

The Breweriana Collector

JOURNAL

OF THE

National Association
Breweriana Advertising

VOLUME 113

FOUNDED JANUARY 1972

SPRING 2001



Single Copy Cost \$6.00

The Breweries of Ann Arbor
Michigan Labels
Fall of the House of Schlitz

National Association Brewery Advertising

A NOT FOR PROFIT ORGANIZATION INCORPORATED IN THE STATE OF ILLINOIS

FOUNDING MEMBERS: DICK BUCHT, HERB HAYDOCK, JOHN MURRAY

OFFICERS

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

DIRECTORS

GEORGE J. BALEY ROBERT A. BROCKMANN LARRY MOTER
ROBERT A. HAJICEK KENT NEWTON MARY L. WHITE
HERBERT A. HAYDOCK, DIRECTOR EMERITUS

APPOINTIVE OFFICERS

JOHN F. GRAFF, JR.....EDITOR, **BREWERIANA COLLECTOR**
PETER BLUM.....EDITOR EMERITUS GEORGE HILTON.....EDITOR EMERITUS
ROBERT E. JAEGER.....MEMBERSHIP DIRECTORY EDITOR;
ROBERT E. KAY.....CHAIRMAN, AUCTION COMMITTEE JOHN STANLEY.....INTERNET PAGE WEBMASTER

PAST PRESIDENTS:

JOHN MURRAY 1972-1975 HERBERT HAYDOCK 1976-1976 WILLIAM D. ROSS 1976-1977 DAVID P. MATTHEWS 1977-1983
ROBERT CHAPIN 1983-1989 PETER BLUM 1989-1992 JOHN F. GRAFF, JR. 1992-1996 JAMES P. SHOULTER 1996-1998

PAST EDITORS

DICK HINDS 1972-1975 DOUG BAKKEN 1976 KEN HAUCK 1976-1978 GORDON DEAN 1978
GEORGE HILTON 1979-1991 PETER BLUM 1991-1997

COVER

The Stroh's Bohemian Beer label, proudly showing gold medals from the American Exposition, London 1887, the Detroit International Fair, 1889 and the Victorian Jubilee 1891. Editors notes indicate this label in use until conversion to crowns ca. 1903.

TABLE OF CONTENTS

Presidents Page.....	3
From The Editor's Desk.....	3
Convention Report.....	4
Chapter Doings.....	5
Old Michigan breweries.....	7 & 21-22
The Breweries of Ann Arbor.....	8
The Gallery.....	16
Meek...before and after.....	17
Michigan Labels.....	18
The Fall of the House of Schlitz.....	23
Ex Libris.....	26
Beer notes from all over.....	27
Executive Secretary's Page/New Members.....	28
Buy-Sell-Trade.....	30
Events of Interest.....	31

PHOTO CREDITS:

DAVE ALSGAARD, PETER BLUM, BILL CARLISLE, SUSAN DRØGE, FIL GRAFF, BOB KAY, REI OJALA, JOE OLSEN, KEN OSTROW, MARY WHITE, PETER YATES

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 an end, as many facts as possible, and LOTS of pictures! Articles are generally sent to the author for approval BEFORE publication.

ALL material contained herein is © 2001 by The National Association of Breweriana Advertising, with residual Copyrights to the authors.

Presidents Page

Spring 2001 has been a busy one for me! The Annual Milwaukee Bottle Show in February was well attended and a definite success, as was the first of Jim Welytoks' (three a year) Milwaukee shows in March. We travelled down to Indianapolis in mid-March for the Antique Advertising Show and the Collectors Caravan. I sense the loss of Carol Rettigs' Breweriana show has affected both these long-time shows. We held a full NABA Board meeting followed by a well-attended NABA Hospitality session on Friday Night.

The Board has decided to discontinue Convention mugs due to lack of interest, breakage and minimum orders. For the past several years, we have lost money on the mugs. NABA did finish 2000 well in the black, mainly due to an excellent Naperville Convention.

Three Director slots are up for election this year, and the current holders (Larry Moter, Kent Newton and Mary White) are running for reelection. NABA encourages competition for all elected offices; please remember it is a self-nomination process in most cases. Both the President and Vice-President will be retiring in 2002, so some big changes are on the horizon. The torch will be passing to a whole new generation of Officers next year. You could be a part of the group that will take NABA forward...think seriously about nominating yourself for a position!

We are all excited about the Ann Arbor Convention in August! Jim Kaiser, Peter Blum and the committee are to be commended for a broad and complete agenda. The opportunity to view Don Wilds' collection at his home is reason enough to come a day early; at least two other collections will on display at the hotel.

We are down to considering two hotels for the 2002 St. Louis convention, and should have a contract by the time you read this. Negotiations have begun with potential host properties for Minneapolis 2003.

The Monarch Chapter has been completely restructured, and is a real bright spot for NABA. The response to the FallFest at the new Naperville location has been wonderful, as we are 85% sold out 7 months ahead of the show date. Fallfest fell on hard times for a year or two because of hotel problems; we know we can return it to its nationally ranked status with a change of venue. If you live in the Midwest, you won't want to miss this show!

I'm looking forward to seeing many of you at the Ann Arbor Convention! Until then, I hope you can take advantage of MANY collecting opportunities this Spring and early Summer!

Norm Jay



From the Editors Desk

I noted in the Prison City Chapter (BCCA) newsletter the passing of Elmer Hartog from Lansing, IL on Feb. 22. I am one of the many area collectors that happily called Elmer & Dorothy "Dad and Mom". They were everywhere at Chicago shows, and ran the Monarch Fallfest hospitality room for years. Like all his friends, I will miss the man greatly! Our hobby is losing its class of father figures...Uncle Ernie, Larry Biehl and now Elmer Hartog. My heart goes out to Dorothy and their son Gerry.

This is a real mishmash of a column...lots of little important things!

I want to start with a note of appreciation. All of us, myself included, take for granted that the *BC* will be beautifully printed in true color every quarter, and will arrive at our homes in a reasonably timely fashion. Credit for this goes primarily to Jim Dobrzynski and his crew at CROSSMARK GRAPHICS, New Berlin, WI. Crossmark has printed the *BC* (and Directory) since the early days of Peter Blum's editorship, and has done a uniformly SUPERB job. As Editor, I hope this relationship continues for many years to come! The rest of the credit for timely arrival goes to our Executive Secretary (currently John Stanley, but it was Bob Jaeger, an old printing tradesman himself, who set up the relationship with Crossmark!), who puts each copy in an envelope, addresses them, sorts to the bewildering regime required by the USPS, and mails them each quarter. Compared to that, my job as Editor is easy! As Members, we seldom think of those that make our membership benefits possible. Each of us owes a huge debt of

gratitude to Crossmark, and to Bob and John. Without them, NABA would be a shadow of the club we know today!

Because of a schedule conflict, I will not be able to be at Ann Arbor this year for Convention. So again, I must depend on the generosity of Members for photos and Convention coverage. You came through wonderfully in Syracuse, and I hope I can count on a similar response this year! Take LOTS of photos, and send them to the Editor, PLEASE!

A note of correction from Dan Potochniak:

"I think I have a correction to give you on a photo caption on page 14 of the Winter 2000 issue. You state the Michigan Brewery ashtray-matchbox holder is made by Warwick China. Is it marked? This looks like a stock ashtray made by the Roseville Pottery of Zanesville, Ohio. I have three different ones that look identical to this. One has a band of squares, each made up of two black triangles. The second has a political ad in 4-lines, "(Who)/Harry M. Harlan/for/County Treasurer," on the front. The last has Congress/Beer on the front and on the inside is Haberle/Brewing Co/Syracuse, N.Y. All three have the thin red line along the upper lip that seems to be on the piece you pictured. If it is china it would be of uniform thickness, about 1/16 inch or less. Pottery would have a variable thickness that could be as much as 1/4 inch in places." Right you are, Dan!! Robbie found my ashtray, and it IS pottery, and my tag ID's it as Roseville. MEA CULPA!

Please note the NABA ad in the Buy-Sell-trade section (note them ALL). Here is a list of what is available in back issues of the *BC*: 112, 111, 110, 109, 108, 107, 106, 105, 104, 103, 102, [nope, #101, with the Hager catalog, is gone!], 99, 98,

97, 96, 95, 94, 93, 92, 91, 88, 87, 86, 85, 84, 83, 82; before issue 82 some here and there and folks can inquire. \$6 each and 5 for \$25. Shipping is \$1 per issue and \$4 for each set of 5. Just make check payable to NABA and send to PO Box 64, Chapel Hill NC 27514. There IS an index of issue contents as part of the web page, <www.nababrew.org>!

And a reminder: NABA dues (\$25/yr US) are payable for EVERY NABA Member by May 31. This likely includes you (I just paid mine)!

The Editor has taken over the Events of Interest column again. I owe several organizations apologies for omitting events in the past several issues. If you have an event you wish publicized, please send the information to me (as well as to John Stanley for the Web Page) at least 6 months in advance in order to make at least one issue of the *BC*.

To date I have received not a single response to my appeal in the last issue for editorial assistance. Friends and fellow NABA Members, I wasn't kidding! I am in no position to appoint a successor as Peter Blum did, as I have had no regular and consistent contributor who has shown any interest in taking

over the job. For many of you, NABA is unfortunately just a magazine subscription; obviously, without a magazine there would be NO NABA for many of you. I don't want to sound negative, or be a doom merchant, but there needs to be some action taken on the succession issue SOON! There will be a whole new generation of Officers for NABA in 2002, and they will have plenty enough to deal with without having a magazine to worry about as well. There MUST be someone among us with the ability to learn an editorial job, and the willingness to devote several weeks each quarter to magazine production. It is not an easy job, but the gratification of seeing a completed magazine you produced arrive in the mail is great indeed. I've run out of self-generated material, and am running out of patience (neither are good signs!) This is YOUR Association! Someone needs to step forward...NOW!

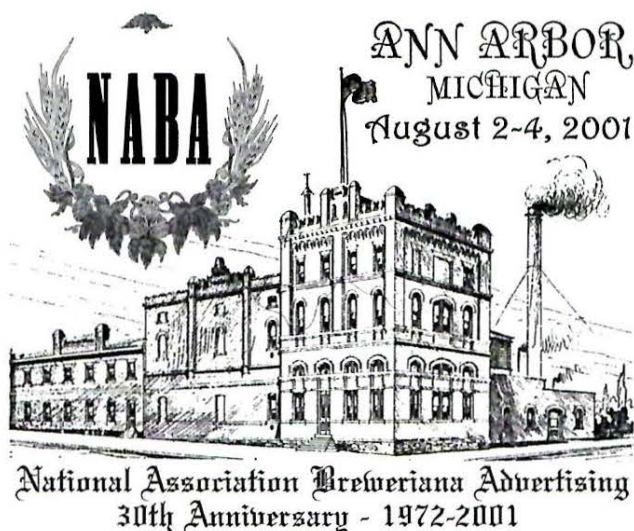
Sorry I will miss seeing you again in Ann Arbor! I hope you have a great Spring and Summer of collecting, and a most rewarding Convention!

Fil Graff



Convention Chairman's Report

by Jim Kaiser



The plans have been made and now all we need is you! The Detroit Convention, NABA's 30th, will be held in Ann Arbor, Michigan, thirty minutes southwest of Detroit.

The official dates are August 2nd to August 5th, 2001. The official program begins on Friday with the auction or an optional tour to Frankenmuth, some serious room to room trading and hospitality after dinner. Saturday morning begins with the trade show and, later, the taste of Michigan, with a dozen special brews and dinner. Finally, there will be the Sunday farewell breakfast and annual meeting.

The unofficial program begins as early as Monday, July 30th, there will be room to room trading for the early

birds, a Tuesday house tour, an optional Thursday microbrewery tour, and the opportunity to visit one or more of the area's many of places of interest.

Those of you who enjoy a good craft brew will not be disappointed; there are more than two- dozen brewpubs and microbrewers in the southeastern Michigan area alone. Each registrant will receive a copy of the Michigan Beer Guide to lead you to more than 60 Michigan brewed beers.

We are especially excited about the hospitality room, always a favorite of those of us who have attended NABA conventions in years past. The physical size and layout is extremely conducive to enjoying fellowship, showing off an addition to your collection or drinking one of Michigan's special brews. Frank and Vickie Zynda will be your hosts in the hospitality room, assisted by Stan Summers with his own hospitable style.

The optional brewpub and microbrewery tour on Thursday (August 2nd) will include an assortment that has been hand picked by the brewery tour committee, Fred and Mary (no relation) Clinton. The tour list currently includes Copper Canyon Brewing Company, Dragonmead Microbrewery and Rochester Mills Beer Company. The air-conditioned bus awaits you. Reservations are limited and will be accepted in the order received.

Frankenmuth, Michigan; have you ever been there? Thousands visit this German style town every day and your opportunity will be Friday, August 3rd. Again, space is limited, so make your reservation early. Dan and Becky "Kolb" McShane will be your guides on this optional tour

into a different world, including the world's largest Christmas store with its more than 50,000 trims and gifts, shopping in Little Bavaria and many dining rooms in a German-theme.

Our Convention Webmaster, Gary Bauer, reminds you to check in on the official NABA 30th Convention website at www.Mi-Brew.com/NABA2001. Your personal invitation was mailed to you, but if you have misplaced the registration forms, you will find a printable copy. Sign up a new member and invite them to the convention; there is a printable membership form. Maybe you just want to check the latest 2001 Convention info: the site will be up dated from time to time, as additional information is available.

The room rate is \$79 and the registration fee is \$80. Hotel and convention registrations must be sent to the convention chairman. Hotel reservations will only be accepted with your registration for the convention. The hotel will

not accept reservations at the NABA \$79 rate.

Please mail your completed convention and hotel registrations, with your check to:

James L. Kaiser, 55774 Washington Dr., Shelby Township, MI 48316-1168

Questions? Phone: (248) 652-6686

Email: kaiserhof@home.com.



Chapter Doings

Mary White, Chapter Coordinator

Happy 2001! We're off to a great start. The first big shows of the year in the East (both of national status, were there such a ranking) are the Blue & Grey and Luck o'the Irish. We got to both.

The 22nd Annual Blue & Gray show (our Capitol City Chapter, and BCCA's Richbrau and Rusty Bunch Chapters) at Fredericksburg, VA in mid-February had the Ramada (the old Holiday Inn) packed, along with several neighboring hotels. The entire lobby was filled with tables for 3 1/2 days, with tables available for those in other hotels before the public show opened Saturday. A great idea! Another new feature this year was a bus tour to 4 area Microbreweries; two chains, one combined brew-your-own and micro, and a "regional". The Committee was pleased with the response (as were the participants), so this will be a regular feature from now on. It was an interesting view of different concepts, and there was even some very good beer!



The Blue & Grey tour at Shendandoah Brewing, a combined brew-yourself and micro brewery. An interesting concept for a smaller capital investment and LOTS of personal involvement by the owners!

As is traditional at B&G, the hospitality room was open 24 hours a day for the now 5 days of the show. The micro-brew selection was as excellent as it was varied, with ales from as far West as Michigan, and South to the Carolinas. The brew-

eriana available covered the entire spectrum from early lithos to the latest neons and cans (see the Gallery for two particularly nice trays, and a litho.)



Saturday on the trade floor at Blue and Grey.

Ray Johnson (the "cruise director") and the multi-chapter Committee did a better than usual job (if such is possible) of working in the ever growing number of participants. This show is getting larger than some national club conventions! A tip of the forage cap (both sides wore them, so we aren't being politically incorrect!) to everybody involved in the planning and execution of The Blue and Grey!

I also made the Buckeye BCCA Chapter show in Toledo, and then the 25th Queen City Chapter Luck o'the Irish Show St. Patrick's day weekend. Before the show a contest was held to design a new chapter logo. The new design from Debby Dowers was unveiled at the show (see photo of the cake). Thursday night featured a great Micro Tasting event, with a lot of producers participating. We made a special pint glass with the new chapter logo for the tasting. The Friday night Hospitality

raffle was considered the best ever, conducted with the usual tomfoolery and a lot of good ol' fashioned Irish fun.



The new 25th anniversary chapter logo on a cake, and Don Johnson presenting winning designer Debby Dowers with a conetop can



Cincinnati has a rich brewing heritage... "Weber", "Muhlhauser", "Schoenling", "Weyland" and "Hauck", "Adams", "Bruckmann", Hudepohl and Burger, ...brewery family members and employees have come to the Luck o'the Irish show for years to reminisce, relate old brewery stories and share old brewery pieces. We really enjoy learning the personal side of brewing from them, as they learn about the advertising history from us.



At center, "Big Bob" Hebert, then Henry Smith (listening intently!), Gene Felix (his wife Etta second from left) and Bob's son Jason Hebert. Bob and Gene are former employees of Cincinnati's Hudepohl and Burger breweries.



The John Phillips family meet every year from north and south for their annual St. Patrick's Day Irish celebration at the Queen City show.

Twenty-five years is a good long time for traditions to form and strengthen. Not only is the show a meeting place for local brewery families and employees, but collecting families have some traditions here as well. The Phillips family meets every year at the show for their family St. Patrick's Day party, and the Langes from Bartlett, Illinois celebrate their honeymoon with us, this year for the 16th time!



Helen and Tom Lange, still honeymoonin'!

A very sad note: we would be remiss if we didn't mention the loss of our fellow collector and friend, Elmer Hartog. Elmer and Dorothy came to our show practically every year, and their help, wit and friendship will be sorely missed. Our thoughts and prayers go out to Dorothy and the family at the time of this great loss to us all.

A tip of the Luck o'the Irish hat to the Queen City Chapter for this show! The special effort and pride that went into the show was quite apparent.

Oh yes...the cake! Of course, the new logo side went first! Here's me serving, with the other half still in the pan.



Now's the time to line up those Spring and Summer vacations and weekends, and grave the shows in concrete on your schedule. We hope you can join us at the NABA Convention in Ann Arbor August 2-5. We'll be there with bells (among other things, that IS a microbrewery in Kalamazoo, MI).

Mary White



all photos by or courtesy of Mary White

Michigan's Old Breweries...part 1

By Fil Graff

In the 1980's, when my job took me to the Midwest, I began a serious effort to track down and photograph all the standing breweries in the area. My motto, looking back at these fading Polaroid pictures, seems to have been: search on days "when the skies are all cloudy and grey." At any rate, here (continued on pages 21 and 22) are some examples of the hopes and dreams of Michigan brewers, expressed in architecture.

Considering the difficulty of adapting brewhouses, it amazed me that so many still stood, some simply neglected because it would cost too much to knock them down, but many homes to new businesses (including the expected cold storage operations). I believe most of these buildings are gone today.



Left to right from the Detroit area: Auto City, Hamtramck; C&K, Hamtramck and American Brewing, Delray



Left to right, all Detroit: Detroit Brewing; E&B (Ekhardt & Becker) and Kaiser & Schmidt-Champion Brewery



Left to right, still Detroit: Regal Brewing; Old Holland Brewing and Wayne Products & Brewing Co.



Left to Right (all Detroit): Union Brewing; Walker Products-Walker Brewing (Center Line, MI) and Strohm, dominating the northeast Detroit skyline.
(Brewery photos continued on page 21)

The Breweries of Ann Arbor

an except from BREWED IN DETROIT

by Peter Blum

The brewing history of Ann Arbor is like a microcosm of Detroit's and shows the same cultural and economic forces at work. First there were a couple of early English ale and porter brewers, and then the German lager brewers moved in and took over. With one exception, Ann Arbor breweries were very small. The total number of firms is believed to be six. Unlike in Detroit, where German brewers congregated in a certain area, those in Ann Arbor tended to give each other room and stake out a territory. Three chose geographic names: Central, Western, and Northern Brewery.

Only one firm was able to outgrow its humble beginning and construct a typical small-town brewery. It started as the Western Brewery in 1861. Not only did the plant survive up to and through Prohibition, but it continued through World War II as the Ann Arbor Brewing Company, closing in 1949. If Ann Arbor breweries were small, it also permitted almost all buildings to be adapted to other uses.

A city like contemporary Ann Arbor, with a large university and a busy downtown dining and entertainment district, proved a natural choice for brewpubs. Thus forty-six years after brewing ceased, new brewers restarted the craft.

BAVARIAN

BAVARIAN BREWERY, LISTED 1860-1872
FULLER, BETWEEN ELIZABETH AND STATE

Frederick Ruoff operated a brewery on his home property in the late 1850s and early 1870s, first as the Bavarian Brewery, later under his own name. He was already listed as brewery proprietor in the first Ann Arbor city directory of 1860. No details of his operation could be found. Ruoff is an unusual name, and it is quite likely that Fred Ruoff was related to August Ruoff, who immigrated during the same period, settled in Detroit, and later brewed on Gratiot Avenue.

HOOPER

R. HOOPER & SON, CA. 1858-1866
ANN ARBOR BREWERY, 1866-1868
STATE AND FULLER (LATER HIGH)

The Hooper Brewery was first listed in 1860 at the corner of State and Fuller, now High Street. It is on record that Hooper bought the land in 1856, and no directory was issued prior to 1860. He lived nearby, at the corner of State and Ann streets, later 712 East Ann, and may well have brewed at home. Hooper's partner in the brewery was his son Frederick. A philatelic cover in the Stroh archives has the sender's rubber stamp at the top left cor-

ner: "R. Hooper & Son, Manufacturers of ALE, & Porter, and dealer in MALT & HOPS, Ann Arbor, Mich." City directories and real estate records outlined the history of this brewer.

Hooper died in 1866, leaving a widow, three sons, and a daughter. Two years later, the brewery was being operated by his sons Frederick and Charles as the Ann Arbor Brewery. The next directory was issued in 1872. The brewery is no longer listed, probably a victim of the changing demand from ale to lager.

The Hooper family brewed for about a decade, long enough to be a part of the life of a very small Ann Arbor, but almost nothing of them has survived. Brewers in the 1860s sold kegs and draft only, as bottles were still too expensive to be used for beer. Unfortunately, all we have are some directory entries and an envelope.

CENTRAL

CENTRAL BREWERY, CA. 1865-1875

524 (NOW 724) NORTH FIFTH AT SUMMIT

About 1865, John Adam Polk erected a very small brewery next door to his residence. The brewery probably had a capacity of 5,000 barrels. It had the customary underground storage area of limestone walls to shoulder height, then brick and an arched brick ceiling. At one time, a tunnel led from the vault in the direction of the Huron River. This would permit the transport of river ice for cooling, and it carried the runoff in the right direction. A spring on Polk's adjoining property supplied clean water for the tiny and primitive brewery.



The Central Brewery, in 1979, after conversion to apartments.

Photo: Peter Yates for the Ann Arbor Observer

The business did not prosper, and by 1875, Polk had moved to the west side of town and taken up carpentry. The brewery became a residence for various immigrants. In the 1970s, the owners, Robert Harrington and landscape architect John Hollowell, created six contemporary apartments in the building and called it "The Brewery."

It is quite possible that Polk brewed at home for several years before he erected a brewery, and that he was one of the customers of Hooper's malt and hops.

CITY

CITY BREWERY, G. F. HAWSER & CO., LISTED 1860-1868

CITY BREWERY (JOHN REYER), CA. 1868-1886

FIRST NEAR BROADWAY, RE NUMBERED 210 SOUTH FIRST
G. F. Hauser opened a brewery in "lower town" before the first directory of 1860 was printed. He advertised "Beer and Lager Beer," the latter very likely being heavier and aged longer. By 1868, the brewery belonged to John Reyer. The brewery was constructed on a sloping corner lot. One could therefore enter the basement caves from the rear at ground level. This greatly facilitated the hauling of ice and rolling out of barrels. These caves are the only surviving part of the City Brewery, but they are a good example of the E-shaped tunnel layout.

In spite of its central location and advantageous site, the City Brewery failed to grow out of its original size. It had a life span of twenty years at most. A flour mill, the Ann Arbor Central Mill, occupied the brewery after 1886. The existing brick building was erected about 1900. The flour mill failed during the depression, and in 1932 Lohr's Ann Arbor Implement Company moved into the premises. In recent decades, the caves were filled with garden tractors and snowmobiles and could be viewed on request. The property is now owned by Michael "Mick" Easton, who operates an antique mall on the premises.

No information on John Reyer's products could be located, and no collectibles are known.

NORTHERN

NORTHERN BREWERY, 1872-1892

ANN ARBOR BREWING COMPANY, 1892-1902

ANN ARBOR CITY BREWERY 1902-1908

1037 JONES DRIVE (FORMERLY MILL STREET)

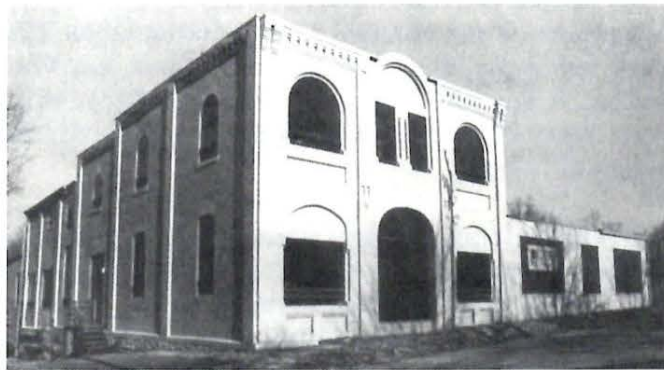
This small brewery was erected in 1872 by George Krause on what was then Mill Street. It was sold almost immediately to brothers John and Fred Frey. Sometime during the next two years, John sold his interest to Fred. According to county records, Fred Frey produced "about 2,400 barrels of beer" in 1881 and "consumed about 5,000 bushels of

grain and 4,000 pounds of hops in the manufacture of this beverage." Based on materials usage after World War II, Frey's lager must have had a very strong body and the bitterness to match.

During 1880, Frey's Northern Brewery laid in "about 1,000 tons of ice." There were good springs under the Broadway hill for brewing water, and a pond was formed by clamming Traver Creek to harvest ice. A barn-like building in an engraving published in 1894 was presumably an ice house.

In 1884 or 1885, Herman Hardinghaus bought the brewery from Frey, and he operated it until his death in 1904. Hardinghaus was a trained brewer who had worked in the trade for eight years in Cincinnati and St. Louis. Afterward, he operated his own brewery in Ypsilanti until 1884. In 1886, Hardinghaus had the substantial two-story structure erected, which still serves as the core of the present building. He also brewed ale and had facilities for bottling.

The foreman of the Northern Brewery since 1884, Ernest Rehberg, was born in Detroit and had worked in Jacob Mann's brewery there. Rehberg was also active in local Ann Arbor politics. He prospered and became quite prominent. When the Northern Brewery was reorganized in 1892 as the Ann Arbor Brewing Company, Rehberg became president with Hardinghaus taking the vice presidency.



The Northern brewery before renovation to offices (1979 photo)

Photo: Peter Yates for the Ann Arbor Observer

In 1902, Rehberg left the brewery, but he rejoined it after the death of Hardinghaus and took former bookkeeper Lewis Roberts as partner. They changed the firm's name to Ann Arbor City Brewery. The new name did not help to overcome increasing competition. The plant was closed in 1908. Rehberg, with his son Carl, went into the ice business, which had been a sideline for many years and now became their living.

A number of firms used the building, before it became a

foundry in 1922. The Ann Arbor Foundry Company occupied the premises for fifty years. In 1972, architects Richard Fry and David Peters purchased the building and completely renovated it into offices, including their own.

The Northern Brewery was an entry-level business for four brewers. It was not until Hardinghaus built a proper brick building that the company had a chance to expand, but it never grew large enough to compete successfully at the turn of the century.

MEMORABILIA: No merchandising items are known from this brewery. The Stroh collection has a single bottle, embossed "George Hardinghaus/Northern Brewery" in a slug plate. No doubt, other bottles are in specialized collections, but they are very rare.

MANAGEMENT 1894: Ernest Rehberg, president; Herman Hardinghaus, vice president; Gustave Brehm, secretary-treasurer.

ANN ARBOR

WESTERN BREWERY, 1861-1902
MICHIGAN UNION BREWING COMPANY, 1902-1920
ANN ARBOR BREWING COMPANY, 1933-1949
416 SOUTH FOURTH

Ann Arbor's most successful brewery was started by Peter Brehm and John Reyer, who built a lager brewery on South Fourth, between Liberty and West Madison streets. Reyer soon sold out to Brehm and purchased the City Brewery. In the late 1870s, after Franz or Frank Ruck had bought the brewery from Brehm's widow, sales were about 1,400 barrels. The main building consisted of two stories and a basement and occupied an area of 60 by 30 feet. The plant was acquired in 1880 by Chris Martin and Matt Fischer. It was under their ownership that the brewery grew from 3,000 barrels of production in 1880 to 35,000 barrels in 1906.

In 1902, new brick buildings were erected, including an impressive four-story brewhouse. The name was changed to Michigan Union Brewing Company in honor of the local Bartenders and Brewers Union. Both owners worked in the plant, Martin as brewmaster and Fischer as bottle shop foreman. It took twelve hours to carry a brew from mash tub to fermenter, and the day started at five in the morning. Former employees have reminisced about an informally run business where everybody knew and relied on one another, and sons came to work alongside their fathers.

Distribution was mostly to local saloons and households. The driver made weekly trips by wagon to Dexter and Saline. When the brewery bought a locally made Star truck in 1915, Milan and Whitmore Lake were added to the delivery route.



The Northern (Michigan Union, then Ann Arbor B'g Co.) Brewery as it appeared as Univ. of Michigan's Audio-Visual Laboratory in 1979. See back cover composite for sketch of how the Michigan Union Brewery appeared in 1903.

Photo: Peter Yates, for Ann Arbor Observer

An attempt to remain open during Prohibition by selling near beer failed early. The property was rented to the C. A. Connor Ice Cream Company from 1920 to 1933. New ownership headed by Charles Ackermann took over brewing in 1932. The plant was refitted with new equipment and packaging machinery and renamed Ann Arbor Brewing Company. Ackermann wore many hats—he was chairman, president, manager, purchasing agent, and sales and advertising manager. In the spring of 1938, Albert Bek, formerly with Hudepohl in Cincinnati, was engaged to be a one-man technical staff—brewmaster, chemist, and bottle shop superintendent. The brands were Ann Arbor Old Tyme and Cream Top Old Style Lager. Capacity was rated optimistically for publication at 50,000 barrels.

Ann Arbor in those years was a relatively small and friendly town with many saloons. In the old days, beer could be had by any young man of fourteen as long as he behaved, and some of that German right-to-drink-beer attitude lingered. The Ann Arbor brewery had a door on the hill end that led to a room with a tap in the wall. On the other side was a keg, always tapped, and anybody was welcome to walk in and help himself to a beer or two.

The Ann Arbor Brewing Company hung on until 1941, when the war changed beer to a very desirable commodity. There would be a myriad headaches about equipment, supplies, and manpower, but finding customers was not a problem. In 1943, Philip J. Halm replaced Bek, and the Town Club brand was added. Martin Cunea took over the supervision in 1946, but it was not a position with a future. Facing postwar competition, the Ackermann management put the brewery up for sale in 1947.

With good hindsight, it is surprising that the brewery found a buyer. The era of marketing on television was beginning. Pabst advertised highly popular boxing matches, Stroh sponsored Red Wings hockey, and Goebel had the Lions, yet Milton and Cerna Johnson invested in and operated the brewery for a couple of years. Milton Johnson wore even more hats than Ackermann—he was also treasurer in addition to the other offices, although he had the good sense not to appoint himself chairman. Fred Heusel was the brewmaster, and Van Dyke beer and ale was the product line. The brewery was, of course, too large to be a hobby and too small for a competitive business. It closed in 1949, and with it brewing in Ann Arbor ceased for the next forty-five years.

Argus Optics took over the building sometime after the brewing equipment was sold and removed. In 1963, the property was acquired by the University of Michigan for a film library and audio-visual center. The Mathematical Society now publishes *Mathematical Reviews* in the former brewery. The basement is a large and well-lit room. Far in the back is a door, on the uphill side toward the building, which is one floor lower in height. When the door is opened, steps lead down to a dirt floor, stretching into the distance. Suddenly, one is taken a century back in time. The walls are field stone to shoulder height, and there is the typical brick vaulted ceiling of

nineteenth-century brewery cellars. Here is where beer was aged even after Michigan Union had mechanical refrigeration.

MEMORABILIA: Michigan Union's bottles were attractively embossed with an eagle and shield, a very common symbol and trademark feature of the times. While not rare, these bottles in fine condition are very desirable. A small etched glass showing the brewery is known. The Ann Arbor Brewing Company also used typical merchandising items such as tin-over-cardboard signs; enlarged reproductions can be seen in the Grizzly Peak brewpub.

MANAGEMENT 1902: George E. Apfel, pres.; Louis Kurtz, v-p, William A. Gwinner, secretary; Christian Martin, treasurer.

1903: Louis Kurtz, president; John Koch, vice president; William Gwinner, secretary; Chris. Martin, treasurer.

1941: Charles Ackermann, chairman, president, and manager; Theodore R. Ziefle, vice president and treasurer; James K. O'Donnell, secretary; master brewers Albert R. Beck (1941-1942), Philip J. Halm (1943-1945), Martin Gunia (1946-1947).

1948: Milton Johnson, president, treasurer, and sales manager, Cerna W. Johnson, vice president; Fred Heusel, brewmaster.

Peter Blum



[Note: The Central, Western and Northern Brewery buildings still stand (at least in part) in Ann Arbor. They represent a broad range of small brewery architecture]



Here's another of Rei Ojala's "family groups with breweriana" photos. The keg is from Moerlbach Brewing, Rochester (1908 to 1920). The tray in foreground is not identifiable. The two guys in dresses? Nothing in common among any of the men leaves a clue as to what is being celebrated here, but Momma at the kitchen door does NOT look overjoyed! Sunday afternoon in Rochester in the teens.

Michigan Brewery Stocks II

by Joe Olsen

I really enjoyed the article "Michigan Brewery Stocks" by Larry Moter, in the last issue (Volume 112) of the *Breweriana Collector*. So I decided to take pen to hand and add to the knowledge of Larry's interest.

The first certificate (color page, opposite) is here just because it is not on Larry's list. The Calumet Brewing Company, Calumet Michigan; fifteen shares at ten dollars a share. Interesting that the Stock subscription (\$40,000) is printed on the stock certificate, and then penned out to \$80,000. Stranger yet it was issued 23 July 1919; I find this odd, because Michigan began Prohibition in 1919 and everyone knew it was coming back in 1917. It seems like a waste of one hundred and fifty dollars, considering the timing, and the fact it is from the economically depressed Upper Peninsula copper mine country.

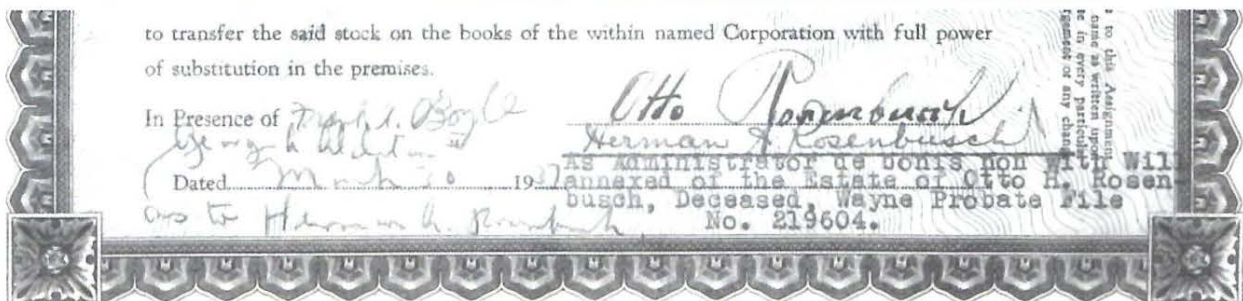
As Larry Moter said in his article, signatures can add a lot of interest to stock certificates. For this reason I have included a Canadian stock certificate from the Riverside Brewery Company Ltd. of Windsor, Ontario, (just across the river from Detroit). Granted not a

Michigan brewery stock, but again the signatures make the difference. This stock was issued to Otto Rosenbusch in September 1929. Otto Rosenbusch was brewmaster for the Stroh Brewery from the 1890s to 1929. It is also signed by his son Herman A. Rosenbusch in March 1937 after Otto's death. Herman Rosenbusch was brewmaster for the Stroh Brewery from 1929 to 1951. Hence the Michigan connection.

Next are two specimen stocks: The Stroh Brewery Company, incorporated under the laws of Arizona, one hundred shares (American Bank Note Company), and The Stroh Companies Inc., incorporated under the laws of Delaware (Goes). I think these stocks were never issued and probably not even considered, but they look good hanging on my wall.

I know why I enjoy this hobby and NABA so much: it is fun and it is informative.

To all you contributing members, Keep up the good work...From one Beer Lover to Another...STROH'S





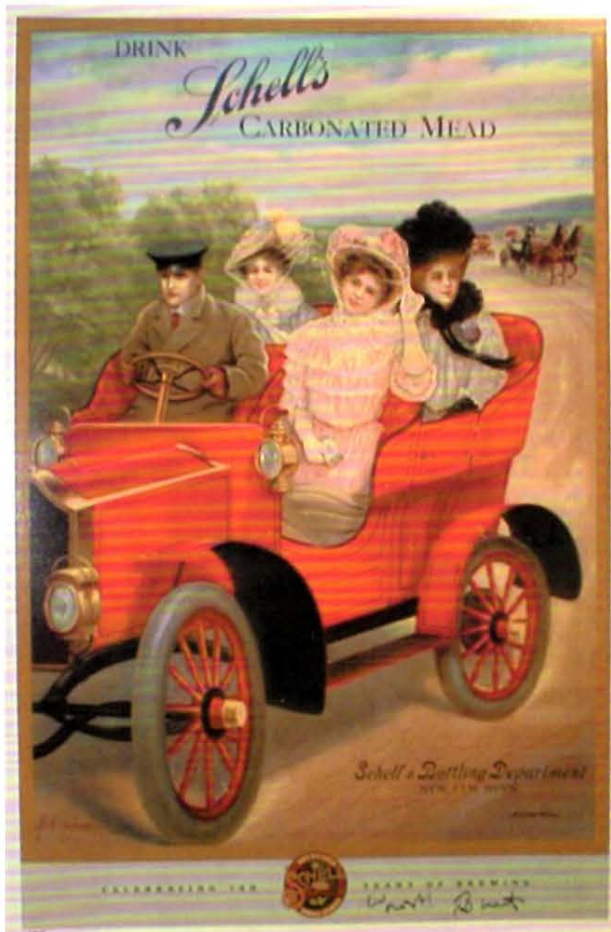
According to Stroh historian Peter Blum, stock certificates of the Stroh Brewery Company and its parent The Stroh Companies, Inc. were issued only to family members, and no Stroh certificates are in the public domain. This begs the question of how specimen shares like these entered the collector market.

A Reproduction alert...sort of

Pat Simon, our semi-compulsive collector of New Ulm breweriana, informed me that Schells has reissued their two most famous pre-Prohibition lithographs, the Lady and Peacock for non-alcoholic Malt, and the red car for Carbonated Mead, for their 140th anniversary. The announcement appears at left, done up in the old style, on what appears to be water stained paper. Pat reports that both the reproductions are good quality prints, and we can expect to see them trimmed of the new bottom border, and offered as originals before long.

These are extraordinarily rare lithos from a small local brewery that has hung in there all these years, still making superb brews. They have every right to reissue their own advertising (those of you that remember the tour of Schells at our last Bloomington, MN convention will remember the originals hanging in the gift shop.) The peacock one is particularly spectacular, and appropriate even today, as the brewery park around the old Schell home still has peacocks roaming free.

Just a reminder: modern printing, no matter how good, uses groupings of colored dots, where the original lithographs used random groupings of color pattern cells. The difference is easily apparent with a 10 power or better magnifying device. Buy them as new art (they appear to be indeed that), but don't get hooked by a repro if you think you have the original!

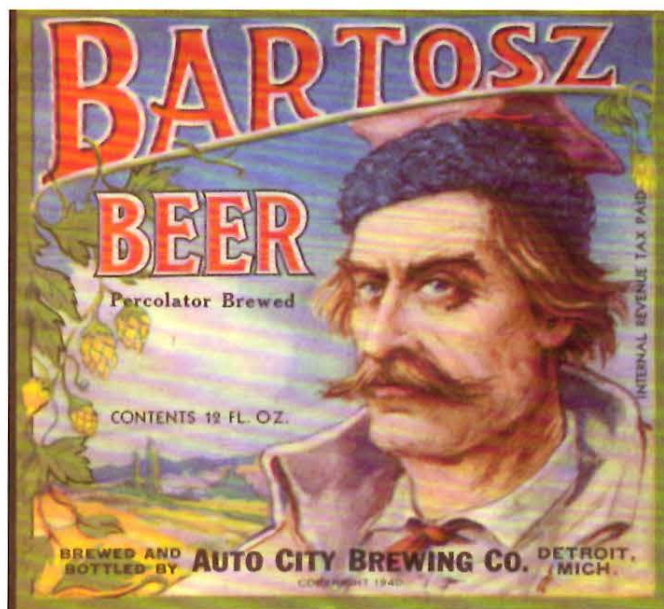


Who was Bartosz?

By Peter Blum

The object of most labels is obvious - the brand and image tell the story. Occasionally one comes across a label that poses a puzzle. The shape or design does not fit anything that came before or after, or it seems an odd brand whose reason has been forgotten. Detroit has such a label, and a tin-over-cardboard sign with the same brand showed up on eBay to pique the interest of local collectors.

The year was 1940 and the Auto City Brewing Company was stalled in the heavy traffic of Detroit's Big Three - Goebel, Pfeiffer, and Stroh. Auto City had been founded in 1910 by a Polish family, the Chronowski brothers. The plant was situated in the Polish neighborhood of Hamtramck, an old name that predates the arrival of Polish immigrants. Hamtramck was also the location of "Old Main", the huge Dodge assembly plant that employed thousands of local residents. Auto City's sales peaked in 1936, as the next couple of years saw labor unrest and a weakened local economy.



The Chronowski management must have felt the need for an unmistakably Polish hometown brand name. They decided on Bartosz (pronounced "Barrtosh"), a nickname for the Polish version of Bartholomew. There is one particular Bartosz that resonated in Polish patriotic lore, Bartosz Glowacki (the "l" is crossed by a line that gives it a "w" sound). He died in 1794 at age 46, having fought bravely for Polish independence with Kosciuszko. The artist who drew Bartosz did a great job, giving him a typical Polish military cap with corners, an ethnic mustache, and a fearless look. Enough of those big-bellied, wurst-eating Germans - we have the lean, mean, pivo-drinking Bartosz!

Actually, it was not so easy to get away from Germans. The beer was lager and the brewmasters of Polish-owned breweries almost all had German names. What's more, the brewery had launched the Teutonic Altweiser brand in the

mid thirties for non-Hamtramck drinkers to complement the old Auto City label.

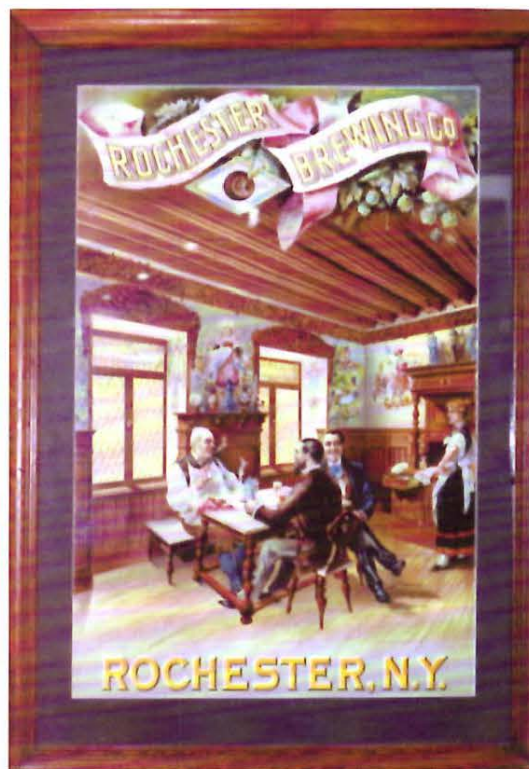
Bartosz deserved a better fate, but Auto City had only one year's business left. The label is in several collections. The only other Bartosz item known at this time is a single horizontal tin. It came to Miller with the Haydock collection, and Miller put it up for auction.

There is a special category of bidder that is almost impossible to deny, those with a family connection. A great-grandson of one of the Chronowski brothers, Mark Martin, became interested in his family's beer history. Mark was less concerned with the amount he had to bid for the sign than having it come home where it belongs.

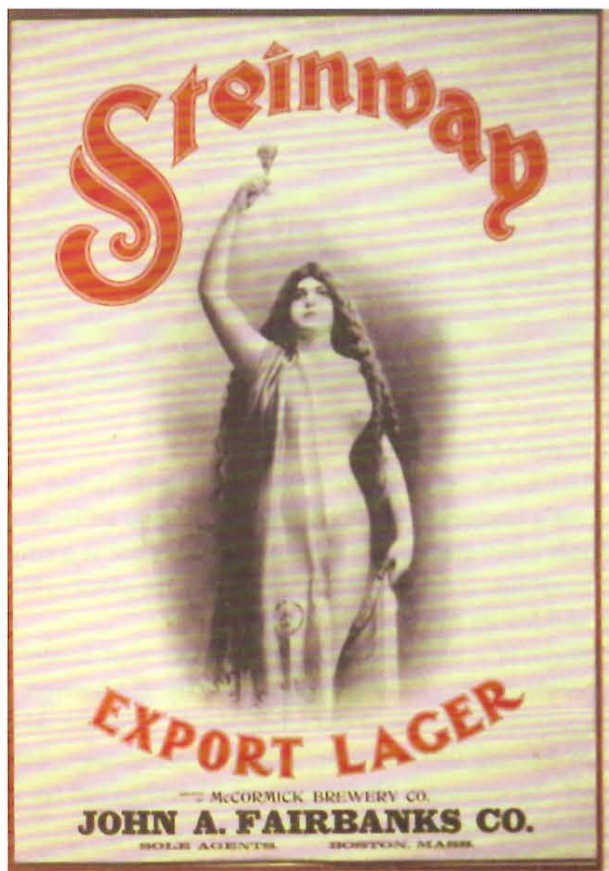
[OK, Hamtramck pivo. There was "fire brewed" and "kettle brewed" and even "cold brewed" But "percolator brewed"? You mean like in a coffee pot? - Ed.]



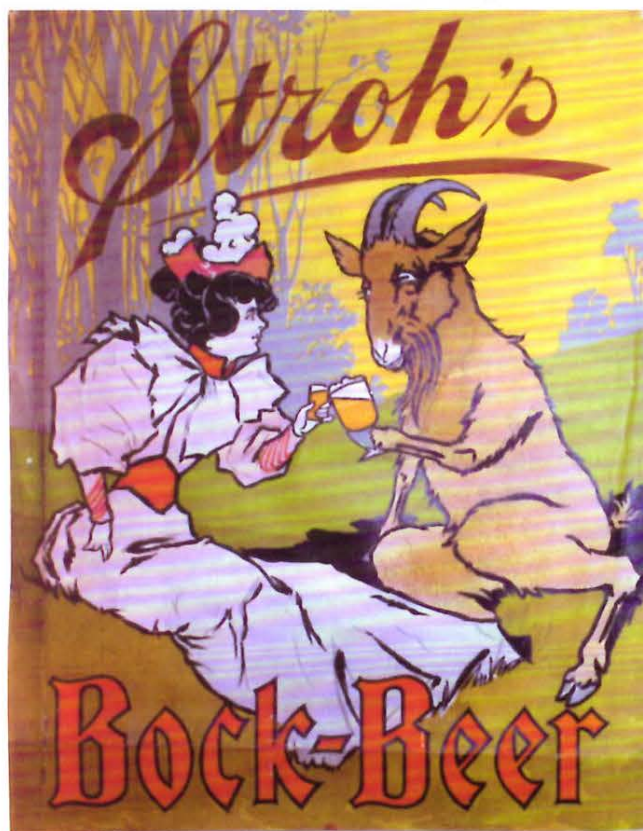
Above: A beautiful tray (Shonk) from a Baltimore brewery that left little behind in the way of breweriana. John Von der Horst (Am. By's II lists it incorrectly as VAN der Horst) bought out a partner in 1866, and operated his brewery (later with his son) on Gay and North Ave., until 1896, when John evidently died, and the company incorporated. It was swallowed up by a succession of syndicates that same year, and was closed in 1912. This tray, from the Donovan collection, may be a one-er.



A tavern scene litho from last years Auction at Rochester. Reminiscent of the Meek art work on the opposite page, the Germanic room bespeaks comfort and relaxation over glasses of lager, rather than the dark beer in "The Close Game" scene.
photo: Peter Blum



Blue and Grey is always fun for me, partly because I get to spend time looking in a relatively relaxed way at Ken Ostrow's room. Here's a simple 1890's semi-nude from a small Boston brewery. Suggestive, eye-catching and memorable; just what an advertiser wants. And only two-color, so it was probably fairly inexpensive to boot.
photo: Ken Ostrow

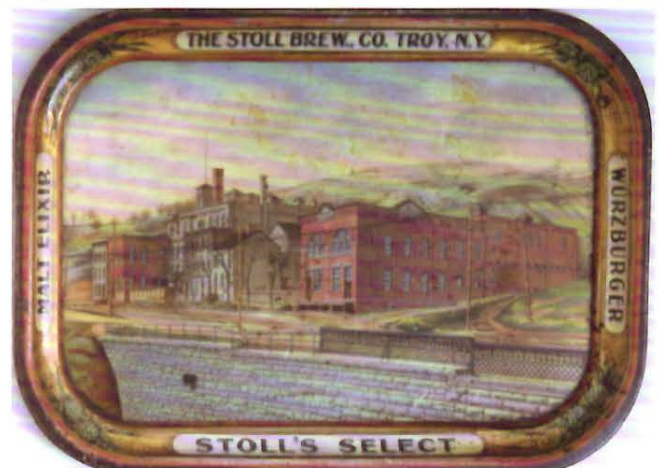


This appears to be a stock bock litho, with only the brewery name added by the local printer. A lot more colorful than many, this image is from Joe Olsen's Christmas card.

Meek...before and after



Above: Here's one of the trays from the artwork article in the Winter issue. It WAS made rectangularly, as well as in a large 14" oval. Photographed at Blue and Grey (as was the VonderHorst on facing page)...my personal pickin' wasn't great, but the LOOKIN' was! Below: The Stoll tray (art left, finished tray right) by Meek, from the collection of Bill and Susan Droege. Looks like the artist, N.C. Stahling, got it right the first time! I cannot tell about color changes, because of tray age.



Left: The original art, evidently for a lithograph, and the same art used on a 14" oval tray for Harry F. Bowler, Amsterdam, NY (1889-1916). The art has no title, but the tray is named "A Close Game", Coshocton #46 in Richard Hager's catalog (see [BC](#) vol. 101, Spring 1998). A hunter, an old man and a cleric locked in a close game of Skat, with the monk and waiter as kibitzers. I still don't know if the art was ever actually used as a litho.

Art photos: Bill Carlisle; Stoll & Bowler trays: Susan

Droege; Bauernschmidt tray from the Donovan Collection, photo Fil Graff

A reader came through again! Here are all three of the Coshocton art work examples in finished form as trays!

Remember stone art is reversed from the final product, so proofs are all "backwards".

The Gallery...Michigan Labels Pre-Prohibition



The Martz brothers opened a brewery in 1868 in what became the Eastern Market area, where many German brewers were active. The Martz family operated the **Detroit Brewing Company** for three generations, but succumbed to post-war competition in 1948.

The **American Brewing Company** of Delray, a town south of Detroit and for a long time incorporated into it, was the successor of the Exposition Brewing Company after a stockholder rift in 1900. No labels of the Exposition period are known, but the **Cream Top** brand with its patriotic eagle logo is well documented. The brewery closed in 1938.

August **Ekhardt** and Herman **Becker** took over Koch's small brewery in 1883, and merged nine years later with Fulda & Bommer, who had a larger brewery in the Eastern Market area. Later known as E & B and for its innovative marketing, the brewery closed in 1962.

Pabst rented a warehouse from the Great Northern railroad in the 1880s, and distributed their beer. This is believed to be the only out-of-state Detroit agency label known.

August **Goebel** started a modest brewery in 1873, and with a politician's personality persuaded English investors to back him in a major brewery construction and acquisition of nearby competing breweries in the 1890s. Goebel became a tough competitor to Stroh, until it sold out in 1964.



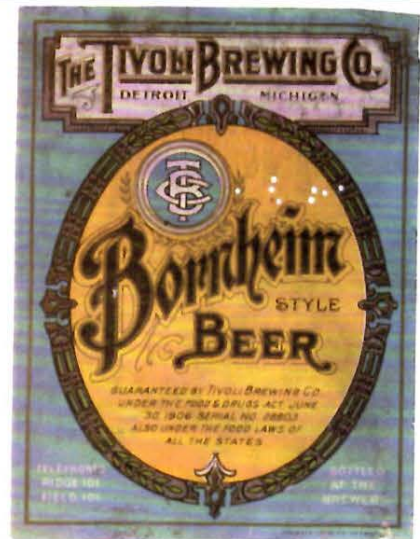
The **Independent Brewing Company** was a joint venture by thirty saloon keepers from 1907 until Michigan's Prohibition law took effect a decade later. An attempt to build a new plant in the mid-'30s failed. This **Ideal** label is probably the only one known.



Philip Kling was an investor and partner in the **Peninsular Brewery** since 1856. He became the principal owner in 1871, when Kling's brewery was the largest in Detroit, and sole owner in 1887. Efforts to revive the business after Prohibition failed for lack of a local plant.



Koppitz-Melchers: Stroh brewmaster Konrad Koppitz had a brewery built with three partners, that looked more like a castle than a brewery. The plant was closed during Prohibition, and in 1935 a new large brewery was built which lasted twelve years.



William **Moloney** started brewing ale and stout in 1877, but he changed the name of his business to Vienna Brewing Company in 1891 and shifted to lager. The change did not help Moloney to compete; Vienna folded five years later.

Edward **Voigt**, who went on to become an important venture capitalist in Detroit, started brewing in 1866. He sold out to British investors in the 1890s, when the Rheingold brand was popular. A major effort to build a new brewery after Repeal failed.

Tivoli was originally started by the Belgian brewer Brogniez in 1897, but within a year Louis Schimmel, his principal backer, took over. Tivoli became one of Detroit's major breweries with the Altes brand, which survived until the '80s as a Heileman label.

Ales and Special Labels



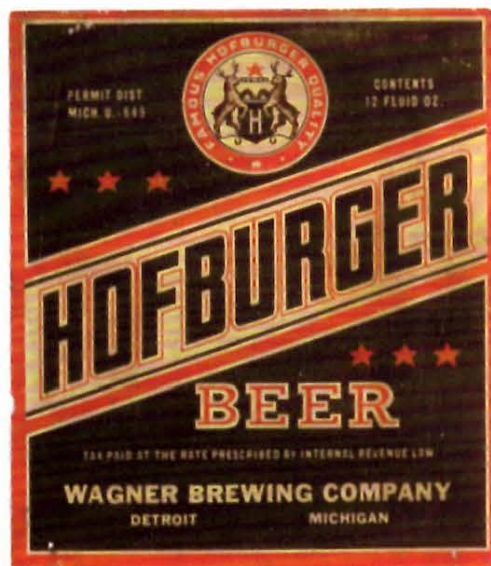
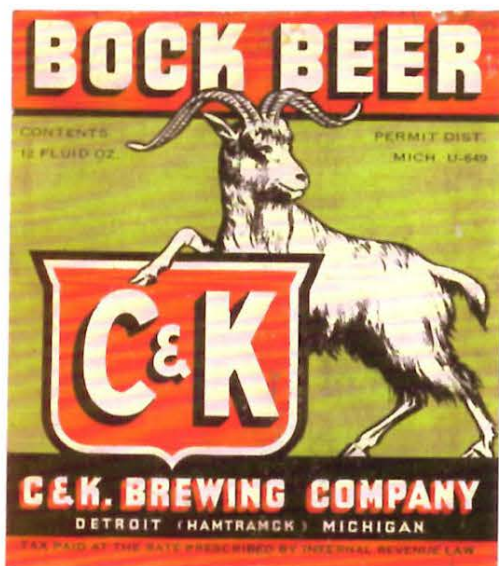
Goebel produced the popular **Bantam** line of 7 oz. containers from 1942 to 1948, but the ale was brewed only for a few years after the war. With Goebel's business booming, the ale production was shifted to Muskegon.

Regal was another brewery that had a short life after Repeal in spite of strong financial backing. The **XXX Ale** label is rare.

Old Holland survived only a few years after Abraham Kaufman shifted from selling malt syrup, hops, and home brewing supplies to operating a brewery after Repeal. Almost nothing but labels have

survived; the ale label is very scarce.:

Cream Top Golden Ale was a very minor brand of the Cream Top line. Although the Stange family claimed to have operated the brewery since 1890, for the first ten years Edward Stange was only an investor in the Exposition Brewing Company.



C & K, later Wagner, was in business in the Polish community of Hamtramck for four years in the mid-1930s. The C & K bock label is rarely seen. Even rarer is the Wagner picnic label. The Hofburger brand was Wagner's final attempt to survive by upgrading its image.

all labels in this article courtesy of Peter Blum and Bob Kay

always to buy these city histories (Brooklyn, Cleveland, Chicago, Cincinnati, Detroit, Kansas City, Louisville, Richmond, the long out of print book on the Souldard section of St. Louis), or books on specific breweries (A-B, Coors, Gettleman, Hamms, Pabst) for my library; I would encourage you to do the same. There are not always flush with photos of artifacts, but provide a background for the objects we collect, giving names and faces to the brewers.

I have always thought label collecting was one of those audienceless parts of the hobby. As interested as I am in the graphics and the breweries, 20 minutes of flipping through album pages is about all I can take. But if it wasn't for those collectors like the late Ernie Oest, and those of today like Adrian Angleton, Bob Kay and Peter Blum, our hobby would be greatly diminished! Here, on 3 pages and the cover, you have a capsule history of the most of the significant and marginal producers in one city. You can also see the style of label graphics change from stone plate lithos down to the simple offset press used for the Wagner picnic label. There are also changes in Federal label text requirements revealed; many details that help date a label and thus tell us about the brewer and the changing taste of the beer drinking public.

Bob Kay has always said there is a tremendous amount to be learned from labels, and, seeing a display like this, I will not argue with him. He has been a great teacher for as long as I've known him, and most of the knowledge I've retained about labels I have learned from preparing the many articles he and Peter (with his Stroh series) have written for this magazine.

With contributors like Peter Blum and Bob Kay, who supplied us with these great historical items, one of the best part of Editing is the chance to get a first look at items. Detroit was one of the cities in which I did extensive ground surveys in the late 70's, and my memory of breweries with surviving buildings is pretty good. But a tour through Detroit's brewing history like you see here is another lesson in the ephemeral nature of the brewing industry. There was one building from the C&K-Wagner brewery standing, and duly photographed, but this is the first time I've ever seen any breweriana from there. Independent was completely gone, as was Moloney. Cities grow and change, and a brewery is not the easiest building to adapt to other uses. So they fall, and the memory of the company and people that built them fades. We can see references to these endeavors in *American Breweries*, and if we are fortunate enough to know some local collectors, maybe even see some artifacts. In the case of Detroit (and a growing number of major brewing centers as well, thank heavens) there is an excellent book on the history of the industry there. The author, our own Peter Blum, will likely have copies available at Ann Arbor. As a researcher myself, I try

Michigan's Old Breweries...part 2



Left to Right: Banner Brewing, Saginaw; a 1902 aluminum calendar from Banner



Left: Flint Brewing-Flint Hill B'g-White Seal B'g-Valley B'g; and right Dailey Brewing-Ph. Kling-Pfeiffer B'g (both in Flint)



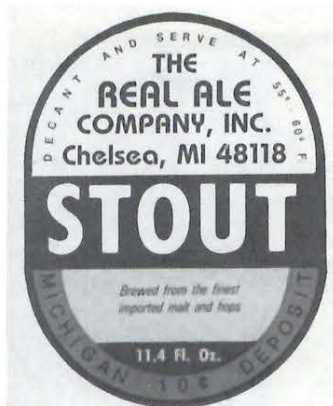
Above: Kalamazoo Brewing; Right: Phoenix Brewing, Bay City



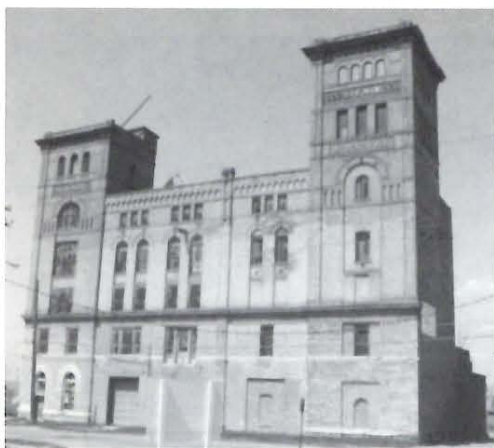
Below, left: Furniture City Brewing; right: Old Kent-Valley City Brewing, both Grand Rapids



Left: Peter Weinrich's Michigan Brewery-Peterson B'g-Great Lakes B'g; above: the stable-office of Veit & Rathman's Eagle brewery (both Grand rapids)



Above: what has to be the classiest building ever to house a microbrewery: the old Chelsea Stove factory was for a time home to Michigan's first micro, The Real Ale Co., who occupied the second floor. At right, this imposing (by tiny) stone castle was the office for the Upper Peninsula Brewing Co of Marquette, MI.



Left, top: The Richter Brewing Co, then Delta Brewing, Escanaba; below: ArnoldBbrewing Co.-Soo B'g Co, Sault Ste. Marie. Left, bottom: another surprise size-wise, the Petosky Brewing Co. (atop the ring finger on the mitt of downstate Michigan). These buildings would be at home in Detroit!



I suspect in these days of digital cameras the suggestion that Polaroid film is not exactly archival in its long term color retention is a wasted caution. How I wish I had taken my 35mm camera more often during the trips when these photos were taken.

I mentioned the dreams of brewers at the beginning of this piece. Look at these last three photos of buildings constructed to last for ever: Petosky lasted only from 1900 to 1914 (and was a winery when I visited), Richter's building kept brewing 1900 to 1940, and Arnold-Soo 1901 to 1943, both likely done in by materials shortages during WW II. These brewhouses ARE the skylines in the towns and small cities in which they rose, for the markets they served HUGE structures.. I hope they still stand today, but are so far off the beaten path few of us would get to see them. Maybe there is some breweriana that has survived; all I have to remember them are these photos from May of 1983.

The Fall of the House of Schlitz

a view from Chicago

an excerpt from a forthcoming book by Bob Skilnik

Problems at Schlitz

The mid-1970s campaign at the Joseph Schlitz Brewing Company to dislodge Anheuser-Busch as nationwide sales leader was led by Robert Uihlein, Jr., representing the fourth-generation of the famous Milwaukee brewing family and eventually, the last family member to lead the brewery. Since 1875, when Joseph Schlitz drowned with the sinking of the ocean liner *S.S. Schiller*, the Uihleins had admirably run the venerable Milwaukee brewery.

Bob Uihlein had been groomed for leadership at Schlitz since his days as a young man. Following family tradition, Uihlein attended the U.S. Brewers Academy and the Wallerstein Laboratories in New York for specialized training in brewing. Completing studies, he joined Schlitz full-time in 1942 in the sales division and was named a vice president three years later. In due course, Uihlein became vice president in charge of sales, executive vice president in 1959, and in 1961 was named president of the Joseph Schlitz Brewing Company. In 1967 he took on additional duties as board chairman. Under Uihlein's direction, Schlitz began posting new sales and production records.

Reformulation

It was Robert Uihlein's decision to speed up the fermentation process of its beer in the late 60s, however, that would eventually end Chicago's love affair with "The beer that made Milwaukee famous," including its popular 7-ounce bottled Schlitz beer, affectionately known around town as "little Joes." Uihlein switched over the fermentation of its beer from a period of almost two weeks to four days in order to get better utilization of the brewery's facilities. Using this approach, Uihlein boasted, Schlitz could achieve a better economy of scale from the company's existing breweries, increase barrelage and avoid or delay the huge capital investment need for additional plants or equipment.

Accelerated batch fermentation, or ABF, is a production theory that had been floating around the brewing community for years. Contrary to the centuries-old practice of fermenting lager beer, with its unique yeast properties and under cool conditions, ABF utilizes a time-temperature process that keeps the beer at a higher temperature in order to speed up the fermentation. To accommodate this quickened brewing cycle, a number of things need to be considered in the brewing process; among them are a stirred fermentation, semi-continuous processing of the product by blending actively-fermenting beer, known as *wort* with fresh, unfermented beer to eliminate the lag phase of the fermentation process and/or changing the

composition of the wort. Uihlein chose the latter approach and changed the wort by cutting back on the malted barley used during the mashing process and lowering the grain bill with use of cheaper adjuncts, including highly-fermentable corn syrup.

The accelerated fermentation is followed by a warm lagering process that quickly "ages" and conditions the beer before packaging. This also goes against the standard industry practice of brewing lager beer under cool temperatures for a long period of time during the fermentation phase and extending the conditioning (or lagering) period, once again under cooler temperatures. The lengthier process allows the beer to develop its characteristic flavor and slowly bleeds off any off taste usually associated with what's commonly referred to as "green" beer.

The combination of a shortened brewing cycle at higher temperatures plus the addition of cheaper fermentables drastically affected the composition of Schlitz beer. Schlitz wholesalers began complaining to the Milwaukee brewery about the beer's inconsistent qualities, especially its head retention, a quality anticipated and appreciated by any real beer drinker.

From late 1974, Caris Associated, Incorporated, a Chicago-based Schlitz distributor [in 1971, Caris Associated built a 70,000 sq.ft. distribution center for their Schlitz franchise in the Yards section of South Chicago], had been complaining to Schlitz personnel "...at all levels..." that Schlitz was providing them with "...poor quality, inconsistent, and unmarketable beer." In a 1975 meeting with nationwide beer distributors, Schlitz representatives acknowledged the problem and assured them that it was being corrected. In order to correct this deficiency, the brewer, nonetheless, kept the ABF process in place and continued to use a cheaper grain but also began adding a colloidal foaming agent to the beer to aid head formation and retention. This might have been the end of the problem; but then the brewery also decided to stop the use of papain, a proteolytic enzyme that breaks down and prevents protein molecules from "flaking" in the beer, a condition precipitated by cooling the beer and commonly known as "chill haze." Schlitz substituted silica gel for the clearing effects of the papain. Silica attracts protein molecules and aids in clarifying the beer during the filtering or "polishing" process,

The results were disastrous. The combined presence of the foaming agent and the silica gel caused the protein molecules in the beer to abnormally clump, giving the now visible protein a snowflake-like appearance.

In Chicago, once-loyal Schlitz beer drinkers started calling the beer "Schitz."

Geocar's Struggles

With the huge capital outlay of a new distribution facility, Chicago Schlitz distributor Angelo Geocar's was in no mood for the stonewalling by Schlitz representatives concerning problems that started to appear in their beer with increasing regularity, soon after the reformulation of the flagship brand.

After brewery representatives met with Geocar's in late 1974 to discuss the problems with their beer, it soon became obvious, by continued complaints of retailers to the local distributor, and the later meeting of Schlitz with their nationwide distributors, that little effort was being afforded by Schlitz to alleviate the problem. The brewery did, however, remove the problematic colloidal foaming agent in September of 1976.

Loyal Schlitz drinkers found their beer was again a clean and clear product, but, as had happened a few years earlier, it poured flat or quickly dropped its head. In the meantime, embarrassing reports started to filter out that Schlitz had quietly destroyed 10,000,000 bottles and cans of flaky beer, returned by disgruntled distributors to the Schlitz Tampa and Memphis plants.

For Schlitz chairman Robert Uihlein, however, the campaign for national supremacy, which would turn into the brewery's fateful battle for economic survival, ended in late 1976 when he passed away from acute leukemia. The reign of the House of Uihlein at Schlitz had ended.

Replacing Uihlein would be Eugene B. Peters, at the time only the second non-family member to become president of the brewery in its long history. Peters knew his ascension to the roles of president, and later CEO, would be a difficult one. "I took this job as a challenge..." he diplomatically noted in an interview in February of 1977, and for good reason. In 1973 Roy Satchell had left the company as president after only six weeks, reportedly after battling with the Schlitz board members. The Board of Directors consisted at the time of Edwin Seipp, Jr., Edgar Uihlein, Weston Howland, Jr., David Uihlein, John Kopmeier and 10 other members. Of the 15 man Board, eleven were Uihlein family members.

With Peters at the helm, Schlitz continued to ignore the pleadings by Geocar's and other local distributors of poor quality product until late 1977. Peter's time in the barrel was a short one. In October of 1977, he too was forced out by board members as beer sales continued to decline.

Reaching into a legal bag of tricks, the desperate Geocar's once again notified Schlitz of continuing problems with their beer. The distributor cited the wholesaler franchise agreement signed by Caris Associated, Inc. and the Joseph Schlitz Brewing Co in March 1973, in which the two parties agreed to a supplemental "schedule", stating Schlitz's obligation to "...[c]onduct all Buyer-Seller relationships in a fair and equitable manner." The agreement, however, also disclaimed any warranty by Schlitz on any beer sold to the Chicago distributor. With this caveat in mind, Geocar's argument focused on the claim that Schlitz was abusing its relationship with his distributorship by ignoring its falling sales, a result of doing little to rectify the poor quality beer that caused the drop in sales and subsequent loss of profits by Geocar's.

In 1978, Schlitz changed the composition of the beer one more time, with indications that the malt bill had been increased. For Schlitz, however, it was too late. Beer drinkers

were convinced that the Schlitz brand had become an inferior product. Whether the beer was actually now as good, or better, than that enjoyed in the late 60's or early 70's, once-loyal Schlitz drinkers turned their attention to competing brands. In Chicago, Old Style Beer was becoming the new darling of the six-pack crowd, especially after deep discounting by the LaCrosse, WI-based regional brewery.

Geocar's vs. Schlitz

After years of poor sales of Schlitz products in Chicago, with a revolving door of management changes in Milwaukee, bungled advertising and continued rumors that the Joseph Schlitz Brewing Company was ripe for a takeover, Geocar's ended his franchise agreement with Schlitz in September of 1981. The disgruntled Chicago distributor filed an arbitration demand with the American Arbitration Association in February of 1982, to recover losses due to Schlitz's refusal to act accordingly, after repeated complaints by Caris Associated, Inc. of poor quality beer to brewery representatives.

Geocar's' sudden line-in-the-sand legal action at this particular time, after years of unresponsiveness by Schlitz to his claims of indifference to their Buyer-Seller relationship, seems to me more than just coincidental. In June of 1981, workers at the Schlitz Milwaukee plant had gone on strike. The reaction to their work stoppage by the Schlitz board was to close the old and inefficient plant, stopping the fiscal hemorrhaging at the Milwaukee brewery, and pave the way for the best possible price for the entire company by a potential buyer. In a sense, the brewery workers played into the hands of the Schlitz Board of Directors. As the oldest gem in the Schlitz crown of breweries, it was also the most costly to operate. The hard-nosed action by Schlitz management to close the old brewery so quickly seemed to ignore any possible labor consequences and unfavorable hometown reactions. Disgruntled Milwaukeeans started calling the once hometown beer "Schlitz, the beer that made Milwaukee furious." But even today, the name "Schlitz" is synonymous with the city of Milwaukee.

The earlier cessation of dividend payments to shareholders, a majority of which were family members, should have indicated the seriousness of Schlitz management in circling the fiscal wagons of the company. The abrupt action in closing the company's historic brewery, and increasing industry speculation of a takeover, coupled with the high activity of Schlitz stock, indicated that something soon might happen at Schlitz.

In Chicago, Schlitz market share had dropped from about 40% in 1975 to around 13% in 1979. The sales decline had deeply affected Caris Associated, Inc. From 1976 to late 1981 when Geocar's pulled the plug on his franchise agreement, his company's sales of the Schlitz brand had plummeted 83% from 4.5 million cases to 750,000 cases. The eleven other Schlitz distributors in the Chicago area had also experienced similar numbers.

Geocar's might have also taken notice of takeover speculation and had been trying to avoid any third-party entanglements to his claims for compensation. If so, his fears would have been confirmed a month after he ended his relationship with Schlitz. The G. Heileman Brewing Company of LaCrosse, WI tried to buy Schlitz, and the Schlitz Board of Directors was ready to sign off on the deal.

Following a lengthy series of legal arguments as to the arbitrability of Geocar's claim, arbitration proceedings between Caris and Schlitz began in Minneapolis, but were concluded in Chicago in June, 1984. Although the majority of the three-man panel agreed that any award would be judged as to Schlitz's failure "...to make any adequate response to the disastrous product problems repeatedly brought to its attention by [Geocar] and other Chicago wholesalers of Schlitz products---in effect "stonewalling" the issue for over two and one-half years," they also concluded that Schlitz could not be held liable "...for deficient product per se," as had been agreed upon by both parties in the franchise agreement.

During the protracted legal battle, the family-owned Joseph Schlitz Brewing Co. was sold to the Stroh Brewing Co., after the Justice Department thwarted the takeover of Schlitz by G. Heileman. New owner Stroh would challenge the arbitration ruling in the U.S. 8th Circuit Court of Appeals, but in 1986, the court reaffirmed the ruling of the board which had awarded

damages of \$2,094,665.91 for the years 1976, 1977 and half of 1978.

In Chicago today, Schlitz sales account for less than one percent of the retail beer market.

This is part of a chapter from Bob Skilnik's forthcoming book The History of Beer and Brewing in Chicago, Part II. The Editor found it particularly interesting, as it goes into detail I've never seen before on the things Schlitz did to screw up their beer. Joe Six-pack was evidently absolutely correct! When they changed the formula and brewing method, they ruined the product. And worse, left it in a degraded state for 2 1/2 years, long enough for Schlitz drinkers to abandon years of loyalty, and go elsewhere.

Also interesting to note is that Stroh, another family owned brewery, evidently had to pay the judgement to Geocar for the years of abuse from Schlitz! Just what they needed...a 2 Million dollar plus cash drain!

Ex Libris

Book Review by Fil Graff

The New "Who's Who in Brew": John Vetter (self-published), 2000, 120 pages, \$25 (add \$3.00 if Priority service is desired)

John Vetter, "the King of Crowns", has undertaken a project I often thought of doing, but never devoted the time needed. He has revised and updated the long out-of-print 1978 book "Who's Who in Brew", by the late Ed Scott. John and crew have put the original listing of beer (and other malt beverages) brands into computer spreadsheet format, and expanded the list to cover brands produced from April 1933 to about 1990, and printed it in an easy to use spiral bound book. As John notes, the consolidation of breweries and brands subsequent to about 1980 makes accurate listings difficult and subject to question, and documentation of brands beyond 1990 almost impos-

sible, due to the burgeoning microbrewery movement that has produced many brands in the large omitted. The book lists brands (alphabetically) by the brand, followed by beverage type, brewery name and city, dates the brand was produced, the American Breweries II code number, and the source of the information for each brand listed. He also includes a few pages for additions by the reader, and the promise of an update.

Any collector of post-Prohibition breweriana will find this book an absolute essential! John dedicated the book to the late Ernie Oest, noting : "...if he were still alive, [he] would likely be the only collector who did not need this volume. He experienced it all, first hand." I heartily concur!

The book may be obtained from the author, John Vetter, 4300 San Juan Dr., Fairfax, VA 22030

Chalk it is NOT!



More notes from all over: In an auction in London last year, several of the famous Guinness Charlton Ware figures were offered for sale (in a previous sale by the same unknown auction house, a single collection of Guinness Advertising Ware brought £84,000...about \$126,000 US!) The drayman statue from ca. 1955 at left had a pre-sale estimate of £300 to 400 (\$450 to 600). Evidently Carlton Ware is several notches above our chalk bar ware in value!

And we thought prices on the Internet auctions for US breweriana were on occasion approaching bizarre!

Another report from our intrepid, albeit occasional Mid-Western brewpub detective. Because he is always driving to these establishments, there are seldom reviews of the beers themselves. Perhaps another pub hunter from some other area would like to start contributing, and this column could become a regular feature?

RAM RESTAURANT & BREWERY, 1901 MCConnor Pkwy., Schaumburg, IL

This is the first of the Big Horn Brewing Co. chain operations East of the Mississippi. They plan 8 in the Chicagoland area, with the second going into Wheeling, north of O'Hare. These are all corporate stores. All the brews are approved by the Head brewer in the corporate office. No local brewer is allowed to go off on his own, and a monthly testing is done to assure all the area brews are the same.

Brews available: Pott's Pilsener (a lager), Chicago Blonde Ale, Big Horn Hefeweizen (wheat), Buttface Amber, Big Red Ale, Total Disorder Porter, and a seasonal specialty Big Horn Root Beer. The food consists of sandwiches like Reuben, Roasted Prime Rib and French Dip; Steak Gorgonzola, pastas, Grilled Tuscan Meatloaf, Ram Special Sirloin and Coconut Prawns, plus pizza and burgers.

The Gift Shop sells T-shirts, hats, coasters and growlers.

FIREHOUSE BREWING CO., 124 W. Illinois Ave., Morris, IL (southwest of the I-80 & I-55 intersection, in the old business district, NE corner Illinois and Wauponsee Sts., in the old firehouse)

When you enter, the bar is right ahead. The Gift Shop (part of the bar) has pints, mugs, coffee cups and growlers, hats and shirts. There are tables at both right and left; the brewhouse is at left. Matt Brennan (formerly Goose Island) is the "brewperson"...he doesn't have a certificate, so doesn't call himself Brewmaster. The house brews: Firehouse Light, Prairie Fire Wheat, Spotted Dog Pale Ale, Fire Engine Red and Night Watch Dark, as well as two brewed sodas, Firehouse Cream Soda and Real Draft Rootbeer.

The food consists of burgers (Firehouse Burger, Chili Cheeseburger and Bleu Cheeseburger, plus brick oven Pizza, and Fire Spice Chicken and Roasted Pepper Chicken Wrap. The dining area is decorated with signage celebrating their brews, and there is a sort of TV lounge on the left side of the Dining Room. There is also a patio for al fresco enjoyment when the weather is nice.

BIG BUCK BREWERY & STEAKHOUSE, 2500 28th St. SE, Grand Rapids MI (between US 131 and Belt Line Rd on the south side of 28th St., adjacent to Lexus dealership) There are 3 Big Bucks in Michigan now: Grand Rapids, Gaylord and Auburn Hills, with one in Texas (Grapevine) as well. Open "11 AM 'til ?."

The essential design element here is the antler. Deer heads all around the walls in the dining room, with ceiling lights made from Elk antlers, and the bar chairs made from deer antlers as well. A huge bear head is mounted behind the bar. There are barrel ends on the west wall as well, marked with the house brews.

Brews? Buck Naked Light, Buck Wheat, Big Buck Beer, Raspberry Wheat, Old Bill Tate's Antler Ale, Redbird Ale, Doc's ESB, Black River Stout, Black'nberry and Cherry Shandy. The

bar offers either draft or bottled versions. There are 3 sodas: Rockin'Rolls Black Cherry Soda, Spiker Rut [sic] Beer, and Grandma's Vanilla Cream Soda.

The food (biggish menu) is of usual variety: starters, sandwiches, salads, soup and chili, steaks and chops, ribs and chicken, fish and seafood.

The crew on duty when I visited was a real joy, particularly the manager Khris and Laura the bartender! Gift shop: T-shirts, hats, hat pins, openers, pints. They also carry 6-packs from Boyne River Brewing. They have a Taste Testers Club that earns you a 28 oz "half yard" to keep.

GRAND RAPIDS BREWING, 3689 28th St., SE, Grand Rapids MI (maybe a mile East of Big Buck, on north side of 28th St.)

Grand Rapids' first brewpub. The exterior (on the shopping mall side) is decorated with large painted signs for their beers (English Amber Ale, Centennial Silver Foam and Lumberman Dark).

They sell 2 different pint glasses, a shot glass and t-shirts and hats. They have coasters, and you can get the beer to go. They offer brewery tours.

FOUNDERS BREWING CO., 648 Monroe NW, Grand Rapids, MI (note: streets in the whole area are being torn up, even the Expressway. This is worse than Chicago for torn up streets.) Opens at 4 PM.

This began life as Canal Brewing Co. When Dennis Glossa (my travelling companion this trip) and I arrived, it wasn't open, but Dennis found his way in while I was parking the car, and we talked to the person cleaning up. It was a mess...peanut shells all over the floor. They have about 15 tables and an 8 seat bar (Fil Graff's kind of place!) Bottling line to left of bar, brewery to right.

There is no restaurant, but have 7 brews: Centennial IPA, Noble Lager, a Porter, a Pale Ale, a weizenbier, an Amber and an Imperial Stout. There are 3 sodas as well. All are available in 6 packs, along with t-shirts (only). They give brewery tours.

B.O.B's HOUSE OF BREWS, 20 Monroe Ave.. NW, Grand Rapids, MI (located down by VanAndel Arena..Fulton, Ottawa and Monroe Sts. DO NOT look for street parking...go to a pay lot!) Hours: Mon-Sun 11:30 AM to 1 AM, Saturday 4 PM to 1 AM

B.O.B's has two different parts to the restaurant, part for the white table cloth group, part for Joe Sixpack. Each has its own full service bar. They offer brewery tours AND live entertainment (call ahead for reservations).

The beers are: American style Brown Ale, Bob Light, Bob's Saaz Pils, Bob's IPA, Smokey Scottish Ale, VanderBob's Wheat, Bob's Pale Ale and Das Dort.

ROBERT THOMAS BREWING CO., 2600 Patterson Ave.. SE, Grand Rapids, MI (South of 28th St. in a small industrial park...look for Smithton Glass. Brewpub not well marked! NOT open Saturdays, the day we were there!)

All Dennis and I can report is they have a pint glass (visible on a counter thru the window.)

Beer Notes from all over

contributed by Peter Blum

"I came across this 1953 publicity text from Kirin who of course went on to be a world-class mega-brewer, and would be embarrassed by this temporary flyer. I was informed that the legendary Kirin was the result of a dalliance between a dragon and a mare, and resonates in Japanese folklore." The Editor has copied the content exactly, and tried to capture the typed, mimeographed look.

Gentlemen:

As our pamphlet has just run out of stock, we are presenting this humble, mimeographic paper to introduce ourselves to you and claim from you the privilege of friendship.

Yours very truly,



"KIRIN", a legendary animal in the Orient, seldom appears but heralds the approach of Peace and Happiness. Thus the Old Folk believe and love KIRIN so much.

THE HISTORY OF OUR COMPANY.

KIRIN BEER was first brewed in 1872 by Mr. W. Copeland, an American, at the Spring Valley Brewery located at Amanuma, Yamate, Yokohama.

It was not long before the taste for beer began to grow, and in the year 1885, the plant was enlarged and the name of the factory changed to the Japan Brewery Company. The beer produced was, for the first time, given the name "KIRIN" brand.

The demand continued to show a steady increase, and the company, with a view to fur-

ther expanding its activities, took up overseas export, thus being the first Japanese brewery to infiltrate into various Far Eastern markets.

The organization again outgrew itself, and in the year 1907 it was incorporated as a joint stock company under the title of "The Kirin Brewery Company Limited." With continued expansion of the business, the returns of the Company greatly increased, and, coupled with a growing popularity for the brand, the latest equipment was installed, with the object of further improving the quality of the beer.

Due to the ever growing popular demand for our beer, five factories were added. These were the Amagasaki brewery near Osaka, Sendai brewery, Hiroshima brewery, and to bottle manufacturing factories in Yokohama and Tonda, near Hiroshima.

As Kirin Breweries have now the latest and most improved equipment that modern science has devised for brewing, the beer can be well compared with any well-known German beer. The company for a long time enjoyed the highest reputation in many parts of the world, and the numerous highest awards received at various fairs and exhibitions, are adequate testimony as to the quality of its products.

Five years of tragic world war severed the Company from its customers abroad, but now that peace is restored, the Company is quite confident that Kirin Beer will again be the favorite of connoisseurs the world over, as the age-old policy of "Quality First" is strictly observed.

THE COMPANY'S BEER PRODUCTION:

1939	-----	691,634	U.S. beer barrels (the highest peak in pre-war days.)
1950	-----	418,671	" " "
1951	-----	665,880	" " "
1952	-----	780,770	" " "
1953	-----	1,035,750	" " "

Executive Secretary's Report



Spring is here and the NABA Convention is just around the corner. Make plans to attend.

Members should have received registration information by the time they receive this issue. If you have not, contact Jim Kaiser, the convention chairman.

If you have not paid your dues for 2001-2002, this will be the last issue you receive. Please renew now. You should have received a reminder card. For members who renewed on time, your membership cards will be enclosed in this issue inside the front cover.

This year there are three NABA Director positions up for re-election. Please take the time to mark your ballot and mail in by July 1st to PO Box 64, Chapel Hill NC 27514. If you like, you can send your votes via email to naba@mindspring.com.

My eternal gratitude is given to Bob Jaeger for his help in providing a smooth transition for my takeover as Membership Secretary. His patience and guidance is greatly appreciated. I do not know if I will last nearly 20 years in this position as Bob did, but I hope to serve at least a few years.



The new NABA Directory went fairly well with few corrections needed. Please take the time to verify your information. A few minutes of your time will help me tremendously, especially if I can avoid mailing out envelopes with "bad addresses". I appreciate corrections members have already sent.

Please let NABA know when you move and don't forget to include your new phone number if it also changes.

This year's convention in Ann Arbor promises to be as memorable as the Naperville convention last year. Jim Kaiser has lined up a great convention. Don't miss out.

I would like to welcome the new members. Please take the time to correspond with new members who have similar collecting interests as yours. Sharing information and collections is what NABA is all about.

John Stanley
Executive Secretary
naba@mindspring.com

New Members

Bergeson, Gerald A
8235 N Teutonia Ave
Brown Deer WI 53209-1556
414-354-8616

Cartin, Jim (Linda)
532 Oak Dr
Harleysville PA 19438-2227
215-256-4674
phillycan@aol.com
Philadelphia PA Breweriana Only

Clark, Kenneth L (Margery)
207 W 2nd Box 117
Saint John KS 67576-0117
620-549-3280
Coasters-Crowns-Labels; Mostly Labels;
All Breweriana & Brands, Old & New

Czech, Ted (Anne)
7 Oak Ave
Marlboro NJ 07746-2006
732-462-1110
Bottles-Mirrors-Mugs & Steins-Neons-
Reverse on Glass-Trays

Daniel, Ron
1065 Poinciana Dr
Carlisle OH 45005-3839
513-743-9064
Books & Magazines-Cans-Neons-Signs-Tap Knobs

Deal, David L
519 King Malcolm Ave
Odenton MD 21113-1928
410-551-4753
ddeal@pop500.gsfc.nasa.gov
Coasters

Distelrath Jr, Art (Ann)
3526 Fryar Loop Unit A
Fort Meade MD 20755-1226
410-672-1187
eriebeers@bigfoot.com
All Breweriana-History-Lithos-Tip Trays;
-Bula Beer & Consumers Brewing Co of Ashtabula, OH;
All Erie, PA Breweries, Esp. Pre-Pro

Hamblen, J B
4012 Towle Ave
Hammond IN 46237-1258
219-932-2605
Coasters-Labels; U.S. Micros & Brewpub

Harford, Rick (Brenda)
1837 Shipyard Rd
Chesapeake VA 23323-5506
757-487-1285
Cans-Labels-Signs

Harris, Dave (Phylliss)
5400 S Webster St
Kokomo IN 46902-5250
765-453-6172
h_peddler@iquest.net

Hejnal, Ron
1932 St Johns Crossing
Arnold MO 63010-3966
636-464-3949
rhejnal@hotmail.com
St. Louis ; **Lemp, A-B, Griesedieck, Hyde Pk.**

Krantz, David L
438 Boas St
Harrisburg PA 17102-1705
717-787-3525
All Breweriana-Cans-16 Oz Cans-**Krantz** Brewery

Kugler, Kurt
15328 Oakridge Dr.
Spring Lake, MI 49456-2190

LeFebvre, Steve
7020 Huguenard Rd
Fort Wayne IN 46818-9401
219-490-5981
res0b2x1@verizon.net
Calendars-Lithos-Signs-Statues-Tip Trays-Trays

Lippa, Timothy J
170 Belnap St
Rochester NY 14606-9999

McMorrow, Keith (Carolyn)
1341 Ashley Dr
Carthage MO 64836-3968
417-358-2096 417-359-5261
kmcmorro@ipa.net
Mugs & Steins-Signs-Statues-Tip Trays-Trays; **Chicago**

Mullally, Kevin E
PO Box 731
Rice Lake WI 54868-0731
715-234-8977
Glasses-Tip Trays

Musser, Jeff (Linnea)
4888 Echo Valley St NW
North Canton OH 44720-7506
330-497-9653
jmusser@gte.net or *Imusser@neo.rr.com*
Cans-Crowns-Reverse on Glass-Signs-Tip Trays

Niezurawski, Ray (Mary)
3383 Brentway Dr
Bay City MI 48706-3323
517-892-3789
Mirrors-Mugs & Steins-Neons-Signs-Tap Knobs

Oswald, Mike
700 Rosehill Rd
Jackson MI 49202-1729
517-784-0389
moswald02@prynet.com
Knives-Lithos-Match Safes-ROG-Signs-Trays; **A-B**

Philport, Thomas E
14738 Mulberry St
Southgate MI 48195-2564
(734) 282-0612
beerman@bignet.net
Bottles-Cans-Crowns-Glasses-Labels: **Altes, Marx, Eureka**

Schmidt, Harold D (Ada)
328 W Hampton Ave
Milwaukee WI 53217-5401
414-962-8431
ariivera@aol.com
Glasses-History-Tokens-**Schmidts**

Stealey, William W (Phyllis)
4617 Pogue Dr
House Springs MO 63051-2518
636-677-5587
History; St. Louis & Southern Illinois Breweries

Tofil, Mike (Kristin)
11309 Urban Rd
Dunkirk NY 14048-9773
716-366-4933
Bottles-Cans-Neons-Signs-Tap Knobs; **Koch** (Dunkirk, NY)

Wery, Bob
1574 8th St
Wyandotte MI 48192-3316
734-281-1358
beersign1@aol.com
All Breweriana & Hand Statues

Zerby, Susan S (Art)
876 Minerva Ave
Columbus OH 43229-5045
614-885-5561
artzerby@aol.com
Calendars-Lithos-Statues-Tip Trays-Trays-featuring Women

Welcome aboard, shipmates! We hope you enjoy the cruise, and that the good ship NABA provides opportunities to add both items and knowledge to your collection. Drinks will be served on the top deck as we cross the equator. This is your Editor speaking...over and out.

THE BREW CITY ADVERTISING & REC ROOM DECOR SHOW

★ * 2001 SHOW SCHEDULE * ★

Oct. 21, Dec. 9

OVER 7000 SQ. FT. OF CLASSIC COLLECTIBLES

Serb Hall 5101 W. Oklahoma Milwaukee, WI 10am to 3 pm

THE MIDWEST'S FINEST ONE DAY SHOW!

FEATURING

Brewery Advertising • Coca Cola • Collectible

Steins • Moving Displays • Beam Decanters

Petroleum Signs • Advertising Clocks • Neon Signs

Tin Containers • Pepsi Cola • Porcelain Signs

Candy Displays • Rec Room Decor Mirrors • Toys

AND MANY OTHER UNUSUAL AND INTERESTING ITEMS

Admission \$4.00 Preview admission 7:30 am \$20.00

For exhibitor information or to be placed on our mailing list write:
Unique Events W241 N8938 Penny Lane, Sussex, WI 53089
or call Jim Welytok (262) 246-7171; email: unievents@aol.com

BUY-SELL-TRADE

WANTED: BOSTON & MASS. PIECES. Serious collector in search of older trays, signs, lithos, tip trays, thermometers, matchsafes, 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 Sp00-3

BACK ISSUES of the BC For Sale: Issues 112, 111, 110, 109, 108, 107, 106, 105, 104, 103, 102, 99, 98, 97, 96, 95, 94, 93, 92, 91, 88, 87, 86, 85, 84, 83, 82, before issue 82 some here and there and folks can inquire. \$6 each and 5 for \$25. Shipping is \$1 per issue and \$4 for each set of 5. Just make check payable to **NABA** and send to **PO Box 64, Chapel Hill NC 27514** Naba-free

WANTED: Northeast Ohio breweriana: Collector in search of trays, signs, etched glasses, ball knobs and other older breweriana (Akron, Canton, Cleveland, Youngstown, E. Liverpool, Martins Ferry, Steubenville, OH, Sharon & New Castle, PA and W. Virginia. Also looking for photos and historical information on same. **Don Augenstein**, PO Box 3226, Youngstown, OH 44513, (330)758-7105 or e-mail <daugenepa@aol.com>. DA1-Sp00-4

WANTED: Pre-Pro items from Texas breweries: Lonestar, Pearl, Magnolia, Houston Ice, Schober Ice and Dallas Brewery. **David Mosser**, 9211 Oak Arbor, Conroe, TX 77384 (936) 321-3278 (after 9) or e-mail <dmosser@sprynet.com> DM1-Sp00-4

WANTED: Lemp Breweriana! I can't make the Convention in Ann Arbor. Instead of packing up your Lemp breweriana and taking it to the Convention, why not contact me? Save all that back strain; sell then to me, and use the cash to buy the breweriana you really want. No item is too big or too small. I'm especially interested in signs, trays, chargers, labels and bottles. **Joel Gandt**, 7509 Piney Pointe Dr., St. Louis, MO 63129-5712 (314) 846-6938 <joeleg@earthlink.net> Gan2 Sp00-1

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 is June 1 to following May 31. Send applications for membership, dues, change of address and advertising for **The Membership Directory** to John Stanley, P.O. Box 64, Chapel Hill, NC 27514-0064. 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 Breweriana 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

- | | |
|--------------|--------------------------------------------------------------------------------------------|
| May 3-5 | RUSH TO THE ROCKIES (ABA), University Park Holiday Inn, Ft. Collins, CO |
| 2001 | Contact: Columbine Chapter (303) 527-3565 or <abamrbill@aol.com> |
| May 4-5 | Semi-Annual VALLEY FORGE SHOW , Kimberton Fairgrounds, Phoenixville, PA |
| 2001 | Contact: Larry Handy (610) 439-8245 or <ohhugo1@aol.com> |
| May 19 | 24th Annual PATRICK HENRY SHOW , Eagles Hall, Portage, MI (NEW location!) |
| 2001 | Contact Dave Launt (616)327-8754 or <NYBrews@aol.com> |
| June 1-2 | TRI-STATES BREWERIANA SHOW (2 BCCA chaps), Eagle Point Park, Dubuque, IA |
| 2001 | Contact: Dave Wendl (651) 731-9573 |
| 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 3 | E. PENNA TRI-CHAPTER SHOW (BCCA), Leesport Farmers Market, N. Of Reading, PA |
| 2001 | Contact: Jerry Matonis (717) 693-3612 <JMat973447@aol.com> |
| Jul. 11-14 | ECBA CONVENTION , (ECBA Members Only); Doubletree Hotel, Lowell MA |
| 2001 | Contact: Larry Handy (610) 439-8245 or <ohhugo1@aol.com> |
| June 12-17 | ABA CONVENTION XX (Members Only), Adams Mark Hotel-Downtown, Charlotte, NC |
| 2001 | Contact ABA Office, Pueblo, CO |
| June 16 | INDIANAPOLIS Antique Advertising Show , Indiana State Fairgrounds, Ind'y, IN |
| 2001 | NO NABA Hospitality Room for Summer show! |
| July 4-8 | STEIN COLLECTORS INTERNATIONAL Convention , Sheraton, Meadowlands NJ, |
| 2001 | Contact: Steve Steigerwald, <sasstein@aol.com> |
| July 11-14 | 29th Annual ECBA CONVENTION (Members Only), Doubletree Inn, Lowell MA, |
| 2001 | Contact: Gerald Roth, (978) 649-7375, or <naba@mindspring.com> |
| July 13-14 | MIAMI VALLEY (BCCA) 27th OHIO MINI CONVENTION , Armco Park, Middletown OH |
| 2001 | Contact: Bob Kates (937) 426-8349, <bkates1@juno.com> |
| Aug. 2-5 | 30th ANNUAL NABA CONVENTION , Ann Arbor (Detroit area), MI |
| 2001 | Members Only; Info with Spring BC |
| August 4 | Annual NABA PUBLIC SHOW , Holiday Inn Select, Ann Arbor MI, Saturday 10AM to 3PM, |
| 2001 | Contact: Jim Kaiser (810) 469-8687, <kaiserhof@home.com> |
| Aug 8-12 | CANADIAN BREWERIANIST CONVENTION , Toronto, Ontario |
| 2001 | Contact: Loren Newman (519) 869-2198 <brewiana@MNSi.net> |
| August 10-11 | MONARCH CHAPTER WEEKEND AT PAULYS X , Zagielski's, Lena IL, |
| 2001 | Contact: Paul Zagielski (815) 369-2135 |
| August 10-12 | 15th MONTICELLO EXTRAVAGANZA CAN AND BR'ANA SHOW , Best Western-Mount Vernon Hotel, |
| 2001 | Charlottesville VA Contact: Chris Eib (804) 360-5744 or Mack Strickland (804) 748-2203 |
| Aug. 11 | QUEEN CITY CHAPTER SHOW , Raffles Blue Ash Banquet Ctr, Blue Ash, OH. |
| 2001 | Contact: Jeff Dowers (513) 851-8986 or <pints.pooh@gateway.net> |
| August 11-12 | COLLECTORS CARNIVAL ANTIQUES & COLLECTIBLES SHOW , Vanderburgh Co. 4-H Center, |
| 2001 | Evansville IN, Contact: Brent Pace (812) 471-9419, bpace@evansville.net |
| Sept. 6-9 | BCCA 31st Annual CANVENTION , Radison Plaza Hotel, Syracuse, NY |
| 2001 | Contact: BCCA office: (636) 343-6486 |
| Sept. 22 | 6th KC ANTIQUE BOTTLE & BREWERIANA SHOW , American Legion, Blue Springs, MO |
| 2001 | Contact: Jim Maxwell: (816) 942-0291 (eves) or <HJMesq@aol.com> |
| Sept. 22-23 | INDIANAPOLIS Antique Advertising Show , Indiana State Fairgrounds, Ind'y, IN |
| 2001 | NABA Hospitality at Holiday Inn, US 421 & I-465; 8 PM Fri. Sep. 21, Poolside |
| Sept. 29-30 | Keystone Chapter (BCCA) AUTUMN FEST , Quality Inn, Chambersburg, PA |
| 2001 | Contact: Mark Swartz, (717) 263-8295 or <mswartz@pa.net> |
| Oct. 5-6 | 5th Annual SPRINGFIELD BREWERIANA BONANZA , Ramada Inn South Plaza, Springfield IL, |
| 2001 | Contact: Greg Zimmerman, (217) 629-7758, <brewdealer@aol.com> |
| Oct. 12-13 | 3rd ANNUAL ECBA FALL FEST , Ramada Inn, Somserset PA, |
| 2001 | Contact: Ron Kikta (814) 749-7183, <rbkikta@lenzlink.net> |
| Oct. 11-13 | 19th MIDWEST BREWERIANA CONV. (Cornhusker BCCA), Holiday Inn Central, Omaha NE, |
| 2001 | Contact: Heather Hain, (402) 896-9917, <randhhain@aol.com> |
| Oct. 14 | MADISON ADVERTISING & BOTTLE SHOW & SALE , Quality Inn-South, Madison, WI |
| 2001 | Contact: Bill Mitchell (715) 341-1471 |
| Oct. 19-20 | 28th ANNUAL GUZZLE N' TWIRL (NORTH STAR CHAPTER BCCA), Maplewood MN, |
| 2001 | Contact: Dave Wendl (612) 731-9573 |

A MUCH more complete list (with more details) is posted on the NABA website <www.nababrew.org>! If you wish events to appear here, please send dates and brief details to the Editor.

IT'S CONVENTION TIME!

ANN ARBOR
MICHIGAN
August 2-4, 2001



National Association Breweriana Advertising
30th Anniversary - 1972-2001

