



# The Bremeriana Collector

JOURNAL

OF THE

National Association  
Bremeriana Advertising

VOLUME 118

FOUNDED • JANUARY • 1972

SUMMER 2002



Single Copy Cost \$6.00

---

# 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

## APPOINTEE 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

ONE OF A SPECTACULAR GROUP OF LITHOGRAPHS FOUND IN THE OLD SCHAEFER OFFICES. SEE STORY IN COLOR SECTION FOR MORE!

---

## TABLE OF CONTENTS

Presidents Page.....	3
From The Editor's Desk.....	3
Editorial Changes.....	4
Chapter Doings.....	4
Anyone can serve Pretzels.....	6
Breweries Long Gone.....	8
Auction Hysteria.....	10
The Schaefer Litho Collection.....	12
Auction Preview.....	19
The Schlitz Photo Archives.....	21
Ex Libris.....	27
What's Brewing.....	27
Executive Secretary's Page/New Members.....	28
Buy-Sell-Trade.....	30
Events of Interest.....	31

## PHOTO CREDITS:

GEORGE BALEY, BOB FONDREN, JEFF GATES, ROBERT HAJICEK, LARRY MOTER, JOHN STANLEY, THE STROH ARCHIVES, MARY WHITE

**NABA Internet page URL: [www.nababrew.org](http://www.nababrew.org)**

## EDITORIAL INFORMATION

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

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

ALL material contained herein is © 2002 by The National Association Brewery Advertising, with residual Copyrights to the authors.

Time sure does fly! After 4 years as President, this is my 16th and final message. I would like to sincerely thank NABA for extending to me the privilege of serving over the years as a director, Vice-President and President. There is a lot of talent in our organization, and everyone who has volunteered their time and expertise to make this a solid and viable club earns my gratitude. After the St. Louis Convention there will occur a major first in our Association history, in that other than Bob Kay as Auction Chairman, there will be no Chicago area representation on the Board. Stan Loula, Bob Brockmann, Fil Graff (we still claim him, even though he moved to PA) and myself are all retiring.

We are trying to get this issue out EARLY, so that it arrives before you leave for Convention. There is going to be some dynamite beer advertising available in St. Louis! This message is written in the first week of June, but I can already say the attendance is going to be outstanding; registrations are pouring in. I know you will like the Hotel...I have never been disappointed in Marriott. A-B is going out of their way to assist us, as is their Belleville, IL distributor, Tony Joynt.

Our Minneapolis 2003 Convention under the Chairmanship of Director Robert Hajicek is progressing well. About 15% of our Membership has taken advantage of our

multi-year option when renewing their Memberships.

My congratulations to Director and Vice-President-elect Larry Moter for running a successful "Just for Openers" Convention in April. And, on the subject, if you are near the Chicago area, or plan to be so, on October 3-5, the Monarch Chapter Fall-Fest is on the schedule. We have a new hotel, well located, and a well above average selection of breweriana.

Some personal notes: Past President and Editor-Emeritus Peter Blum seems to be improving from the double whammy of heart and cancer treatments, and we hope to see him in St. Louis. Our prayers are extended to Elaine Ambrose (wife of Marty) who is seriously ill, and to Cora Whelan after the death of her husband Don.

There are a number of younger new and talented faces on your incoming Board. NABA can look forward to a bright future. I wish George Baley and his team well in continuing our traditions, and perhaps nudging us off in some new directions. Please read George's column on the editorial changes already in the works. You will see some new faces, and perhaps some new attitudes, but underneath, it will still be the NABA, the leader in our hobby field.

Norm Jay



---

## From the Editors Desk

---

I have received word that Don Whelan has lost his battle with bone cancer. Another one of "the good guys" has passed on. Our sincere condolences to Cora and the Whelan family.

I suspect that I have been saying goodbye to a job I have loved for several issues now. I have thanked many of my regular contributors sometimes more than once. As one can see from this issue (thankfully filled with great photos of items from the Stroh archives), I have run out of things to say about the hobby. Oh, I can still talk breweriana, but when it comes to staring at a keyboard and a blank BC page, I really do go blank. Just the thought of filling this column has me in a cold sweat!

NABA Members will be undergoing a period of change, both in the management of the organization, and in the quarterly journal. We have a new President, and as I write this, no new Editor. Our new President has been getting familiar with the tools and mechanics of magazine production so he can act as Co-Editor. George Baley will be a busy man, between assuming the Presidency, working on several breweriana book projects, and coordinating publication of *The Breweriana Collector*. It goes without saying that he will need your help! Even if you have never considered writing an article before, sit down and give some thought to your collection. What makes it special? What is there interesting or unusual about the brewery/breweries it contains? What do you like to read about in hobby magazines? There are all sorts of places to start an article. If what you have in your collection is worth collecting, then it is quite likely to be

worth telling others about! That's all an article for this or any hobby magazine is...telling others about your collection, and the interesting things you've learned about it. If you can't think of something to SAY, then take some pictures of your favorite items and submit them! SOMEBODY is going to have 28 pages of the Fall BC to fill if the Post-Convention issue is to appear. The time when "let George do it" would pass as a feeble excuse is long gone, friends! George WILL be doing all he can...he simply cannot be everything NABA is and does. That is up to you, the Membership.

I hope to see a lot of friends at St. Louis, and have some time to share memories, down a few micro brews with fellow affectionados, see some great collections, and have a generally good time. This will be my first Convention in many years where I had nothing to do...no Board Meeting, no worries about the next issue, no NABA responsibilities. It will be somewhat bittersweet, I am sure.

So an Editorial "fare thee well", friends and fellow NABA Members. I hope to see you at a show, or Convention in the future, and more than that perhaps, hope you will step forward to contribute what ever you can to the future growth and success of NABA. May your collections and knowledge base continue to grow, and may you share in and contribute to the richness that our NABA has to offer. AVE ATQUE VALE!

Fil Graff



---

# Filling Fil's shoes...Editorial changes

---

by George Baley, *President-Elect*

Everyone in NABA is saddened by the retirement of Fil Graff who has been our editor of *the BC* since 1998. I would like to take this opportunity to express our appreciation to Fil for making our publication the best in the hobby. Fil instituted such improvements as a computer produced quarterly with 8 pages in full color, some spicy articles and features like "Labelology" and the "Chapter Doings" columns on a regular basis. As I reflected upon Fil's tenure, the things I noted were real, but subtle changes in the BC. Fil took the journal from the old "cut and paste" style of layouts into the world of computer layout and design. Fil had the ability and energy to learn how to use Quark, the standard of the industry software package for applications like ours. Working closely with Crossmark, our publisher, Fil was able to significantly reduce the expense and time required for each issue. Thank you, Fil, for your many contributions to NABA over the years.

I know Fil has appealed to the membership in the past to find someone to replace him as Editor. Your board, through Norm Jay and myself, were involved with Fil in screening possible candidates, but did not feel the historical practice of having everything consolidated in a single person, particularly an unpaid volunteer, would work today. In fact, we did not believe (after Fil left) that there is one person out there that could do the job alone. Thus, we are making several changes in the way *the BC* is editorially structured.

We are developing a *BC* organizational staff that will include myself and one other person working as Co-Editors, to gather, screen and select articles for each issue. We have added a Graphic Designer, Rosi Martin, to provide data input into the Quark program. Rosi is one of our newest members and hails from LaPorte, IN. Her experience with Quark is extensive, having worked with many organizations to develop a variety of community and commercial publications. The next issue will be Rosi's first, and at that time we will let you know a little more

about her. Her husband spent many years in the printing business and should be a hidden aid to the process.

As we move toward the next era of *the BC*, your Board has spent a good deal of time defining how best to continue presenting the best publication in the hobby. It is our pledge to retain the highest quality articles, void of "flimflam or glitz" topics sometimes seen in other publications. There will be changes in *the BC*, but they will be subtle. We will maintain the focus on the historical aspects of the feature articles and introduce several new columns over the upcoming issues. A quality staff of writers and column editors is being developed. We will continue to feature Bob Kay's "Labelology" and May White's "Chapter Doings". A new column by Bob Hajicek (which debuts in this issue) will feature recent results of mail and online auctions of breweriana. A new Featured Collector article will appear and open up to every one the quality collections seldom seen by members. Three or four topical columns are being develop and will rotate topics of all avenues of collecting on a quarterly basis. We will maintain the 5-8-page feature article and add two or three shorter articles in each issue. We are looking at increasing the number of pages in color and reorganizing the placement of color pages to 'spread the wealth' that color brings to more articles.

You are encouraged to think about being a column Editor or even our Co-editor. The job description presented by Fil in past issues has drastically changed with the advent of our new organization, but the need for contributors has not! Taking an active role in NABA through *the BC* will assure that our publication remains the class publication in the breweriana hobby. You may call me at 219-325-8811 or email me at <[gbaley@attbi.com](mailto:gbaley@attbi.com)>. Or stop by and chat at the Convention in St. Louis and share your thought and ideas in joining *the BC* staff.

George Baley



---

## Chapter Doings

---

by Mary White, *Chapter Coordinator*

The 2002 show season is off and swinging, with all the NABA Chapter's Spring shows completed successfully. The first show of the year was the 23rd Annual Blue and Grey show Feb



14-17 in Fredericksburg, VA, cosponsored by our **Capitol City** Chapter. The show continues to draw

Left: Gordon Biersch Brewery-Restaurant in an old bank building.  
Right: Capitol City Brewing.

a large crowd, and now utilizes TWO over-flow hotels! The Micro Brewery tour Friday went to Washington DC (driving past the Pentagon under reconstruction); we visited 5 micros. Great fun, and some great beers! And with guests from Canada and Denmark!







Left: The Blue & Grey Micro Tour at the Brickskeller, a long-time Washington beer bar, with a HUGE beer list, Mary White, Peter Lindsey (Canada), Don Johnson and Jin Snyder (Canada). Right, Steen Borup-Neilsen and his wife from Denmark.

The second show was the **Doggone Good** Chapter Winterswap, on Feb 23rd. This was covered in the last issue. Our congratulations to the new Officers for this year.

The third Chapter show was the **Queen City** Chapter's 26th Annual "Luck O' the Irish" Show March 14-16. We welcomed the NABA Board for their Spring meeting for the first time,



and president Norm

*Luck o'the Irish just wouldn't be the same without our annual rabble...er raFFle. Ol' Dave Guespohl conducts the event every year. Wonder why HIM?*



Jay's bathroom fall made the meeting an unfortunately Above: Don Limpert and Bill Mitchell (2002 NABA Convention co-chairman) at the Beer tasting. Left: This needs to be seen in color to be believed! Green shirt, red wig and plaid tam...would YOU trust this man to do your taxes? Jim Kaiser, NABA Treasurer at the Luck o'the Irish beer tasting Thursday evening. Below: Sandy and Dennis Thayer...the stuff of legends.

memorable one. This show gets bigger every year, and continues to draw new mem-

bers. We were happy to see the usually somewhat sedate NABA Board enjoy the festivities!



The fourth Chapter Show was the Gambrinus Chapter King's Spring Fling on April 28. We don't seem to have ANY photos!

There were several Chapter related issues on the agenda at the NABA Board Meeting, but because of Norm's accident, they were tabled until the next Board meeting at Convention.

Two NABA Chapters along with 3 other Ohio BCCA Chapters are sponsoring the 28th annual Ohio Mini CAN-vention and Breweriana Show July 12 and 13 in Waynesville, OH. I hope this issue gets to you in time to remind you of this great show! And also don't forget to register for the Monarch FallFest in Chicago October 3-5. None to soon to plan to hit NABA's first Chapter's annual bash.

There are plenty of opportunities to add to your collections this year. Of course, NABA's 31st National Convention is July 31 through August 4. Hope to see you in St. Louis!

Do you want to form a chapter, or affiliate an existing breweriana group with NABA? Many of our chapters are jointly affiliated with NABA and BCCA, getting the best both organizations can offer to collecting specialties. Please contact me, or any other Board member for information.

Mary White



---

# Anyone can serve Pretzels

---

by Larry Moter

Beer and food naturally compliment each other. Beer and food are a cultural and societal statement that defines us as individuals. Beer and food bring people together for a common bond of friendship, comradery, and family.

Early in this writer's collecting career, my first brewery cookbook was found at a rural Virginia antique shop. This book was "Recipes of Quality, Presented by the Chr. Heurich Brewing Co., Washington, D.C.". This inexpensively made hardback was copyrighted 1912 and published by Felix Mendelsohn. It was a



joy to read and covered cooking techniques plus recipes for courses from soup to dessert plus different meal recipes. This writer soon found the Mendelsohn cookbook was a "stock" cookbook published by many breweries. Primarily only the front and back covers were specific to the brewery and the contents "stock" with one major exception, the breweries brands,



such as Senate/Maerzen, was the brand recommended to accompany many of the recipes! This writer has had many Mendelsohn cookbooks over the years

including the Blue and Gold Brewing Co (San Francisco), Rock Island Brewing Co., Huebner-Toledo Brewing Co, and the German American Brewing Co. (Buffalo).

Prohibition era cookbooks were usually for brewery related products to incorporate into recipes. Examples of this eras' cookbooks (pamphlet style) were "Tested Recipes with Blue Ribbon Malt Extract" and "Recipes the Modern Pabst-ett Way". The Malt extract pamphlet was first published in 1928 with editions into the 1950's. It was published by the Premier Malt Products Co. of Peoria, Illinois (amalgamated with Pabst shortly around the end of prohibition). The Pabst-ett story is interesting. The Pabst family owned dairy related businesses and shifted with prohibition into the manufacture of "Pabst-ett a pleasing combination of cheese, milk protein, milk sugar, milk minerals." This may have been the "Velveeta" of its day. An interesting business question is whether Pabst should have continued the manufacture of this product after the end of prohibition and would it today have the market dominance of Velveeta!



The post-prohibition era soon led to the publishing of many pamphlet style cookbooks. The ones published shortly after prohibition illustrated a different style of life by our society and the incorporation of marketing themes and messages by brewery managers. Breweries wanted to eliminate the negative image of the saloon and used these cookbooks to promote beer as the beverage of moderation for home use. Many of the pamphlets informed "how to serve beer, suggested menus for luncheon, between times, beer before dinner, beer at picnics, beer at dinner, beer during bridge (bridge was the social activity in yesteryear, particularly before TV), and beer for supper." Beer and food menus were combined with party ideas such as games, songs, tricks, and party themes. This writer's personal favorite cookbook is a 1934 era Phoenix Brewery (Buffalo) titled *Anyone can serve pretzels*. Page 3 is quoted in its entirety:



"Now that beer has won its way back again as our esteemed national drink, hosts and hostesses by the hundreds are casting about for smart menu ideas to sort of embellish a fine drink like Phoenix. Not, mind you, that Phoenix needs any embellishment! But it's always fun to explore the realm of the Epicure – and be the first one back with a delightfully tasty "discovery."

"That's the purpose of this little book – to suggest different and interesting ways for you to serve beer. Pretzels hold an honored place, or course – but, after all, "anyone can serve pretzels."

"We think that after you've tried some of the delicious combinations described in the following pages, you'll finally agree (if you haven't already) that Phoenix is the ideal drink, most any time of the day and night from noon on. It's great with lunch – and at luncheons. It goes nicely with an afternoon snack, a party, or an "at home." It is delicious with dinner – mild, invigorating, sharpening the appetite. For evening parties, and for after the show, Phoenix is the just-right drink to serve. (And, if you're handy with a pencil, you can figure that it cost you less, too, than the high power cocktails of the dry era.)

"So we suggest, for smart entertaining: a case or so of Phoenix in the basement, and several bottles handy in the refrigerator! We also suggest the delicious recipes on the following pages." A list of this style of pamphlets is as follows:

TITLE	COMPANY	YEAR
<i>Anyone Can Serve Pretzels</i>	Phoenix Brewery, Buffalo	1934
<i>Beer at Home</i>	The Schmidt Brewing Company, Detroit	1934

*The Gunther Hostess Book*

Gunther Brewing Co., Baltimore 1940's?

*Hohenadel Hints to Hosts and Hostesses*

John Hohenadel Brewery, Phila. pre 1952

*It's Smart to Serve Beer* (menus & recipes to assist the gracious hostess) United Brewers Ind. Foundation pre 1950?

*A Chat About Beer* F & M Schaefer Brewing Co., NY 1938

*The Regal Beer Book* (a guide to good living)

Regal Amber Brewing Co., S.F., CA 1947

*The Goodness of Malt* (a homemakers guide)

Barley and Malt Institute, Chicago, IL 1950

*The Ballantine Beer Fun To do Party Book*

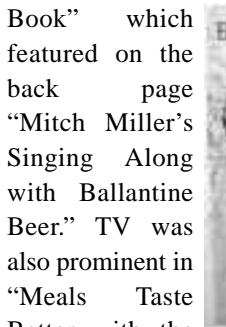
P. Ballantine & Sons, Newark, NJ 1962

Beer cookbooks also illustrate the effect of mass media and the usage of this media and media celebrities to sell beer. A fascinating cookbook that is a societal and cultural statement of its time is "125 Recipes of Famous Movie Stars" published in 1933 by the Oertel Company of Louisville, Ky. This book featured the pictures of famous movie stars and their favorite recipes. My favorite is Mae West's recipe for lobster bisque. The average male reader probably thought Mae was the preferred dish! Television soon became a preferred media to market beer and was reflected in the "Ballantine Fun to Do Party Book" which featured on the back page "Mitch Miller's Singing Along with Ballantine Beer." TV was also prominent in "Meals Taste Better with the



featured the pictures of famous movie stars and their favorite recipes. My favorite is Mae West's recipe for lobster bisque. The average male reader probably thought Mae was the preferred dish! Television soon became a preferred media to market beer and was reflected in the "Ballantine Fun to Do Party Book" which featured on the back page "Mitch Miller's Singing Along with Ballantine Beer." TV was also prominent in "Meals Taste Better with the

Right Touch, Old Dutch" by the Krantz Brewing Corp. of Findlay, Ohio. A letter-head found within this pamphlet urges one to enjoy "the Old Dutch Revue" every Monday night on your local TV station. One assumes the cookbook was a TV promo!



Right Touch, Old Dutch" by the Krantz Brewing Corp. of Findlay, Ohio. A letter-head found within this pamphlet urges one to enjoy "the Old Dutch Revue" every Monday night on your local TV station. One assumes the cookbook was a TV promo!

There are also cookbooks that use lifestyle themes such as fishing and hunting to sell beer. Primarily these are the 1940's era pamphlet cookbooks published by Frederic Girnau creations of Minneapolis, Minn. Girnau's books are

among the easiest for a collector to obtain and were used by many upper Midwest breweries. Among the outdoor titles are "The Sportsman's Way -How to prepare Wild Game and

among the easiest for a collector to obtain and were used by many upper Midwest breweries. Among the outdoor titles are "The Sportsman's Way -How to prepare Wild Game and



Waterfowl" (Gluek, Fitger), Cookbook on Fish and Seafood Cookery (Gluek, Gettelman), and the companion "Fishing and Camping Manual" (Gettelman). In addition Girnau published a multitude of other cookbooks with titles such as "Famous International Recipes" (Hyde Park), "How to Cook with Beer" (Pilsener Brewing Co., Cleveland), "Sandwich Book of all Nations" (Eagle of Catsauqua, Gettelman), "Tried and True Cookie Recipes" (Gettelman, Walter of Eau Claire), and the "Housewives Home Canning Methods (Gettelman)".

Many breweries published what would be called just plain old cookbooks for any recipe, recipes to drink beer with, and recipes solely incorporating beer in the recipe. The "King" of all brewery cookbooks is undoubtedly the 400 plus page hardback "Storz Deluxe Cook Book" published in many editions by the Storz Brewing Co. of Omaha, Nebraska. This is a specialty cookbook worthy of a beer baron like then brewery owner Arthur Storz who had his own personal chef from Germany. Examples of these type cookbooks are:

TITLE	COMPANY	YEAR
<i>Food Beer Ale</i> (booklet)	Buckeye Brewing Co., Toledo, OH	?
<i>The Wiedemann Book of Unusual Recipes</i>	Geo Wiedemann Brewing Co., Newport, KY	1950
<i>How to Cook with Budweiser</i>	A-B, St. Louis, MO	1952
<i>What's Cooking with National</i>	National Brewing Co., Baltimore, MD	1968
<i>Cooking with Pearl Beer</i>	Pearl Brewing Co., San Antonio, TX	1970's
<i>A Taste of the West from Coors</i>	A. Coors, Golden, CO	1981
<i>Now You Are Cooking with Bud</i>	A-B, St. Louis, MO	1996

Larry Moter



---

# Breweries Long Gone

---

by Jeff Gates

In the decades before the turn of the 20th Century, Garfield County, Washington was a lively place with settlements throughout the county. The cities of Pataha and Pomeroy fought desperately for the county seat and the railroad depot, but in the end Pomeroy would come out on top, and Pataha is now just a shell of it's former self.

Garfield [in the south east corner of the state, on US 12 between Lewiston, ID and Walla Walla, WA], is the smallest populated county in the state of Washington, but is in one of the finest barley growing areas, and has an abundance of good water. It is thus no real surprise that three breweries once called Garfield County home.

The first of these, and the only one that can still be seen today, is the City Brewery. The foundation of the building still remains just over a mile south of Pataha at the site of the Bihlmaier spring. It is no surprise that Jacob Bihlmaier, the owner of the brewery, built here. The spring is one of the largest in the county, and is now used as the main water supply for the town of Pomeroy, approximately 3 miles northwest of the springs.

Jacob Bihlmaier was a German immigrant who learned the brewery trade in his home country. In 1882 Jacob and his partner E. J. Wolf opened the City Brewery. They operated it until 1890 when they sold it to Thomas J. Shannon, who would close it two years later. The last record of Jacob Bihlmaier has him living in Spokane, WA on 1900.

Ernst and Emil Scholl were brothers born in Hamburg, Germany. The 1900 census indicates Ernst came to the US in 1850, and Emil followed a few years later. They eventually came to Pomeroy, and opened the Columbia Brewery in 1878. By that year they were old hands at the brewing business, as they had worked for John Stahl in Canyon City, OR and in 1870, in Walla Walla, before moving to Pomeroy. The brewery was situated at what is now 6th and Main on the north side of the street. Today the local Chevrolet dealership occupies the site. The Scholls worked the brewery for many years together until September of 1885 when Emil died. Shortly after, Ernst sold the brewery and moved back to Walla Walla (the 1900 census has him again

working for brewer John Stahl.) Ernst sold the business to John Rehorn who owned the brewery until 1902, when it was sold to Charles Landkammer.

Charles Landkammer was born in 1855 in Germany. The whole family (parents, one brother and a sister) emigrated to the US through Baltimore, and moved to Chippewa Falls, WI. While there, Charles married Mathilda Anderes; shortly after they moved to the Dutch Flat area of Garfield County. The farm they settled (about 4 miles south of Pomeroy) is still in the Landkammer family's possession. Charles and Mathilda had 10 children; there are still many Landkammers today living throughout Garfield County. One day Charles was helping a neighbor dig a well. While the two men were working and digging in the pit, the rope they were using to lift rocks to the surface broke, and the bucket carrying the rocks struck Charles on the head. He was unconscious for 10 days, and even after he recovered, he was never the same man. He reportedly suffered from "melancholy" for the rest of his life.

In 1902, the eldest son of Charles and Mathilda rented the farm, so the family moved to Pomeroy. They purchased the



above: A classic saloon photo. Charles Landkammer sits second from right, bottom row. To his left is "Billie" Yeomans, a close friend who later married his widow Mathilda. Below: a county atlas drawing of the Stoll Brothers Columbia Brewery, evidently the only surviving piece of breweriana from any of the three breweries in Garfield County.



Columbia Brewery, and a building across the street where they opened a saloon (the saloon is also long gone, and the site is now an apartment building.) In 1906, Charles committed suicide. According to the local newspaper, *The East Washingtonian*, the town of Pomeroy was horrified to hear about the suicide. It was reported that Mrs. Landkammer left the saloon about noon to go home for lunch. She asked Charles if he was coming, and he replied he was not hungry, and went into the sitting



room in the back of the saloon. When she returned, she found him dead, hanging by a rope. Charles received a dispensation from the Catholic Church because of his illness, and is buried in

the Catholic cemetery. Mathilda later married Dwight Yeomans, a family friend, and they moved to Bend, Oregon. Mathilda died in 1919, and is buried beside Charles in Pomeroy.



Main Street Pomeroy today. The Case dealership sits where the Columbia brewery once stood.

The author of this article is a high school senior in Pomeroy, Washington. He worked on the article for the past semester as a local history project. How did NABA get it? Jeff's instructor, Herman Ronnenberg, is a NABA member, and suggest writing a history of the local breweries, as next to nothing had ever been researched on them. Jeff did ground surveys, reconstructed maps of the town at the turn of the century, located the graves of several brewery owners, and of course, considering the dates and the size of the operations, found NO breweriana! But, like anyone who has ever undertaken such research, Jeff now "owns" a bit of the history of his town.

As I wrote in a letter to this young man (Herman Ronnenberg must be as proud as punch of this fine student), this is the kind of article I have been trying to get NABA Members to write for years! Except for the very rural-most of us, almost everybody has a "home town" brewery, many of which have never been recorded beyond their presence in *American Breweries II*. And as steady users of that work know, not all the information in it is completely correct. A high school senior has done what each of you should do for their town...research and write up the history of one (or more) of the local businesses. The tools are there...start with the information in *AB II*, visit your local library or Historical Society and see if the local records jibe with what *AB II* says. Check for Sanford Fire Insurance maps...they show every building in the part of town protected by the local fire department. If you are lucky, there may be several different years available, so you can see how businesses grew, or building use changed. Then do a ground survey to see if anything remains of the business. In this process you are going to meet some people who will wonder what you are doing (Historical Societies and Public Libraries are GREAT for this), and will remember seeing a clipping, or a photo somewhere (they'll find it!), or knowing that so and so did some research on that family and left the results with them (they'll find that too.) Take some photos of whatever you think could be original brewery buildings, even if only a stable. Ask everybody you know or meet in town if anybody knows of any advertising or other mementos from the old brewery.

A third brewery existed for a short time in Pomeroy from 1889 until 1891. Unfortunately, little but the name Garfield Brewery was recorded. [*American Breweries II* shows Jacob Bihlmaier as owner.]

Jeff Gates

The author would like to give special thanks to the Pomeroy Museum, and especially to Betty Waldher. Without her help this article would not have been possible.

What do you get from all this? What do you get asking questions about anything brewery related...you learn something that makes an object or an area more appealing, and even valuable. Albert Doughty did this in his home town, Martins Ferry, OH, and is now busily researching the breweries in Wheeling across the river. Al Kogoy did this in his home town, Wilkes Barre, PA. I did it in Naperville, IL. Kevin Kiouss and Don Roussin have done it on a whole series of breweries in St. Louis. Jim Maxwell did it in Kansas City (and produced a great book on the findings, as did Tim Holian on Cincinnati, Molly Harris on the Hamm's of St. Paul, and Peter Blum on Detroit.) Over the years, there have been many such researching adventures that led to articles for the *Breweriana Collector* and other hobby magazines. Granted, the early breweries produced little in the way of material belongings...maybe a bottle or two, or a corner sign, but their stories deserve to be told. A brewery is more than the "stuff" they produced to help sell their product. It's people, buildings, competitors, the retailers who sold the brew.

Not all the stories are thrilling, but they are all part of YOUR town, your state, your hobby. If a high school senior can write an article such as appears above (and I must note that it required remarkably little editing!), don't you think you might be able to do as well? Even if an article isn't forthcoming, think what you'll learn about your home town, or where you now live. There is nothing like being able to drop some local history into a conversation! You might even get asked to speak at a local Rotary or Chamber of Commerce meeting (free meal!), and be considered an authority on your chosen town's history. Someone MIGHT even bring you a piece of breweriana or two!

So how about it? You have before you a good example of what can be done. Why not give research a try? You might even find you like it.

JFG

---

# Auction Hysteria

---

by Robert Hajicek

I have written articles for the Breweriana Collector before, on specific breweries, like Glencoe Brewery and East Grand Forks Brewery in Minnesota. This is the first of (hopefully) a regular series of articles to report on auctions. e-Bay and the NABA Convention auction will be the main sources of information. As it turns out, this first report is heavily weighted in Minnesota and Wisconsin advertising, and the next will cover the NABA auction in St. Louis.

*[Editor's note: I have a minor fear about putting the prices realized in this article. As some are outrageous high, and others cheap, auctions like e-Bay particularly are not reliable sources of "value" information. As in any auction, when two people go after an item, it is difficult to predict where it will end up. As e-Bay reaches such a huge audience, and the bidders are likely from all spectrums of experience, wealth (and greed?), up-front estimates are likely to be less accurate than they would be at a NABA auction. For years, NABA has avoided putting "prices" on items shown in the BC. This tradition probably reflects the sort of "cosa nostra" atmosphere of the early members. Evidently, nobody wanted anybody else to know the value of an item, as an established price might limit the profit any one could make in resale, and would perhaps boost what they had to pay. I fear that pricing items COULD have that effect, particularly among the less sophisticated dealer population. You can pretty well bet the next Hamm's Moon motion sign offered will have a HIGH reserve!]*

The first item under scrutiny is an enameled glass salt shaker for Kato Premium beer, probably dating from the late 1950's. It was sold on e-Bay for \$101 in April 2002. I recently sold one of these at the 3rd annual Hamm's Club show for \$30. That's the first lesson in Auction Hysteria, one never knows what someone else is willing to pay for an item.



*Salt shaker, Kato Premium Beer, Mankato Brewing Co., Mankato, Minnesota.*

Next, there was a Gund self-framed tin sign on e-Bay which sold for \$305 in March of this year, 12 different people bid on the item a total of 32 times. I should perhaps comment on what kind of information you can get from the eBay auctions. At the end of a typical eBay auction, you can view all the bids, sorted by highest value bid to lowest value, with corresponding bidder name, date and time



*Self-framed tin sign, John Gund Brewing Co., LaCrosse, Wisconsin.*

the bid was placed. The auction opened with a ten dollar bid from a NABA member and a NABA member came out on top.

One e-Bay seller offered two Pabst tin signs for sale in April 2002. I thought the signs quite nice but they must be the kiss of death because the Lady Portrait tin had 5 bids, closed at \$360.89 and did not meet reserve price set by the seller. The Gentleman Portrait sign had only 2 bids, closed at \$305 and also did not meet reserve price. Both signs had many



*Self-framed tin signs, Pabst Brewing Co., Milwaukee, Wisconsin.*

“hits” (a “hit” or “counter box” on the auction listing counts the number of times the item is viewed.) The Lady sign had 420 hits, and the Gentleman sign had 345. If these signs were at a NABA convention auction, I think more than 7 people would have bid on them. Yes, the condition is a bit off (the dealer provided LOTS of images!), and the dealer probably had some mistaken ideas about how condition affects price. The Gentleman sign reads ‘Friends for Forty Years’; when did he start drinking

Pabst, when he was 40?

I've heard people talk about the next sign; you either love it or hate it. The sign depicts the execution by hanging of 38 Sioux Indians in Mankato, Minnesota after the uprising in 1862. The uprising won't be discussed here (nor will the "political correctness" of the sign from today's perspective) however the local Sioux Indians did spare the August Schell Brewery in New Ulm. The item closed on March 2002



*Self-framed tin sign, Standard Brewing Co., Mankato, Minnesota.*

at \$2,894.44 and did not meet the reserve price. Here's another lesson as with the Pabst signs above; my definition of an 'auction' does not include a

reserve price. Many items on e-Bay have reserve prices. Certainly this protects the seller, but turns the e-Bay 'auction' into a year-around show.

A paper Hamm's 1901 calendar lithograph closed in April, 2002 for \$1,082.76 and went home to a NABA member in Minnesota. The colors on this litho are spectacular. The seller had a low opening bid of \$25. Ten different bidders placed a total of eleven bids. The last two bids were placed in the last minute of the auction, prior to that the bid was \$375.01. It is typical for the last minute of the auction to cause hysteria. The serious people jump in at the end, especially on great items.



*Paper lithograph, Hamm's Brewing Co., St. Paul, Minnesota.*

Those of us who live in the land of sky blue waters, now and then get a good surprise on prices of Hamm's signs. Such is the case with the Hamm's Moon to Moon sign pictured below. The sign had 3,945 hits, 26 bids from 8 different bidders and closed

in March 2002 for \$3,450.00, yes, *three* thousand four hundred fifty dollars! I would guess that with prices of that magnitude, more signs might surface. And there happens to be another one on eBay as I write this.



*Moon to Moon sign, Hamm's Brewing Co., St. Paul, Minnesota*

Now some of you may not like e-Bay, but you might change your mind after seeing these next items. Christmas came early for one lucky Wisconsin NABA member who purchased these two F. Falk tin signs for \$800 each, with the 'Buy It Now' feature. With 'Buy it Now', the e-Bay seller has the option of setting a purchase price and the first bidder to accept that price closes the auction. These two signs, listed individually, were viewed 49 times before being purchased less than four hours after the listing. Again, the condition might be viewed as "off", but on practically one-of-a-kind items like these, you're going to get picky? Maybe those 49 people who looked had so much rare advertising that buying two more signs was just meaningless, or maybe they thought they had plenty of time. When a bargain appears, 'Buy It Now'



*Tin corner signs, F. Falk Brewery, Milwaukee, Wisconsin.*

can make it disappear quickly! Each sign is hand painted on tinned metal, has wood framing on the back with square nail construction. These hand-painted tin signs date from the 1870's, and are as

early as any breweriana one is likely to come across.

---

*Editor's note: The images in this article were captured from e-Bay. Internet images are generally at low resolution, so in order to make them print well here, the overall size has to be drastically reduced. At this small size, they are hardly worth putting in the color section.. Sorry about that, but that's just how it is!*

---

# The Schaefer Lithograph Collection

---

*by Peter Blum*

It was in the summer of 1980 when The Stroh Brewery Company took an equity position in Schaefer. The acquisition was completed the following spring. Schaefer's waterfront Brooklyn brewery, built in 1916 and expanded extensively, had for many years been out of space and into logistical problems<sup>1</sup>. A group of banks backed Schaefer in building a modern plant near Allentown on a large acreage with excellent highway and rail connections. Unfortunately for Schaefer, sales declined and the large debt could not be serviced. Stroh reached an agreement with creditor banks, and was able to acquire an eastern brewery.

In the summer of 1981 I visited both the Schaefer headquarters at 3 Park Avenue, and the facilities at Maspeth, Long Island. These included meeting rooms and warehouses. I found treasures in both locations.

I was very fortunate to meet an older executive to show me around – he saw to it that pensions were properly calculated and was one of the last senior staff members there. There were framed pre-Pro brewery lithographs hanging in many offices, and he saw to it that they were collected and shipped to Detroit. Not only did we get rare lithos, but that gentleman treated me to a fabulous lunch at Schaefer's expense.

The Maspeth facility had rooms filled with furniture from the brewery, old wooden doors and leaded windows from the brewery tap room, fancy carved chairs with faces, and rustic tables. Much of that furniture was also shipped to Detroit. I found no trays or old mugs, but there was a large cabinet with many drawers, stuffed with labels going back to pre-Pro years, also coasters, crowns, tap knobs and printing blocks used for small ads. Exploring other rooms, I came across a treasure: lying on a concrete floor was a small stack of unframed brewery lithographs! A quick look showed dates around 1889. I rolled them up and took them back with me on the plane. In 1981 I was still very much involved in brewing development, but I knew I had found an extraordinary collection. A framer provided backing and plastic, and stored them in blueprint drawers for future study and perhaps, eventual disposition. The future arrived twenty years later when I rediscovered them in the very same drawer!

Most of the lithographs are from a collection by Wittemann Bros., "Importers of Art Lithographs", New York. Most seem to be the work of the same artist, one "M. Ulfers, Dusseldorf". The larger prints are in two pieces, and may have been mounted in a book on facing pages by Wittemann. They have now been expertly matted and framed behind UV-resistant glass. Only a few can be reproduced in this issue<sup>2</sup>. Two show St. Louis breweries, and one is of a brewery across the Mississippi in East St. Louis, IL. Wisconsin is represented by four lithos, three from Milwaukee and one from LaCrosse. All feature lager beer prominently. Other lithographs from New York, Chicago, Boston, Buffalo, Syracuse and Evansville will be featured in a later issue.

The lithograph on the cover of this issue is from the last year the E. Anheuser Co's Brewing Association name was used. The print, copyrighted 1879, shows a busy scene with cherubs working and relaxing above brewery buildings and packaging activity. A bottle with label takes center stage – it is the only place where Adolphus Busch's name appears. Adolphus Busch had married Eberhard Anheuser's daughter, and the label indicates the future partnership. Note the bottle filling procedure; men are filling bottles one at a time from kegs before the bottles are corked one at a time.

---

## Footnotes:

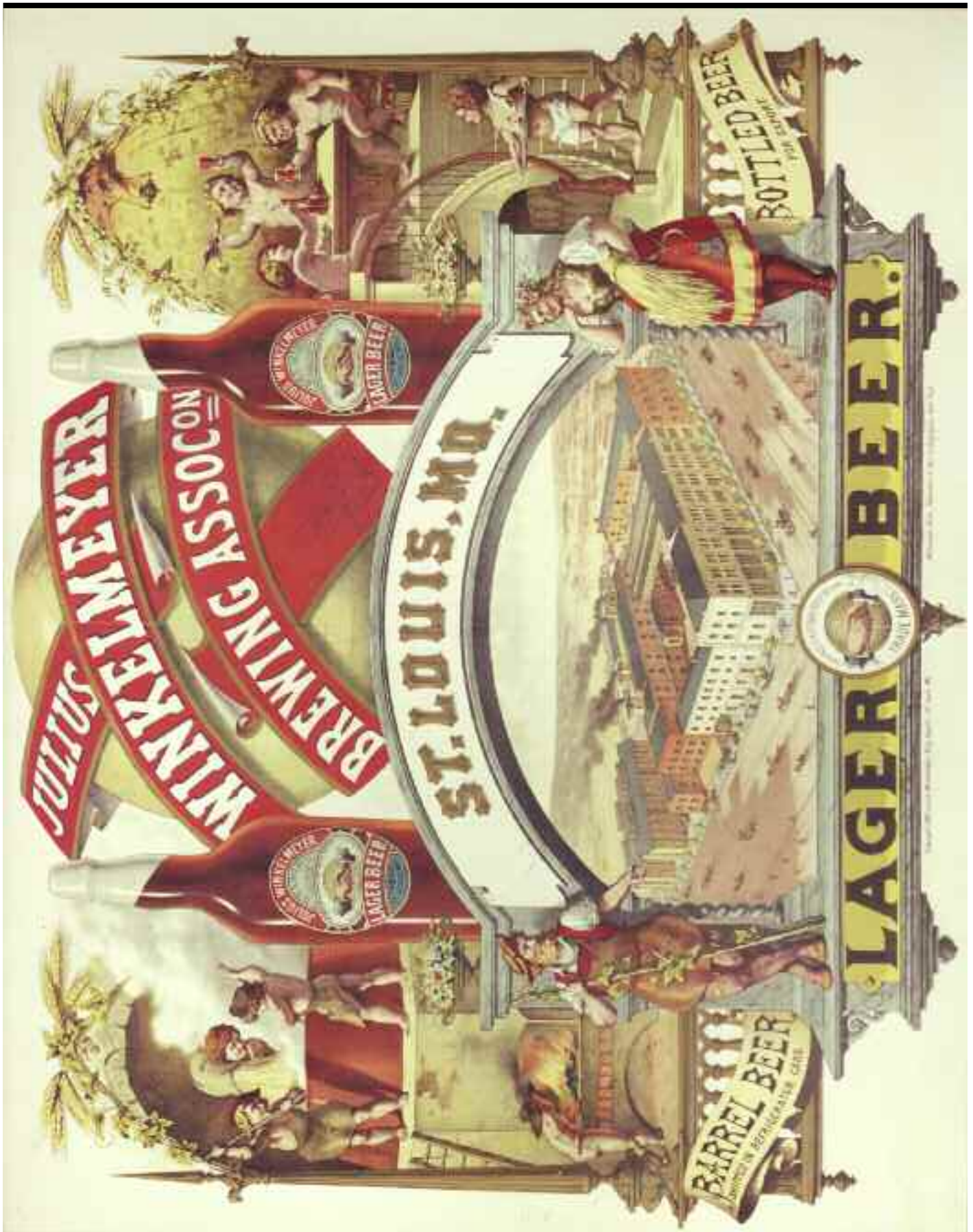
1) Schaefer's acquisition of the Beverwyck brewery in Albany in 1950 had helped with logistics; but it became surplus with the opening of the new Allentown facility, and was closed in 1972. Schaefer had also acquired the old Gunther plant in Baltimore in 1963 from Hamm's, and kept it open for 6 years after Allentown opened.

2) The lithographs have been electronically "repaired" as much as possible for inclusion in this issue. The center cut has been removed (or nearly so), and the tears and scuffs have been "fixed" so the images represent as close as is practical the original condition.

Peter Blum

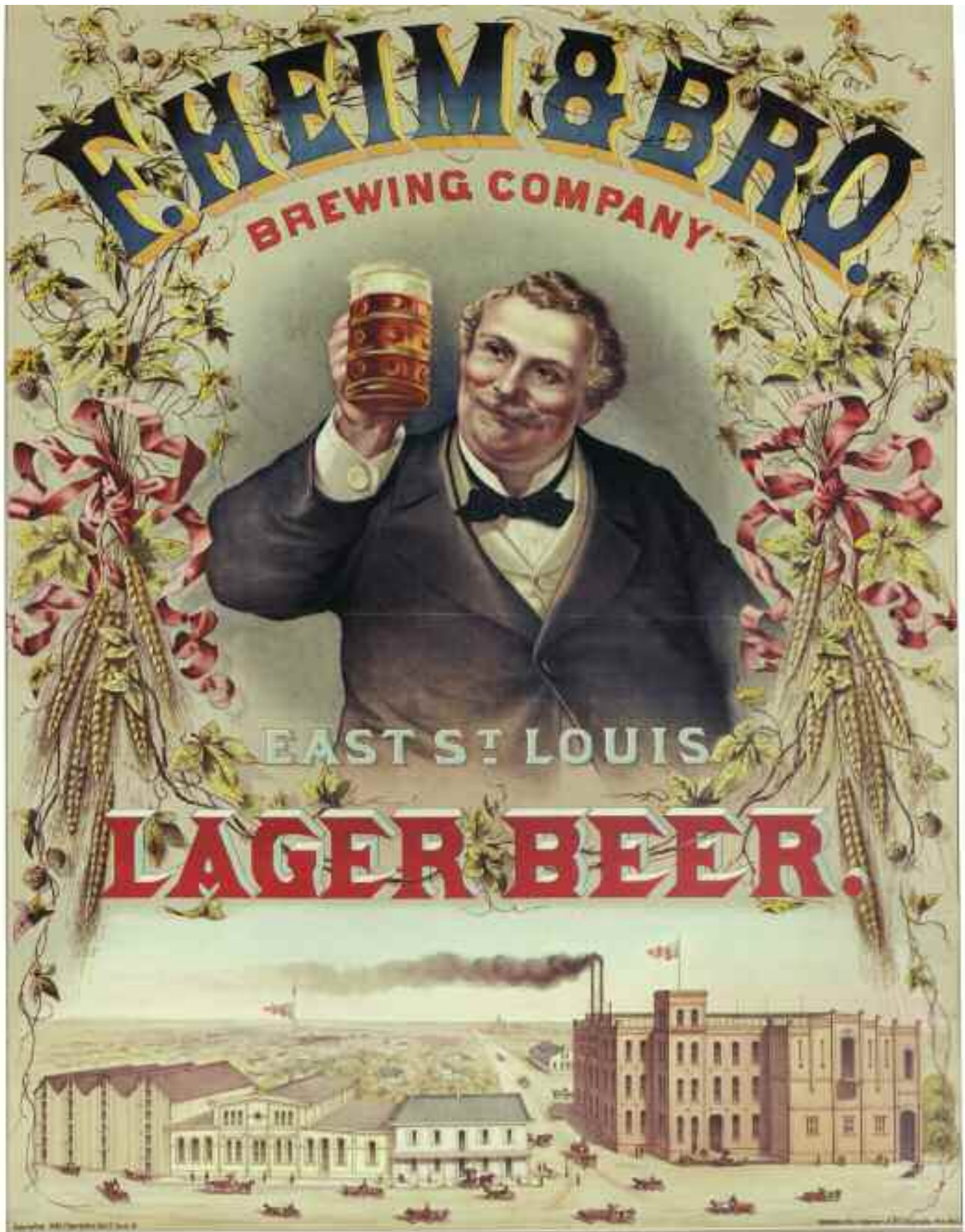






Julius Winkelmeyer Brewing Association's colorful lithograph has an 1880 copyright, and contains all the essentials – a good view of the brewery buildings, bottles with labels, trademark and also cherubs at work and drink. The brewery started in 1843 as Stifel and Winkelmeyer, and closed in 1916 as a branch of the St. Louis Brewing Association.





*The F. Heim & Brother (Ferdinand and Michael, of the Kansas City brewing family) Brewing Company of East St. Louis (1870-1880) started in business in 1860 as Simon Krug, and closed in 1903, another branch of the St. Louis Brewing Association. The litho is copyrighted 1880, and has a detailed view of the modest sized brewery.*





Franz Falk started in 1855 with Frederick Goes as partner, went independent in 1866, merged with Jung & Borchert in 1888 and was purchased by Pabst and closed in 1892. The lithograph dates from 1879 and shows the new brewery begun in 1870 on Menominee Rd. in what was then Wauwatosa. [See the two corner signs from F. Falk and Co. in the "Auction Hysteria" article this issue.]





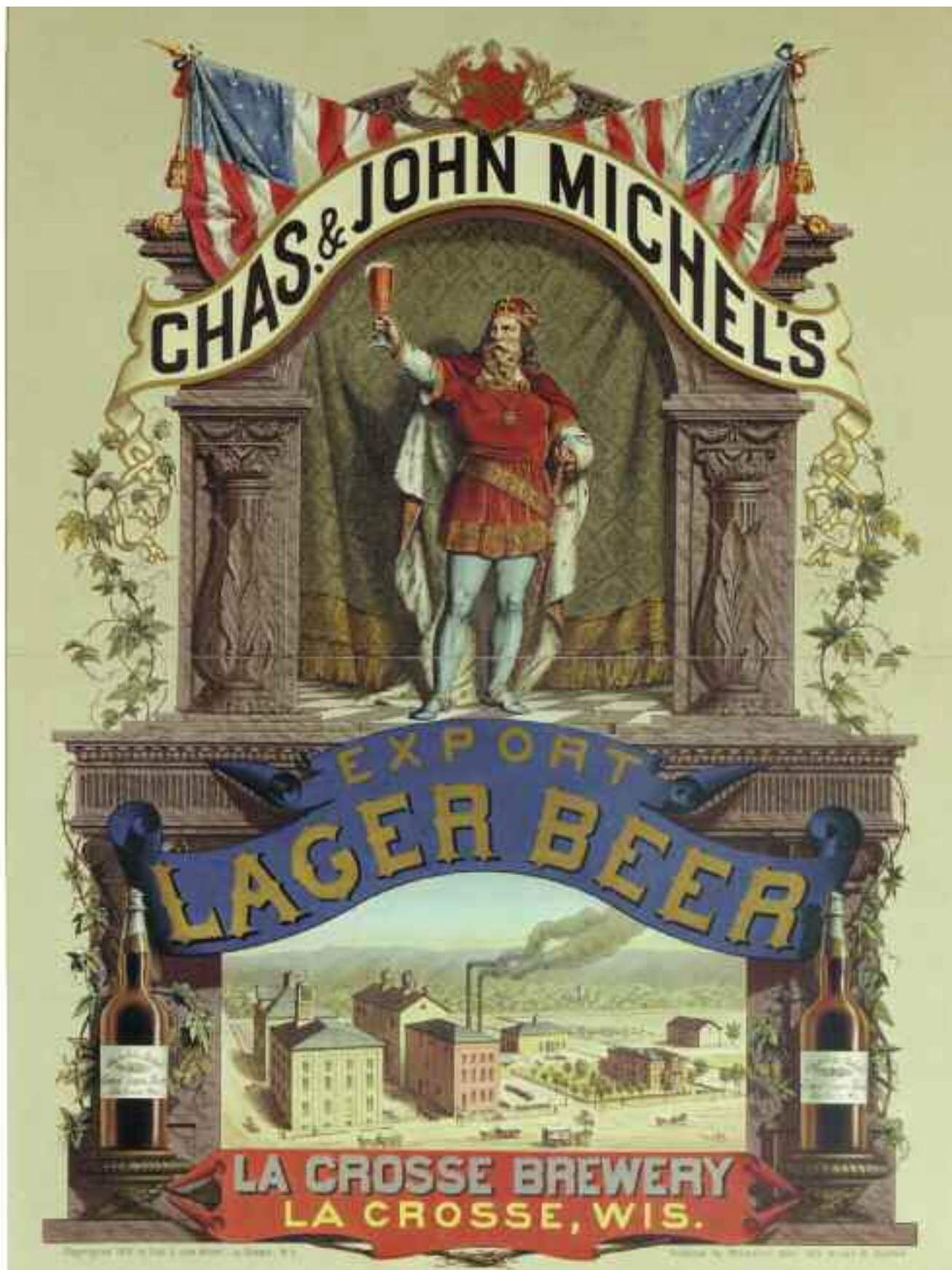
Two lithographs feature Val Blatz's Premium Export Milwaukee Lager Beer. One, also copyrighted 1879, contains a detailed view of the brewery complex on Broadway and Division Sts., with buildings designated as Brewery, Ice House (2), Malt House, Engine Room, Boiler House and Stable.





The other Blatz lithograph features bottles and the name Sam. Rindskopf, who was evidently Valentine Blatz's bottler in Milwaukee. This arrangement was common practice in those days, before many breweries did their own bottling. In the days before "the Government Cellar", and beer was taxed by the application of a stamp on each keg, there was a federal law that beer had to be transported across a public street in kegs before it could be bottled. [The Editor is somewhat confused by the medals shown here. They are "Premium" medals from the Centennial Exposition 1876. ANOTHER brewery claims to have won them...see page 15, Vol. 116 of the BC. Maybe there is a difference between "Premium" and a "Gold Medal", but they sure LOOK the same!]





Charles and John Michel opened a brewery at Third and Division Streets, LaCrosse, in 1857. The firm was revived after Prohibition as LaCrosse breweries, Inc., and it closed in 1956. This great lithograph was copyrighted in 1879 and has everything needed in a brewery print – master brewer's emblem, flags, King Gambrinus, the small brewery in painstaking detail, and two bottles with simple old-fashioned labels. Brewery lithographs rarely get any better than this!



---

## St. Louis Auction Preview

---

As we're trying to get this issue out to the Membership early, we have the opportunity to show a few more items that will be in the St. Louis Auction. Page composition may be a bit

spotty here, but we'll do our best to picture the offerings we've received right up until press time.



*Above: One of the most familiar of the Budweiser advertising lithos, done in several formats over a number of years. This appears to be the first post-Prohibition version, in what could be an original frame. A scene not for the faint of heart...scalpings in process. All the calvalry down but "Yellowhair" Custer, despite the several rifles aimed at him.. The artist evidently went for drama, not accuracy.*



*Left: an intriguing register topper lit reverse-glass sign from Belleville, IL. The owner notes that he seems to have used an incorrect bulb style, as the light is too concentrated in the center of the sign.*



*Above and left: a Budweiser die-cut cardboard stand-up that will be in the Auction. This image isn't unknown, as the waiter appears on several "Take the Budweiser Test" pieces. But the sign itself is certainly rare, and the hand-written copy pushes it back closer to the start of the Post-Prohibition era: "Maryville, Tennessee May 24, 1936- No beer here, unless in the country side. So- we stepped over"*

## Editor's Note

This is the second year we have offered space to Auction consignors to publicize their Auction offerings. Again this year, rather spotty response from our Members. If there is no interest in this, perhaps the new Editorial team will just drop it for next year. If there IS interest, speak to George Baley at St. Louis! It DOES require a consignor to take the time to photograph the item, and get an image to the Editor.

This is as good a place as any to discuss photo submis-

sion. IF you chose to send an image via e-Mail (and this is easiest on the Editor), PLEASE either send a raw camera image in .jpg format, or a picture sized for publication (generally 4 x6" or so) in 300 pixel/inch .jpg. Such an image can be properly sized, edited and reproduced. Smaller resolution images are either reduced in dimension, or are too blurry when printed. When in doubt, send hard copy (from your printer, or a photograph)

---

# The Schlitz Archives

---

*by Peter Blum*

When Stroh acquired Schlitz in 1982, the Archives, including business records, photographs and subject files, as well as much breweriana were moved to Detroit. When the Schlitz brand, along with all other Stroh brands, was sold in 1999, the value of Schlitz records and files became academic in the truest sense.

The Golda Meir Library of the University of Wisconsin-Milwaukee has been collecting local brewery records. (Golda Meir was a Milwaukee school teacher before becoming Prime Minister of Israel.) Tim Erickson, assistant

library director for archives and collections, had his eyes on a possible acquisition for the Library for some years. The Stroh management has now approved the donation of the Schlitz business records and files to the university library. Before releasing the photographic files, let us take a look at Schlitz over the years. These images are all scanned from the original documents. One is again astonished that an organization once so large and dominant lost its market



*Rapid growth of the brewery complex in the 1880's can be seen from early bottler's labels, dated from envelopes having the same views. The original brewery was the central part of the main building (left label) facing Third St. The ornate clock tower at the corner of Galena St. (at right in right image) appears on an envelope dated 1887. In modern times (below left) it no longer housed clocks, but had become a landmark at Third and Galena.*



*Twenty-six coopers were working outdoors in 1878. They are hand-building huge 10 barrel stock tanks. The "normal" product, wooden half- and quarter barrels are being used as lifts for the froe users in the left foreground.*





At left, the large walk-thru display that Schlitz showed at the 1893 Columbian Exposition in Chicago. All the major brewers had displays, and this would have been one of the more ornate. The display also included a separate model of a brewery.

Below: Office work at the turn of the century was serious business for men. Senior staff sit at desks, while juniors, out of the photo at left, used stools or had to stand. As interior lighting was not all that effective at the time, the large windows were the primary source of work light (shades were evidently pulled to prevent glare for the photo). The large gas-electric chandeliers (4 gas lamps "up", 4 electric "down") were testament that electric was better, but was still undependable, so the gas was the backup in case of an outage (frequent, even in big cities like Milwaukee). The desk lights appear to be pure electric.

[It's not often the Editor gets to mention his other passion, lighting, in the BC!]





Above, the impressive pre-Prohibition bottling plant had rotary fillers, but no conveyors! Like many Schlitz buildings, the Bottling Works was well ornamented with fancy details and the Schlitz globe logo.



Above: After World War II, new packaging buildings were built facing east along the Milwaukee River. Right: Across from Galena Street on Third was the office and malt House. Triple kiln stacks carried out the tower theme, and were a feature for decades. This 1938 photo also shows a modern germination house at the south end of the complex. Below left: Grain handling was moved to a location north of the brewery in 1960, where a LARGE elevator was erected near the former Eline Chocolate (as in Uihlein, the family that controlled Schlitz from the time of Joseph Schlitz's death in 1875) plant and the Schlitz Club House. Below right: The busy corner at Second street had grain elevators and railroad facilities in this ca.1950 picture taken from the Cherry St. bridge.





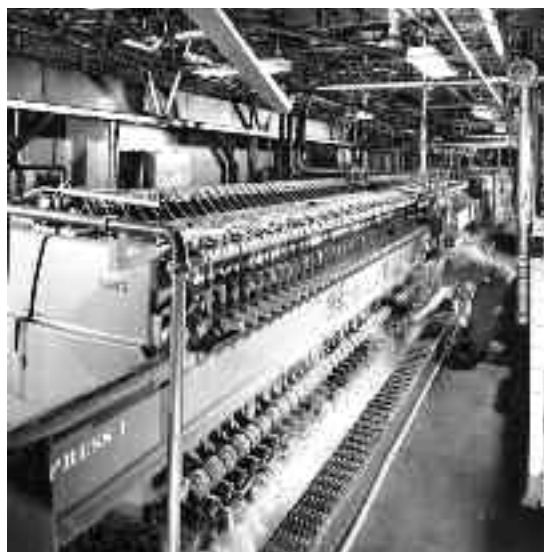


*The Brown Bottle was without doubt the best hospitality facility in the country. A special feature was a genuine antique Kachelofen, a heating unit made from ceramic blocks (top, center). The focal point of the Brown Bottle was this long bar, leading to (next page)...*

...a spacious room for entertaining groups.



*Below left and right: The old Schlitz Brewhouse A was a showplace complete with wrought iron railings. It had copper lauter tuns and copper grants with brass end plates to collect the wort going to the brew kettles. Bottom row, left: By 1966, the grants had been replaced with filter presses, which were more efficient, but also more labor intensive (and decidedly less attractive!) Bottom right: This 1936 photo shows two canning lines in full swing. Schlitz was one of the pioneers in the large scale use of the cone top can. This then novel package could be filled and capped on a bottle line, allowing even small brewers to can. When Schlitz realized the advantages of the can, they added dedicated canning lines, and strongly promoted the package..*





Schlitz was an innovative brewer, and developed Malt Liquor into a viable segment beginning in 1964. The initial 8 oz. can with an etruscan bull head and old coin design was a classic package. Encore's white and gold design was attractive, but the brand did not survive test marketing. Old Milwaukee, originally a Prohibition beverage, took off after the color scheme was changed from green and tan to white and red. The Primo brand suffered when Schlitz decided to ship wort from Van Nuys, CA to be fermented in Honolulu. By the time a new brewery was built there, the brand was too weak to survive.



Schlitz was a big sponsor of Milwaukee civic events, but one of the most loved was the annual Circus Parade in the 1960's.

Peter Blum



**Back Bar Beer Figurines, by George Bailey; Schiffer Publishing Ltd., 2002. 160 pages, full color \$29.95**

This is the second book by our next NABA President. As delightful as the color pages are (and you can count on excellent photos and good reproduction from a Schiffer book on ANY subject!), George starts the book with a quite detailed description of what he is presenting, a good brief history of the genera (mostly "chalk" figures"), portraits of some of the companies that made them, how they were made, materials other than plaster of Paris and its successor material, and then a short section on cleaning and repair and Fakes and new items. "Chalk" has never been one of my favorite materials, either to collect or to sell, but as a National Bohemian collector, I have most of the Mr. Boh statues. I left the introductory section with a new appreciation of the chalk statue...knowledge does that to you sometimes!

My tour through the color sections that follow was a joy...seeing old friends, spotting Ken Hostetter repaints, playing a guessing game with dates, and sometimes quibbling over details in captions. But I came away MUCH better educated on the subject, and full of refreshed reminders

that e-Bay may be a great and occasionally wildly profitable place to sell, but that prices realized (or often unrealized, when reserves are unrealistic) are no sign of market worth.

We can see the same thing happen in a NABA convention auction...two people get going on an item until one quits, "value" be damned! But we are there to SEE that, and realize that what has happened is an aberration, not a reflection of actual value. With e-bay's HUGE audience, such aberrations seem to happen more often (see Bob Hajicek's Auction Hysteria column in this issue), and because of the lack of sophistication of many dealers, such outrageous prices tend to become institutionalized in future reserves. Thank you, but I'll take the NABA auction, or a show where I'm buying from people I know or trust. I'll snicker at the awful descriptions, the completely erroneous attributions and the high reserves, but do the vast majority of my breweriana buying elsewhere. The great unwashed is everywhere, and it's not up to us to try and educate them, I guess.

I found the values listed in George's book reasonable, and informative. There is one National Boh statue we never will agree about on the price, but that's life.

Back Bar Beer Figures is another good basic book for a breweriana library. I didn't count the



## Phil's Brewing

by Peter Blum

The big news was the purchase of 74% of Miller by South African Breweries (SAB) for \$3.6 billion in stock, and an assumption of \$2 billion of Phillip Morris debt. The new company, SAB-Miller will be a rival to Anheuser-Busch in the global market, but there is little synergy between the SAB and Miller brands. This may change if SAB can promote Pilsener Urquell in the US, and sells Miller brands in their territory. The new arrangement is expected to provide Phillip Morris with investment opportunities.

Anheuser-Busch continues to sell more beer - first quarter domestic volume increased by 1/3 million barrels over the same period of last year. A-B is being helped financially by the 50% share in Grupo Modelo, the firm that brews Corona, the #1 US import, and that most of A-B's own products are in the upper price range. At this time, A-B is rolling out Bacardi Silver, a malt-based beverage with real rum at 5% alcohol by volume, and a mild citrus flavor.

A-B did not manage to land the big fish that came up for sale late last fall - Beck's of Germany, which was snapped up by the Belgian megabrewer Interbrew. Originally Stella Artois, Interbrew now rivals Heineken for the #2 spot worldwide. The price was high - \$1.6 billion for about 5 million barrels, plus a large soft drink business. The major Interbrew brand in the US is Labatt, at roughly 3 million barrels.

Coores reported encouraging numbers for the first quar-

ter of 2002, both for domestic sales and for the recently acquired Carling brand of Bass. Domestic net sales increased 0.4% and barrel volume increased 0.5% over first quarter 2001. Coores also outbid its larger competitors when the National Football league contract came up for renewal.

In spite of those who consider light beer too insipid to drink, the segment is very popular. The problem has always been how to provide beer flavor after adding one-third of the volume with water. Miller used hop flavor. Stroh initially brewed a slightly stronger light at 120 calories; later the industry settled on just 100-110 calories. Occasionally an Extra Light at 70 calories was tried, but was just too thin to maintain market share. Another tack is to add caramel flavor. Amber colored beers have become more popular, and Leinenkugel recently went that route with a 100 calorie Amber Light. Even Sam Adams, which revived the 13 degree Plato original gravity pre-Pro lager, has joined the Light movement, although at 128 calories, is half way between 110 calorie Light and regular lager at 145 calories. Samuel Adams also launched a Summer Ale at about 150 calories. This could be a sign that the trend to higher gravity beers has peaked.

PHB



## Executive Secretary's Report



First, my apology for saying in my last column that someone had agreed to accept the Editor's job.

The candidate fumbled the ball before he even started. George Baley has orchestrated a new Editorial structure, having a professional writer do the computer part of the Editor's job, which includes laying the issue and formatting on a disk for use by the printer. NABA still needs someone to become Co-Editor, to head up gathering articles and editing them for publication. You are holding Fil's last issue, so this is a matter needing your IMMEDIATE attention!

The St. Louis convention is very near, and even if it is a last minute decision, try to attend as this year's convention is in the heart of breweriana country. It promises to be one of the best ever beer conventions. Don't miss out.

For those wanting to know when their dues expire, Crossmark has started printing the expiration date on the envelope just above the member's name in the address block. If anyone questions the expiration date as it appears, please notify me. The renewal process for this year has gone much faster than it did last year. If you know anyone who did not renew please encourage them to do so.

Also thanks to everyone who sent in ballots for the NABA elections. Even though the offices were uncontested, we have an excellent slate of candidates. If you want to be an Officer or Board Member in the future, start planning now how you can help NABA.

I would like to welcome the new members listed on the following pages.. Take the time to correspond with new members who have similar collecting interests as yours. Sharing information and collections is what NABA is all about. Special thanks to Rodney Baker, George Baley, Fil Graff, Bill Mitchell (2), John Steiner, Carl Walsh, Mary White, and the NABA Web Site (2) for recruiting these new members.

John Stanley  
Executive Secretary  
<naba@mindspring.com>  
NABA  
PO Box 64  
Chapel Hill NC 27514

## New Members

### **Bain, John** (Beryl)

4601 193rd St  
Flushing NY 11358-3449  
718-357-6310  
*jbasurvey@mindspring.com*  
Ash Trays-Clocks-Glasses-Lamps-Neons-Signs  
(Lighted & Motion)

### **Behrends, Robert W** (Linda)

706 E Washington St  
Havana IL 62644-1555  
309-543-6162  
*billbob@fgi.net*  
Bottles-Openers

### **Bieke, Mike**

45070 Maple Ct  
Utica MI 48317-4927  
586-731-9901  
*ozb79b19@ww.net.com*  
All Breweriana; Detroit Brewing Co of Detroit MI  
My family on my mother's side owned the brewery -  
Martz Family)

### **Gastel, Tony**

811 Chesire Ct Apt 2  
Freeport IL 61032-4591  
815-232-5222 815-599-3494  
*gastel@mis.highland.cc.il.us*  
All Breweriana-Coasters-Glasses; Micro



---

**Hoerning, Lonnie**

PO Box 1243  
Bartlesville OK 74005-1243  
918-336-0402  
All Breweriana-Bottles-Cans-Labels-Tap Knobs;  
Wild Boar, Elvira's, Nude, and Others

**Hough, Ron** (Raina)

1328 Southern Ave  
Kalamazoo MI 49001-4399  
616-385-3432  
[r2hough@msn.com](mailto:r2hough@msn.com)

**Kastner, Maury**

727 Deauville Ct  
Saint Louis MO 63141-6233  
314-434-5973

**Meister, Brad**

2202 14th St  
Coralville IA 52241-1377  
319-354-0321  
All Breweriana (Iowa)-Bottles-Cans-Glasses-Paper  
Items-Signs

**Oakland, Robert J** (Nancy)

189 116th Ln NW  
Coon Rapids MN 55448-2283  
763-757-6526  
[rjoakna@aol.com](mailto:rjoakna@aol.com)  
All Breweriana-Bottles-Cans-Signs-Trays;  
Anheuser-Busch (Budweiser), Hamms

**Petersen, Tom** (Beth)

3636 Beechwood Cir  
Lexington KY 40514-1743  
859-223-9404  
[tjpete2@uky.edu](mailto:tjpete2@uky.edu)  
All Breweriana-Cans-Signs-Trays;  
Kentucky: Fehrs, Oertels, Falls City, Lexington

**Pfershy, Glenn** (Linda)

485 Wren Rd  
Florissant MO 63031-2153  
314-839-5926  
[pfershygl@sbcglobal.net](mailto:pfershygl@sbcglobal.net)  
All Breweriana; Anheuser-Busch

**Powell, Don** (Sally Schneider)

650 Oak Creek Ct  
Jefferson City MO 65101-5173  
573-634-3777  
[palelager@aol.com](mailto:palelager@aol.com)  
All Breweriana; Missouri

**Rhomberg, Greg R** (Ann)

4190 Hoffmeister Ave  
Saint Louis MO 63125-2298  
314-544-1214 x3034  
[grr@antiquewhs.com](mailto:grr@antiquewhs.com)  
All Breweriana-Knives-Match Safes-Neons-Tap Knobs;  
St Louis

**Steiner, Jonathan**

N57 W15128 Mesa Dr  
Menomonee Falls WI 53051-5923  
262-252-3513  
[steinbears@aol.com](mailto:steinbears@aol.com)  
All Breweriana (Wisconsin: Slinger, Germantown,  
Cream City)-Bottles (Early Milwaukee)

**Wibbenmeyer, Joe** (Susan)

400 Arbor Springs Dr  
Saint Louis MO 63021-7490  
636-230-5385  
All Breweriana-Bottles-Crowns-Labels-Match Safes;  
Old Appleton Brewing of Appleton MO

*[Welcome aboard, friends! May your NABA excursion through the years be as memorable and enjoyable as mine has been! I note a second-generation NABA-ite taking his own membership, and I hope to see the number of St. Louis area folks at Covention (not just THIS year, but for many years to come). Fil Graff, Editor]*

---

---

Looks like **NOBODY**  
has **ANYTHING** to sell  
or  
advertise?

---

## 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 Su02-1

**WANTED:•COLT•45 MALT•LIQUOR** memorabilia and everything related to Colt 45. Please describe, and give price in first letter. **George Virgines**, Box 13761, Albuquerque, NM 87192 Vir2 Su02-2

**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

- Jul 31-Aug 4  
2002      **NABA CONVENTION # 31**, Marriott-West, St. Louis, MO  
Details in The Breweriana Collector and registration packet by mail
- Aug 6-10  
2002      **CANADIAN BREWERIANIST CONVENTION**, Viscount Gort Hotel, Winnipeg, MB, Canada  
Contact: Phil Mandzuk, <pmandzuk@wsd1.com> or (204) 452-1293
- Aug. 10 11  
2002      **COLLECTORS CARNIVAL ANT. & COLL's SHOW**, Vanderburgh Co. 4 H Ctr, Evansville, IN  
Contact: Brent Pace (812) 471 9419, or visit <www.collectorscarnivalshows.com>
- Aug 11  
2002      **QUEEN CITY CHAPTER SHOW**, Raffles Blue Ash Banquet Ctr., 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@kc.rr.com>
- Sep21-22 2002      **INDIANAPOLIS Antique Advertising Show**, Indiana State Fairgrounds, Ind'y, IN
- Sep 26-28  
2002      **20th MIDWEST BREWERIANA CONV. (Cornhusker BCCA)**, Holiday Inn Central, Omaha NE,  
Contact: Heather Hain, (402) 896 9917, <Rhchain@aol.com>
- Oct 3 5  
2002      **MONARCH FALLFEST**, Hyatt Regency Woodfield, (Chicago), IL  
Contact: Contact: Dave Lendy, (630) 208 6950
- Oct. 5  
2002      **6th An. SPRINGFIELD BREWERIANA BONANZA**, Ramada Inn South Plaza, Springfield IL,  
Contact: Greg Zimmerman, (217) 629 7758, <brewdealer@aol.com>
- 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
- Dec 1  
2002      **QUEEN CITY CHAPTER SHOW**, Raffles Blue Ash Banquet Ctr., Blue Ash, OH  
Contact: Dave Gausepohl (606) 371-4415 <beerdave@fuse.net>
- Dec 8  
2002      **BREW CITY AD SHOW**, Serb Hall, Milwaukee, WI  
Contact; Jim Welytok (262) 246 7171 or <unievenys@aol.com>

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



Come to  
**St. Louis!**

HELP NABA  
CELEBRATE  
AMERICA!

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

**NABA's 31st Annual  
Convention**

(Come play mit der Hanselmanchen)

