

The Bremeriana Collector

JOURNAL

OF THE

National Association
Bremeriana Adhertizing

VOLUME 117

FOUNDED JANUARY 1972

SPRING 2002



LORELEY DISCOVERING AMERICA'S LARGEST AND FAVORITE BREWERY

Jos. Schnaider's St. Louis breweries

National Association Brewery Advertising

A NOT FOR PROFIT ORGANIZATION INCORPORATED IN THE STATE OF ILLINOIS

FOUNDING MEMBERS: DICK BUCHT, HERB HAYDOCK, JOHN MURRAY

OFFICERS

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

DIRECTORS

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

APPOINTIVE OFFICERS

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

PAST PRESIDENTS:

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

PAST EDITORS

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

COVER

ANOTHER ADOLPHUS BUSCH ALLEGORICAL EXTRAVAGANZA! A LORELEI ON HER ROCK (MAGICALLY TRANSPORTED FROM THE RHINE TO THE MISSISSIPPI), SCANNING THE BREWERY LOOKING FOR A HAPLESS MARINER TO LURE TO HIS DEATH? BILL MITCHELL COLLECTION

TABLE OF CONTENTS

Presidents Page.....	3
From The Editor's Desk.....	3
Chapter Doings / Member Profile	4
Convention Report.....	6
50 issues ago.....	7
Pride of Place.....	8
Rare Detroit Letterhead.....	8
Rouff Caves in Detroit.....	9
Ex Libris.....	10
What's Brewing?.....	11
Labelology.....	12
St. Louis Spectacular.....	16
Jos. Schnaider, St. Louis brewer.....	19
Executive Secretary's Page/New Members.....	28
Buy-Sell-Trade.....	30
Events of Interest.....	31

PHOTO CREDITS:

PETER BLUM/STROH ARCHIVES, JOEL GANDT, BOB KAY, KEVIN KIOUS AND DON ROUSSIN, SAM MARCUM, BILL MITCHELL, REI OJALA, MARY WHITE

NABA Internet page URL: www.nababrew.org

EDITORIAL INFORMATION

The Breweriana Collector, the quarterly Journal of NABA, is edited by John F. Graff, Jr., Lamplighters Farm, 10111 Lincoln Way West, St. Thomas, PA 17252-9513. Ph/Fax: (717)369-5546. E-Mail <jfgraff@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 publica-

Presidents Page

2002 has started out well for me. The annual Milwaukee Bottle Show (under the auspices of member David Kapsos) and the February Milwaukee Show run by member Jim Welytok were both successes. Last weekend (as I write this) was the Luck o'the Irish Show held by our largest chapter, Cincinnati's Queen City Chapter. The NABA Board held their first meeting of the year at this show. The reason this BC is a bit off schedule is my fault, as I wanted to have a report on the meeting before writing my quarterly letter. Unfortunately, the morning of the meeting I fell in the shower at the motel, lacerated a kidney, and was not at my best running the meeting that afternoon! Later that day I entered the hospital for three days, then returned home to face four to six weeks of total rest, but then I should be fine.

This coming Convention will complete a significant changing of the guard at NABA. In 2001 Bob Jaeger retired as our longtime Executive-Secretary. He was voted Executive Secretary Emeritus by the Board. The Convention will mark the end of the service line for Fil Graff, Stan Loula, Bob Brockmann and myself. All of us have spent years in various NABA capacities, but it is time for new faces. Judging from conversations at the last Board meeting, these slots are going to be filled by some very talented members devoted to the hobby. I am very upbeat

about NABA's future!

Our St. Louis Convention is just around the corner. Bill Mitchell and Kent Newton have worked hard putting it all in place and the details are exciting. It will be a Convention well worth attending. Bob Hajicek has done a great job organizing the 2003 Twin Cities Convention. In both cases, the Committees can ALWAYS use more volunteers! Working at Conventions is a good way to get the feel for how NABA works, and to get to know your fellow collectors from all over the country.

Our multi-year option for dues renewal has been a real success, and I hope more of you will consider it as 2002 dues renewal time approaches.

Please note that the Monarch Fallfest (Oct 3-5) has a new location, the Hyatt Regency-Woodfield, home of the 1991 Chicago Convention.

Our prayers are extended to the family of ex-Director John Brandt who lost his continuing battle with cancer and died as this issue was going to press. There will be more on this in the next issue. But I'm pleased to report Peter Blum is recovering well after heart surgery.

Norm Jay



From the Editors Desk

First, a letter from George Baley that was received just too late for the last issue:

Ball Knob Project

A project is underway to develop the first compilation of ball knobs employed by breweries in the post prohibition period. By definition, in addition to the "traditional" ball knob, the book will include "tin cans", glass and cooler kegs. Major ball knob collectors throughout the country are participating in this effort expected to run through the end of 2002. Publication is planned for the summer of 2003. Projections suggest between 3000 and 6000 unique ball knobs will be included. The book will be approximately 180 pages, in full color, with all knobs in near life size (24 per page) and will be published by Schiffer Publishing, the premier collector book company in the country. Organization will be by State, perhaps city/brewery in alphabetical order. In order to make this project work, the need for access to significant regional or specialty collections of ball knobs is underway.

A master list of all known knobs is being developed and will be made available to interested parties via the Internet. The database will be maintained in Microsoft Excel. Hard copies may be made available at a later time.

We have on board the major collections of Bud Hundenski, Dave Vajo, John Harrison, Duane Doel and numerous regional specialists. We are seeking persons to serve as facilitators of collections on a regional basis. As a facilitator you would be expected to work with the author in developing a list of collector-contributors and help schedule the timing of the photography.

The plan is to gather needed ball knobs from isolated collections at major shows over the next year and perform most of the photography on site. It is particularly important to dig out

those rare knobs held in various corners of the country. The planned shows at this time include the Blue Gray, Queen City, Monarch Fallfest, the national conventions of ABA, BCCA, ECBA and NABA as well as several regional shows or events.

If you would be interested to helping facilitate this project, please contact the author George Baley (219-325-8811) or email at <gbaley@attbi.com> or <georgejbaley@aol.com>.

This issue contains the longest single article we've ever printed, the histories of two St. Louis breweries founded by one man. The writing team of Kious and Roussin have done it again! Contributors like this are what makes the job of Editor rewarding, and fun! It's a real joy to publish original research like this. I hate to run the feature article in the second half of the magazine, but it cried out to start in color, not end in it. Fixed layout is a tough master sometimes!

And it is with some joy that I get to use two familiar column headers again in this issue. A book review from George Hilton (perhaps one of his last, as he reports his vision is getting bad), and a "What's Brewing" from Peter Blum. These two gentlemen were my predecessors as Editor; I learned much from both, and am delighted to call them friends, and to hear their voices in familiar print setting again!

As I wind up my tenure as Editor, I have to thank several of my stalwart contributors who have made practically every issue I have done possible. I owe a huge debt of gratitude to Peter Blum and Bob Kay for photos, articles, inspiration and support. There are many other authors who have contributed material on a semi-regular basis, but these two gentlemen and good friends have risen well above what any Editor could rightfully expect. When I look back, I realize I could not have done it without them! I also must thank my intrepid proof reader, my

wife and friend Robbie. Peter and I used to laugh about "Who edits the Editor?" In the case of the *BC* during the past almost 6 years, it has been Robbie Graff. The fact that there have been so few typos that make print is almost solely due to her vigilance! SpellChecker is a wonderful invention (when I remember to use it!), but it doesn't catch punctuation, over spacing, run-over lines and my bane, capitalization.

I just received notification of the death of Sandra Miller, the mother of NABA member Jimmy Miller. Sandra was a fixture for years at the Indianapolis Beer Shows. On behalf of

all of us that remember her with fondness, I extend my deep sympathy to the family.

I have also been informed that James Talley, NABA Member and a descendent of the old C.F. Schmidt brewing family of Indianapolis passed away in early April at 75 years of age. Our community of collectors is diminished by his passing.

Fil Graff



Chapter Doings

Mary White, Chapter Coordinator

The Doggone Good Chapter of NABA had their annual WinterSwap on 02/23/02 at The Michigan Brewing Co. of Webberville, MI. This was a unique show in that the show was actually held IN the brewery amongst the equipment! We had a



great turnout and the show was a great success due to the hard work of Fred & Mary Clinton, the staff of Michigan Brewing and some great advanced media coverage of the event. The show also coincided with the grand re-opening of the Things Beer Breweriana shop. The shop is now owned by Michigan Brewing and just relocated into a building right next to the Brewery. They even gave a 10% discount on any purchases with an admission ticket from the show! Of course there was lots of great beer available at the show and many people went home with many cases of Michigan Brewing beer.



Mark Brooks announced his retirement from the job of President of the chapter. He has been President since the chapter's inception back in 1989. We knew this was coming, so we were prepared! We presented him a special commemorative plaque thanking him for his many years of service. The reason Dan is hiding his eyes in the photo above is that he realized that he had the wrong starting year for the chapter! He had 1990 on the plaque, but it was actually 1989! We also made a motion to nominate Mark as a member for life in the Chapter, and the motion was carried unanimously.

An election for the officers of the chapter was held and Dan McShane was elected President, Gary Bauer was re-elected Vice-President, Fred Clinton was re-elected Newsletter Editor and John Coupie was elected Secretary-Treasurer in absentia (He later accepted)

We must have done something right with this show...We got invited back for next year!

DGG report by Gary Bauer <beerhunt@mi-brew.com>

Featured Chapter Member

Scott Bristoll, Queen City Chapter

A recent Miami Valley (BCCA) Chapter get-together at Queen City member Scott Bristoll's home was indeed a treat. Scott began collecting cans in the 1970's (as a lot of youth of the period did), but put the collection on hold during college and early working years. With a move from Dayton to South Carolina in 1989, he started collecting coin-op and soda pieces. When he returned to Dayton 2 years later, he started expanding his collection and gravitated toward breweriana. He enjoyed the more personal nature of collecting local items, rather than the national soda pieces from Coke and Pepsi.

Scott is a member of NABA, ABA, 52 + Joker (a playing card collectors group) as well as the QCC and Miami Valley Chapters. He is partial to Cincinnati, Dayton and Northern Kentucky pieces, and they abound in his collection. Items of



Scott with one of his favorite pieces, "the Morlein Girl".

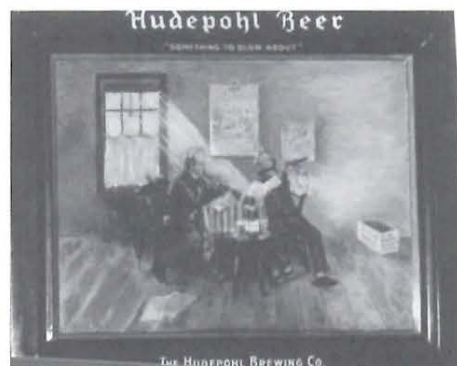
special interest include small lighted back bar signs, especially the half-moon reverse on glass and neon/etched glass/.reverse on glass combination signs. He is always on the lookout for chalk statues, etched pre-Pro shell glasses, tin and reverse on glass signage. He also has 6 Vitrolites on display, and likely wouldn't mind having more (looks like he has room for them, anyway)!



Scott continues to collect coin-op machines (trade stimulators, juke boxes and cash registers), gambling items, and advertising items from United States Playing Card and their precursor, Russell and Morgan. He works close to US Playing Card, and volunteers several hours a week working with their museum. Scott has his own website, <www.yeoldebrew.com>.



Photos of the Scott Bristoll Collection contributed by Mary White.



The St. Louis Convention

Report from Texas???

By Ed Culbreth, Official Committee Mouthpiece

It could be put in a number of ways. Like in the old song "It's now or never", or aviation types might say "ladies and gentlemen, please fasten your seat belts as we are on final approach to our destination...". Nautical types might say: "It's just over the horizon." In any lingo, the time is almost here for the 31st annual NABA Convention. If you haven't already made your plans to be there, now is the time to start preparing!

If you didn't get an adrenaline rush from perusing the last issue of *The Breweriana Collector* (Winter 2001-02), you might check your vital signs, and maybe head for the nearest hospital emergency room! The issue beautifully highlighted the many treasures to be found in St. Louis. The article on the Wainwright Brewery by Kevin Kious and Don Roussin was just great. And the Gallery, featuring items from Bill and Lillian Mitchell's collection was imply awe inspiring. I've had the opportunity to visit the Mitchell home on several occasions, and am always taken aback by the beauty of the collection. The patriotic tribute to the American flag on the back cover really moved me. I hear the strains of "The Stars and Stripes

Forever" in my mind when I see the Columbia Brewing lithos; as retired Military, I am perhaps particularly easily hooked by patriotism. I was ready then and there to leave for "Lemp Land" and enlist at Falstaff



Above: Ed Culbreth and staff prepare to ride out from Texas to enlist at Falstaff Central, from a pre-Pro Lemp charger. Right: Ed's chair at Falstaff Central is reserved for him! Chair from the Lemp Rathskeller; large display bottle and Falstaff stein

Central.

It would appear we have another real winner of a Convention on hand in a great American brewing city. I look forward to being a part of it! Some might say that I am bragging, but attendance at NABA sponsored events has always been a joy to me, and has added significantly to my collection. As that icon of the St. Louis Cardinals baseball team, Dizzy Dean once remarked to a detractor: "It ain't bragging if you really can do it!" NABA really does know how to stage great breweriana Conventions! In his later years, Dizzy became a broadcaster for the cardinals, sponsored by Falstaff. I well remember him extolling the pleasures of "cool, refreshing Falstaff Beer." When teachers objected to his frequent use of the word "ain't", Ol' Diz quoted Will Rogers: "A lot of people who don't say 'ain't', ain't eatin'." To put this in our prospective, a

lot of folks who "ain't" goin' to St. Louis, "ain't" gonna have a very promising prospectus for adding to their collections! I'm sure you get the point!

Bill Mitchell and Kent Newton, Co-chairs of the Convention Committee have finalized the Convention agenda as presented on pages 6 and 7 of the last issue. Pre-Convention activities start on Monday, July 29 with early-bird arrival and initial room-to-room activity at the Marriott. Registration will start in the Hospitality Room on Tuesday, and there will be those fabulous home tours to see some of the finest private collections to be seen anywhere. Wednesday offers historic brewery suite tours and various seminars. Thursday is the traditional formal start of the Convention. But as I have suggested, "those in the know" come early and stay through the Annual Meeting Breakfast on Sunday morning.

One particularly exciting addition has been made to the house tours on Tuesday. The home and shop of long-time collector Sam Marcum in the Cherokee Street antique district will be open and on the tour. Sam lives in a historic 19th century town house not far from the old Cherokee Brewery, and affords a great view of the Lemp facility from an upper floor balcony. Sam lives with all this history on a daily basis...what a lucky guy!

The NABA St. Louis Convention will be another outstanding opportunity to meet and mingle with breweriana collectors from all over the country and the world. Exciting items will change hands and new friends will be made. And perhaps best of all, you'll have the opportunity to expand your knowledge of St. Louis breweriana beyond the ubiquitous A-B, and increase your knowledge of the breweriana hobby in general. I look forward to seeing you in St. Louis!

IMPORTANT!

In making your Convention plans, please keep the following in mind:

1) As in past years, all Convention participants must be current members of NABA and be registered with the Committee. This applies equally to normal AND pre-Convention activities! Convention badges are to be worn EVERYWHERE!

2) A SEPARATE detailed Convention REGISTRATION PACKET will be mailed to each NABA member. It will NOT be sent with this issue, in case you were thinking it got lost!

3) Room reservations must be made DIRECTLY with the Convention Hotel as follows:

St. Louis Marriott-West, 600 Maryville Center Rd.
St. Louis, MO 63141

(314) 878-2747 (or 1 800 352-1175 and ask reservationist specifically for the St. Louis Marriott- West). Remember to state your reservation is for the NABA Convention.

Your early registration and room reservation arrangements will be greatly appreciated, and will ease the efforts of the Convention Committee immeasurably. Thank you for your interest AND cooperation!

Ed Culbreth, Kaufman, TEXAS, y'all





This Florida plant is one of Stroh's breweries being acquired by Coors.

Big Changes Brewing

Coors Is Negotiating a \$425-Million Deal to Buy Stroh Brewing

By BRUCE KEPPEL,
Times Staff Writer

In a move that will put one of the nation's oldest brewery families out of the beer business and strengthen the position of another, Adolph Coors Co. said Monday that it will buy most of the brands and bottling plants of Detroit's Stroh Brewing Co.

The agreement in principle calls for Coors to pay the equivalent of \$425 million in cash and assume an unspecified amount of Stroh debt. The deal remains subject to negotiation of a definitive agreement and approval by both companies' boards and antitrust clearance by the U.S. Department of Justice.

Assuming completion of the deal early next year, Stroh will cease to be a domestic brewer after operating for

nearly 150 years. On the other hand, Coors, which traces its roots to an 1872 partnership, would become the nation's third-largest beer company in terms of sales. St. Louis-based Anheuser-Busch dominated 1988 sales with 41% of the market, followed by Miller Brewing of Milwaukee with a 21.2% share. Stroh ranked third at 10.7%, followed by Coors at 8.6% and G. Heileman at 7.9%.

Van Nuys Plant Not Involved

After integrating the two businesses and shaking out redundant brands, Coors will enjoy a consolidated market share of "about 16%," predicted Tom Pirko, president of Bevmark, a beverage-marketing consulting firm in Los Angeles that counts Coors among its clients.

Not involved in the agreement were Stroh's bottling plants in Van Nuys and Memphis, Tenn. Both facilities produce products that will remain with Stroh—California Cooler and White Mountain wine coolers and Sundance Natural Juice Sparklers.

To lighten its debt in the face of falling sales, Stroh has been looking for potential partners since February. On Aug. 31, it said it would cut 300 of its 1,500 office help nationwide.

In a statement issued by Coors, Peter Stroh said the decision to sell the brewing business was "difficult" but called Coors "the most appropriate brewer to continue the legacy of Stroh's. Coors, which is still run by the founding family, shares my conviction that when your name is on the bottle, the product inside must be of the highest quality."

The two family enterprises "were more than just competitors," said Coors spokesman George Valuck. "Coors was the Stroh of the West, and Stroh the Coors of the East," he said.

Private Company

Acquired brands include Stroh's, Stroh's Light and Stroh's Signature; Schlitz, Schlitz Light and Schlitz Malt Liquor; Schaefer, Schaefer Light, Schaefer no-alcohol and low-alcohol brands; Old Milwaukee and Old Milwaukee Light; Goebel; Red Bull; Silver Thunder, and St. Barts (a no-alcohol beer). Coors also would assume licensing rights to Pils, Pils Light and Augsburger beers, but not to California Cooler, which Stroh licenses from Brown-Forman of Louisville, Ky.

According to Beer Marketer's Insights, an industry publication published in New York, Stroh sales totaled about \$1.3 billion last year, about the same as Coors. Stroh, a private company, does not report financial data. While the Coors family owns all the voting stock of Adolph Coors Co., Coors' nonvoting stock is sold over the counter, where shares closed at \$23.75, up \$1.50.

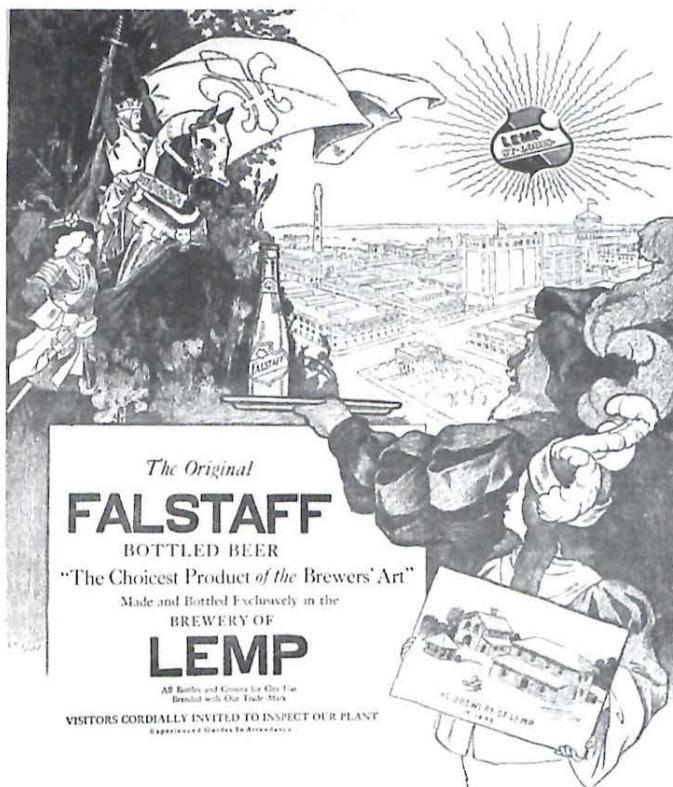
from BC vol #67, Fall 1989, George Hilton,
Editor

Back in the days when the Stroh family still had some hopes of survival, after the purchases of Schaefer and Schlitz (but before Heileman), this proposed merger came as a shock to many of us. Today, such merger proposals are all too common,

and all too commonly overturned by one regulatory agency or another. Coors of course still survives, and is concentrating merger efforts in Europe (see "What's Brewing" on page 11).

Pride of Place

another view of St. Louis



As one can easily see from the cover of this issue, Adolphus Busch took tremendous pride in the huge complex he had built. But the battle to become the largest brewer in St. Louis had a primary competitor, a mere half mile away. As one sees in the newspaper ad at left (Joel Gandt collection), William Lemp took some pride in his brewery complex as well. When one compares the two properties today (and much of Lemp still stands), the A-B site covers much more ground. But remember Lemp did not return after Prohibition, so it's unfair to compare the more recent construction around 7th and Pestalozzi Streets with what is inside the wall facing Cherokee St. A similar view, but with the buildings in color can be seen in "The Home of Falstaff" lithograph (Sir John sitting before a window overlooking the Lemp Brewery...as implausible a vista as the Lorelei scene on the cover!) on page 18. Both competitors had huge breweries and both did everything involved with the brewing process on site - cooperages, stables and wagon shops, malt houses, in-plant rail service. Yes, Anheuser won the battle, even at the time, with their own bottle plants, their very own railroad, and much greater distribution in the US and world-wide. But William J. Lemp had every reason to be proud of what had been accomplished since Adam Lemp started his brewery in 1840 (a view is held by Sir John's page at bottom left.)

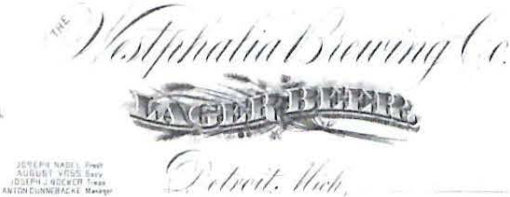
A Norman Knight in armor? Any less silly than a Lorelei? Well, St. Louis WAS settled by the French, after all.

Rare Detroit Brewery Letterhead found

The cost of brewing business in the 1880's

Tucked in among business journals of the Ekhardt & Becker brewery from the teens that recently surfaced, were two Westphalia Brewing Company stationery sheets from the 1880's. Westphalia is one of the more obscure Detroit breweries, and no prior items seem to be known. The brewery was started by Anton Kuhl (who evidently lived above his salon at 425-427 Clinton St.) in 1871. His widow Anna ran the business after Anton's untimely death in 1874. Twelve years later Joseph Nagel and partners purchased the brewery, named it Westphalia, and enlarged the business greatly. One of the two stationery sheets lists tavern customers in Holly and Owosso, towns 50-60 miles from Detroit. The sheet at right lists equipment placed with customers...everything from "complete saloon outfits" to an ice box and pumps. It evidently wasn't cheap to remain competitive to the larger brewers!

In 1895 Ekhardt & Becker were looking to expand, and acquired Westphalia. Anthony Kaiser, Westphalia's last Treasurer, became Vice President of Ekhardt & Becker, and Westphalia was closed. E&B, the new name after Prohibition, brewed in Detroit until 1962.



Myers, Jacobson
 Complete saloon outfit
 Mrs. W. W. W. " " "
 John D. W. " " "
 Karl Schneider " " "
 Mrs. Bell Ice Box
 Aug. Ross Buckeye Pump
 John Schwaninger Pot Still
 Anthony W. all day connecting & 1/2 day coal burning
 Aug. Schulte Pump
 Schulte & Erdman " " "
 Jacob G. complete outfit
 Mrs. H. " " "
 Mrs. K. Pump

Peter Blum



The Rouff Brewery Caves in Detroit

by Peter Blum

Bernhard Stroh started to buy property along Gratiot Avenue in the late 1850's for a future brewery. The site was about a half a mile from his small brewery on Catherine Street. The new brewery was finished in stages, and was fully operating at 331 Gratiot by 1865. Gratiot Avenue later became the southern boundary of the great Stroh complex, and beer was brewed there for 120 years.

We do not know if Stroh's next door neighbor, brewer August Ruoff, welcomed the "new kid on the block." Ruoff had started his modest lager beer brewery at 335 Gratiot in 1861. His production never exceeded 20,000 barrels, and he had watched Stroh erect a large, five-story plant that produced close to 100,000 barrels before the turn of the century (the capacity of 300,000 barrels claimed during this period was obtained by multiplying maximum daily capacity for the whole year.) August Ruoff retired in 1895, and his son August, Jr. operated the brewery for another decade.

In 1948, Stroh resumed the expansion of its stock block along Gratiot Ave that was started in 1936. Bernhard's old 1860's brewery was long gone, replaced in 1914 by an eight-story brewhouse tower a short block north of the old plant. The excavation for the 1948 stock house was a massive operation, as seven levels of tanks were being installed, continuing

the old main tunnel can barely be seen (arrow) going under Gratiot Avenue in the photo below. The Goebel plant can be seen in the background across the Avenue

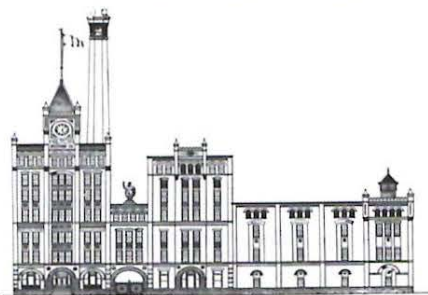
Despite the fact that Ruoff lasted until 1904, no photograph of the brewery is known. An undated "annual photo" in the collection of Terry Warrick shows old man Ruoff and 16 employees and a three place keg washer, but no bottles. A large etched glass sign for Salvador Lager Beer indicates that saloons at least had signage, but no other breweriana has been found. If Ruoff was a draft only brewer, one would assume, in a town with as much competition as was found in Detroit, that there would at least be glasses. But none are known. Stroh's neighbor vanished leaving only a few traces, but in 1948, the last traces of the brewery itself were open to the sun for the first time since they were built, and then vanished again in 30 days.

Peter Blum



the plan of the 1936 building next door. The contractor's photo above, taken in August, 1948, shows that the Ruoff caves had been uncovered. A tall central corridor led toward Gratiot, and the photo shows smaller corridors at right angles. One month to the day later, the caves were gone, replaced by the piers for the stock house. The top of

The Ruoff story above reminds the Editor of the story of John Stenger and his draft beer brewery in Naperville, Illinois (BC vol. 108). His stock and malt house survived there, last used as a mushroom farm, until being razed to build a new telephone building. There has never been a single piece of Stenger breweriana reported, even though there are relics from other smaller local breweries that bottled. Again, as Stenger shipped to Elgin, Joliet and Chicago, all rife with breweries that DID advertise and produce breweriana, Stenger evidently did none. One can only surmise that his beer, like Ruoff's, must have been awfully good, or awfully cheap to survive against brands that did advertise and provide useful goodies for the tavern owner, at least.



Book Review by George Hilton, Editor Emeritus

Britain's Oldest Brewery: The Story behind the Success of Young's of Wandsworth; Helen Osborn. Young & Co., Wandsworth, London SW18 4JD, England, 1999. Paperbound, 224 pages, £12.50.

In Britain, no less than in the United States, the small local breweries have had a hard time surviving. In London, the biggest single beer market in the nation, only two have made it: Fuller's in the western suburb of Chiswick, and Young's in the otherwise lackluster southern neighborhood of Wandsworth. Young's deputed archivist, Helen Osborn, to write a short history of the company, including its various acquisitions along the way. Ms. Osborn in 1991 did a very comprehensive history of the company's pubs individually, and the present volume extends her enquiries to the company more generally.

Ms. Osborn has unearthed evidence, literary and archeological, that brewing was practiced on the Wandsworth site from the later 16th Century. This is the basis for the claim of Young's being the oldest British brewery - a claim that I suspect is not uncontested. The modern history of the brewery dates from 1831, when the partnership of Charles Allen Young and Anthony Bainbridge bought the enterprise from the heirs of the recently deceased George Tritton. In 1883, Mary Ann Young, wife of the current Young's member of the partnership, ran off to Paris with Herbert Bainbridge, the junior partner. This episode remarkably did not end the marriage, but did end the partnership. Thereafter the brewery and its expanding number of pubs was owned by the Young family as Young & Co., which in 1955 opened itself to public share holding.

Like most of the surviving regional breweries, Young's has stressed the so-called "real beer", the hand-pumped, sweet, flat, warm beer beloved by the Campaign for real Ale (CAMRA). The firm has refused to install in its pubs keg beer, the pasteurized, carbonated beer that is mainly identified with the large national brewers. The company has, however, instituted a beer called "Triple A", a hand-pumped chilled carbonated beer that simulates the taste of keg beer without piquing the consciences of real-beer advocates. It also produces a variety of bottled beer, including a light ale that is typically among the best sellers in Britain.

The company, again like most of the regional breweries, maintains show horses, and still maintains one team for local deliveries to its pubs in Wandsworth. The management makes a show of adherence to archaic practices, but its plant tour, which is open to anyone for a small fee, shows a state-of-the-art brewery of impressive efficiency. The incentives on it for modernity and economy are comprehensive. Cities are the most

expensive places to brew in any country, and the economic unity of western Europe has worked against the English breweries. Britain appears not to have a comparative advantage for brewing, and France, of all places, appears to do so. A very large number of British breweries - including Bass, biggest of them all - have dropped brewing and are surviving as operators of pubs and hotels. Young's recognizes these incentives, but is resolved to press on. One can only wish the firm well. Twenty years ago I told American visitors that Young's pubs were the nicest of any, but I did not think the beer very good. Now I willingly walk a mile from my hotel in London to a Young's pub to drink it. As a Young's publican once told me, Young's beers are an acquired taste. The company does have an exceptional degree of brand loyalty, which, let us hope, will be a strong force for its survival.

Ms Osborn has done a fine job in this book, setting forth the corporate history in such a fashion as to make the book a good essay in academic economic history, but presenting enough breweriana, photographs and personal detail to make it attractive to enthusiasts. Let us hope that about 2100 the firm will commission her successor to update it!

George W. Hilton

————— *Book Review by Fil Graff* —————

The History of Beer and Brewing in Chicago, Volume II; Bob Skilnik, Infinity Publishing, Haverford, PA 2001

This is NOT just another sad story of the demise of one great regional and local breweries. Of course, that is the predominant subject, as post-Prohibition US brewing history in every city is one of market erosion, and eventual death. As Chicago was "Second City" for so many years, it was a battleground among the national and large regional brewers for primacy. So any modern history will include brands familiar to beer lovers all over the country.

As depressing as the subject matter is, the Chicago battleground provides some interesting contrasts. Bob notes that Chicago was the center of "an amber rectangle" running from LaCrosse, Wisconsin down to St. Louis and then over to Detroit and back to Milwaukee. With such a large population of beer drinkers, and in the last few decades of the 20th century at least, with so few local breweries, the Chicago market drew the attention of everybody brewing in the region: Heileman, Anheuser-Busch, Stroh, and Schlitz, Pabst and Miller. All of these companies, first as individuals, and later as parts of combines, took a

whack at the Chicago market. As many of us were around for at least the conclusion of this period, the story Bob tells has a freshness to it, as he talks about brands we drank, and in some cases, people we knew or at least knew of.

The central section of the book goes into the history of the big mergers, and several merger attempts, that resulted in the ultimate death of Schlitz, then the old Pabst, then Heileman, then Stroh. He has done his homework on this one, and he covers in great detail the problems Schlitz had (Schlitz had been the dominant out-of-town beer in Chicago for generations) first in Chicago, and then with itself. He has contacted many participants, and despite some natural reluctance to discuss family matters by many he tried to interview, he has assembled a detailed and credible story of the death of a major national brewery. From the beer drinker himself, to a major distributor, to the infighting among stockholders, to the machinations of the competitor brewers trying to buy the failing company, it is all here. Bad decisions, bad quality, bad advertising, bad management to NO management; you name the possible problem, and it was visible there in Chicago! Depressing? You bet, but it makes a heck of a good read for a beer fan!

The final part of the book is much more topical for the newer collector, as Skilnik traces the rise and fall of the first two Chicago microbreweries, Pavechevich and Chicago Brewing

Co. How well I remember the delicious rich taste of Baderbrau, how long it took to pour on draft (the traditional 7 minute pour one still finds with the "Real Ale" brews in England), the friendliness and hospitality of Ken Pavechevich and his multi-million dollar brand new brewery. I also remember the strange physical plant at Chicago Brewing, the inconsistent quality, the labels that fell off the bottles, the casualness of the management. Bob is an obvious beer lover, lamenting the loss of favorite brews, but remaining detached when he analyzes failure, and even prospects for the future. Since our Chicago Convention, Wild Onion Brewery (one of our hosts) has evidently closed up shop, leaving Goose Island (who opted not to participate in the Convention, as they had reached "regional" brewery status, and were being marketed by an eastern outfit), Three Floyds and Two Brothers as Chicagoland's only bottling Micros (he doesn't touch on the brewpub that bottles, or has product bottled for them at all.) The book is not full of happy thoughts and rosy scenarios, and the prospects for future brewing efforts in Chicago are not, according to his analysis, particularly glowing.

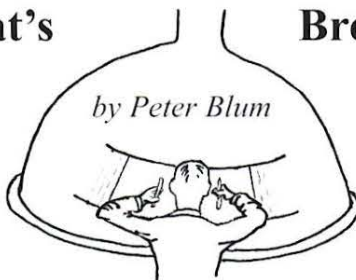
I suspect that there is more Chicago brewery history to be written. But what we have in Skilnik's two volumes is a more than satisfying first and second course!

JFG



What's Brewing?

by Peter Blum



Domestic Beer production has been essentially flat, with very little movement among the top three - even Anheuser-Busch has to work for a modest increase. Imports are still gaining, but not as strongly as in prior years. Among lower-tier brewers, Yuengling had a banner year after buying the Tampa brewery from Stroh (originally a Schlitz plant). Yuengling is expecting growth to continue and is completing a new brewery that will triple existing sales capacity out of Pottstown. The other winner is Colorado's New Belgian, which is also building much greater capacity than current sales.

A new product, Smirnoff Ice, has gotten a lot of media attention. Developed by Guinness, a division of the British liquor conglomerate Diageo, it combines a strong name with a moderate alcohol level and a non-beer flavor. Sales have risen to the point that Diageo bought the Pabst brewery in Lehigh Valley (formerly Schaefer-Stroh) to brew Smirnoff Ice in the mid-Atlantic area. To make a bad pun, Zima by Coors broke the ice for this category. Success engenders imitation: A-B is working with Bicerardi on Bicerardi Silver to be released by Spring, and Miller has teamed up with Skyy Spirits in San Francisco to market Skyy Blue in early March.

With lower-tier domestic brewers like Schlitz, Schaefer and Stroh already absorbed, opportunities to acquire brands can be found overseas. Coors announced just before Christmas that it wants to buy the Carling brand and operations of Bass, Britain's most popular beer. The seller is Interbrew of Belgium, which had acquired both Bass and Whitbread, and was ordered

to divest Bass. Coors has almost no sales in England, and cannot combine Carling with a brand distribution system that it already owns. That was the reason rival bidder Heineken, which could see savings with Carling, pushed Coors to offering \$1.7 bil-

lion. Not since Alan Bond paid \$1.1 billion for Heileman in 1989 did one see such figures and such large debts to be serviced. Heileman was eventually sold to Stroh for about one-third of the original sales price. Coors obviously felt constrained by its larger domestic competitors and is taking a big gamble, although Coors is no novice to international operations with sales in Canada, China, Japan and Spain. If this gutsy move does not succeed, Heineken will probably be there waiting!

A couple of interesting rumors are making the rounds. One involves Miller and the UK's largest brewer, Scottish & Newcastle. The interesting part of this scenario is a seeming softening of Philip Morris' long-standing position that Miller is not for sale, period! Philip Morris already owns Kraft, and a sale of Miller would free capital to acquire consumer product companies with greater growth potential. The other rumor has more substance, and was actually leaked to the business press. This involves South African Breweries (SAB), a very large brewer with holdings in eastern Europe and South America, and Interbrew. Both SAB and Interbrew are looking to expand. Whatever the outcome, it is clear the world brewing industry has become increasingly volatile.

(Sources: New York Times)

PHB



"St. Louis Lager Beer"...who made it? Section II

By Bob Kay

In the last issue (Winter 2001-02), we talked about the Gold Medal competition, and mentioned the proliferation of "St. Louis Lager Beer" brands. Both Anheuser-Busch and Lemp served to popularize the brand to the extent that it became a famous and valuable label world wide. Of course, success is copied, and sure enough, St. Louis Lager labels, or look-alikes, sprang up everywhere. There were literally dozens of different labels and most did not identify a brewery. Several pages from the ca. 1886 Anheuser-Busch *Price List and Trade Circular* are devoted to what amounts to a tirade against counterfeit St. Louis Lager labels. They are upset not only over the use of the brand name, but also label look-alikes with names like Rocky Mountain Lager Beer, Wichita Lager Beer and Cincinnati Lager beer. The labels pictured below on one of the 1886 catalogue

pages really only scratch the surface of what eventually appeared...many more examples are shown in color on the following page.

As the tag line on the catalog page says: "IMITATION is the SINCEREST FLATTERY." But the following pages in the catalog tell us that it may have been sincere flattery, but A-B would take you quickly to court to protect their brand names and trademarks. Even their neighbor Lemp wasn't exempt, according to a case cited over the label for Pale Lager (but that's another story entirely)!

Obviously St. Louis Lager Beer was a popular brand of the era! As these labels offer a pre-Pro connection to St. Louis, A-B, Lemp, etc., they have become a favorite of collectors.

CHEERS!

Bob Kay



—17—

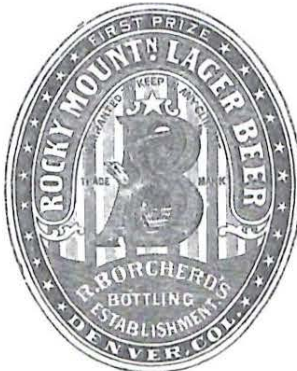


COUNTERFEIT.

BEWARE OF IMITATION!

See that every Cork is branded

"Anheuser."



COUNTERFEIT.



COUNTERFEIT.



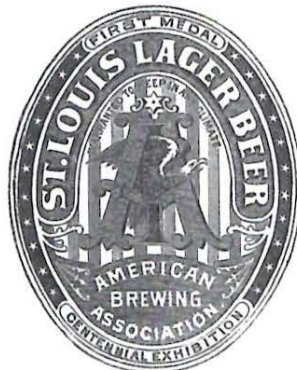
COUNTERFEIT.



COUNTERFEIT.



COUNTERFEIT.



COUNTERFEIT.

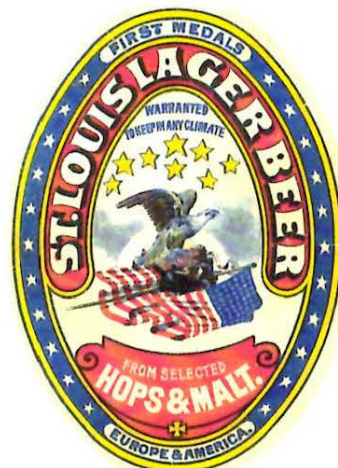
IMITATION

IS THE

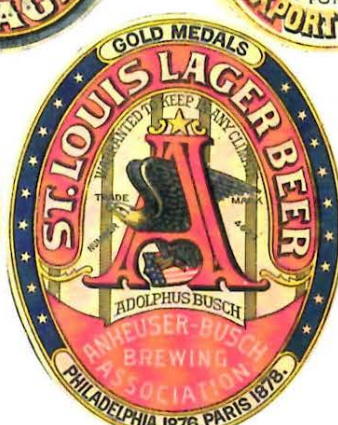
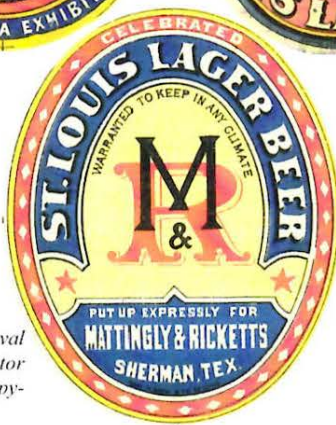
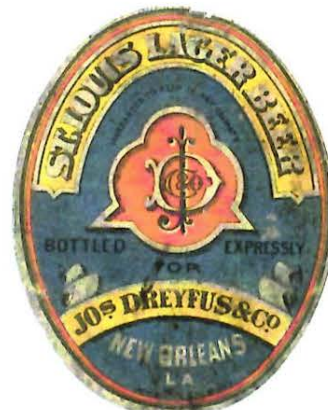
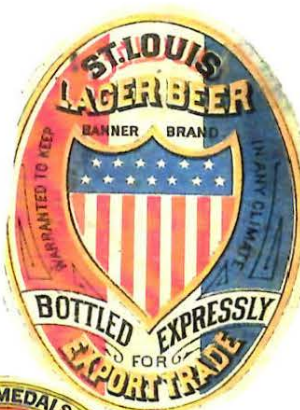
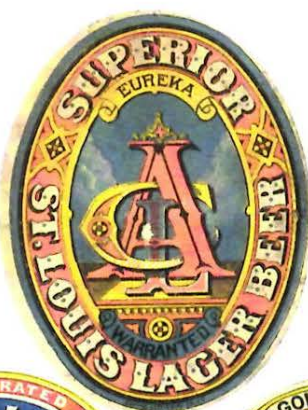
SINCEREST FLATTERY.



COUNTERFEIT.



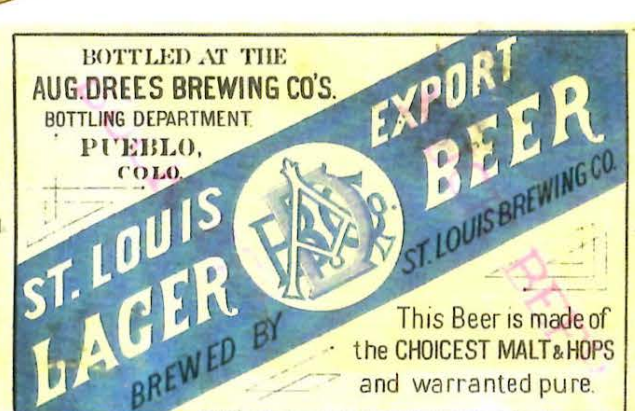
Above: three variations on a common theme, assumed by the Editor to be all from the same source (brewer? bottler?) Identical text copy, but with a decreasingly A-B-like eagle in each successive one. Below left: The Weiland Wichita label shown in the "counterfeit" page of the A-B 1896 catalog. Left center: just how close to the A-B label can one get without drawing fire? No eagle, anyway. Right center: just the brand is in question...no copy-cat label. Right: One of the two oval labels where the distributor has his name. Except for the alleged trademark "St. Louis Lager Beer", this label might slip by, IF the beer was brewed in St. Louis.

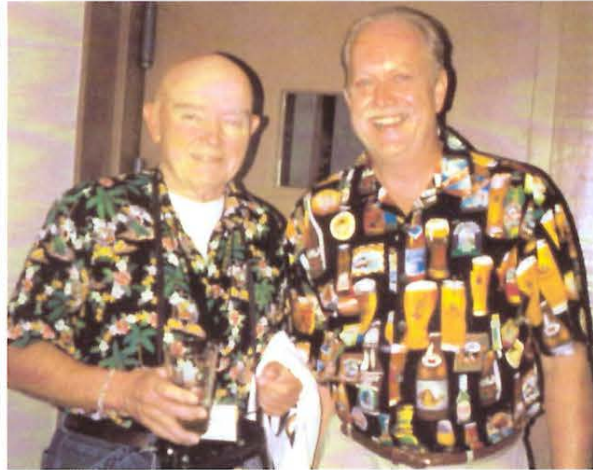
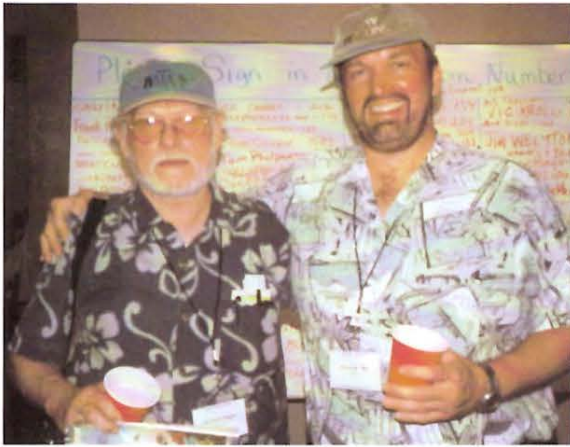


Left: In case you have forgotten what it looks like, here's the label that A-B was so fiercely protecting.

Below left: A really generic label where the words "St. Louis" and "Lager Beer" are separated. This too might have slipped by the eyes of the legal eagles at A-B. Right: Label overstamped "Bock Beer." Right: Here's one that almost defies description. One, Mr. Drees didn't seem to have a "Brewing Co." anywhere, and second, the only "St. Louis Brewing Co." listed in ABII is in Detroit, Michigan (1893-99, so it was at least the right period!) The Editor can only conclude: PURE deception!

Right: The second oval with the distributor shown. Another copy-cat!





Rich Hager and Bruce Marks in the Hospitality Room at Ann Arbor last year. Are they reviving the old George Hilton tradition of "colorful" shirts? If so, they PALE beside Ed Culbreth and (unknown) at right! What is it they say about one man's poison?

Rei Ojala photos



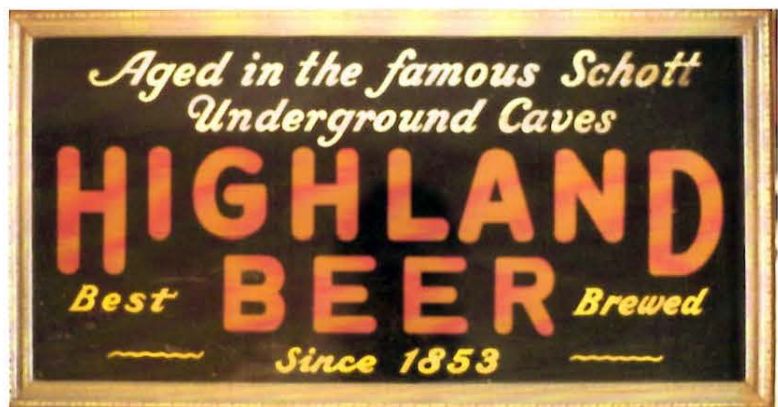
The Moerlein Girl from Scott Bristoll's collection. The image is familiar to anyone who enjoyed Hudepohl's Christain Moerlein Lager; but here it is in original full color. A litho to die for!

Convention Auction Preview



Left: 1892 Anheuser Busch calendar girl. The A and Eagle logo at bottom left has the eagle with both wings out, and "Adolphus Busch, not the company name. The A & Eagle brooch she wears has the eagle with both wings folded. What DID the company logo look like officially, anyway?

Below: A reverse-on-glass post-Pro sign from Schott's, Highland, IL, just across the river from St. Louis. It measures 25 x 13".



The Marcum Collection

photos by Sam Marcum



Sam Marcum is a St. Louis collector who lives in an early 1800's house on Cherokee St. ("Antique Row" in St. Louis), just out of the Brewery District. He obviously collects bottles from the St. Louis area, but the old house is filled with St. Louis breweriana of all descriptions. Like many old homes, getting available light for photography isn't easy, particularly when the old scheme of darker colors is used. The Editor wished he had this much shelf space for display! I guess that's one benefit of Sam being in the antique business. The Marcum home will be on the Convention Tuesday Open House tour.



A little cheating in the last two photos (the Editor rang in another collection photo!) In his years of collecting, the Editor has been aware of at least several versions of the pre-Prohibition Lemp busts of Sir John Falstaff. At left is one from the Markham collection, and at right, a slightly different pose, and different brand from the collection of Joel Gandt, another St. Louis collector: Maybe I've never looked that closely before...I recall seeing several on one shelf in the Kurek collection in Chicago some years back...was there a different pose for each brand depicted? Maybe we should pay a bit more attention when we take the house tour in St. Louis!

bottom right photo: Joel Gandt

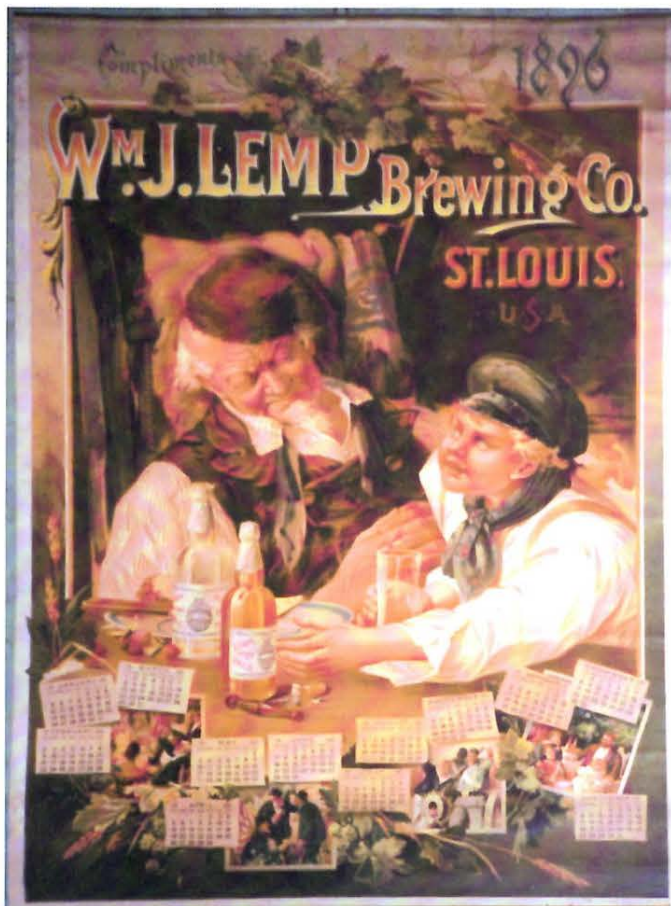
St. Louis Spectacular

And you thought A-B did it all?

photos by Joel Gandt & Bill Mitchell

Sure, Anheuser-Busch has a reputation for spectacular advertising productions, and rightly so. But there is a LOT more to St. Louis than the survivor! The following pages concentrate on Lemp and represent the contents of several major St. Louis collections. Except for the familiar "chargers" featuring Sir John

Falstaff and friends, these pieces are rarely seen outside of the St. Louis area. Maybe because Lemp didn't survive Prohibition (although the Falstaff brand certainly did); maybe Lemp didn't do the volume of ads that A-B seems to have done. But these examples of what has survived leaves one asking for MORE!



Left: Lemp did a series of calendars like this. They are almost NEVER seen outside of a few St. Louis collections. Grandpa sleeping is one of the favorites...you'll see it on the house tour at Convention! Right: This is the finest brass corner sign the Editor has ever seen! The simple device of using a colored focal point really makes this one stand out from the rest of the black and brass class (from the Carl Faulkenberry collection)! Calendar photo: Bill Mitchell, all others Joel Gandt



Three different types of signage: a brass backed-glass face sign (from the Jim & Debbie Matush collection), a printed tin sign, and a self-framed reverse glass and brass sign.



There they are, the famous Lemp chargers...all 8 of them, six large, two small. The large are 24" in diameter, the small 16". What's a charger? Originally it was a large platter for serving meat. Why use it for advertising? Lemp only knows, but they ARE effective; lots of room to stick subtle messages in...wooden cases, signs, pennants, steins. "Advertising? Why no, Ma'am, they're just colorful pictures of a jolly old fat man to hang in your tavern!"



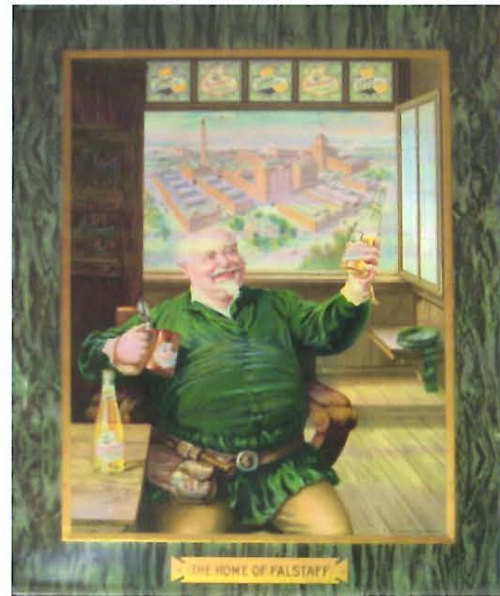
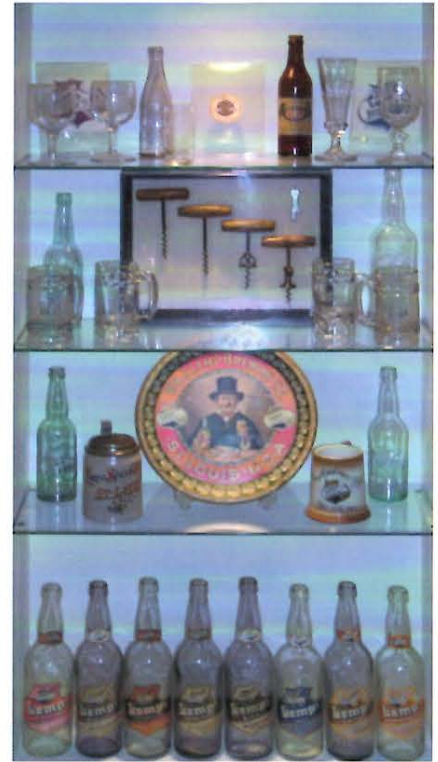
Only the first (with the lute player at upper left) of these chargers is identified by date (1904). Several seem to have been painted by the same artist, though even then, the appearance of Sir John Falstaff is only the same in a general way. As he was somewhat portly, his position on a chair could best be called a sprawl. The Falstaff character was so popular in Shakespeare's first play about him, he was reprised in a second, to the delight of the London theater goers of the time. Lover of the ladies and good beer, he is a fitting and durable symbol of the enjoyment of life. Lemp used him well, and The Griesedieck Brothers picked him up again after Prohibition, naming the portion of their brewing empire that survived longest in his honor.



Faulkenberry Coll'n



Matish Coll'n



Faulkenberry Coll'n



Faulkenberry Coll'n



all photos this page by Joel Gandt

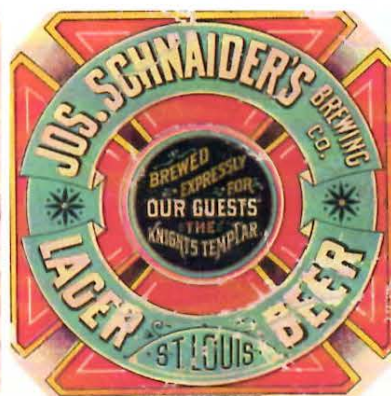
Joseph Schnaider and the Chouteau Ave. and Green Tree Breweries

By Kevin Kiious and Donald Roussin
photos by the authors, and Bob Kay

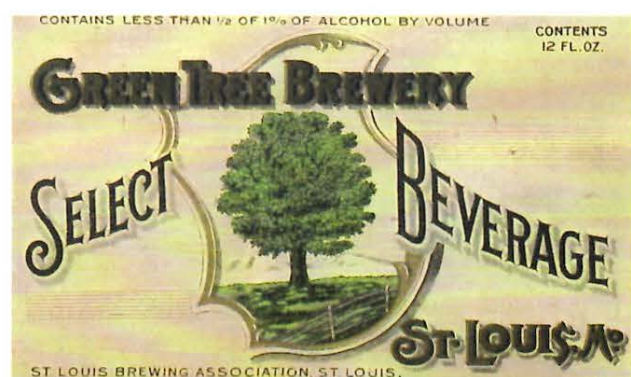
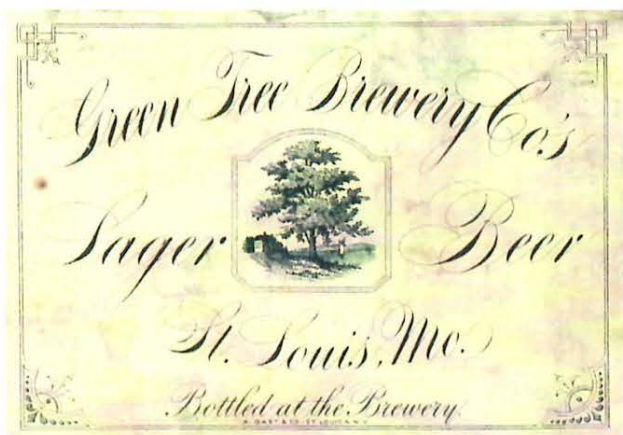
Author's note:

A terrific Joseph Schnaider/Chouteau Avenue wooden bottle case that long time St. Louis collectors Herb and Gerry Schwarz acquired last year aroused our interest in Mr. Schnaider. In our research, we discovered that he was also involved in the venerable Green Tree Brewery in St. Louis. As the history of Mr. Schnaider's brewing career, the Green Tree Brewery and the Chouteau Avenue Brewery are all intertwined, we elected to tell his tale, and those of the two breweries, together.

We start out in the color section with some labels from both operations (the first three from Schnaider-Chouteau Avenue, the rest from Green Tree), and some advertising from Green Tree on the following page. The text begins on page 21.



Above: labels from Jos. Schnaider's Brewing Co.
Right: 2 bottles with evidently same Green Tree label, and left & below: Green Tree Brewery labels





Left: a wasp-waisted damsel and a very dark lager in a cardboard ad likely from the 1880's, before 1889 when Green Tree was absorbed by The St. Louis Brewing Ass'n. At right, a die cut flower basket that may have held a calendar or other "useful" for the kitchen.



Above top: bottle cap from the pre-Pro Green Tree. According to Grandpa Cecil, the BEST St. Louis bottled beer. Below: a post-Pro crown from Peerless. Per Cecil again, the WORST St. Louis bottled beer!



Above: a stock German tavern scene litho with the characters in occupational or recreational dress that would have been familiar to the German population in St. Louis. A hunter (Jaeger), a bicyclist, the young man-about-town who is tugging at the barmaid's skirt. The Green Tree ad on the wall is typical of how stock signage was personalized. At left, the wooden case that got this whole story started. It's old, and stained, but the Gambrinus on the narrow end still raises his goblet in a toast!

Both Joseph Schnaider and his namesake brewing company have been gone for over a century, but since rare examples of collectibles surface occasionally from both the Chouteau Avenue Brewery and the Green Tree Brewery, which he also helped to establish, it is worth taking a look at both this nineteenth-century beer baron and these breweries.

SCHNAIDER LEARNS TO BREW

Joseph Maximilian Schnaider was born in Zell am Hammersbach, Baden, Germany in 1832. At age 15 he began the traditional three-year brewing apprenticeship in the town of Rastadt, following which he worked in a brewery in Strasburg. He then traveled around France and Germany for a while, taking in the sites and working at various breweries.

In 1854, he followed the path of many of his countrymen and migrated to St. Louis, finding work at the Philadelphia Brewery at 25th and Morgan Streets, where he soon was made foreman. Wanting to go out on his own, two years later Schnaider and co-worker Max Feuerbacher left to open the Green Tree Brewery on 2nd Street between Poplar and Almond Streets, taking the name from the nearby Gruene Baum (Green Tree) hotel and tavern owned by George Diesz. (Schnaider and Feuerbacher carried away from the hotel more than its name, as the men also married two of Diesz's daughters.) Typical of the many small breweries operating in St. Louis during this time, the new concern began operations in a three-story brick structure with a relatively modest daily brew rate of 25 barrels. The beer was aged in a cave on Lafayette Avenue.

Green Tree survived a serious fire in 1857, which did not deter the owners, for they immediately rebuilt, and the company continued to prosper. The partners moved to the Souldar area of St. Louis in 1863, building a bigger and better brewery at 9th and Sidney Streets. The new site was no doubt chosen at least in part because of the natural cave found below the property, large enough to store 6,000 barrels of beer.

Schnaider didn't stay at that location long, though, selling out to partner Feuerbacher in 1867 in order to build his own brewery on the south side of the 2000 block of Chouteau Avenue, between Mississippi and Armstrong. The same year a large beer garden was established adjacent to the brewery, which

would become instrumental to its success.

GREEN TREE BREWERY GROWS

While Joseph Schnaider's time at the Green Tree Brewery was brief, the plant and name were actually destined to outlive his Chouteau Avenue facility by decades.

Max Feuerbacher had a background similar to his one-time partner Schnaider. Max was born in 1835 in Meuhlhausen, Germany, the son of a brewer, and served an apprenticeship at his father's brewery. Then, at age 17, he immigrated to the U. S. and St. Louis, where he found a job at Uhrig's Brewery, prior to moving over to the Philadelphia Brewery, where he met Joseph Schnaider. The two young men soon went out on their own, with Feuerbacher becoming junior partner in Joseph Schnaider and Company.

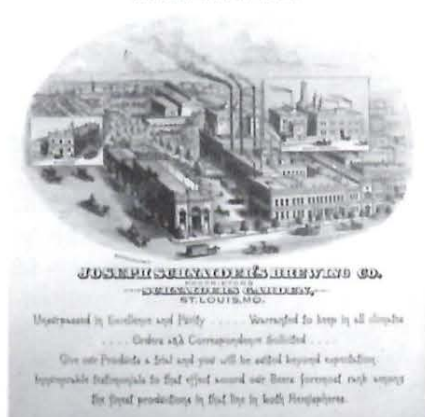
After buying Schnaider's share in Green Tree, Feuerbacher was soon joined as a partner for a short time by Abe McHose, then by Louis Schlossstein, the latter yet another German immigrant with a remarkably similar background!

Louis had been born in Bavaria in 1834 and served the traditional three-year brewer's apprenticeship. Like Joseph Schnaider, he then set out on his Wanderjahre, traveling about the country both to learn something of the world and to gain experience at various breweries. Schlossstein must have been enjoying himself, as he spent five years on this brewing odyssey through both Germany and France.

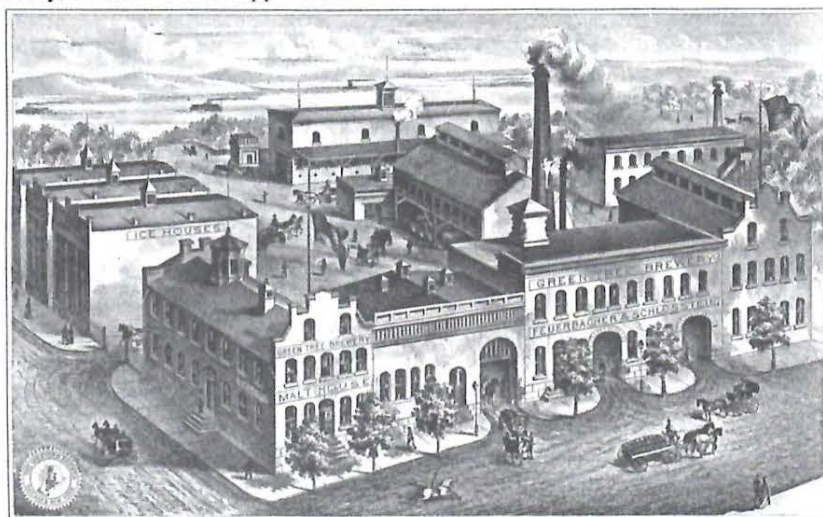
His brother George had previously moved to St. Louis, and in 1858 Louis joined him there. Again Louis bounced around a variety of jobs in several breweries, then landed the foreman's position at the Uhrig Brewery, where he stayed for four years. While there, he married Josephine Uhrig, the widow of Ignatius Uhrig, one of the brothers who had started the plant.

Schlossstein went out on his own in 1867, hooking up with Max Feuerbacher at Green Tree by buying into the firm, which then changed its name to Feuerbacher and Schlossstein. It was to become quite a successful partnership, with sales expanding greatly starting in the 1870's. To support growing production, a new stock house with a capacity of 40,000 barrels was erected, cooled with natural ice cut every winter from the Mississippi River.

REGULAR EXPORT
EXTRA PALE
CULMBACHER
BOTTLED AND IN WOOD



A magazine ad for Jos. Schnaider Brewing Co., dating from before 1889. Does ANYBODY brew "Culmbacher" style beer in the US today?



1879 view of the Green Tree brewery from the *Western Brewer* commemoration of the US Brewer's Association Convention in St. Louis that year.

DRINKING AT SCHNAIDER'S BEER GARDEN

By 1874, meanwhile, Joseph Schnaider's Chouteau Avenue Brewery had also continued to grow, becoming the fifth largest in the city, just ahead of his old Green Tree Brewery at 25,000 barrels annual sales. The German-style beer garden was on its way to becoming nationally famous. A lover of music, Schnaider established a light opera company, in part to compete with the



The popular beer gardens of Joseph Schnaider were the scene of musical and operatic entertainments. Courtesy Missouri Historical Society. Molly: Look at the Gambrinus! Wonder where HE ended up?

St. Louis Browns baseball team, whose success had been eroding his profits by attracting away many customers. In addition to delicious food and drink, the garden featured both popular bands and symphonies, some of which later combined to form the St. Louis Symphony Orchestra.

Schnaider became a well-known public figure and benefactor, a real estate magnate who developed many houses near his brewery, and president of the Market Street Bank. In 1873, Joseph built an Italianate style mansion at the intersection of Hickory and Dillon Streets in St. Louis, where he and his wife Elizabeth would raise seven children who lived through infancy -- and bury seven who did not.

Unfortunately, his days in the spotlight were numbered as he began suffering from ill health in the late 1870's. To consolidate his affairs, in 1879 the Joseph Schnaider Brewing Company was organized. Joseph stepped down from active management of the brewery while continuing as company president. His oldest son, Joseph M. Schnaider, Jr., who had studied brewing in Germany as well as at home, was named secretary-treasurer and assumed his father's duties, with Fred Wahl, who had worked for Schnaider for 13 years, named manager. A number of improvements were begun at the brewery around this time, too.

The 1879 annual convention of the U. S. Brewer's Association was held in St. Louis, with brewers from all over the country in attendance. Following a tour of many Souldard area breweries (where an incredible number of plants were located within a few blocks of each other), a huge crowd attended a concert at Schnaider's Garden for evening entertainment. Following the music was a fancy fireworks display, the highlight of which was a 30-foot tall Gambrinus. While the reporter for *The*

Western Brewer was a bit miffed that the normally free garden was charging 25 cents admission, he did allow that the concert had done Joseph Schnaider "lasting honor".

SCHNAIDER'S LEGACY

Schnaider returned to Germany in the summer of 1881, where he died a few months later, at the young age of 49. The body was returned to St. Louis for the funeral, with the pall bearers reading like a list of Who's Who in St. Louis brewing - William J. Lemp, Casper Koehler, Henry Anthony, Henry Kunz, Charles Stifel, Tony Straub, Henry Grone, Lawrence Lempel, George Schilling and John Heidebreder.

The Western Brewer had some interesting comments following Schnaider's death: "He was a man of excessive nervous temperament, proud of his success as he had a right to be, possessed withal of a warm and kindly nature, which, however, men who did not understand him rarely succeeded in finding. But he had many friends closely attracted to him, and his demise leaves a vacant chair at the hospitable board of St. Louis brewers".

To honor the brewery founder, a piece of artwork was installed at Schnaider's garden. *The Western Brewer* reported that on May 9, 1883, "an excellently executed bust of the late Joseph Schnaider ... was unveiled ... with appropriate ceremonies". (Anybody seen this unusual piece of breweriana anywhere? If you run across it, please send us a picture!)

ORIGINAL MANAGEMENT LEAVES, GREEN TREE BRANCHES OUT

Sadly, like his former Green Tree partner Joseph Schnaider, Max Feuerbacher also began to suffer from ill health at an early age. He was already ailing when, in 1880, his business was incorporated as the Green Tree Brewing Company, with Feuerbacher as company president. Employment had grown to about 30, with 18 horses required to pull the delivery wagons used to distribute the company's brew.

This marked a period of expansion for Green Tree, as in quick order a new malt house, malt kilns and mash tub were installed, and in 1882 a new ice house, remodeled stables and two new refrigerating machines were added.

These projects completed, in 1884 Max Feuerbacher turned over the reins of the business to his son Frank and partner Schlossstein, and returned to Germany in an effort to regain his health. However, just ten days after arriving in his native town, he passed away, in the same house in which he had been born nearly fifty years before.

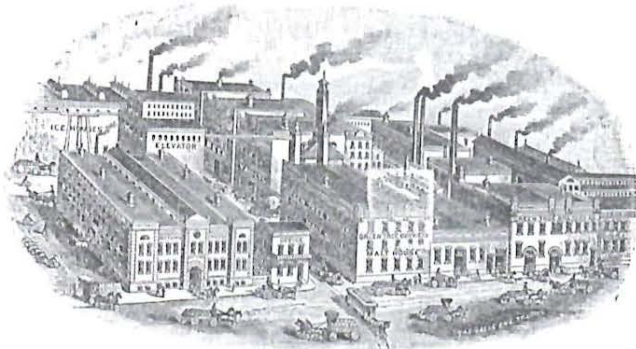
Frank Feuerbacher was the stepson and adopted son of Max Feuerbacher. Born in 1850, Frank received his primary education in St. Louis, then relocated to Cincinnati to serve an apprenticeship in the brewing industry. Frank returned to St. Louis in 1880, four years later marrying Caroline Krauss, daughter of John Krauss who was heavily involved in the Klausmann Brewery in south St. Louis.

Louis Schlossstein, a new partner named E. H. Vordtriede and Frank Feuerbacher continued operating the thriv-

ing Green Tree Brewery, and were joined in its management by Henry Nicolaus, a veteran beer-maker who had been hired as

like Green Tree had not been a bad occupation to aspire to in the 19th century, for he left an estate valued at over \$2 million.

When an inventory of the holdings of Scholssstein was filed in Probate Court, the list cataloged substantial stock holdings in the St. Louis Brewing Association, Boatman's Bank, South Side Bank, Northwestern Bank, as well as twenty-two parcels of land in St. Louis and 20,000 acres in Tennessee!



Louis Schlossstein,
Präsident und Cshahn.

E. Henry Vordtriede,
Cefetär.

Henry Nicolaus,
Cuperintendent.

GREEN TREE BREWERY CO.,
Premium Bottled Lager Beer
für Familien-Gebräuch und Versandt.
Südwestecke der 8. und Sidney Str., ST. LOUIS, MO.

Mid-1880's German language newspaper ad for Green Tree. a LOT of building since the 1879 view on the previous page.. New office, new bottling house, LOTS more air pollution!

brewmaster in 1880 and had bought into the company shortly thereafter. He had further solidified his position in the company by marrying Schlossstein's stepdaughter Mary Uhrig in 1883.

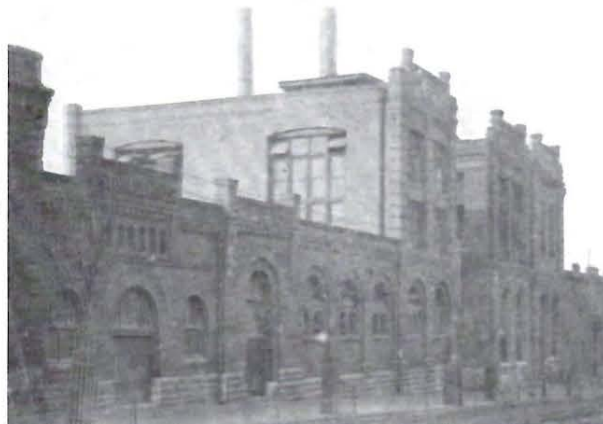
Among the brands produced by the brewery were its namesake Green Tree beer, Standard, Select, Salvator, and Culmbacher. The company was a notable shipping brewery, establishing depots in various parts of the country and establishing a bottling house across the street from the main brewery directly behind the Frank W. Feuerbacher and Company malt house.

In June, 1889, Green Tree was consolidated with sixteen other local breweries, including the Chouteau Avenue Brewery, into the St. Louis Brewing Association (or SLBA), which five months later was sold to an English syndicate. Partners Schlossstein, Frank Feuerbacher and Nicolaus stayed on in their management positions for the new owners.

Louis Schlossstein stepped down from the Green Tree helm in 1892 to devote his attention to his many real estate investments. Schlossstein would live a decade and a half longer than his old partner Max Feuerbacher, passing away in September of 1901 in Glenwood Springs, Colorado. Apparently, being a beer baron with a major interest in a successful brewery

CHOUTEAU AVENUE BREWERY WITHERS

Joseph Schnaider, Jr., had continued at the helm of the Chouteau Avenue Brewery until the SLBA buy-out in 1889. The SLBA only used the plant as a brewery briefly, closing it in 1893. It continued on, however, as the Chouteau Avenue Crystal Ice and Cold Storage Plant, using water from an underground stream in the natural

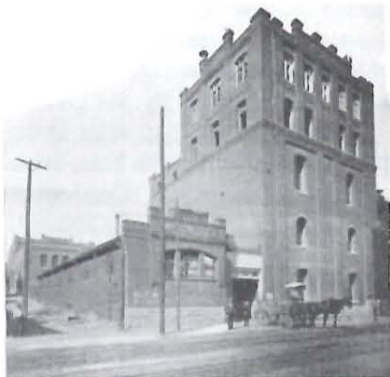


ca. 1895 photo from the Jungenfeld book of the Chouteau Avenue Brewery, closed by SLBA by the time this photo was taken.

lagering cave to produce ice. In the years before Prohibition, it also served as home to The Prudential Bar Fixture Company, which produced items for the many brewery-owned taverns of the day.

Into the 1940's the old Chouteau Avenue Brewery continued to produce ice and also served as the local office of the SLBA, which had evolved into a real estate company. Most of the buildings were torn down in 1960. A recent visit found much of the property to be covered by a parking lot for numerous semi-trucks which were being offered for sale or lease. The site is now owned by two of the partners redeveloping the Lemp brewery complex in St. Louis. Plans to reuse the one-time Chouteau Avenue Brewery site are still in the preliminary stage, with groundbreaking for construction seen as being over a year away.

The Green Tree Brewery's future seemed brighter, at least for a time. The plant was extensively remodeled by the SLBA beginning in 1892. Following the purchase of the nearby Schilling and Schneider brewery two years later, a new boiler house was put up, and the progress culminated in a new six-story \$100,000 brewhouse, designed in 1895. Feuerbacher and Nicolaus stayed on at Green Tree with the latter named president of the SLBA in 1903. The brewery continued as one of the conglomerate's major facilities. Adolph Walther (who would continue his brewing career at Griesedieck-Western in Belleville, Illinois after Repeal) was hired as brewmaster.



ca. 1895 views of the new Green Tree stockhouse and stables, from the E. Jungenfeld & Co. book promoting his firms' architectural services.

Despite some false optimism that saw the 1916 installation of a complete new Barry-Wehmiller bottling unit (capable of filling 6,000 bottles an hour), the prohibitionists finally won their war against beer, and in 1919 the Green Tree Brewery was forced to close its doors -- as it turned out, forever.

SIDEBAR #1: SCHNAIDER IN MEXICO

While the Chouteau Avenue Brewery is history, one Schnaider family brewery is still in business. In 1891, Joseph Schnaider, Jr., left St. Louis to found, with partner Isaac Garza, the Cerveceria Cuahtemoc in Monterey, Mexico, the first Mexican brewery to be built as a lager brewery, and which by 1897 had become the biggest Mexican brewery.

Schnaider served as brewery manager, and in December, 1896, *Western Brewer* discussed his hopes that enough quality barley could be grown domestically in central Mexico to supply the brewery with the grain necessary for producing Cuahtemoc beer. The next year, Schnaider left Monterey to purchase La Perla brewery in Guadalajara.

One of the authors went into his local Mexican restaurant recently and, influenced by a point-of-purchase ad for



1906 label from the Mexican brewery co-founded by Joseph Schnaider, Jr.

"Bohemia" beer decided to try one. It was tasty (an old Schnaider formula?), and upon checking the label, the brewer was none other than Cerveceria Cuahtemoc, still one of Mexico's leading breweries!

SIDEBAR #2: TAKING A DARE ON THE LION HOUSE

While the Green Tree Brewery has been completely demolished, one building that can provide a glimpse of the glory years of the company still stands a short walk away: the former Max Feuerbacher mansion, at the southeast corner of Sidney and 12th Streets. The home is commonly called the "lion house" because at the top of the stairs leading to the entrance sit two imposing carved limestone lions, with their gnarling stares at each other forever frozen in time. Today, stone lions are a common sight in the area, but these great cats were the first ever sculpted for a home in St. Louis. The entrance way to the home consists of three sets of doors, which open into an impressive six-sided tiled foyer.

Perhaps it is fortunate that Max decided to build his mansion away from the immediate vicinity of his brewery. The



The Max Feuerbacher mansion on Sidney St. in St. Louis, now owned by Elmer and Lee Mick. The stone lions beside the door were the first such in St. Louis.

surrounding the site was treated to a view of the brick-lined, arched Green Tree lagering cellars exposed during the parking lot's construction).

Elmer Mick and his wife Lee, two stalwarts of the St. Louis breweriana collecting community, now own the Feuerbacher mansion. Elmer and Lee first noticed that the property was for sale during a Soulard neighborhood historic house tour in 1982. Perhaps goaded into action by "we dare you" comments during a subsequent brewery sites bus tour, as a lark soon after, the Micks made an offer to buy the house. As Elmer and Lee's bid was relatively modest, they were more than a little surprised when notified by the realtor that their contract had been accepted!

The maintaining of the "Mick mansion" (an affectionate nickname used by acquaintances) has been something of a family affair. Daughter Linda helped strip ancient paint from the 10-foot front doors. Daughter-in-law Joy assisted in the repair of the lions and brushed onto them a much-needed coat of white paint. Two sons of Elmer and Lee live there: Tom occupies one floor, with Ken living in the top floor "suite". Another son, Bob, who once lived there, helped build the two-story porch behind the house. (Bob has since purchased his own beer baron's mansion, and now resides in the onetime home of Ferdinand Herold, an owner of the Cherokee Brewery in St. Louis).

The view from the roof can only be described as breathtaking. One source described it as "... probably the greatest view in all St. Louis". No doubt anyone standing there in the 1880's would have seen major portions of the Green Tree, Louis Obert, Schilling & Schneider, Anheuser-Busch, Anthony & Kuhn, and ABC breweries, operating in all their beery industrial splendor.

Construction on the home began in 1865, and continued for five years. The master plan was patterned after a castle that Max Feuerbacher had seen as a boy in Germany. The house was furnished with solid brass door handles adorned with the

nearby Anheuser-Busch Pestalozzi Street complex continues to grow outward like a giant banyan tree, seemingly ever expanding onto property where competing breweries once stood. These days, few visitors driving onto Anheuser-Busch's recently paved parking lot on the northern side of 9th Street and bordering Sidney Street know the site was once the location of the Green Tree Brewery brewhouse! (As an aside, for a time in the spring of 2001, anyone sneaking a peak

brewer/chemist's six-sided Star of David, which matched those installed in the Green Tree Brewery. The residence also featured what is reputed to be the first residential security alarm system installed in St. Louis.

Elmer, Lee, and Tom Mick recently treated the authors and their wives to a tour the Feuerbacher mansion. The residence boasts 14 rooms and six marble fireplaces. Lee was gracious enough to play one of the outstanding features of the house, a 12-rank, three-manual pipe organ! The organ was installed in the house about 100 years ago, after being removed from a neighborhood church.

The Micks tell all who visit that renovating an old mansion can be a seemingly never ending (and occasionally frustrating) process. A few years ago, after Elmer had completed remodeling the ceiling in the dining room, he found all his hard work "down the drain" the very next day, when a water pipe burst above it! Working in rooms with 14 foot ceilings can also be dangerous. Once, while stripping down old wallpaper, Elmer fell off the ladder and broke his back. While Elmer did recuperate fully, these days he is more than happy to let son Tom do all of the wallpapering!

Below the basement was constructed a large vaulted, brick-lined beer cellar. Like just about every mansion in Soulard that was ever connected with a brewery owner, the Feuerbacher mansion is rumored as having once had an entrance in its basement into the local cave system -- a portal that Elmer and Lee, at least, despite extensive searching (and a little digging) have never found any evidence of ever having existed.

While making no claims that the mansion is haunted, various members of the Mick clan have observed paranormal activity. (Local television station Channel 2 featured the house in a "Ghost Houses of St. Louis" program during Halloween. For one segment, Lee played a spooky dirge on the organ, while a super-imposed ghost on the screen was shown "flying" around the room.) A strong aroma of a woman's perfume once engulfed Tom, even though he was the only one in the house. At another time, Bob heard a rattling noise and ran into the dining room to investigate. He stopped dead in his tracks when he spied a "Civil War guy" standing directly in front of him! The apparition vanished when Bob turned his head away momentarily. (Of note, Max Feuerbacher served a hitch in the Federal Home Guards during the Civil War).

The Micks have enjoyed conducting tours of the mansion for various interested individuals, including descendants of Max Feuerbacher. For years, one gentleman visited the house annually to maintain his tradition of "petting" the house's carved lions on his birthday. Not surprisingly, many Mick clan gatherings, birthdays, and wedding anniversaries have been celebrated there. According to Elmer, these visits by relatives to the mansion are "like returning to another era, when living was slower and each day was spent truly enjoying time with family and friends".

Anyone interested in St. Louis brewery history owes Elmer and Lee Mick, and their family, a round of "hurrahs" for all their hard work restoring and preserving the Feuerbacher mansion -- today, and for generations to come.

SIDEBAR # 3: GREEN TREE BREWERIES, INC. FAILS TO TAKE ROOT

One of the authors once asked his paternal grandfather which of the beers brewed in Missouri before Prohibition had the best taste, to which Grandpa Cecil responded "Why, Green Tree in bottles." (Grandpa had chosen not to break a long-standing family tradition of underage drinking). The conversation continued, with another inquiry being made as to which was the worst tasting beer distributed locally after Repeal. Without missing a beat, Grandpa responded "Why, Green Tree in bottles! Just not the same as the original, worse than the worst home brew, after beer came back."

In July 1933, a group of St. Louis investors formed a new corporation, the Green Tree Breweries, Inc. Green Tree beer's sterling reputation before Prohibition was no doubt a factor behind the resurrection of the brand by this group after Repeal. The SLBA had let its registration on the trademark expire, affording the start-up company an opportunity to snap up at no initial cost a brand name that still carried favorable name recognition in the area.

At the first Green Tree Breweries board of directors' meeting, Christ Buehner was elected president, Fred A. Bierman, vice-president, Leroy E. Lind the secretary/treasurer, and August Posdorf, general manager. Buehner's election to the presidency was a foregone conclusion, as he owned 85% of the company's stock, with the minority interest divided up among the other officers. While it is not known if any of the officers of Green Tree Breweries had any brewing experience, they did hire someone who presumably did, as Martin J. Howard soon after joined the management team as brewmaster.

The Green Tree Breweries only capital asset at the time of incorporation was a group of industrial buildings located at 135 Russell Avenue (close to the intersection of Russell Avenue and Dekalb Street) in St. Louis, 20 blocks northeast of the shuttered Green Tree Brewery site on Sidney Street. Valued at \$70,000 after subtracting the outstanding mortgage, the Russell Street buildings had probably been built for use as an icehouse or cold storage facility. Containing two 120 horsepower John O'Brien Company steam boilers, and two 40-ton ice machines, the buildings were viewed as the nucleus around which the planned brewery would be erected. Buehner, who had owned the buildings, swapped his deed of trust for Green Tree Breweries company stock when the company was organized.

To raise additional capital to build the proposed brewery, Green Tree Breweries issued a \$168,750 stock offering. Alas, the stock sale did not go well. To further complicate the company's plans in March 1934, the Federal Trade Commission



suspended further public sales of the security.

With construction of the new brewery put on hold because of lack of financing, the management of Green Tree Breweries decided that its best business course in the interim would be to serve as a distributor and wholesaler of 3.2% beer. Christ Buehner again dug into his own pockets, and advanced the company the required cash to set up a distributing organization, for which he was to receive 50% of the net earnings of the endeavor. Buehner was empowered by the company's board of directors to negotiate with a local brewery to set up a beer distribution agreement, which led to a contract being signed with the fledgling Peerless Brewing Company in nearby Washington, Missouri. In late October of 1934, Green Tree bottled beer was back on the streets. Curiously, Green Tree Breweries would not

(unpublished); E. Jungenfeld & Co.; *Modern Brewery*; *St. Louis Lost*, by Mary Barley; *The St. Louis Inquirer*; *The St. Louis Globe-Democrat*; *St. Louis, History of the Fourth City, 1763-1909*, by Walter B. Stevens; *St. Louis Portraits of the Past*, by Harry M. Hagen; *The St. Louis Post-Dispatch*; *What's Brewing in Soulard*, by Landmarks Association of St. Louis, (1987); *The Western Brewer*; and, *1906 and 1912 Book of St. Louisians*.

Both Kevin Kious 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: Bob Kay; Sam Marcum; Elmer, Lee, and Tom Mick; Herb and Gerry Schwarz, Charles Vick, and Rick Zimmer.



bother to file a trademark application to protect the Green Tree beer trade name and logo until a year and a half later.

Apparently, distributing beer was not as profitable as had been hoped, as by September 1936, Green Tree Breweries was found to be insolvent. The Peerless Brewing Company swooped in and made an offer to purchase some of the assets of Green Tree, including exclusive use of the Green Tree beer trademark west of the Mississippi River (excluding St. Louis), an offer that was accepted in April of the following year. A few months later a contract was also executed between the Carondelet Brewing Company of St. Louis and Green Tree Breweries, allowing the former to brew and sell Green Tree beer in St. Louis, and territories east of the Mississippi River.

Unfortunately, the Peerless Brewing Company would soon find itself in financial difficulty, and declared bankrupt. In August, 1938, William Compton and Arthur Dill and their wives, the majority stockholders of the Carondelet Brewing Company, purchased the remaining assets of the Green Tree Breweries. When Carondelet folded in 1940, Green Tree beer disappeared from retailers' shelves. Today, the once venerable Green Tree beer is remembered by only a few -- primarily breweriana collectors, and "old timers" like Grandpa Cecil.

Authors' note - Sources for this article included: *American Brewer*; *Brewer's Journal*; *History of the Brewing Industry in St. Louis, 1804-1860*, by James Lindhurst (unpublished Master's Thesis, 1939); *The German Element in St. Louis*, by Ernest D. Kargau; *Green Tree Breweries, Inc., Corporate Board Records*



Joseph Schwaab



LOUIS SCHLOSSSTEIN



MAX FEUERBACHER

More Green Tree Brewery breweriana



Top left: One glass, all the brewery brands! Etched shell. Middle left: Single helix wire corkscrew...tiny letters read Green Tree Brewery Co. St. Louis. Middle right: an etched black tinted per-Pro shell. Top right: Green Tree Special Brew embossed mug. Far left: old photo of a Green Tree reverse-on-glass tavern corner sign. from the book [St. Louis, Portraits of the Past](#). Near left: a very early, and possibly unique etched shell from Chouteau Avenue Brewery. From the SLBA period, but it still uses the "Warranted to keep at any climate" typical of corked bottle labels.

Below, right: an invoice head from 1910.



Executive Secretary's Report



The St Louis convention is drawing near registration will be sent out mid-May. For any member with dues at least paid up through 2003 at that time will have membership cards enclosed. If you need to renew for 2003, a dues renewal slip will be enclosed.

NABA's officers and board will undergo a major change over this year. Of utmost importance was filling Fil Graff's Editor's position. Thank you Bob Skilnik for stepping forward and assuming this important position. Bob will need the support and help of the NABA membership. If you have been hesitant in the past to send in articles or offer help please take the time to do so. The Breweriana Collector can only be as good as the contributions that are made to it.

At the Spring Board meeting in March at the Luck of the Irish show, Bob Jaeger was made Honorary Executive Secretary for nearly 20 years of service to NABA. Congratulations Bob and your input is always welcomed. As NABA's officers and board members take on new faces it will be reassuring to know that Bob will be one of the veterans present for input and ideas.

If anyone has suggestions about changes to the Membership Directory please take the time to drop me a note. I apologize for missing the Directory Ad notice in the Fall BC. Next fall I will make a bigger push to sell more ads. These

ads do offset the cost of producing the directory. The ads are a way to more readily make your wants available to the membership and even a good way to sell breweriana.

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

Apparently having the convention in St. Louis help greatly this past quarter with bringing in new members (28). Also a special thanks to George Baley for doing a special mailing of 60 BC's in an attempt to sign up more new members. Thank you to George Baley (2), Fil Graff (3), Bob Jaeger (1), Norm Jay (1), Bob Kay (1), Bill Mitchell, Joe Olson (1), Bob Post (1), Donald Roussin (1), John Stanley (1), eBay Auction (4) and NABA Website (5). If you give out a membership application please remember to add your name as the sponsor so you can receive credit.

John Stanley,
Executive Secretary

New Members

Belcher, Keith W. (Rebecca)

5352 Lake Normandy Ct
Fairfax VA 22030-7209
703-803-6261
<kbelcher@cox.rr.com>

Beer Cans

Boe, Steve (Nancy)

PO Box 83
West Concord MN 55985-0383
507-527-2241
<boechrysler@netscape.com>

All Brw'ana-Cans-Labels; MN & IA

Bogaert, Bruce "Bogie" (Candy)

2900 Vassar St
Reno NV 89502-3224
775-847-9300
<cbogaert@renonevada.net>

Burruss III, John E.

318 Lost Oak Dr
Canyon Lake TX 78133-5720
830-899-7241
<burrjeb@gvtc.com>

Knives-Openers-Tip Trays; TX brys

Cary, Walt (Mary Jane)

20707 S State Route Y
Belton MO 64012-9628
816-322-1919
<wcary@naplesnews.net>

Cans-Micro Coasters-Porcelain Crowns-Paper Items-Tokens; Illinois

Flora, Richard Z. (Jo)

1206 Masons Ln
Vinton VA 24179-9730
540-890-6098

Clocks-History-Mirrors-Mugs -Steins-Pitchers-Signs. Strohs

Gordon, James V.

2249 Miles Rd
Cincinnati OH 45231-2212
513-674-9704; 513-681-2088
<fret220rvr@aol.com>

Bottles-Neons-Pitchers-Signs-Tap Knobs-Trays. Cincinnati, Red Top, Clyffside, Rolling Rock

Gulan, Jeff (Melissa)

85 Forest Oaks Ct
Winona MN 55987-6010
507-452-7568
<ironranger@charter.net>

All Brw'ana-Lamps-Lithos-ROG -Signs-

Thermometers; Hamms & Other Early Pre-Pro Unique Items

Hankley, John (June)

1750 Alexander St
Belleville IL 62226-6411
618-233-4156; 618-581-8415

Helmkamp, Bob (Cindy)

185 Meadows Dr
Bethalto IL 62010-1888
618-377-5686

Knives-Match Safes-Reverse on Glass. Anheuser-Busch

Kovach, Frank J. (Linda)

387 Main St PO Box 205
Smithfield OH 43948-0205
740-733-8381
<lfkov@1st.net>

All Breweriana-Glasses-Mugs & Steins-Signs-Tap Knobs-Trays. Stroh's Only

Krejci, Mike

W19103 Lake St Lot 3
Aniwa WI 54408-9756
715-610-5108
<pigpen1952@yahoo.com>

All Breweriana. Schlitz & Chief Oshkosh

Lawless, Dave

36 Ranger Dr
Springfield IL 62702-1526
217-546-7123; 217-414-0536
<lawless@famvid.com>

All Breweriana-Bottles-History-Openers-
Signs-Statues. Pabst, Miller High Life,
Schlitz, Gipps, Falstaff, Blatz

Ligenza, J P "Vic" (Stella)

25426 Skye Dr
Farmington Hills MI 48336-1674
248-477-8714

Statues

Peters, Steve

41 St Catherine St
St Thomas ONT Canada N5P 2V7
519-631-1717

All Breweriana. St Thomas Ontario
Canada

Peters, Steven M.

3460A E Van Norman Ave
Cudahy WI 53110-1014
414-744-6154
<steve@peters-design.com>

All Breweriana

Pitra, Wayne

2031 Howard Ave
Downers Grove IL 60515-4421
630-968-6046

All Breweriana(Miller Girl on the Moon)-
Trays(Post-Pro)

Ponder, Wes

6 Hardwicke Pl
Rockville MD 20850-3010
301-762-3220

All Breweriana. Washington DC esp.
Heurich

Ramich, Joseph J.

PO Box 148
Irwin PA 15642-0148
724-863-2297

All Breweriana-Menu Sheets-Mirrors-
Neons-Signs-Tap Knobs; Duquesne

Rasmussen, Lee

2304 Ramshead Ct N
Waukesha WI 53188-1561
262-542-9524

Stock Certificates and All Breweriana
(Capital Brewing Co of Middleton WI)

Reed, Brian W.

80 W 700 N
Valparaiso IN 46385-8503
219-464-0907
<bwwreed23@earthlink.net>

Coaster-Labels; Chicago

Reichmuth, Jim (Janice)

Brindle Ct #2
Florissant MO 63033-3005
314-830-3109
<tapknobman@aol.com>

All Breweriana-Coasters-Foam Scrapers-
Reverse on Glass-Signs-Tap Knobs;
All MO & IL (Tap Knobs All Breweries)

Rogers, Mark

6 Thompson Ct
Morris Township NJ 07960-6326
314-369-6267
<ags81z240@mail.trayman.net>

Trays (All) & Texas Breweriana;

Schwarz, Herb

850 Brentford Dr
Saint Louis MO 63125-3205
314-487-8403
<sandbelly1922@aol.com>

Cans-Dealer-Show Promoter; St Louis
Breweriana

Schwarzen, John (Joyce)

13557 Lake Magdalene Dr
Tampa FL 33613-4100
813-968-1006

All Breweriana

Seiders, Al (Karen)

39 Red Maple Cir
Palmyra PA 17078-2933
717-832-2320

All Bryana; Lebanon PA

Tacke, Dennis (Karlene)

618 3rd Ave NE
Sioux Center IA 51520-1726
712-722-3603

<dennis.tacke@sioux-center.k12.ia.us>
Celluloid Tape Measures-Foam Scrapers-
Openers-Tokens (Lucky Pennies)

Tiemann, David M.

11815 Smoke Valley Ct
Maryland Heights MO 63043-1664
314-739-8909

Cans-Coasters-Mugs & Steins-Trays.
A-B, Krueger, Goetz Country Club.

Treichel, Todd (Lisa)

13541 Taylorstown Rd
Leesburg VA 20176-6165
540-822-4123; 540-822-4800
<ttt@meego-pipe.net>

Books & Magazines-Bottles-History-
Labels-Paper Items-Signs. WI esp.
Southeast WI; Foxhead, West Bend
Lithia, Chief Oshkosh, Peoples,
Gettelman, etc.

Verkuilen, Bill (Diane)

3678 S 81st St
Milwaukee WI 53220-1022
414-546-1692

All Breweriana-Bottles-Cans. Jos. Schlitz
Brewing Co

23rd Annual CANADIAN BREWERIANIST CONVENTION

August 6-10, 2002

WINNIPEG, MANITOBA, CANADA

Sponsored by:

Ft. Garry Brewery

Agassiz Brewery

Two Rivers Brewery

Great White North Chapter

for information, contact:

Phil Mandzuk

<pmandzuk@wsd1.org>

(204) 452-1293 or 981-9296

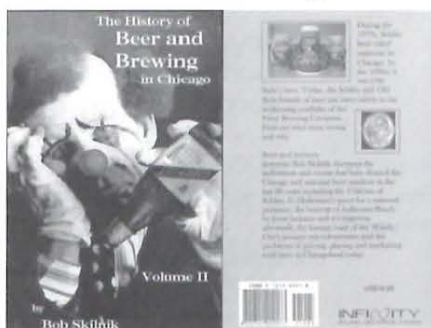
Includes:

Riverboat cruise-Brewery tours-

Beer tastings-open house tours

During the 1970s, Schlitz beer ruled supreme in Chicago. In the 1980s, it was Old Style's turn. Today, the Schlitz and Old Style brands of beer are mere labels in the weakening portfolio of the Pabst Brewing Company.

Find out what went wrong...and why!



Only \$19.95 + \$2.25 S & H.
Send check or money order to:

Chicagoland Beer History

P.O. Box 793

Plainfield, IL 60544

Online orders at www.chicagolandbeerhistory.com

Preview the book on our website!

See review in this issue of the BC!

Got Lemp?

WANTED: ALL LEMP BREWERIANA

Joel Gandt 7509 Piney Pointe Dr. St. Louis, MO 63129
(314) 846-6938 joeleg@earthlink.net

BUY-SELL-TRADE

Over 1000 TAP KNOBS FOR SALE OR TRADE: I am looking for Ball Knobs, esp. from MO & IL, 1950's & some '60s tap knobs. Also MO Foam Scrapers. **Jim Reichmuth**, call (314) 830-3109 or tapknobman@aol.com

JR Sp02-2

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

Vir2 Sp02-3

WANTED to Buy: Anything STROH'S. Especially state, city and political mirrors: Virginia, Michigan, Detroit, Chicago, Wash. DC. License tags "Welcome to ?", signs, etc. Anything and everything! **Richard Z. Flora**, 1206 Mason Lane, Vinton, VA 24179-6207, (540) 890-6098

FLo Sp02-1

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

The Breweriana Collector and the Membership Directory are published by National Association Brewery Advertising for its membership. Dues are \$25 per year domestic, \$35 Canadian, \$45 overseas. Dues year is June 1 to following May 31. Send applications for membership, dues, change of address and advertising for **The Membership Directory** to John Stanley, P.O. Box 64, Chapel Hill, NC 27514-0064. Send manuscripts and advertising for **The Breweriana Collector** to Fil Graff, 10111 Lincoln Way West, St. Thomas, PA 17252-9513. Advertising rates for the BC are \$80 half page, \$40 quarter page, \$20 short ads in the Buy-Sell-Trade section, \$5 if limited to member's own collecting activity. Full page ads will be considered as a separate "flyer" insert. The Editor has the right to edit submissions to conform to proper style and appearance, and may defer publication of a submission for reasons of space or layout.

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

Events of Interest

- 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>
- May 17-19 2002 23rd ST. LOUIS BREWERIANA SHOW, St. Louis, MO
Contact: Herb Schwatz, (314) 487-8403 or <sandbelly1922@aol.com>
- June 2 2002 **QUEEN CITY CHAPTER. SHOW**, Raffles Blue Ash Banquet Center., Blue Ash, OH
Contact: Dave Gausepohl (606) 371-4415 <beerdave@fuse.net>
- June 15 2002 INDIANAPOLIS Antique Advertising Show, Indiana State Fairgrounds, Ind'y, IN
- Jun. 15 2002 30th Annual STROH'S FIREBREWED CHAP (BCCA) SHOW, Lincoln Park, Detroit, MI
Contact: Joe Tomasak (248) 349-5694 or Terry Warrick (313) 928-0551
- June 18-22 2002 ABA-XX1 Convention, Sands Regency Casino-Hotel, Reno, NV
Contact: ABA office, Pueblo, CO
- July 11-13 2002 ECBA CONVENTION, Holiday Inn (Francis Scott Key Mall), Frederick, MD **DATE CHANGE!**
Contact: Larry Handy, (610) 439-8246 or <OhHugo1@aol.com>
- July 12-13 2002 28th annual OHIO MINI CANVENTION & BREWERIANA SHOW, (Middletown, OH??)
Contact: Dave Reed, (513) 248-4464 or <wolfe1985@fuse.net>
- 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 CONVENTION, Viscount Gort Hotel, Winnipeg, MB, Canada
Contact: Phil mandzuk, <pmandzuk@wsd1.com> or (204) 452-1293
- Aug 11 2002 **QUEEN CITY CHAPTER. SHOW**, Raffles Blue Ash Banquet Center., Blue Ash, OH
Contact: Dave Gausepohl (606) 371-4415 <beerdave@fuse.net>
- Aug 24 2002 **DOG-DONE GOOD Chapter. SUPER SUMMER SWAP**, Bigelow Park, Pavilion, Bay City, MI
Contact: Dan McShane (989) 667-6627 or see <www.Mi-brew.com> for info
- Sep 5-8 2002 BCCA CANVENTION #32, Hyatt Regency & Radisson Hotels, Lexington, KY
Contact: BCCA Office (636) 343-6486
- Sept. 21 2001 6th KC ANTIQUE BOTTLE & BREWERIANA SHOW, American Legion, Blue Springs, MO
Contact: Jim Maxwell: (816) 942-0291 (eves) or <HJMesq@aol.com>
- Sep21-22 2002 INDIANAPOLIS Antique Advertising Show, Indiana State Fairgrounds, Ind'y, IN
- Oct 3-5 2002 **MONARCH FALLFEST**, Hyatt Regency-Woodfield, (Chicago), IL
Contact: Contact: Dave Lendy, (630) 208-6950
- Oct 27 2002 BREW CITY AD SHOW, Serb Hall, Milwaukee, WI
Contact: Jim Welytok (262) 246-7171 or <unievenys@aol.com>
- Nov 3 2002 MADISON ADV'G & BOTTLE SHOW, Quality Inn South, Madison, WI
Contact: Bill Mitchell (715) 431-6860



Come to
St. Louis!

HELP NABA
CELEBRATE
AMERICA!

July 31-August 4, 2002
Marriott-West,
St. Louis, MO

NABA's 31st Annual

