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National Association Brewery Advertising

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COVER

A BEAUTIFUL REVERSE-ON GLASS SIGN FROM THE WAINWRIGHT BREWERY OF ST. LOUIS, FROM THE ST. LOUIS BREWING ASSOCIATION PERIOD. PHOTO BY KEVIN KIOUS AND DON ROUSSIN

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EDITORIAL INFORMATION

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

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

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Presidents Page

As I write this letter shortly before Christmas I find an opportunity to reflect on this past year. For my family it was a very good one. Because of the time and distance I didn't attend the ECBA or ABA Conventions but I made it to just about all my regular shows. As far as the hobby is concerned it has been a year of transition. Quality breweriana is getting extremely hard to find at antique shows, flea markets and antique malls. Attendance at shows is down. Membership in major clubs is down. The Internet, sky high prices, and disappointment in not being able to add to a collection are all factors.

One bright star on the horizon is the fact that owners of large quality collections are aging and they are beginning to let some dynamite items go. You can see this lately in our Convention auctions. In the next few years there will be a once in a lifetime opportunity to pick up coveted pieces for you younger collectors. Have patience for the times are changing. The other bright star is the field of microbreweries. This affords an ever changing arena to collectors at moderate prices.

Our St. Louis Convention is shaping up under the chairmanship of Bill Mitchell and Kent Newton. Bill has been slowed down lately by illness but it has been diagnosed and his wife Lillian is keeping him on the straight and narrow. The Minneapolis (2003) contract has been signed with the Holiday Inn-West. The Milwaukee area (2004) Convention will be chaired by Bob Flemming, assisted by Herb and Helen

Haydock, with no location yet.

In the Spring issue of *the BC* I mentioned that we were discontinuing Convention mugs. For those of you who have paid for and were expecting one from our Naperville Convention I have some bad news. We have run into so many problems that we have decided to return your money. Shortly you will receive a refund.

The Beer Show in conjunction with the Indianapolis Advertising Show and Collectors Carnival is dead. NABA is discontinuing the Friday Night Hospitality Room which we have sponsored for these events for years in the Spring and Fall. This was also the time of our first Board Meeting and the location of this has been moved to the Luck of the Irish Show in Cincinnati. Queen City is our largest Chapter.

NOW is the time to seriously consider running for a Directorship or volunteering to carry forth some of the duties of Editorship of *the BC*. There is a multitude of talent among us and a definite need to have some of it tapped. Rarely in our club do we have so many opportunities.

I extend my sympathy, and that of all NABA, to Ron Kurek in the loss of his wife Anita. Lets all look forward to a meaningful 2002.

Norm Jay



From the Editors Desk

Errata galore!

Both the Editor and Executive Secretary seem to have made errors in the last issue on the subject of the pending sale of the Pabst Brewery property in Milwaukee. Both of us assumed it was the museum group with whom we were familiar that had been selected to establish their museum in the old Pabst Hospitality Center. WRONG! The group that has been working with BrewCity Redevelopment Group that has an accepted offer to buy the property is **The Museum of Beer and Brewing**, a local non-profit affiliated with the Wisconsin State Historical Society. An "accepted offer" is still a long way from a sale, but this is the first hopeful and positive sign that an actual location has been offered one of the many groups around the country trying to establish a brewing museum project. As the Museums' Board of Directors includes both of the principal developers, it is fair to assume that if the sale of the Pabst property goes through, the Museum is a sure thing. Jeff Platt, publisher of several regional beer newsletters and Museum Board Member, promises to keep us informed of progress on his web site <www.creamcitysuds.com>. Several NABA members are on the museum Board, and Bob Jaeger is our Associations' contact with the Museum Group. It appears that the previous group, The Beer Museum, is currently inactive.

And one of our authors has found a factual error in his article (why don't we EVER see these things until the magazine is PRINTED?) Albert Doughty wrote in his story on **Belmont Brewing Co.** that Belmont was founded with money from the lawsuit against the railroad. The money actually came from sale of Capitol Stock (with the lawsuit proceeds as a nice bonus). As nobody else around here ever *maeks a mistake*, we'll accept the correction, and Albert's apology, with good graces.

And Phil Pospychala caught a math error in "The Economics of Prohibition" article. Page 9, paragraph 4: ".0008" should read ".08", and "8/1000ths...": should read "8/100ths of a percent". I am statistically impaired!

While in the editorial "Mea Culpa" mode, Stan Loula caught an error in the article on tavern advertising in the Summer issue. Mention was made of "a famous Milwaukee restaurant named Kolb's". The restaurant, owned and operated by the late NABA member Howard KALT, was, of course, Kalt's, not "Kolb's". There was no relationship between the Milwaukee and New Orleans restaurants.

I have announced my resignation as Editor of *The Breweriana Collector* to the Officers and Board, effective with completion of the Pre-Convention issue next spring. At the moment, there is no replacement Editor in the wings, but as I have expressed in print many times, I am simply burned out. I have plenty of good material for this issue, fortunately, but this has not been the case in many previous ones. I have simply "written out" my personal collection and knowledge base, and have precious little left to say when I have to fill space myself. I will help my successor as much as I can with the technical aspects of the magazine production, but it is time to pass the torch on to someone with some fresh ideas and approaches. I fervently hope someone will step forward NOW to take over. The alternative is no *BC* at all.

As I work on this issue, I cannot help but think back on the years that I have been active on the Board and as an Officer, and of the several Conventions in which I had a hand. I went back into my file of old NABA publications, and discover that a

quick history of our organization is revealed therein. If you will indulge me some nostalgia:

Nov. 1972, the first photocopied "NABA Newsletter" issued
Spring, 1974 (# 7): Dick Hinds assumes Editorship, and introduces 5 1/2 X 8 1/2 " format

Summer, 1974 (#11): Dick Hind's last issue; first cover photo

Winter, 1975-6 (#12): Doug Bakken assumes Editorship

Summer, 1976 (#16?): Ken Hauck becomes Editor

Winter, 1976-7 (#17: debate over whether to allow cans and bottles in NABA shows.

Fall, 1978 (#23): Gordon Dean as temporary Editor

Winter, 1978-9 (#24): George Hilton assumes Editorship

Spring, 1979 (#25): Peter Blum begins SIGNED "What's Brewing" column

Summer, 1979 (#26): At Bob Kay's suggestion, the "Newsletter" becomes "The Breweriana Collector"

Fall, 1980 (#31): Peter uses the open brew kettle logo for the first time in his column.

Fall, 1981 (#35): Article on "Farewell to Schlitz Milwaukee"

Winter 1981-2 (#36): Gordon Dean retires (our First "Membership Secretary", then first Executive Secretary)

Spring, 1982 (#37): Bob Jaeger takes over as Executive Secretary

Winter 1984-5 (#48): Last small format *BC*, My first article

Spring, 1985 (# 49): new large format, *COLOR* covers!

Fall, 1989 (#67): first interior color...two pages

Summer, 1990 (#70): *FOUR* pages interior color

Fall, 1990 (#71): George Hilton announces retirement as Editor

Winter 1990-1 (#72): Peter Blum assumes Editorship

Summer 1991 (#74) **EIGHT** pages of interior color!

Fall, 1992 (#79): new graphics adopted, still essentially used

Winter 1995-6 (#92): Fil Graff aboard as Assistant Editor

Summer, 1996 (#96): first *CHAPTER NEWS* column

Winter 1996-7 (#96: announcement that computer pre-press was in the works

Spring: 1997 (#97): 7 pages of computer generated copy used
Summer, 1997 (#98): Peter Blum's last issue as Editor. Herb Haydock retires from Board after 22+ years!

Fall, 1997 (#99): first issue completely computer generated and sent to printer on disk. Bob Kay's long-time column becomes "Labelology".

Summer, 1998 (#102): NABA Internet website trial version posted

Fall, 1998 (#103): NABA website fully go, with John Stanley as Webmaster

Spring 1999(#105): the demise of Stroh's

Winter, 2000-1 (#112): Bob Jaeger retires as Executive Secretary, succeeded by John Stanley.

For some of the newer members, the names above may not mean much, although they definitely should! These are the folks that built this club, and, like John Stanley, our multi-talented and multi-jobbed Exec, will guide it into the future. Blum, Haydock, Hilton, Jaeger...for in the vicinity of 20 years, these names appeared in every issue of the *BC*, as officers, contributors, Editors. Looking back over mastheads, I see I should list my name among them. Doesn't seem that long, and I know already that I will miss the regular contact with all of you through these pages. But it IS time to step back and get out of the way. My thoughts echo those of George Hilton and Peter Blum in their columns toward the end of their tenures. Gratitude for the privilege of doing the magazine, pleasure at noting the changes they had made to improve it, and great satisfaction in the friendships made.

But on with the issue at hand!

Fil Graff



Chapter Doings

by Mary White, Chapter Coordinator

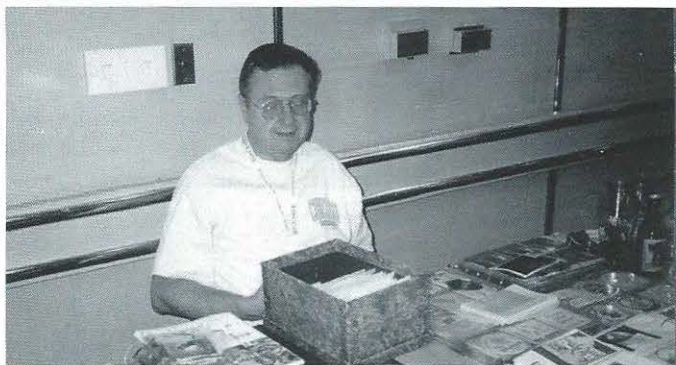
NABA's first Chapter, Monarch of Chicago held their annual "Fall Fest" at the Holiday Inn-Naperville Oct. 25 through 27, 2001. This was a new location this year (the site of our 2000 NABA Convention), and it brought back a lot of the old regulars, as well as many new faces. By all reports, it was a roaring success!



Sherry Peters (Holiday Inn), Norm Jay, John Bittermann & Judy Jay (unknown in rear)...they made it happen! Monarch photos: Dennis Glossa

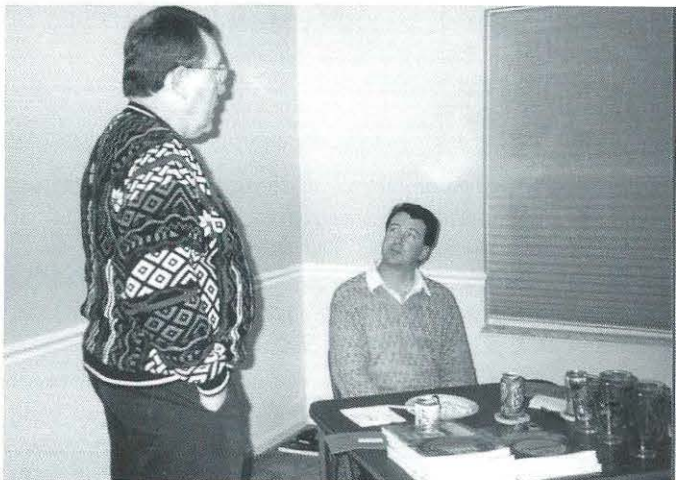


The show floor at Monarch Fall-Fest with Don Schultz and Adolph Grenke in the foreground.



Contentment! Chicago's favorite ex-Policeman, the one and only Dennis Glossa, with his coasters and labels.

The Queen City Chapter's annual After-Thanksgiving show November 25th had our largest turnout after the Luck o'the Irish in the spring. We even used some overflow rooms for the show this year. Then on December 16th, we met again at our 2nd annual Holiday Open House and book signing at Mike Ries home, introducing Chapter member Tim Holian's second volume of *Over the Barrel* (Cincinnati's brewery history, Prohibition to the present). Tim was given a great reception by our local members; well deserved because we think it is a great book. Hey, it's OUR town he's writing about, and he did it proud!



Above: Tom Waller and author Tim Holian at book signing table. Below: Bob Welch, Dave Reed and Greg Buerger in Mike Ries' "Horse Room".



Above: Tim Holian & Jim Ries. Below center: Jason Herbort and Paul Abrams. Below bottom: New QCC Board Members Eric Princell and Cary Williams working on a mailing with Helen Johnson..



I want to thank the various Chapter contact people! We received Chapter information for the Membership Directory from all. I am sorry to report that the Microbes Chapter is no longer active as a group. The spirit was still willing, but the flesh was weak.

Do you want to form a chapter, or affiliate an existing breweriana group with NABA? Please contact me, or any other NABA Officer or Board Member for information!

By the time this issue is in your hands, I'll be working on my list of 2002 shows to attend. Hope you all had a wonderful Holiday season! Hope to see you at the **23rd Blue and Gray** Feb 14-17, AND the **26th "Luck O'the Irish"** mini-Convention March 14-17.

Mary White

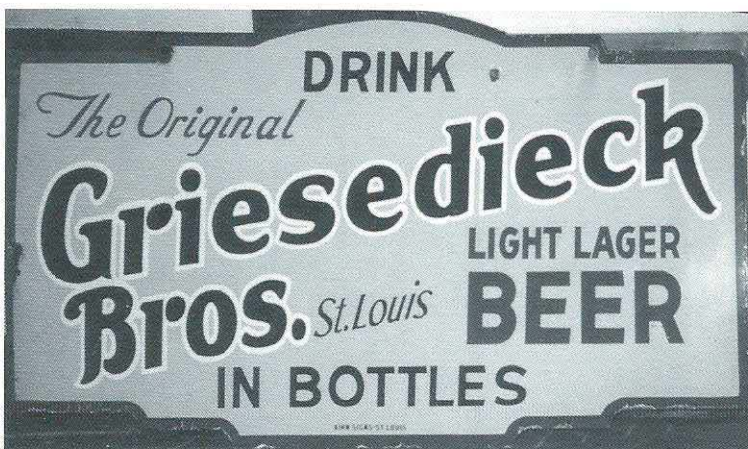


CONVENTION REPORT

By Ed Culbreth

Looking back at our Naperville and Ann Arbor Conventions in 2000 and 2001, it is most gratifying to reflect upon the fantastic success of these events which lead NABA into the new century. Some might say that we have reached our zenith, but I have always been the complete optimist. We can look forward to St. Louis with eager anticipation of another equally rewarding gathering. Most certainly, a great time will be had by all. Some years from now, the written accounts of these three NABA Conventions will form a trilogy, and those that missed these great opportunities will "read 'em and weep." Missed collecting opportunities are gone forever, and there rests much of the excitement of the hobby. St. Louis in 2002 is another great opportunity...you'll have only yourself to blame if you miss it!

St. Louis is one of the great brewing cities in the world, with abundant culture and a rich history. NABA is most fortunate to have another opportunity to gather for our 31st Convention in such an attractive location. Like Munich in Bavaria, it is literally a "bier stadt" with much to attract tourists and residents alike. I was smitten with this metropolis on the mighty Mississippi during my first visit working a summer job as a student in the early 1950's. Although Anheuser-Busch was much in evidence, the "local" beer market was saturated with advertising and sales promotion for Griesedieck and Stag.



Above: Porcelain outdoor sign, and left, tin bottle sign from Griesedieck. All photos from the Curmudgeon Collection used as examples, and not for sale!

"Gimmee a Greasy" was my favorite response to any bartender inquiry. The STAG blimp roved the night sky beaming advertising urging one to "HAVE A STAG." Having a few Greasys and watching the blimp was a cheap form of weekend entertainment for the less affluent (like me.) This was likely my first infatuation with breweriana.

Unfortunately, the chance to have a Greasy and watch the blimp are now history. But St. Louis is still there and ready for your convention pleasure. So let's get started with your planning to go NOW! This, our 31st NABA Convention, will be held the week of 29 July 2002. Convention activities formally start

on Thursday, but "those in the know" start arriving on Tuesday or Monday (some even earlier!) for preconvention activities and early buying and selling opportunities. It's just my nature, but I'll be in the area over the previous weekend! Be there among the "fustest" and you will probably get the "mostest."

Now that the Holidays are over, we can get down to details. You might want to get out that 2002 calendar you picked up at the local liquor store or bank and make a few notes. It really is time to get serious and avoid any conflicts like weddings, etc. Let's keep first things first!

29 July- Monday: Early bird arrival and hotel check in. There will probably be scattered room-to-room activity and a few deals struck in the parking lot.

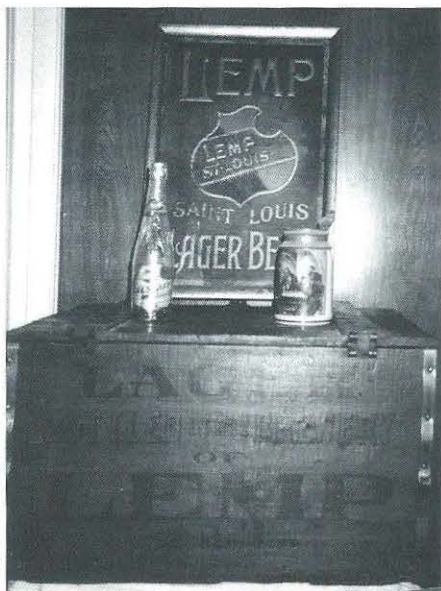
30 July-Tuesday: Registration will start in the Hospitality Room in the afternoon. There will be tours of member homes to view some of the fantastic collections in the St. Louis area. Visits are planned to the homes of Don and Mary Ellen Roussin and Bill and Lillian Mitchell. Don has an awesome collection of Illinois and Missouri breweriana (he is co-author of the article on Wainwright Brewery in this issue). Bill (a former President of Stein Collectors International) has an extensive collection of St. Louis breweriana and antique drinking vessels which must be seen to be believed. His collection of brewery steins made in Germany by Martin Paulsen of Munich for the Lemp Brewery is unmatched anywhere. If you enjoyed even the photos of the Don and Harriet Wild collection last year, you won't want to miss either of these home tours.

The opportunities for room-to-room activity increases Tuesday and more Convention goers check in.

31 July-Wednesday: The true flavor of St. Louis's rich brewing heritage will be offered in a tour of historic St. Louis brewery sites Wednesday morning. In the afternoon, there will be several seminars on various breweriana topics. In one, Dick Caughey, a long time collector, will share his expert knowledge of lithographs. Registration will continues all day in the Hospitality Room.

1 August-Thursday: Traditionally the first day of Convention, registration will continue in the Hospitality Room, and room-to-room activity will be well under way. Two outstanding tours have been arranged. In the morning, there will be a trip to the Tony Joint Anheuser-Busch distributorship in Belleville, IL. This state of the art facility will only recently have been completed at the time of our visit. It includes an extensive collection of Anheuser-Busch items. In the afternoon, a tour of the giant Anheuser-Busch brewing complex in St. Louis is scheduled. It is anticipated that all convention attendees will be given the employee discount in the company store.

2 August-Friday: For many long time NABA Convention attendees, this is THE day! It's time for the annual NABA Convention auction. It is undoubtedly THE best breweriana auction anywhere, year in and year out. Experienced auction personnel (all NABA members) make this an event to be long remembered by the true breweriana collector. Literally hundreds of items (like, but probably nicer than, those shown in this article) will be sold to the highest bidder (subject to seller reserve). It's an almost all day event with choice breweriana



A Lemp wooden shipping case, a Lemp bottle and stein, and an embossed tin Lemp sign

changing ownership in a highly competitive bidding environment; not for the faint of heart!

Recognizing that some attendees may not be interested in the auction, other activities will be offered. There will be an optional tour to Grants Farm (with a stop at Ted Drew's, a world renown purveyor of frozen custard.)

In the evening, there will be the annual "State Night" with a beer tasting

and dinner, and then more room-to-room activity and the Hospitality Room.

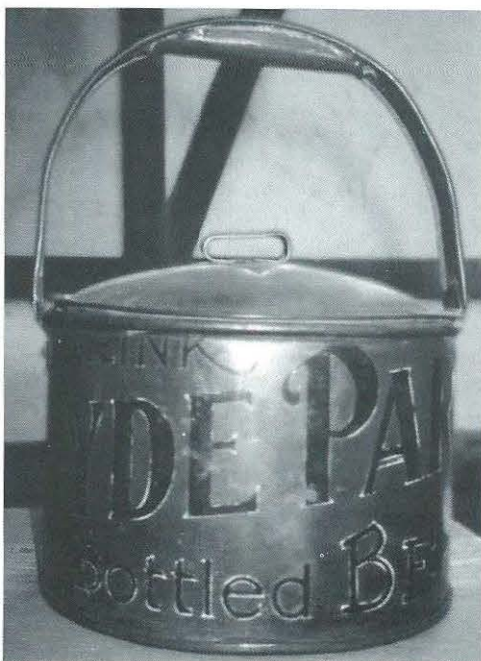
3 August-Saturday: The annual public show is scheduled, and we ought to have another good one. Ann Arbor 2001 saw many interesting items being offered for sale on Saturday, and 2002 ought to show the same quality. Saturday night brings the annual banquet with a chance to "dress up (or down)" as you see fit. Afterward, room-to-room and the Hospitality Room.

4-August-Sunday: The buffet breakfast is always great, and the association Annual Meeting short and sweet. There's always time to make one more deal, and then on the road home!

There, in a nutshell, is the package as it stands now. If you are a real breweriana collector, it's downright exciting, and educational to boot! Not only the opportunity to add to your collection, but to

add to (and share) your knowledge and connections with other collectors. To say nothing of the opportunity to pass on to other collectors items in which you no longer have interest. You have but to take the initiative and ACT!

The Convention Committee (headed by Bill Mitchell and Kent Newton) have offered to



A classy obviously custom Growler from Hyde Park Brewery.

publicize any special item you might want to sell, and Fil Graff, *the BC* Editor, will run a Convention Gallery of items to be offered at auction in St. Louis in the Pre-convention issue. *The Deadline for such photos is March 1, 2002 (picture in the Editor's hands).*

So it is really later than you think! Get those pieces of breweriana and brewery historical material out of the basement, hall closet, kid's old room, the barn or wherever, and bring the GOOD STUFF to St. Louis! I almost guarantee that I'll be waiting in the parking lot or near the front door of the Marriott-West St. Louis when you arrive!

Make those hotel reservations NOW!, if you haven't already done so. **IMPORTANT:** You must make your reservations directly with the convention hotel as follows:

Marriott-West
600 Maryville Center Rd.
St. Louis, MO 63141
Tel: (314) 878-2747

Be sure to indicate that your reservation is for the NABA Convention.

Make your Convention Hotel Reservation EARLY, as this helps the Committee no end! I look forward to seeing you along the banks of "big Muddy" come late July and early August. We're gonna have a great time. But you won't know if you don't go!

See ya! Ed Culbreth, Kaufman, TX



A Triumph indeed! "Declared superior to the best Bohemian Beers by the Imperial Experimental Station for the Brewing Industries, Prague, December 1st, 1903." Adolphus Busch got a chance to show off an award with his usual flair for beautiful ladies, symbolism and panache. Yes, too nice for B&W, so it appears elsewhere in color!

Molson Labels...the early years

By Frank J. Mrazik,

John Molson immigrated to Montreal in 1782, from Lincolnshire, England. After reaching legal age, he opened a brewery on July 28, 1786. His hardships and achievements are documented in a number of books, available in libraries, and occasionally in second-hand book stores. (1.), (2.), (3.), (4.). Much information may also be found in the Molson Archives, including documents, correspondence, books of record and account, artifacts, photographs, and even beer labels. This veritable treasure trove of breweriana, donated to the National Archives of Canada, is so extensive that it took four hundred cartons to move it from Montreal to Ottawa. (5.)

Early references indicate that British brewers shipped ale and porter to the North American Colonies. While the method of storing was usually in wooden casks, a small amount also arrived in bottles. On April 6, 1752, the Halifax Gazette carried Robert Miller's ad for "Choice Dorchester Beer in Bottles", at ten shillings per dozen. (Dorchester Beer was spiced with cinnamon and ginger.) Another ad in the Quebec Gazette, dated July 5, 1764, offered bottled porter from the cellars of Samuel Sills. That was the first reference to returnable bottles, because the ad stipulated that the bottles be paid for, or returned. The same newspaper also offered a quantity of empty bottles from the THREE CANNONS, a reputable watering hole with a surplus of empties. Another ad in the New York Gazette and Weekly Mercury of December 25, 1769, read as follows: WANTED, any quantity of QUART BOTTLES, for which a good price will be given by Jonathan Nash, at Mr. Anthony Rutgers's Brewery, in Maiden Lane. This of course meant that local beer was bottled in New York. (6.)

Back in Canada, a prominent Montreal merchant, James Caldwell, offered Quebec ale and porter in bottles at eight shillings per dozen. The ad ran in the Montreal Gazette on November 27, 1795. The Quebec ale and porter was brewed and bottled by James Mason Goddard, (Godard), the Quebec City brewer. (7.)

This could not have escaped the attention of John Molson, because around 1800, he imported bottles from England. The cost was three shillings and six pence per dozen, in hundred dozen lots, delivered to Montreal. In 1802, Molson also bought 284 gross of bottles from J.M. Goddard, the Quebec City brewer.

The first Molson beer ad was in the *Montreal Gazette* of February 19, 1803. John Molson thanked his friends and the public for their support during the past sixteen years and having greatly extended his premises he was able to serve them with draft and bottled beer. Bottles were returnable at three shillings per dozen. Other ads appeared in the *Canadian Courant*, in 1807, where beer was offered in wooden casks and also in bottles.

Strong Beer 4 shillings 6 pence per dozen,
Mild Ale 3 " 6 "
Table Beer 2 " 6 "
Prices were exclusive of bottles, costing three shillings per dozen if not returned.

bottles of strong beer, mild ale and table beer, though no two bottles were exactly identical in 1807. Furthermore, embossed, or differently shaped bottles was not yet available in North America. (8.) Special markings may have been used on the top of the cork, or perhaps a wax seal was applied with the brewer's name and the contents. Another possibility was a metal foil capsule over the cork, secured with wire to the bottle neck. However, if the bottles were roughly handled, the wax seal, or capsule became illegible. Brewers soon recognized the importance of properly identifying their products. The solution was printed paper labels, which had been used in Europe since the eighteenth century, and perhaps even earlier. (9.), (10.). Printed paper labels were certainly available in England, because by 1854 there were 700 lithographers in London. A few of the printers bought their skills to the New World, but the earliest surviving Molson labels were printed in England by Whitmarsh label printer of London, in 1844. The Molson labels dated 1844 may be found in the National Archives of Canada.

It is interesting to note that the first labels from Bass, dating from 1843, are considered the earliest beer labels still in existence. These were printed from hand-cut blocks, on thin white card. (11.).

The labels in this article are printed from photocopies, at about 60% full size.



1786 - 1838. John Molson, / & Sons, / & Co. Labels have not surfaced yet.

Series 1: 1838 - 1861. Thomas & William Molson & Co.



1844 Thomas & William Molson & Co. . Black ink on an ochre background. The Anchor and crown used, but not trademarked yet. Printed by Whitmarsh in London, England.



It is not clear how John Molson identified the various

Circular 1850's labels, with variant Crown and Anchor, still unregistered. J.R. Walker, wood Engraver, Montreal



ca 1860, black ink on lemon paper.
W.A. Little, Lithographer,
Montreal

The undersigned are now prepared to supply Families and others with their Superior Ales and Porters, (in wood or in bottle) at the following prices:

	Per Gall.	Quarts per doz.	Pints per doz.
Mild or Amber Ale	s. d. 1. 0	s. d. 3. 6	s. d. 2. 6
Pale Ale	1. 2	4. 0	2. 9
India Pale Ale	1. 4	4. 6	3. 3

All orders left at their Office, No. 61 Commissioners Street (opposite the Quebec Steamboat Basin) or at the Brewery, St. Mary Street, will be punctually attended to.

Thos. & Wm. Molson & Co.

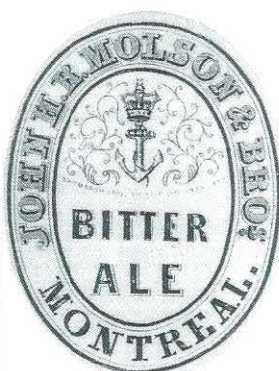
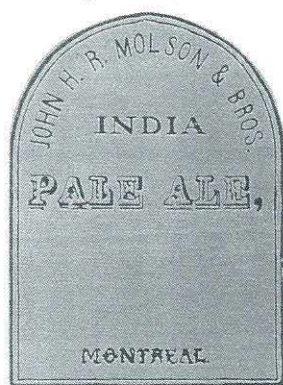
Montreal, August 30, 1859.

1859 ad from the second generation Molsons, offering their products in either wood or bottles. Prices in shillings and pence.



1870-1873 label by Leggo & Co., Montreal. Black on white paper.

1861 - 1869. John H.R. Molson & Brothers, before registering Crown & Anchor trade mark.



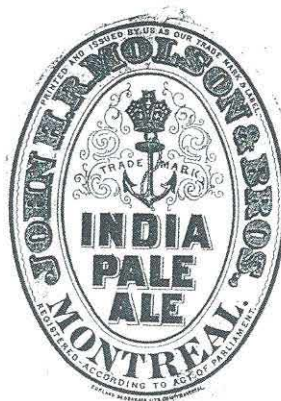
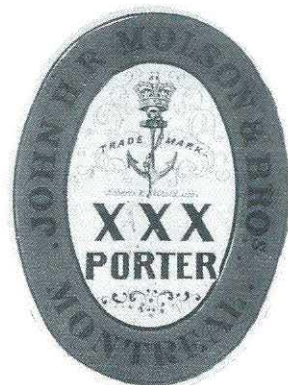
1861-1869, John H.R. Molson and Bros, again before the crown and anchor was registered. The Pale ale is black on cinnamon from an unidentified printer; the Bitter ale is black on tan, from Whitmarsh, London, England

After 1869. John H.R. Molson & Brothers, after registering Crown & Anchor trade mark.



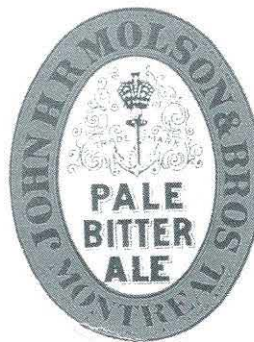
Left: Ca 1870 label in black & red on tan. Again, Whitmarsh of London. This label appears in the color section as well.

Below: 1869-1872 labels printed by Roberts & Reihold of Montreal. The XXX Porter (known in two sizes with different letter designs) is black and red on tan, while the XX Mild Ale is black only on tan. LOTS of trade mark related copy in the fine print around the outside!



Left: 1875 to 1878, a Burland-Desbarats Litho. Co, Montreal label (Geo. Desbarats was President of Leggo, and evidently retained the Molson business when the company changed.) Again, black on white paper.

Below: Two labels from around 1875 from an unknown printer (s). Pale bitter is black with a blue outer band, Royal Ale red and black on tan. These two also appear in the color section full size.



Footnote Bibliography:

1. Sandwell, Bernard K., The Molson Family. Privately published, Montreal, 1933.
2. Denison, Merrill, The Barley and the Stream, McClelland and Stewart, Toronto, 1955.
3. Woods, Shirley E., Jr., The Molson Saga (1763 - 1983.) Doubleday Canada Ltd., Toronto, 1983. also Avon Books of Canada, Scarborough, 1984.
4. Cheers for 200 Years! Produced for Molson Employees. 1986.
5. Molson Archives Fonds, Restricted Papers, Call number MG 28 III. 57. National Archives of Canada, Ottawa.
6. Baron, Stanley, Brewed in America. Little, Brown and Co., Boston, Toronto, 1962.
7. Mrazik, Frank J., J.M. Godard (Goddard) & Son, Brewers. Canadian Brewerianist Convention publication, Montreal, 1991.

8. Unitt, Doris & Peter, *Bottles in Canada*. Clock House, Peterborough, 1972.
9. Davis, Alec, *Package & Print*. Faber & Faber, London, England, 1967.
10. Osborne, Keith and Pipe, Brian, *The International Book of Beer Labels, Mats and Coasters*. Hamlyn Publishing, Feltham, England, 1979.
11. *Brewers Guardian*. England, February, 1978.
12. Sweet, Richard, *The Directory of Canadian Breweries*, Second Edition, Saskatoon, 1996.

Editors note: Yes, friends, this is a Canadian story, but what you see here is as good a history of the development of the beer label as I've seen! It could just as well be documenting an early US brewer, except we have no such records of an American that early. The closest I can come is Matthew Vassar of Poughkeepsie, NY, whose philanthropy lives on, although his brewery did not. But he came along in 1810! John Molson (1763-1836) "founded a brewery in 1786, and began the pro-

duction of the renowned Molson's Ale." Molson was one of those pioneers who did very well by doing good. "He introduced steam navigation to the St. Lawrence River in 1809 with the maiden voyage of the *Accommodation*. In 1817, he opened the Mansion House, the first luxury hotel in Canada. He helped establish the first railway in the country. He served as president of the Bank of Montreal, and was one of the founders and a life governor of the Montreal General Hospital. Molson sat in both the House of Assembly and the Legislative Council of Lower Canada". [Biographical info from the reverse of the First Day cover of the 1986 Molson portrait stamp shown in the color section]

Frank Mrazik is a member of both the Canadian Brewerianists Association and NABA, and collects labels and coasters worldwide, specializing in old Canada. This is his second article for *the BC* (Spring, 1994: "Collecting Beer Labels Worldwide"). If you are interested in old labels, Frank would like to hear from you!

Musings on History

In conversation while we were working on setting the above article for printing, Don Roussin and the Editor got to wondering how a local brewery, with as much competition as Wainwright had, even when it was part of a trust, survived without doing MORE advertising than they evidently did. "Evidently" may be the key word, as we have no idea how much they did, only the small bit that has survived. Wainwright did do one spectacular piece, shown on the cover; the sort of thing someone might save as art. But compared to the huge output of Anheuser-Busch, even in those days, how much could they have afforded?

Don came back to me with the following observation: "Funny thing about St. Louis area breweriana: look at any local history book with photos of pre-Pro taverns, and doggone near 100% have one or more big outdoor corner signs in plain view. (Excelsior, Anthony & Kuhn, Green Tree, Lemp, Klausmann, all come immediately to mind, selling brew in the Jefferson County/St. Louis County area). Where'd it all go???"

And that IS a valid question, as we have much evidence of corner signs and other outdoor signage from photographs. And the lack of extant examples isn't isolated in St. Louis, either. When Peter Blum and I were doing a study on Stroh signage a few years back, we were able to find existing examples of most of the signage we had photos of when in use. But there were several that escaped us completely. By golly, one DID walk into the brewery a year or so later, but there are still several unaccounted for. There is even one lithograph that appears in a brewery workers photo that does not seem to exist today anywhere. We know some people saved these signs, even if in the attic of an old bar building, as they exist in collections, and are still occasionally found in garages and barns. What happened to the rest of the pre-prohibition signage?

We have to figure that attrition of buildings accounts for much of the loss. Also, people in the 20's and 30's were not saving breweriana; collecting as we know it is a relatively recent

thing. So maybe a black and gold tin wooden framed sign for a brewery that didn't exist any more just got pitched, or the metal removed to use as a roof patch or something. The heavier brass signs could well have been scrapped during World War II for their brass. I know this happened to many of the kerosene lamps I covet! Glass signs like Vitrolites (but a surprising number of these HAVE survived) are easily breakable, and likely were broken and discarded. We have found reverse glass tavern door border signage being used as storm windows, and greenhouse glazing (both in Chicago), and these examples from Garden City and Mutual have been restored, and are now in collections. Glass sign attrition I can easily grasp, but could the war and the weather account for all the missing items? The patriotic pressure to help the war effort was great, and I guess a lot of shell casings could have been made from a heavy 2 foot by 4 foot brass sign. Maybe it wouldn't have taken much convincing for a taverner's family to part with a relic of "father's old saloon." I remember we took great pains as kids to help my mother de-end and crush tin cans, to turn them in for scrap. My dad saved bottle caps, and took them to one of his brewery customers. We saved bacon grease, and turned it in to the butcher shop. It wasn't "trouble", it was the patriotic thing to do. So you have a heavy brass sign in the attic, no longer meaning anything but memories, and the local recycler (not called that back then) is asking for brass. So the sign goes, along with grandma's old brass lamps, and the gas fittings from their city house (saved after electricity came).

I guess we'll never know for sure. Every once in a while, one of the missing does turn up at a sale. But we have the photos from old books and newspapers. Yes, we wish to own the objects themselves, but as our sociological function is documenting history, not necessarily owning it, we may have to be satisfied with that!

Anheuser-Busch in 1896

Before Budweiser was the be-all and end-all

From the amount of fuss Anheuser-Bush raised about their St. Louis Lager Beer label [see Page 15, and the completion of the story in the Spring issue], it is apparent that Budweiser wasn't the king of beers...yet. So what was Adolphus Bush pushing in 1896? Here are some products from the 1896

Price List and Trade Circular (courtesy Bob Kay), from the interior black and white pages. I'm not positive these are all labels, and apologize for the uneven quality of the images. I did the best I could with what Mr. Busch provided!



LIEBOFSCHANER.

A Beer brewed by the process of the Bohemian Beer far known under this name; it is of very pale color, being brewed of pure malt, the choicest quality, with a fine flavor and wine-like taste, never produced by any other brewing method.

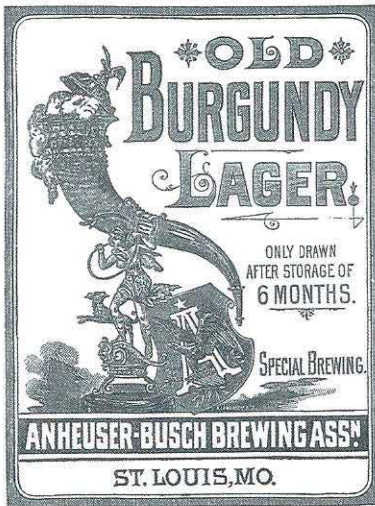


THE ERLANGER.

A Brewing of very dark color, similar to the English Porter and Stout, but surpassing latter in flavor, brilliancy of color and nutritious value.

"PALE LAGER."

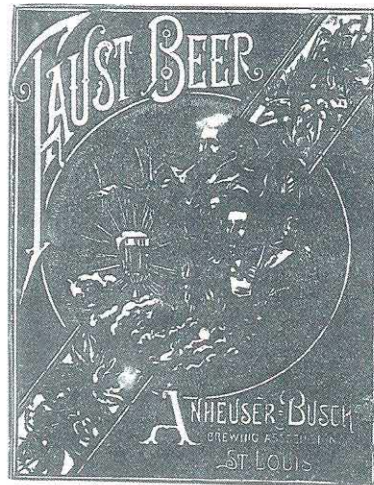
To fill the demands for a Light Beer for the summer season, we have brought out this brand. This beer is of very light amber color, and being of lighter alcoholic strength it is especially adapted for a drink in "Hot Season," and pronounced by judges of fine beer as fully up to the high standard of the 'Anheuser-Busch' manufacture.



OLD BURGUNDY LAGER.

After long experimenting and by selecting most carefully the very choicest Malt and Hops for above named Brewing, we can now offer to our patrons a Beer which reminds in many respects of fine Burgundy Wine, as in color (the dark red), and in exquisite flavor which only is attained by a fine liquor through age or long storage.

Our Old Burgundy Beer is pronounced to equal and surpass in beneficial qualities the best French Red Wines.



THE FAUST BEER.

A special brand originally brewed for the establishment of Mr. A. E. FAUST, St. Louis, has grown so rapidly in favor of the public, that upon demands from all sides we have increased our brewing of same to fill any orders from our general trade. The "Faust Beer" is especially well aged and seasoned, and only drawn after a storage of not less than four months.

Oh yes, and then there is "The Budweiser". It bears what appears to be a label like three of the others, but the text is rather bland compared to Old Burgundy, for instance. The reason for this is evident on the label itself...The "CCCo" in the trademarked "red band running diagonally across the label." Adolphus Bush did not OWN the brand! His old friend and travelling companion Carl Conrad did. Legend has it that the two friends travelled together to Czechoslovakia, and were greatly impressed by the beer in the town of Budweig (or Budvar).

When they got home, Conrad evidently trademarked the brand, and got Busch to brew it for him. So here is another man's product, that eventually became the primary A-B brand, being sold and promoted by Anheuser-Busch because evidently they were selling a LOT of it! I'm a bit out on a limb here, but I believe it was in 1906 that A-B acquired complete rights to the brand. "St. Louis Lager" wasn't consigned to the trash heap, but Budweiser became the King of Beers, and the rest is history!



THE BUDWEISER BEER.

All orders for this brand which is well-known throughout the States and foreign countries as a beer of the very finest quality in every respect, will be filled promptly from our Brewery direct.

Member Profile

Mike Bartels...collecting the family name

If your name is Busch or Miller, chances are you'll have some memorabilia from the breweries bearing the family name on display. But even with a less common name like "Bartels" can find a great deal of breweriana from "your" brewery. In Mike Bartels' case, he has several to pick from...New York, Pennsylvania and Cincinnati, OH. This particular collection is interesting to your Editor, because it shows the huge variety of items that breweries used for advertising. Some years back, the BCCA ran a list of items with brewery names. I think they gave up at about 500 different things. Some of them are pretty bizarre, except when you think that they are objects that get used, and every use is another brand exposure. The Editor has collected oddments for years, and like Mike, has fly swatters and even a strawberry huller in captivity. Several of the items Mike mentions are not pictured here, as the ad copy was too vague in the photos. But you should enjoy the variety of items shown here.

Mike Bartels first learned of the existence of Bartels



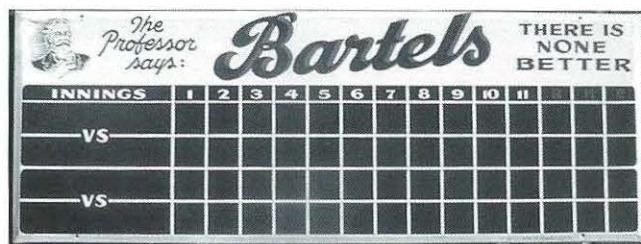
This presentation stein is engraved: "Bartels Brewing Co. to Mr. & Mrs. Conrad Lang 1883-1908"

breweries in 1969 while in college. His parents were traveling in New England, and saw a Bartels sign at an antique market. They did not purchase it, because it was just an old sign, and who would want it anyway, but Mike expressed an interest in it. When his parents returned to New England in the spring, the same dealer still had the sign, and they purchased it, and Mike displayed it in his dorm room. The sign was the red and black tin \$5000 pure beer sign. If memory is correct, it was purchased for the unheard of sum of \$25.00.

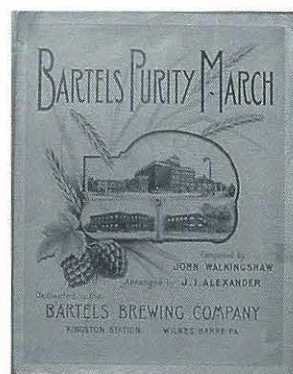
After college Mike actively pursued trying to find as many Bartels items as he could. He discovered NABA in 1974 and joined. His first convention was at Stevens Point in 1975. For Mike, NABA has always been more than a trade meet. Many lasting friendships were developed. In 1980, Mike and Helena planned their honeymoon trip around the NABA convention in Denver.

Over time Mike has accumulated over 250 different pieces from the Bartels breweries. Some of the items from his collection are photographed here. Some of the more unique items include: a stereo view card, pocket dice game/pocket mirror, sheet music, wooden dominoes, fly swatter.

For more photos of Bartels items from Mike's collection, see Vol 96 (WI 1996) of *the BC*.



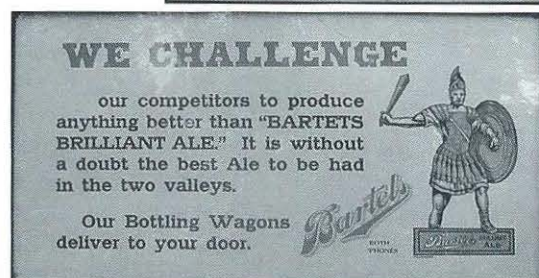
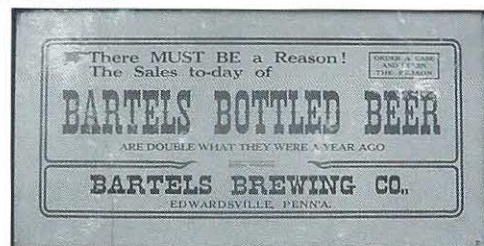
Above, a chalkboard score keeper. Below left, dominoes. Below right: sheet music for "The Bartels Purity March" (not quite on the "Top 10" list!)



Right, a corkscrew. Below, a leather covered matchesafe, and glass from a Bartels Bar in Gary, SD.

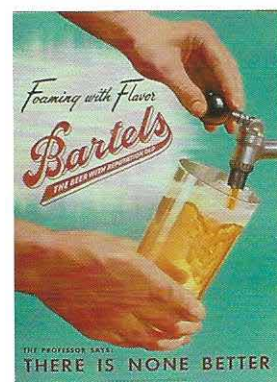
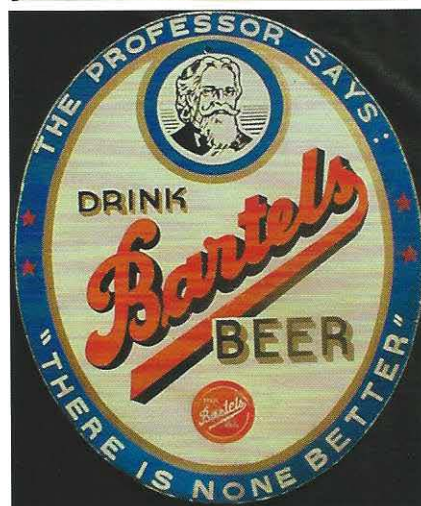
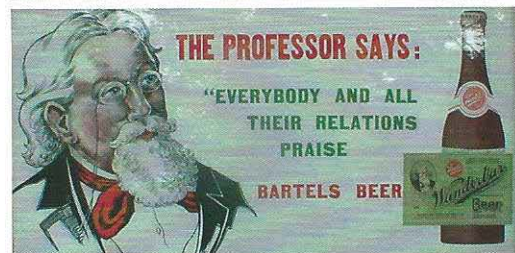
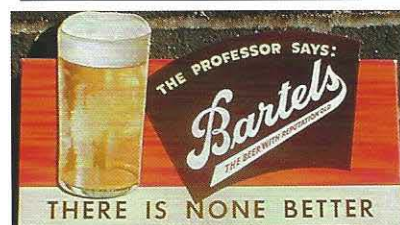
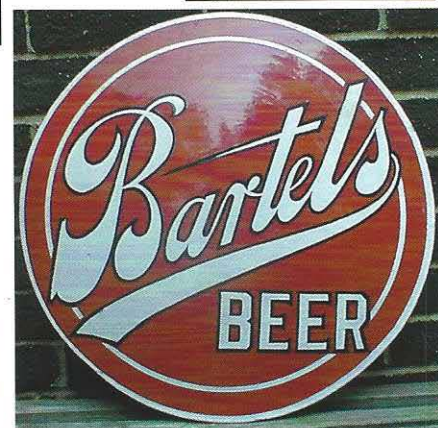
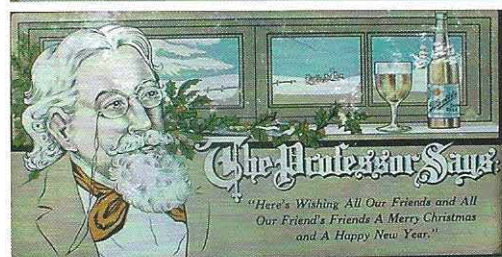
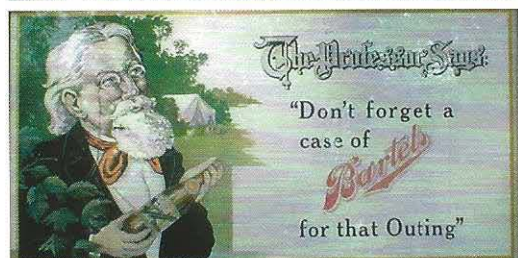
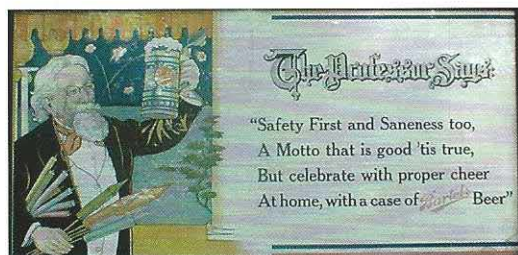
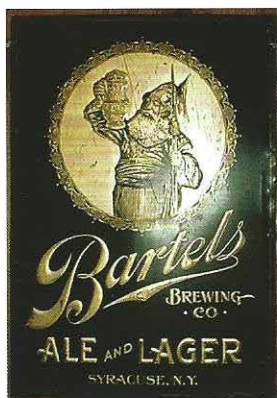


Right and below: two trolley cards. Sorry about the lack of color, but there are some more colorful ones on the next page!



Three Bartels lithographed ash trays with match holders.





all photos by Mike Bartels

A Canadian postage stamp with a scalloped border. On the left is a portrait of John Molson, a middle-aged man with a serious expression, wearing a dark suit and a white shirt with a high collar. To the right of the portrait is a historical illustration in a woodcut style. It depicts a large steamship with two funnels on a body of water. In the background, a steam locomotive pulls a passenger car on a bridge or track. In the foreground, a horse-drawn carriage is being loaded with barrels, and several people in period clothing are standing near a large, two-story building with a pediment. The text 'CANADA 34' is printed in white at the top right. At the bottom right, the name 'John Molson' and the dates '1763-1836' are printed in white. A diagonal white line runs from the top right corner towards the bottom right, passing over the illustration and the name. There are some faint, illegible markings in the bottom left corner, possibly 'DA' and '10'.

Labels and First day cover from Frank Mrazik, See the article on early Molson labels elsewhere in the issue.

“St. Louis Lager Beer”...Who made it? Who won the medals?

by Bob Kay

Beer customers of today find it difficult to conceive of a world without Budweiser. But in 1885, it was only a minor brand in the Anheuser-Busch stable. The action was elsewhere!

Let's visit the 1880's when big brewers were aggressively seeking the prestigious Gold medals for the best brew at fairs and Expositions world wide. In St. Louis a fight for the bragging rights for the extremely popular “St. Louis Lager Beer” was in full swing.

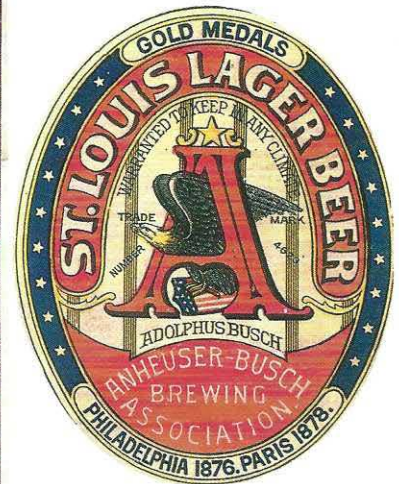
Who were the brewing movers and shakers in St. Louis in that era? St. Louis was undergoing a change in leadership that would have far reaching consequences in the brewing world. In 1877 the Lemp Brewing Co. was #1 in St. Louis, and # 19 in the US. Anheuser-Busch was #2 in St. Louis and only 32nd overall. Obviously, St. Louis wasn't yet a major player in the US beer scene. But the next two decades would see some astounding changes. By 1895, A-B had risen to #2 nationwide, behind Pabst, and Lemp was 8th in the nation. St. Louis and beer were

coming of age together. It was during this tumultuous era that “St. Louis Lager Beer” became a household word, and a name with untold marketing value. So who made it? Not an easy question to answer. Both Anheuser-Busch and Lemp claim to have won Gold Medals for their St. Louis Lager Beer (see labels below). Who actually won the medals? Back then, medals were awarded partly for good beer, partly for clout, and in some cases, outright bribery. I really don't know who won the two medals (Philadelphia 1876 and Paris 1878) back then. There is also the question of who the “St. Louis Lager Beer (or St. Louis Style Beer) Bottling Association” was, and why THEY claim the Philadelphia medal as well.

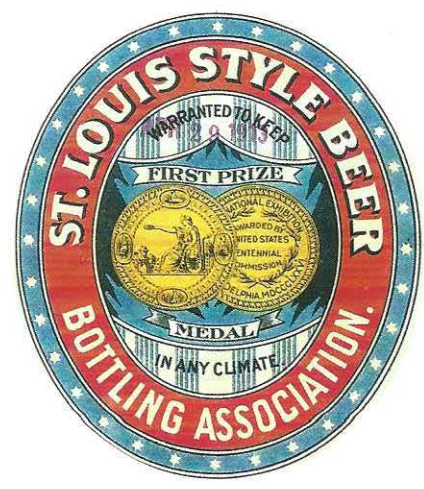
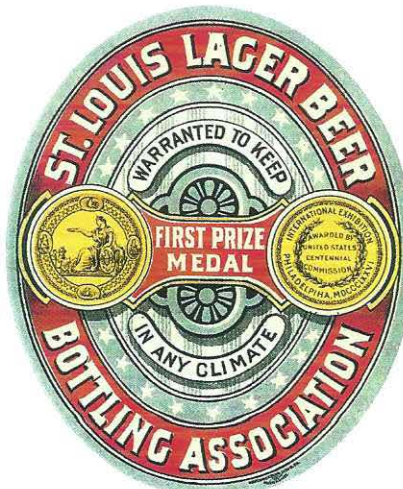
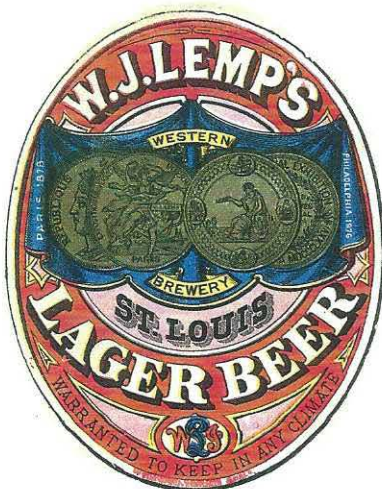
I'll continue this discussion in the next issue of the BC, covering the subject of “St. Louis Lager Beer” labels from Anheuser-Busch's perspective. It might be titled: “Imitation is the sincerest form of flattery, but it will be squashed in court!”

Cheers!

Bob Kay



Left: The back cover of A-B's ca 1885 Price List and Trade Circular. The brand? St. Louis Lager Beer, and the claim for the two Gold Medals. Above, a slight variation of the same label design.

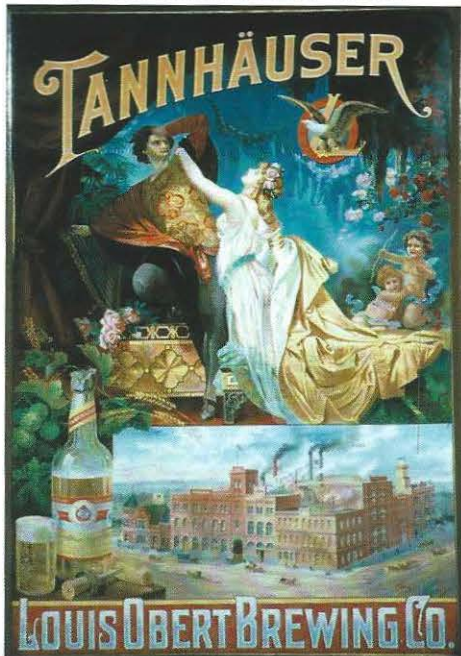


Left: Lemp's St. Louis Lager, showing both medals. Center, “St. Louis Lager Beer Bottling Association”, showing the Philadelphia Centennial Gold medal. Right: “St. Louis STYLE Lager Beer Bottling Association”, also showing the Philadelphia Gold. Confusing? Everybody wanted in on the act, so intentionally so!

The Gallery

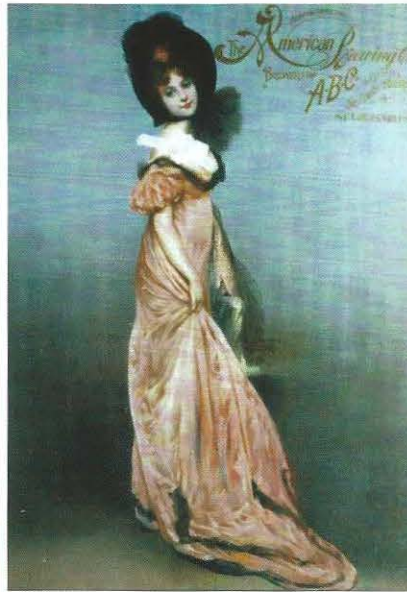
Ladies, would you Meet Me in St. Louis?

Items from the Bill & Lillian Mitchell collection



Now let's see...first there is a Greek goddess standing by a temple looking down from Mt. Olympus on the Illinois side to American Brewing Co across the Mississippi River? Can that be? Or has another St. Louis Brewer caught Allegorical Fever

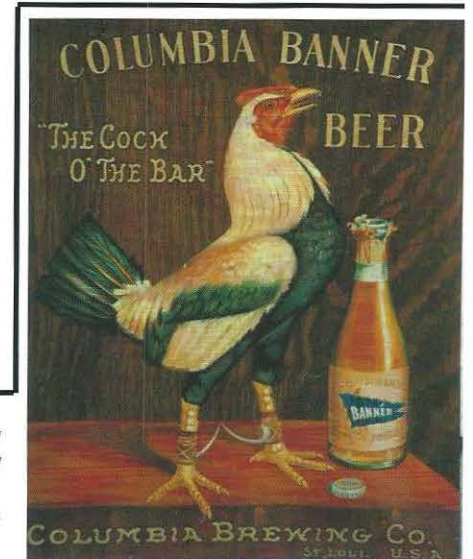
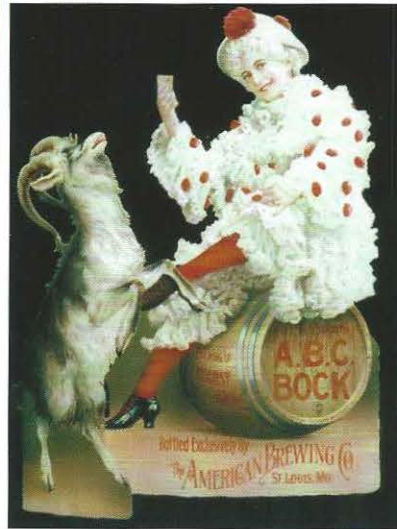
from Adolphus Busch? I won't try to explain these...let's just let the beautiful ladies tell the story. Maybe we could arrange a meeting at the Marriott-West?



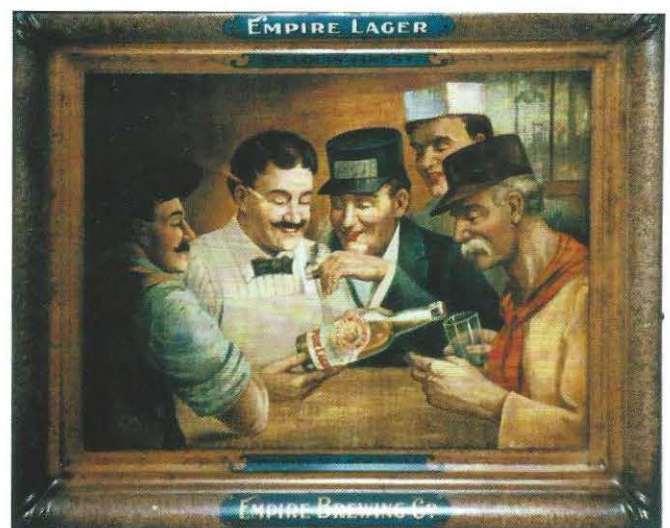
Opps! This little cutie from Excelsior Brewery is a bit young...better change the subject!

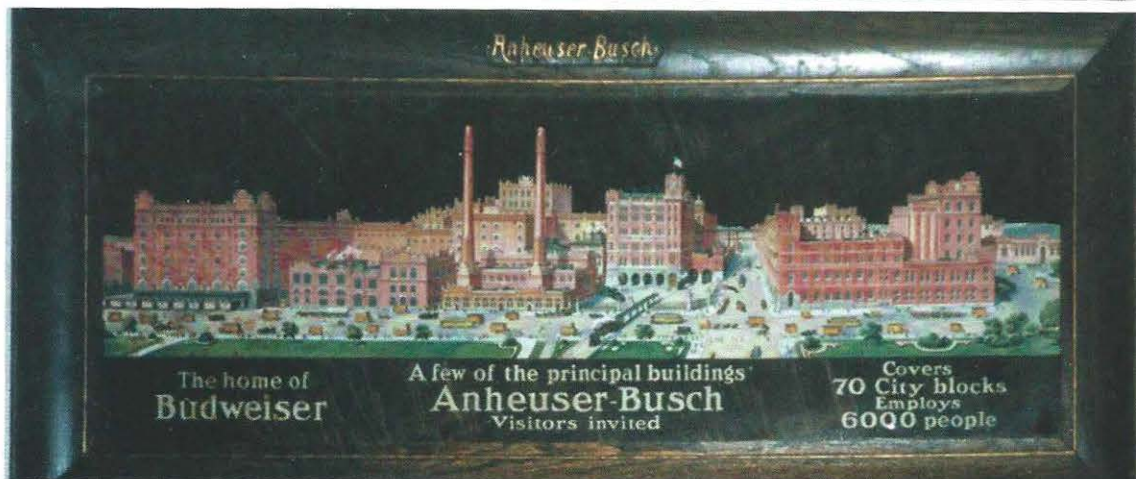
And on another subject...

These four pages are items from the Bill Mitchel Collection. Bill and Lillian's home will be on the House tour at Convention. One doesn't need much more of an excuse to come to St. Louis than that!



At left: a Lemp 3-D plaster wall hanging. Right, a plywood Meyercord decalcomania sign. Below, a self-framed tin litho from the Empire Brewery.





Above, two vases allegedly from the Adolphus Busch home. Both, (and there are several more in the "set") feature panels from corporate advertising. The blue vase has the girl on the eagle shown on page 16. Below, an unusual double-wide Meyercord decal factory scene. If not anything else, Adolphus LOVED doing things differently! This is a relatively late pre-Prohibition sign.



Busch at his preposterous best! "Mother" in center, giving a glass of Malt Nutrine to a baby, with 11 (count 'em, eleven!) cherubs waiting their turn, while a second woman (nurse?) pours another glass. The style of the self-framed tin sign suggests Standard Advertising, Coshocton, OH.



Above, a more sedate Malt Nutrine piece, from the 1904 calendar set "The Four Seasons". The Editor's wife (a nurse herself) has always loved this piece, and it is one of the few A-B pieces in our collection. Above top right: a wood-like plaque for the once mighty Anheuser-Busch primary brand, St. Louis Lager. It appears the right hand eagle has lost its head. Ah, well, the brand lost its dominance to Budweiser! Right bottom: no stock bock pieces for Adolphus Busch in the early years. Bock is not mentioned, but there is that goat, and the ruby colored dark brew in the glass isn't a normal lager.

If you think that you have seen the Mitchell collection because we ran 4 pages of photos, you're wrong! Maybe this is the cream of the crop, but maybe not! Best thing to do is come on the house tour and see for yourself! Shameless plug? You bet...it's been years since I've seen the Mitchell collection, and I can't wait!

A Wainwright-St. Louis Gallery

Photos by Kevin Kiouss, Donald Roussin and Bob Kay



At left: From it's size (7 1/4 x 4 3/4"), this may have been a label for a shipping case from Sam'l Wainwright's bottler Kinda shopworn, yes, but as it's approaching 130 years old, it may be entitled. Right, a contemporary bottle label, also from Furth.



Left, a back label-neck label combination that may go together, or may not, but are both from approximately the same period. The Editor is bothered by the difference between "Wainwright" and "Wainwright's" in the red outer circle of the logo in the two items. That difference can be noted in the two red circles on the early cardboard sign at right. One says one, the other says the other, and on the same piece. Only the neck label changes the winged owl in owlhead logo. Interesting, but is it significant?

(There MUST be a correlation about 'non-exporting' breweries like Wainwright, Empire, Schilling & Schnaider, Lafayette, Bremen, etc., here in St. Louis, and the scarcity of existent breweriana from these companies, but that is a discussion for another time).

The Wainwright Brewery of St. Louis

By Kevin Kiouss and Donald Roussin

Though all but forgotten today, the Wainwright family was prominent among the early brewers of St. Louis. Unlike most of their fellow beer makers, they hailed from England rather than Germany.

PIONEER BREWERS

Joseph Wainwright [*Ed note: "wainwright" is an old English occupational family name, meaning wagon maker*], who was the first member of the family to tread on American soil, had worked at his father's successful ale brewery in Yorkshire prior to migrating to Lawrenceville, near Pittsburgh, Pennsylvania, in 1818. He opened a brewery there that would last until Prohibition. It was actually his daughter Martha who would first influence St. Louis brewing, by marrying real estate mogul John Withnell in 1829. Two years later, Withnell (who still has a street in south St. Louis bearing his name) moved to St. Louis to seek his fortune.

Martha Wainwright's brother Ellis may have accompanied Withnell to St. Louis, as in November, 1831 the *Missouri Republican* reported that a new brewery had opened at the corner of Main and Almond Streets, four blocks from the local market. Partners in the business were Ellis Wainwright and Charles Coutts, who was a stonecutter by trade. Their Fulton Brewery had only one local competitor (though others would soon follow) and would ultimately become the first such business to have any lasting influence on the local industry, as the handful of previous St. Louis breweries came and went rather quickly.

The new concern initially brewed ale and porter, with "common" (unlagered) beer production being added in 1841. Around this time Coutts sold his share in the business to Ellis Wainwright's brother-in-law John Withnell.

The Fulton Brewery (presumably named after steamboat pioneer Robert Fulton, which in turn may explain why decades later some Wainwright shell glasses were etched with a representation of a steamboat) grew slowly during the first half of the 1840's. However, towards the middle of the decade the proprietors made a concerted effort to stimulate the sale of their ale by improving its quality. New machinery was installed, including a malt kiln of the latest design. In addition, an expert brewer named McKee was hired, with experience in several east coast plants and in the short lived (1837-1841) Small and Rohr/Missouri Brewery in St. Louis.

The actions taken to improve the quality of the malt liquors produced by the Fulton Brewery were apparently successful. In 1846, the editor of the *Daily Missouri Republican* distributed samples of the brewery's products to "experts", who pronounced the beverages to be of "very superior quality", the equal of any produced in the east.

Ellis Wainwright's younger brother Samuel, who had been born in Pittsburgh in 1822 and had learned brewing at his father's plant, moved to St. Louis in 1846 to join Ellis at the brewery, buying out brother-in-law Withnell.

Ellis Wainwright died during the cholera epidemic of 1849. Samuel became sole Fulton Brewery owner in 1851 upon buying his late brother's share from his estate. By this time the brewery was one of the largest in town, producing 3,000 barrels per year, most of it still ale and porter.

FRITZ & WAINWRIGHT AND THE BUSCH BROTHERS

Samuel Wainwright made a bold business move in 1857, buying into George Busch's Brewery at Gratiot and 9th, abandoning the Fulton Brewery in the process. Busch, an older brother of Adolphus Busch, had first started a brewery in Belleville, Illinois, and then another in 1848 at 3rd and Plum Street in St. Louis. Extensive lagering cellars for this brewery were built at the Gratiot Street site. In 1854, a large (for the time) new brewery was built above the caves. Charles A. Fritz became Busch's partner the next year. He then became Wainwright's partner when the latter bought out Busch. Rather than the English-style brews produced at the Fulton Brewery, the new partners devoted their business to lager beer.

(As an aside, Charles A. Fritz would also have business dealings with three other brewing brothers of Adolphus Busch, two of whom, Henry and John B., were partnered with Frederick Gansie as owners of the Washington Brewery in Washington, Missouri. The third, Ulrich, is mentioned in late 1850's Washington Brewery records, although his role in the business is unclear. Fritz loaned the new concern \$5,000 in October of 1856, and would in the following year serve as a character witness in John B. Busch's U. S. citizenship petition court hearing. Brother George Busch would also loan the Washington Brewery money towards the end of the Civil War, with the mortgage papers signed by "A. Busch, for George Busch". Adolphus and Ulrich Busch married two daughters of Eberhard Anheuser in a double wedding ceremony. Shortly thereafter, Adolphus and his new bride Lilly set up housekeeping at Third and Plum — the same intersection where brother George Busch's first brewery in St. Louis was located).

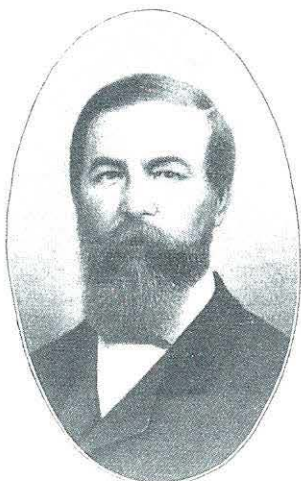
Under the leadership of Fritz and Wainwright, George Busch's old brewery flourished. Annual production reached 15,000 barrels in 1859, and by 1866 Samuel Wainwright was wealthy enough to build a mansion at 1121 Morrison in St. Louis. Interestingly, the brewery continued to be called "Busch's" for many years. Only after brother Adolphus and partner Anheuser had quit calling their nearby rival plant the Bavarian Brewery (in favor of Anheuser and Busch) was the name abandoned.

In 1869 the Fritz & Wainwright Brewery, occupying the entire block bounded by Ninth, Gratiot, Tenth and Cerre Streets, was consumed by fire. A new, grander brewery was rebuilt on the ashes of the old, featuring a 300-barrel brew kettle heated by steam, and not by direct fire, the method most of its competitors in town were still utilizing. Below ground a whole city block, 300 feet square, had been tunneled out and sub-divided into fourteen caverns about forty feet beneath the surface. Each of the caverns ran from 60 to 125 feet in length, and was generally 18 feet

high and 18 feet wide. At capacity, 22,000 barrels of beer could be lagered in the company's cellars.

The partners also operated a large malt house at Stoddard (11th) Street and Chouteau. In addition to barley malt, rice, which the brewery claimed improved the flavor and quality of its beer, was processed as well.

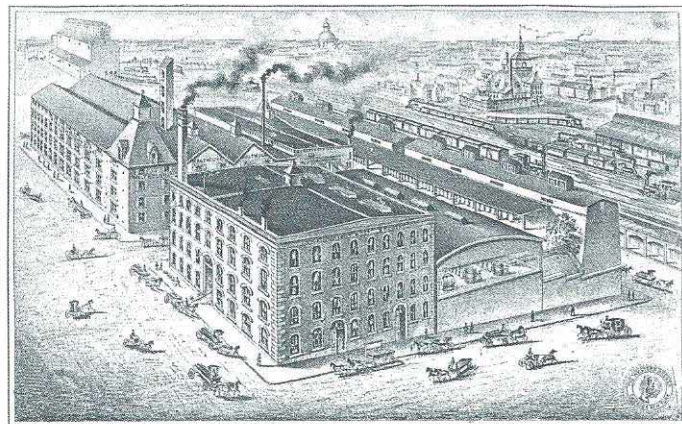
Fritz and Wainwright continued in business together until 1870, when Charles Fritz retired and sold his shares to Lorenz Lempel and Robert Jacob, with the new firm calling itself Samuel Wainwright & Company. By 1874 the rebuilt plant was selling 30,000 barrels of beer a year, ranking it third in the city, narrowly trailing Lemp and Anheuser-Busch.



SAMUEL WAINWRIGHT
Samuel Wainwright in about 1870

ENTER ANOTHER ELLIS WAINWRIGHT

Samuel Wainwright died in 1874, with his widow Catherine inheriting his share of the brewery. Their son Ellis, who had been born in St. Louis in 1850 and named after his then recently deceased brewing uncle, took over part of his father's role in the brewery, and purchased Robert Jacob's / share of the business in 1875.



1879 view of Samuel Wainwright & Co. Brewery, from the US Brewer's St. Louis Convention Supplement to The Western Brewer.

Throughout this period, the Wainwright Brewery continued to prosper. (Robert Jacob would remain in the industry locally, first serving with the Hyde Park Brewery in northern St. Louis, then eventually leaving to open the Jacob Brewery Supply Company. He would finish his career at Anheuser-Busch, his position no doubt made more secure by his betrothal to Minnie Busch, making Jacob a nephew to Adolphus Busch by marriage).

Ellis Wainwright was a rather colorful character. After

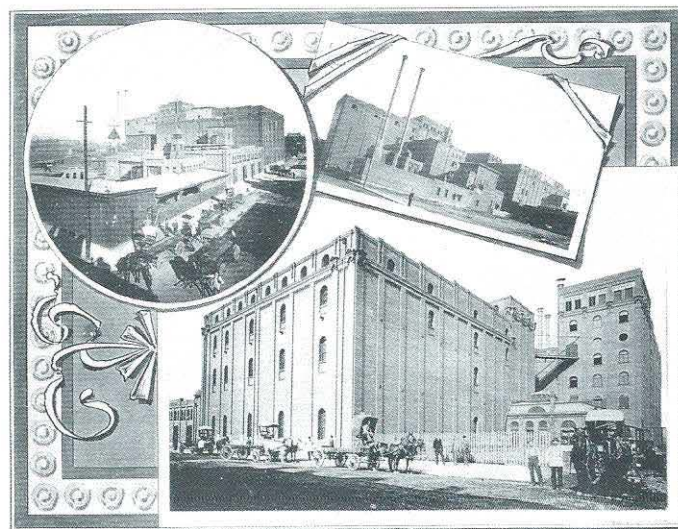


Ellis Wainwright

Ellis Wainwright, from the May 15, 1894 Western Brewer.

In 1883, the Wainwright Brewery Company was organized with capital stock of \$200,000. The old premises, despite recent improvements, were sold to the St. Louis & San Francisco Railroad and a spectacular new plant built nearby, with an office address of 1015 Papin. In 1884, Wainwright bought out remaining partner Lempel, making him and his mother the only stockholders. Designed by the famous E. Jungfeld & Company, the new brewery was completed later that year.

The new plant featured three seven-story buildings and, to use the parlance of the time, was truly a "model brewery", a huge complex utilizing upwards of three million bricks in its construction. Strategically located, the site boasted two sets of railroad tracks connecting it to nearby rail yards and to the Union Depot. Two giant De La Vergne refrigerating machines were installed, to keep all 650,000 cubic feet of the brewery cool. After opening, production

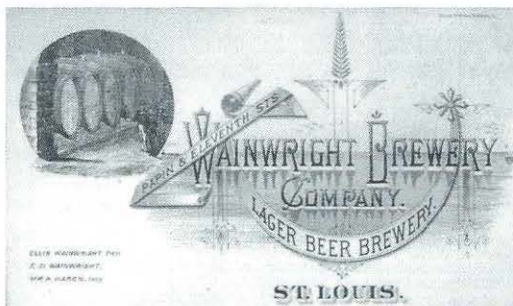


WAINWRIGHT BREWING CO. - ST. LOUIS



Ca. 1895 view of the Wainwright Brewery on Papin St., reproduced from the E. Jungfeld & Co. design book.

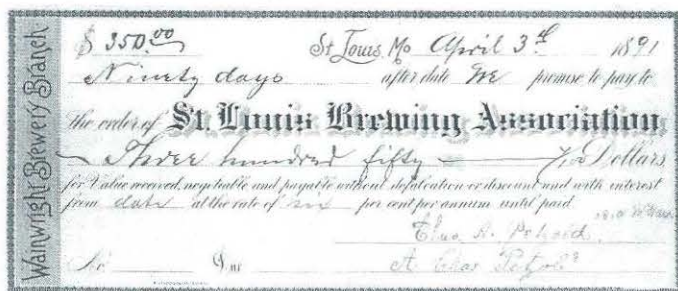
quickly grew to 90,000 barrels a year. As no bottling or shipping was done (export orders were actually declined) the entire output, with the exception of that bottled by Jacob Furth, was consumed locally! The brewery continued to maintain its position as third largest in St. Louis, though it had been left in the dust by A-B and Lemp, which grew huge in part thanks to their export trades.



ca 1886 business card. Note "C.D. Wainwright" (for Catherine D.). She is almost always mentioned without her first name, perhaps a sign of the times to de-emphasize that a woman was partner/manager?

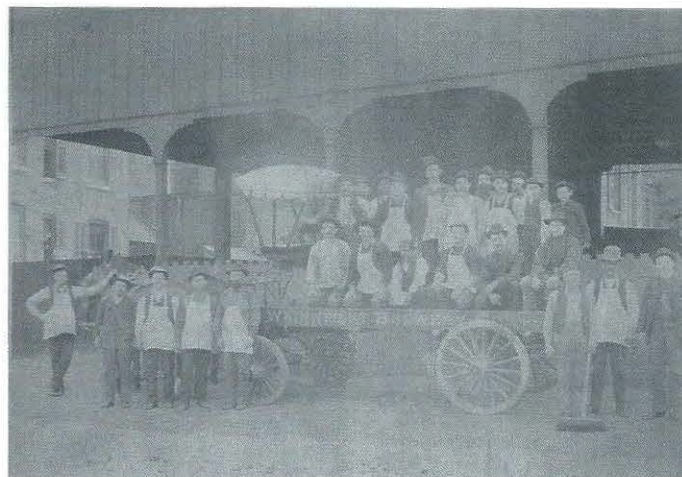
Ellis was assisted in the management of the brewery by his mother, Mrs. Catherine D. Wainwright, a German woman described in a period history as "... a lady of exceptional force of character and excellent business ability." Her son Ellis turned out to be a gifted businessman himself. During a two-year stretch when he steered the managerial helm, the net worth of his brewery doubled. The Wainwright Brewery would soon be sold at a favorable price he negotiated, one that made him wealthy for life.

Owl Brew and Cabinet, Wainwright's two major lager labels, were marketed so well that for a time the brands were only outsold in the St. Louis market by Anheuser-Busch and Lemp. Other Wainwright brands included Standard Lager, Bock, Erlanger and Culmbacher. Capital stock was increased to \$400,000 in 1886, indicating further improvements were being made, such as a new cooling tower through which a million gallons of water cascaded daily. Then, in 1889, the Wainwright Brewery was one of many sold to the British syndicate known as the St. Louis Brewing Association (SLBA). Ellis became president of the American branch of the operation, a venture that he helped put together. With his English background he was a natural choice.



A check from the Wainwright Brewery branch of the St. Louis Brewing Assn.

Wainwright continued heading the SLBA until 1901, when he resigned, while retaining his seat on the corporate board of directors. By then his attention had shifted to New York City, where many of his other business interests were located.



This recently discovered, and never previously published Wainwright photo dates from ca 1890-95, and shows the delivery and stable crew. We know what the guy with the broom did for a living! Sorry for the quality...best that can be done with what was left.

Around this time, St. Louis circuit attorney (and later Missouri governor) Joseph Folk began investigating a possible attempt by owners of the St. Louis and Suburban Street Railway company to bribe government officials in order to receive additional franchises. Several prominent brewers were among those later indicted, among them Ellis Wainwright, whose signature appeared on a \$135,000 note allegedly part of the scheme, which came to be called the "boodle case".

While he always insisted that he had signed the note as a routine business matter, rather than face the charges Wainwright left New York, where he had been at the time, and headed to Paris. With close to \$4 million in the bank, and an additional \$60,000 per year streaming in from the Wainwright Building [see Sidebar 1], he began what would be a ten-year exile.

After traveling widely for a while, including tours of the Middle East and Siberian gold mines, with side trips hunting wolves, Wainwright purchased a large home in Paris, where he conducted his U. S. business interests by telegram. While in France he lived an aristocratic life which included visits from nobility, golf, trips to health spas, winter on the Riviera, and speeding about in his 40-horsepower Mercedes.

ENTER ELLIS, AGAIN

Then, in April, 1911, Wainwright unexpectedly returned to St. Louis, declaring, "My God, I'm glad I'm back in the best town in the world!" He surrendered to authorities, posted bond, and proceeded to leave for the St. Louis Club in the vehicle of his old friend August A. Busch. Within a short time, all charges against him were dropped, the state's case weakened by time and the death of the star witness. Wainwright soon returned to New York, buying himself a place on Park Avenue.

Wainwright's namesake brewery had in the meantime continued on as one of the primary facilities of the SLBA, and kept doing so until the advent of Prohibition. In 1917, the company had started producing the Colda brand non-alcoholic beer, which was not a success. Within a few years the Wainwright plant and most of the SLBA's other breweries were either empty or being leased to other concerns.

By 1933, with the repeal of Prohibition a certainly, the SLBA became attractive to investors. In June of that year, the firm of Stifel, Nicolaus & Company, which consisted partially of men who had been active in the pre-Prohibition SLBA, purchased three St. Louis breweries – Lafayette, Hyde Park and Wainwright.

While brewing recommenced at the Hyde Park plant, the Wainwright Brewery was used for other purposes. In 1943, the Hyde Park Brewing Association sold the property, consisting of twenty-two buildings on an 80,000 square foot tract, to a truck and terminal warehouse firm. Two years later part of the Wainwright Brewery was dynamited to make way for a truck terminal.

The old Wainwright brewery grounds were eventually



Wainwright
St. Louis, Missouri 1957

A 1957 photo of what was left of the Wainwright brewery, from the late Ernie Oest's photo file, courtesy of Bob Kay.

swallowed up by the massive Ralston-Purina complex, the rest of the buildings torn down to make room for that growing St. Louis food products company. Visitors to the industrial site today are hard-pressed to imagine that it was once the home of a massive brewery.

SIDEBAR #1: WAINWRIGHT BREWERY HISTORY, BUT THE WAINWRIGHT BUILDING LIVES ON!

As befitting a third generation St. Louis brewer, Ellis Wainwright had a colorful and interesting life. Among the interests of the socially prominent Wainwright were the St. Louis Jockey Club, of which he was a founding member; the St. Louis Public Library and the St. Louis Museum of Fine Arts, of which he was a trustee; and the

Art School of Washington University, of which he was president. This was not the only presidency to which Wainwright would ascend, either, as in 1891 he was elected the president of the United States Brewer's Association by his fellow beer makers.

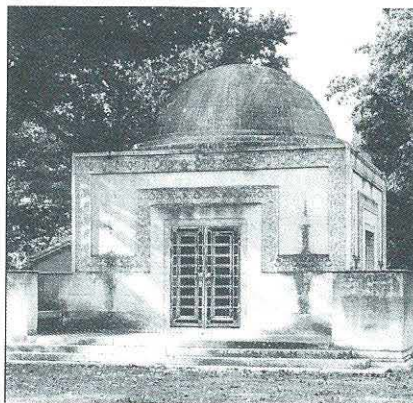
While his career as a brewer is largely forgotten, the Wainwright name lives on in present day downtown St. Louis with the Wainwright Building at 7th and Chestnut Streets, which was placed on the National Register of Historic Places in 1968.

This famous "skyscraper" had its origins in 1890, when Wainwright's mother Catherine bought several lots with the intention of tearing down the small store buildings and houses then present and replacing them with a speculative office building. Ellis was purportedly a bit skeptical of the plan at first, perhaps preoccupied with his recent marriage to lovely wife Charlotte, but he later grew interested, and commissioned renowned Chicago architect Louis Sullivan to draw up the plans.

The use of steel frameworks and the development of the modern elevator had just recently liberated buildings from their old height limits, but most designers had continued to make their structures needlessly massive. Wainwright simply asked Sullivan for a "skyscraper" of about ten stories and then gave the architect free rein. The result was a building that would become one of the most influential in the history of architecture.

In 1891, with the building nearing completion, Charlotte Wainwright grew suddenly ill from peritonitis and died at the young age of 34. During their brief marriage, the pair had socialized with the elite of the city. In the months before her death, she had taken an ocean cruise to Europe with Lilly, Adolphus Busch's wife. Tall and elegant, and upon whom Ellis lavished furs and jewels, Charlotte was described in an article in *Leslie's Weekly* as the most beautiful woman in St. Louis. Ellis was crushed by her death.

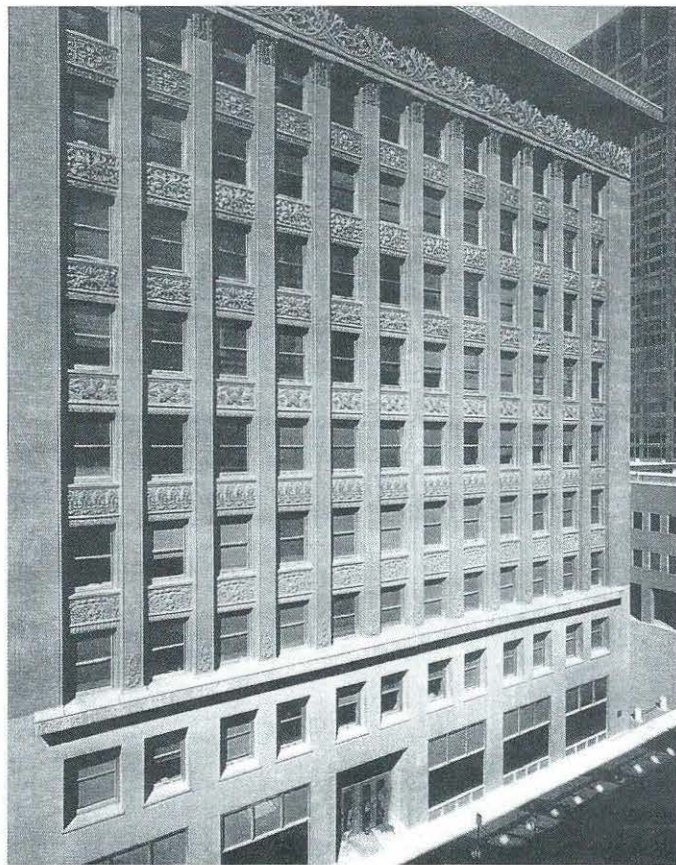
To honor his wife, Ellis asked Sullivan to design a tomb.



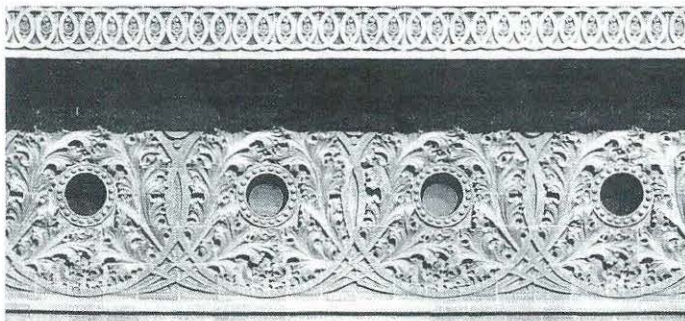
The result was the somewhat plain yet beautiful limestone "dome and cube" still found in St. Louis' Bellefontaine Cemetery, sometimes referred to as a miniature Taj Mahal. The oblique design is softened by delicately carved bands of floral and geometric motifs. Patterned after an Arab Muslim saint's tomb in Blida, Algeria, the Wainwright tomb is considered by many architectural historians to be one of Sullivan's masterpieces. (One source called it "among the most perfect

works of architecture in the country!”) Ellis’ ashes, and his parent’s remains, eventually joined Charlotte’s inside the memorial.

The Wainwright office building was completed in 1892. Villeroy & Boch, a familiar name to many stein collectors, provided the floral-patterned mettlach encaustic tiles that covered the lobby floor. The building originally consisted of 201 offices and nine store spaces, with the Missouri State Brewer’s Association and the renowned brewery architectural firm of E. Jungenfeld and Company among its tenants. (Ironically, the Wainwright Building is now the home of the St. Louis office of the Missouri Division of Liquor Control, an agency with far reaching regulatory control over the breweries under its jurisdiction). A 1956 poll of architects conducted by *Architectural Record* named the building one of the two most significant American commercial structures of the 19th century.



The Wainwright Building in 1988 (from: *St. Louis: Landmarks & Historic Districts*, Below Details of the ornate cornices.



Despite its architectural significance, at one time it appeared the building might be torn down to make way for a parking lot (not the first time such thing would have happened in St. Louis. The office building built by the Stifels, a fellow St. Louis brewing clan, for example, has been long demolished). Washington University had inherited most of Wainwright’s interest in the building, later selling it to a pair of local businessmen. It was saved from a potential wrecking ball by the National Trust for Historic Preservation, which took an option on the building. Finally, the state of Missouri stepped forward, turning the building into a government office complex in 1981, a function the building continues performing to this day.

Today, the Wainwright building appears to be in excellent shape. However, with the demolition of the older buildings which used to be its neighbors and the construction of new buildings nearby, it is surrounded by what one source accurately describes as “an alien environment”. Still, with the destruction of the Wainwright Brewery, brewery historians are grateful that this famous structure was spared. There is even a plaque on the building honoring Wainwright and Sullivan, although the former is identified only as a St. Louis capitalist, and not a brewer!

SIDEBAR #2: ELLIS WAINWRIGHT’S SAD DEMISE – THE HOWARD HUGHES OF BREWING

Ellis Wainwright never remarried after his brief and tragic betrothal to Charlotte Dickson, but in 1922, at age 82, he took up with a 22-year old divorcee named Rosalind Velva Kendall, shocking his friends by “adopting” the woman, who took his last name and became his constant companion, while set up in an adjacent New York apartment. She called Wainwright “Daddy”, accompanied him on walks through Central Park, and was an aspiring actress. Wainwright arranged a screen test for her, but her career never got off the ground when the studio insisted that Wainwright pay most of the cost of any movie she would appear in. A year after her adoption, Rosalind supposedly accepted \$75,000 from Wainwright in exchange for relinquishing any rights to his estate (she would later claim she did not understand the terms of the agreement).

By 1924, Ellis Wainwright was quite sick, suffering from hardening of the arteries, and he returned to St. Louis, staying briefly at the Missouri Baptist Sanitarium. He then took a six-room suite at the Buckingham Hotel, overlooking the city’s Forest Park. There he became almost a total recluse, living an existence reminiscent of the one that fellow tycoon Howard Hughes would experience decades later.

He was cared for by a nurse and four attendants, and when maids arrived to clean the rooms his handlers would move Wainwright from room to room so he wouldn’t be seen, as he had developed an aversion to strangers. Visitors to the

hotel were told that Wainwright wasn't staying there. His senility made worse by a stroke, he began imagining he was bankrupt, suffered bouts of severe depression and complained about a conspiracy to murder him.



Ellis Wainwright as an old man, and his adopted "daughter" Rosalind Kendall as a 20-something divorcee. Images from Nov 1974 issue of *The St. Louisian* magazine..

Now no longer able to manage his own affairs, heirs, lawyers and friends began a long battle over his money. Rosalind had followed Wainwright to St. Louis but was kept away from him by a guard at the door and household servants, following instructions from the lawyers. Ellis Wainwright finally passed away on November 6, 1924. Among those at his deathbed were some of his old brewing industry pals – Norman Jones, Herman Stifel, and William Haren, who had become general manager of the Wainwright Brewery after Ellis had left.

Shortly after Wainwright's death, a fight emerged between Rosalind, who was contesting a change in his will, and various Wainwright heirs, represented by Washington University lawyer Marion Early. Among the courtroom charges leveled by Early were that Rosalind's adoption had been fraudulent and that she had simply been Wainwright's whore. Medical experts were called and testified to Wainwright's growing lunacy in his final years. The matter was finally settled out of court, with Rosalind settling for about 1/3 of Wainwright's \$800,000 estate. It was later revealed that lawyers had taken nearly half her share!

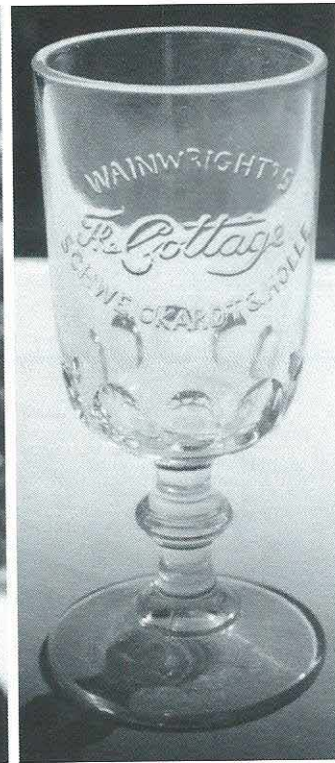
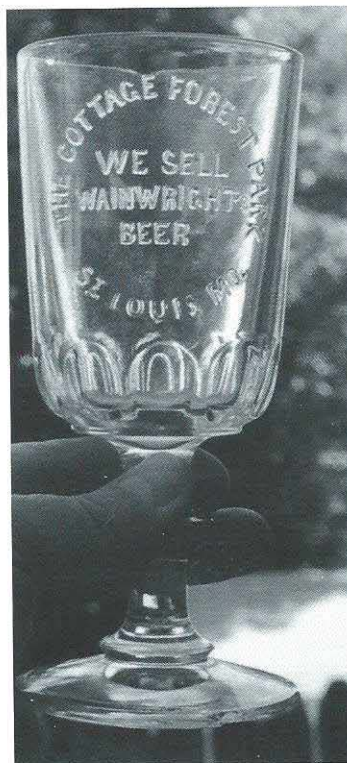
In comparing the final days of Ellis Wainwright with those of Howard Hughes, it would be remiss not to mention one other role the two shared — that of brewery owner. For a time, among other business holdings, Hughes owned the Gulf Brewing Company of Houston, Texas, the brewers of Grand Prize beer.

Like Wainwright, Hughes caused scandals with his dealings with women. When the husband of movie star Billie Dove refused to agree to a divorce, Hughes simply "bought" Billie from her spouse for \$325,000 (\$7 million

in today's dollars). However, unlike Wainwright (who maintained the relationship with Kendall despite her failure as an actress), Hughes would dump Billie after her career faltered in movies he was producing as owner of RKO Pictures.

Authors' note - Sources for this article included: American Brewer; Architectural Record; Brewer's Journal; Daily Missouri Republican (1846); E. Jungenfeld & Co.; Frenchtown, by John Rodabough; History of the Brewing Industry in St. Louis, 1804-1860, by James Lindhurst, (1939); Louis Sullivan: His Life and Work, by Robert Twombly (1986); Missouri Republican; Modern Brewery; The St. Louis Globe-Democrat; St. Louisian; St. Louis: Landmarks & Historic Districts; Various St. Louis Business Directories; The St. Louis Post-Dispatch; and, The Western Brewer.

Both **Kevin Kiou** and **Donald Roussin** are members of the National Association Breweriana Advertising, and items from both of their collections were utilized in this article. The authors would like to thank the following for assistance in preparing this article: **Curt and Ellen Faulkenberry, Lawrence Giles, Bob Kay, Bill F. Mitchell, and Sam Marcum.**



As might be expected, there is NOT a lot of Wainwright breweriana! These two variant glasses are from The Cottage in Forest Park, St. Louis. Although the connection has never been confirmed, the family of the tavern owners maintains that the Brewery had a "financial connection", beyond just buying glassware.

In case you missed them, there are several label images in the color section just preceding the article, and then look at the cover!

Over the Barrel, The Brewing History and Beer Culture of Cincinnati, 1800 to the Present, Volume Two (1920-2001); Timothy J. Holian, Sudhaus Press, 2001. 392 pages, softbound, much color.

This is the capstone to what has to be the most exhaustive study ever published on the brewing history of an American city. There have been two previous books on Cincinnati brewing history; of the three, this (not surprisingly) is by leaps and bounds the best and most readable.

In this, the second volume, Holian tackles Prohibition and its effects in Cincinnati (maybe not as well publicized or gang-ridden as in Chicago, but no less active!), and carries on into the Post-Prohibition era. After a few chapters, one senses one is reading the same story over and over, with different names. This is almost inevitable, as recounting the rebirth and eventual death of brewing businesses in a market comes back again and again to the same causes: completion, under-financing, inadequate marketing, and eventually the dominance of the giants of the industry taking the market one outlet at a time. It was the same in Cleveland, in Chicago, in Detroit, in Kansas City (all subjects of recent books). The Nationals simply outspent, out produced and out maneuvered the local brewer.

I found particular joy and sadness while reading this volume, as the heyday of the Cincinnati area as the home of several small brewers doing extraordinary things simply because of their size was the period when Cincinnati was a sort of second home for me. The 1985 NABA Convention was co-sponsored by Hudepohl; 1985 was their 100th year. Christian Moerlein, a wonderful old-style Lager had been introduced a few years before, and the brewery had been busy with new products like Ludwig Hudepohl Bock, a magnificent limited run of a special Oktoberfest, and a reformulated Hudepohl flagship brand Hudy Gold was doing well. The market area was expanding, and optimism for the future was everywhere. Even with overall barrelage declining at Hudepohl, the anniversary year provided us with a distraction, so we perhaps did not see the underlying problems. I did a complete ground survey and corporate history list of all the breweries in the area, led several tours of the remaining brewery structures (and at the time, there were a lot!)...like my namesake (one of the founders of the city), I found a emotional home there. The friendships were solid and rewarding, the beers were wonderful...the 80's were a wonderful time to be alive in this grand old city! NABA went back to Cincinnati in 1992, hosted this time by Oldenberg. Hudepohl had merged with Schoenling, the Gest Street brewery was then history, but a tour of the combined companies at the Schoenling plant on Central Avenue revealed (at least the day we were there) more tea products being brewed than beer. But Oldenberg, with the fine specialty brews it produced was enough. We saw what we wanted to see, and overlooked the problems that were right in front of our eyes.

Tim Holian looks at this period sometimes with dispassion, sometimes with a palpable sense of sadness. It is his city, his youth, his friends associated with the breweries that he writes about. What emerges is a nostalgic, but thoroughly researched and documented history of the rise and fall of an

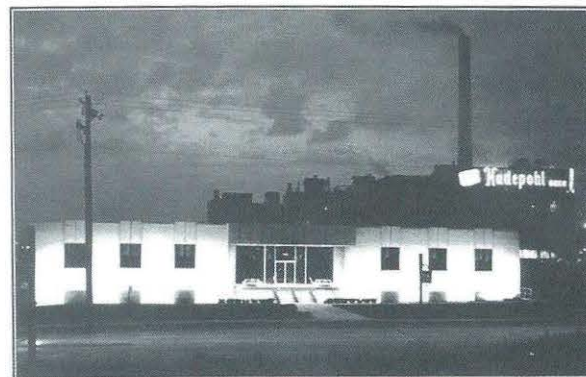
industry segment. What happened in Cincinnati happened everywhere, but because of the culture he so elegantly presents, Cincinnati held out a bit longer than most. NABA was fortunate to have been there twice during this period! The shadows of the Giants were on the horizon...A-B had built the brewery in Columbus, Miller was building a brewery right up the pike in Middletown. But the sun still shone brightly, at least to the eyes of some beholders, in Cincinnati!

Taken together, the two volumes of "Over The Barrel" are more history than displays of breweriana. The profuse illustrations are of the people and places involved, and of paper advertisements more than our beloved lithographs. They are not breweriana books, they are stories of what made breweriana possible! Change the names, the street addresses and maybe the competitors, and you have a history of the decline of the local brewer in Baltimore, Philadelphia, New York City, Los Angeles...name the city and the story is monotonously the same. Not enough money to do television ads, and ultimately, not enough sales to keep the local brand awareness strong. I responded strongly to the Cincinnati story told here because Holian talks about friends, about remembered tastes, about places I'd been. I think any NABA-ite who was at either Cincinnati Convention would react the same way. Sad, but hooked; I couldn't put the book down, even though I knew the ending!

Over The Barrel II is available directly from the author. See the ad on Page 30



The German-themed Bierstube inside the Hudepohl Brewing Company, 1971.



An evening view of the new Hudepohl office building along Gest Street, with the brewery complex in the background. (courtesy Hudepohl-Schoenling Brewing Company)

Photos from the book. Do you remember? Do you weep a bit? I do.

Executive Secretary's Report



The close of 2001 has seen NABA's membership drop from 950 to 905. This trend seems to be occurring with most clubs. The aging process is taking its toll but NABA still has much to offer for breweriana collectors. Take the time to encourage people to join the club. Please take time to review the Membership Directory enclosed with this issue and send me any corrections to your listing.

Thanks to everyone who took advantage of the new pay for 4 years and receive 5 years credit (at this point about 20 members have done so). May 2002 bring many new treasures to your collection and many new friends from collecting breweriana. I am keeping this report short as we did bring in several new members this issue due to selling memberships on eBay.

I would like to welcome the following new members, several old friends and some possible brewer family members among them.. 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. Special thanks to eBay (11), NABA Web Site (3), Tye Schwalbe, John Bitterman, Fil Graff and Wayne Stober for recruiting these new members.

John Stanley, Executive Secretary

[<naba@mindspring.com>](mailto:naba@mindspring.com)

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Brownsburg, IN 46112-8499
317-858-8758
[<jfesenmeier@compuserve.com>](mailto:jfesenmeier@compuserve.com)
All Breweriana; Fesenmeier Beer

Glawson, Rick

1644 N. Wilmington Blvd
Wilmington, CA 90744-1247

Harszy, Ronald (Priscilla)

1302 Kinsella Ave
Swansea, IL 62226-4530
618-235-3349
Coasters-Labels-Paper Items-Trays; Stag, Falstaff

Houston, Guy (Debbi)

PO Box 148
Hayward, WI 54843-0148
715-638-2274
[<houston@cheqnet.net>](mailto:houston@cheqnet.net)
All Breweriana; Breunigs, Leinenkugels, Fitgers; Signs (Wisconsin & Minnesota)

The Lone Piper Stein Co

1003 First St
Snohomish, WA 98290-2908
425-821-7315
[<thelonepiperco@home.com>](mailto:thelonepiperco@home.com)
All Breweriana; Northwest US & Budweiser; Mugs & Steins; Authorized A-B Secondary Market Dealer

McCoy, Jim (Patt)

7624 E Jefferson Dr
Denver, CO 80237-1314
303-771-4102
[<jmrealone@aol.com>](mailto:jmrealone@aol.com)
Cans-Menus/Menu Sheets-12 Oz Copper Flats-7 & 8 Oz Flats-Poster Stamps-Colorado & Wyoming Breweriana

Medlin, Andy (Kay)

38193 Willow Lake South
Prairieville, LA 70769-4196
225-677-9335
<masterbuilder37@yahoo.com>
History-Labels-Paper Items-Post Cards;
Cleveland OH, New Orleans LA, esp.
Pilsener Brewery, Cleveland OH (P.O.C.)

Middlebrook, Thomas F. (Kate)

25570 W. Lehmann Blvd
Lake Villa, IL 60046-6300
847-356-1045
<brookind@ldn.com>
All Breweriana; Boley, Fox Head,
McHenry, Schlitz

Moechnig, Craig (Lisa)

1021 Lyn Way, Apt 215
Hastings, MN 55033-3702
651-437-3904 651-290-8247
<voyager1@visi.com>
Bottles-Coasters-Glasses-Paper Items-
Reverse on Glass-Signs; All MN
Breweries, esp. Fitgers of Duluth and
Pre-Pro Breweries

Nichols, Ed (Rose Ann)

PO Box 872
Valley Stream, NY 11580-0872
516-285-5821
<budman3@optonline.net>
All Breweriana; Anheuser-Busch

(Buy-Sell-Trade)

Pearson, Willard C. (Joyce)

20102 W. Airport Rd
Lockport, IL 60441-6591
815-838-1661
<jp3724@sbc.com>
Bottles-Coasters-Glasses-
Mugs & Steins-Trays;
E. Porter Brewing Co of Joilet IL

Sepulveda Jr, Ruben L. (Linda)

1741 E Woodward Hgts
Hazel Park, MI 48030-2800
248-543-4523
<ruben48030@aol.com>
All Breweriana; Schlitz
Buy, Sell & Repair All Beer Items

Turner, Bill

11793 W. Grand River Ave
Eagle, MI 48822-9705
517-627-7106
<beertuna@voyager.net>
All Breweriana; Michigan (No Cans)

**Wisconsin State Historical Society
Acquisitions Section**

816 State St
Madison, WI 53706-1482
All Breweriana: Wisconsin

The Best In The West!

MAY 2-4, 2002

THURSDAY: Room-to-room Buy/Sell/Trading, Brats & Dogs

**FRIDAY: Room-to-room Buy/Sell/Trading,
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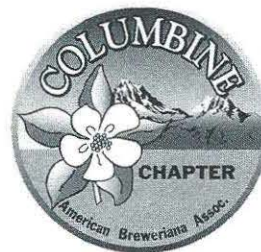
SATURDAY: Public Show with 150 Tables of Breweriana



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**COLUMBINE CHAPTER ABA, 7249 Petursdale Ct., Boulder, CO 80301
(303) 527-3565 abamrbill@aol.com**

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Notices

The Breweriana Collector

ISSUE PRODUCTION SCHEDULE

ISSUE	Copy Deadline	To Printer	To reader ca.
Spring 2002	March 1	April 1	May 1
Pre-Convention Issue! Auction photo deadline Mar. 1			

Summer '02	June 1	July 1	Aug. 1

Fall 2002	Sept. 1	Oct. 1	Nov. 1
Post-Convention Issue! Convention material due Sep. 1			

Winter '02-03 Dec. 15 Jan. 15, '03 Feb. 15, '03
Member address changes should be sent to John Stanley, our Executive Secretary, NOT to the BC Editor!

Events of Interest notices should be sent to BOTH the Editor and Executive Secretary, if posting in both *The BC* and on the Web Page is desired. Do NOT count on us to hunt up your event elsewhere; if we are to use it, then SEND IT TO US!

BUY-SELL-TRADE

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: 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-WI01-1

WANTED: ANYTHING from KOCH BEER CO. (Fred Koch Brewery, Dunkirk, NY). I also need a beer tap apparatus for bar. I have tap knob; need tap (can be non-functional) for behind the bar. **Chris Koch**, 6917 N. Oceanside Blvd, Palm Coast, FL 32137 <chriskoch2@msn.com>

KO1-WI01-1

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 <daugencpa@aol.com>.

DA1-WI01-1

COLT 45 MALT LIQUOR memorabilia wanted. Anything and everything related to above. Price and describe in first letter, please. **George Virgines**, Box 13761, Albuquerque, NM 87192 GVI1-WI01-1

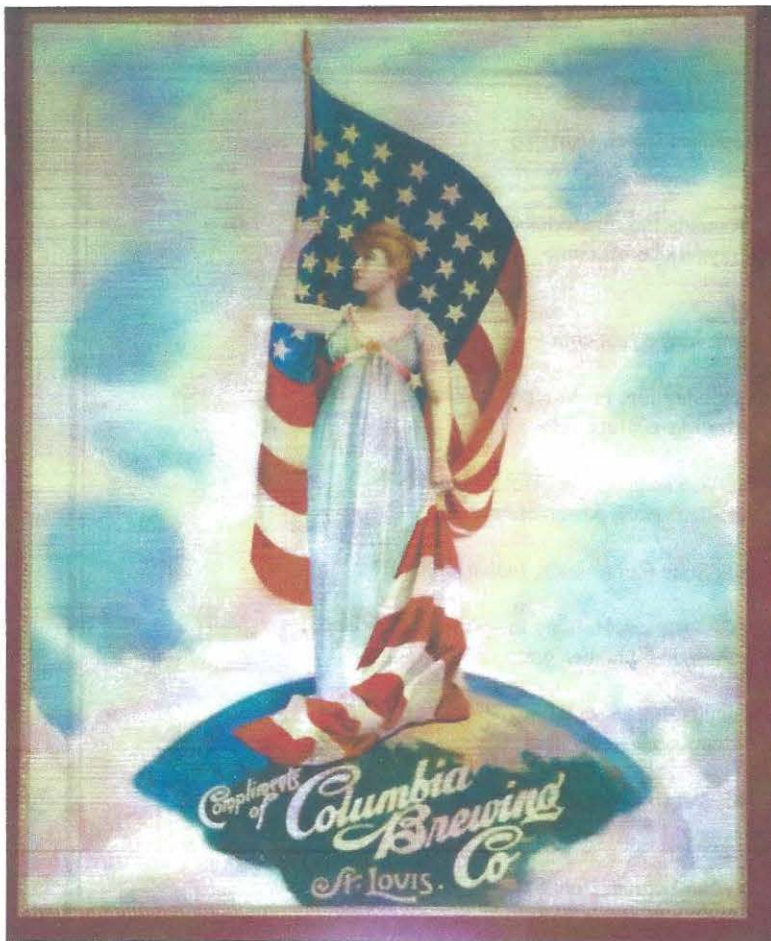
The Breweriana Collector and the Membership Directory are published by National Association Brewery Advertising for its membership. Dues are \$25 per year domestic, \$35 Canadian, \$45 overseas. Dues year is June 1 to following May 31. Send applications for membership, dues, change of address and advertising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

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Events of Interest

- | | |
|----------------------|--|
| Feb 10
2002 | MILWAUKEE BOTTLE & AD SHOW , Grand Milwaukee Hotel, (Airport)
Contact: John Brandt (262) 673-6541 |
| Feb 14-17
2002 | Capitol City Chapter 23d BLUE & GREY SHOW , Ramada Inn, Fredericksburg, MD
Contact: Ray Johnson, (703) 971-3549 or <raynerj@erols.com> |
| Mar 10
2002 | BREW CITY AD SHOW , Serb Hall, Milwaukee, WI
Contact: Jim Welytok (262) 246-7171 Or <unievenys@aol.com> |
| March 14-17
2002 | Queen City Chapter LUCK O' the IRISH SHOW , Holiday Inn, Ft. Mitchell, KY
Contact: Dave Gausepohl (606) 371-4415 <beerdave@fuse.net> |
| Mar 14-17
2002 | 24th RENO CANVENTION & BREWERIANA SHOW , Sands regency Hotel, Reno, NV
Contact: Turkey Lardonis (775) 786-1363 or <lardonis@powernet.net> |
| Mar 16-17, 2002 | INDIANAPOLIS Antique Advertising Show , Indiana State Fairgrounds, Indianapolis, IN |
| Apr 5-6
2002 | Keystone BCCA Chapter SPRING THAW & CCSI Convention , Holiday Inn-New Cumberland, PA
Contact: Mark Swartz, (717) 263-8295 or <swartz62@home.com> |
| April 6
2002 | BREWERIANA BLOW-OUT III , Belleclair Fairgrounds, Bellville, IL
Contact: Bill Cress, (618) 466-3513 or <williambud@webtv.net> |
| April 7
2002 | ECBA SPRING SHOW , Leesport Flea & Farmers Market (indoors!), Leesport, PA
Contact: Jake Reider, (610)987-3184 |
| April 7
2002 | 21st BEER CAN & BREWERIANA SHOW , American Legion, Blue Springs, MO
Contact: Red Jones, (913) 583-9829 |
| April 12-13
2002 | TITLETOWN TRADE-A-THON 22 , Holiday Inn-Airport, Green Bay, WI
Contact: Pete Vann (920) 499-6061 |
| Apr 24-28
2002 | 24th JFO CONVENTION , Ramada Inn, Fredericksburg, VA
Contact: Larry Moter |
| April 28
2002 | Gambrinus Chapter KING'S SPRING FLING , Makoy Center, Hilliard, OH
Contact: Doug Blegen, (614) 890-0835 or <dblegen@columbus.rr.com> |
| May 3 & 4
2002 | VALLEY FORGE BREWERY COLLECTIBLES SHOW , Kimberton Fairgrounds, Phoenixville, PA
Contact: Larry Handy, (610) 439-8246 or <OhHugo1@aol.com> |
| May 2-4
2002 | RUSH TO THE ROCKIES show, Holiday Inn-University Park, Ft. Collins, CO
Contact: Bill Besfer, (303) 527-3565 Or <abamrbill@aol.com> |
| June 2
2002 | QUEEN CITY CHAPT. SHOW , Raffles Blue Ash Banquet Ctr., Blue Ash, OH
Contact: Dave Gausepohl (606) 371-4415 <beerdave@fuse.net> |
| June 18-22
2002 | ABA-XX1 CONVENTION , Sands Regency Casino-Hotel, Reno, NV
Contact: ABA office, Pueblo, CO |
| July 18-20
2002 | ECBA CONVENTION , Holiday Inn (Francis Scott Key Mall), Frederick, MD
Contact: Larry Handy, (610) 439-8246 or <OhHugo1@aol.com> |
| Jul 31-Aug 4
2002 | NABA CONVENTION # 31 , Marriott-West, St. Louis, MO
Details in The Breweriana Collector as available |
| Aug 6-10, 2002 | CANADIAN BREWERIANIST CINVENTION ...more details next issue |
| Sep 5-8
2002 | BCCA CANVENTION #32 , Hyatt Regency & Radisson Hotels, Lexington, KY
Contact: BCCA Office (636) 343-6486 |

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.



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