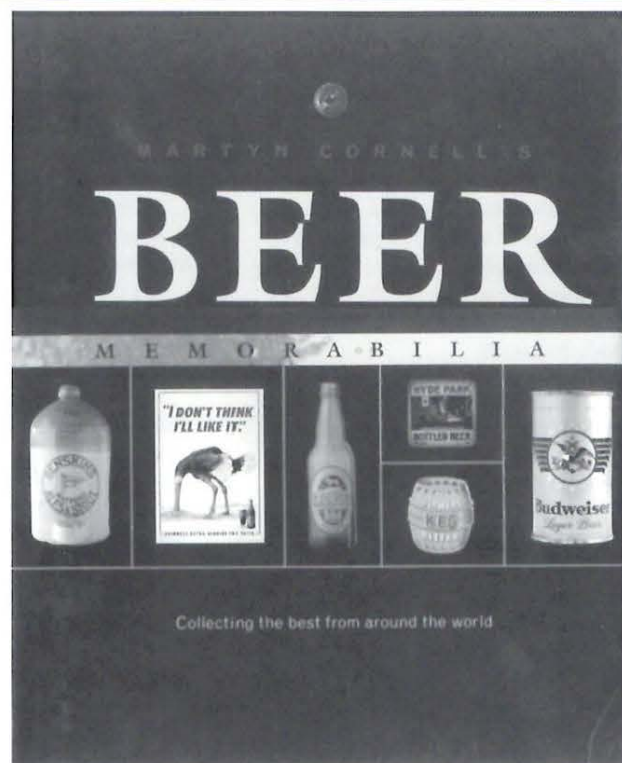
A heart-warming list indeed, requiring a reformatting of the usual page layout. What a pleasant task!

If I have made any errors in the above list (and there are BOUND to be some), please notify Bob Jaeger IMMEDIATELY. This list was typed from his master list, and the error could be there. If he is notified, the Membership Directory can be corrected. Also, for those who don't list your hobby preferences, won't you please consider doing so? Without them, the NABA Membership Directory is but a phone book

There is a Directory form with this issue. PLEASE look over your listing in either the New Member lists, or in the 2000 Directory, and CORRECT THE ERRORS! Send in your "Zip-plus-4". Add or amend your collecting preferences. Make your Directory USEFUL!



A Schiffer Book for Collectors With Price Guide



In lieu of reviews: two new breweriana books. **LOOK FOR THEM;** they are worthy additions to a collection library!

BUY-SELL-TRADE

WANTED: BOSTON & MASS. PIECES. Serious collector in search of older trays, signs, lithos, tip trays, thermometers, matchesafes, etc. Looking for ABC (Boston), Burkhardt, King's, Roessle, Rueter, Pfaffs, Houghton's, Alley's, Van Nostrand, Bunker Hill, Norfolk, Suffolk, J.W. Kenney, Haffenreffer, Star, McCormick, Commercial, Croft, Pickwick, Mass. Brewing, Boston beer Co., etc. Please call **Jeff King** at (&81) 837-9630 or e-mail <jedediah@rcn.com> JK1 W00-4

Photos of prime items from your collection are ALWAYS welcomed!

My humble thanks to those who have contributed to date.
Fil Graff, 10111 Lincoln Way West, St. Thomas, PA 17252-9513 (717) 369-5546 <fgraff@epix.net>

WANTED: ARTICLES AND PHOTOS: The Editor of *The Breweriana Collector* seeks original articles and photographs on ANY aspect of breweriana collecting! Articles need a subject, a beginning, a story and an end, and a point of view. Great literature NOT required, as it is the Editors job to make you look good! Authors whose work is to be used will receive a copy of the tentative *BC* setting well in advance, so they may make corrections, suggestions, etc. The pay is non-existent, except for the pleasure of seeing YOUR collection or favorite breweriana topic in print under your name! As we understand the *BC* is a regular reference for many NABA Members, your "15 minutes of fame" should be considerably extended if you write an article for the magazine! And you may even be cited as a source by another author!

The Breweriana Collector and the Membership Directory are published by National Association Brewery Advertising for its membership. Dues are \$25 per year domestic, \$35 Canadian, \$45 overseas. Dues year runs June 1 to the following May 31. 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.

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

Events of Interest

- Nov. 3-4 **VALLEY FORGE BREWERY COLLECTIBLES SHOW**, Kimberton Fair Grds, Phoenixville, PA
2000 Contact: Larry Handy, (610) 439-8245
- Nov 4-5 **MONARCH CHAPTER FALLFEST**, Hitchin' Post Inn, Libertyville, IL
2000 Contact: Paul Zagielski (815) 369-2135 or <yusay@webtv.net>
- Nov. 5 **MADISON ADVERTISING & BOTTLE SHOW & SALE**, Quality Inn-South, Madison, WI
2000 Contact: Bill Mitchell (715) 341-1471
- Nov 10-11 **27th Annual GUZZLE and TWIRL** (North Star BCCA Chapter), N. St. Paul, MN
2000 Contact: Dave Wendl (651) 731-9573
- Nov 26 **QUEEN CITY CHAPTER SHOW**, Raffles Blue Ash Banquet Ctr, Blue Ash, OH.
2000 Contact: Jeff Dowers (513) 851-8986 or <pints.pooh@gateway.net>
- Nov. 25 **26 th An. TURKEY TROT** (Three Rivers, BCCA), 2025 Olladale Dr., Ft. Wayne, IN
2000 Contact: Leroy Art (219) 432-6839
- Jan. 27 **MID-MICHIGAN WINTERFEST** (BCCA), Flint, MI. UAW Local 659 Hall.
2001 Contact: Gene Goulet (810) 742-5353
- Feb. 24 **11th MID-MISSOURI MEGA MEET**, Holiday Inn Expo center, Columbia, MO
2001 Contact: Bruce Mobley (660) 385-6256
- Mar. 15-18 **26th NEVADA CONVENTION & BREWERIANA SHOW**, Sands Regency, Reno, NV
2001 Contact: Jim Dermody (702) 828-0338 or "Turkey" Lardinois (7-2) 786-1363
- Mar. 15-18 **25th QUEEN CITY CHAPT. LUCK O' THE IRISH SHOW**; Holiday Inn, Ft. Mitchell, KY
2001 Contact: Dave Gausepohl, (606) 371-4415 or <beerdave@fuse.net>
- Mar 30-Apr 1 **KEYSTONE (BCCA) SPRING THAW & CROWNVENTION**, Holiday Inn, Chambersburg, PA
2001 Contact: Mark Swartz (717) 263-8295<mswartz@pa.net>or John Vetter (703) 591-3060
- April 1 **BEER CAN & BREWERIANA SHOW**, American Legion, Blue Springs, MO
2001 Contact: Red Jones (913) 596-1580
- Apr 6-7 **TITLETOWN TRADEATHON XIX** (BCCA), Holiday Inn-Airport, Green Bay, WI
2001 Contact: Pete Vann (920) 499-6061
- Apr. 18-22 **JUST FOR OPENERS 23rd CONVENTION**, Ramada Inn, St. Joe, MO
2001 Contact: Don Whelan (816) 324-3606
- June 3 **QUEEN CITY CHAPTER SHOW**, Raffles Blue Ash Banquet Center, Blue Ash, OH
2001 Contact: Dave Gausepohl (606) 371-4415 or <beerdave@fuse.net>
- June 12-17 **ABA CONVENTION XX** (Members Only), Charlotte, NC
2001 Contact ABA Office, Pueblo, CO
- Jul. **ECBA CONVENTION**, (ECBA Members Only); Frederick, MD
2001 Contact: Larry Handy (610) 439-8245
- Aug. 2-5 **30th ANNUAL NABA CONVENTION**, Ann Arbor (Detroit area), MI
2001 Members Only; Info with Spring BC
- Aug 8-12 **CANADIAN BREWERIANIST CONVENTION**, Toronto, Ontario
2001 Contact: Loren Newman (519) 869-2198 <brewiana@MNSi.net>

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 <www.nababrew.org>!

POLICY STATEMENT

The National Association Breweriana Advertising was founded to preserve the history of the brewing industry in the United States, to enhance the collecting of related memorabilia and to serve as a medium for the education of its Members in this field.

The Association does not act as an arbiter of disputes between its Members, serve as an appraisal service or act to guarantee the authenticity of any piece of breweriana being sold, purchased, traded or in any other manner acquired or disposed of, whether by a Member or other person.

The Board of Directors of the Association reserves the right to refuse admission to membership or deny renewal of membership when in its sole judgement such action would be in the best interests of the Association, whether for cause or not.

The acceptance of advertising in its quarterly publication *The Breweriana Collector* or in its annual Membership Directory does not constitute an endorsement of the product, merchandise or service being offered. The Editor of *The Breweriana Collector* and the Executive Secretary of the Association can refuse any and all ads submitted and refuse to return payment received therefor in their sole discretion or at the direction of the Board of Directors.



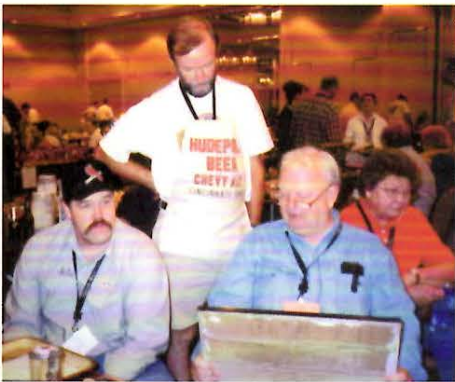
Didja ever
see so
MUCH
breweriana
in **ONE**
room?



NABA's 29th Convention, Chicago

Record attendance, record auction receipts
Were you part of the record fun?

How long will you keep saying: "Next year, maybe?"



What, ya dinna
make the **SHOW**
in
NAPERVILLE?



all photos
by Ed
Culbreth

