

the BEER COASTER REPORT

The Voice of "The National Association of Beer Coaster Collectors"

May/June 1985 # 1 Esti Court, Madison, New Jersey 07940

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"COORDINATOR'S MESSAGE"

Greetings Collectors:

Welcome to Spring 1985 and to the warmer weather! This time of year brings us "flea market" hunters out of the winter woodwork. I have made plenty of great coaster finds at the New Jersey and Pennsy fleamarkets over the past seven years! Most of them were made in the early, early morning at such places as Englishtown, Renningers, Lambertville,..... and there are those notorious road-side lawn sales in the eastern Pennsylvania hills!...

The purpose of this newsletter is to encourage the collection of beer coasters..... and believe, me, there are still many, many coasters to be discovered out there. So, get out to the flea markets and the beer shows this spring/summer. Bring along your coaster doubles and see if you don't strike up some great trades! I have plans to be at the ECBA Convention this summer..... hope to see many of you there! Wherever you live, get out to the local shows, flea markets, antique shows, and see what new coasters you can add to YOUR COLLECTION! Have fun.

I've received much optimism from many of you about the upcoming New Jersey coaster guide. More on this inside! Good Collecting....

Tom Byrne

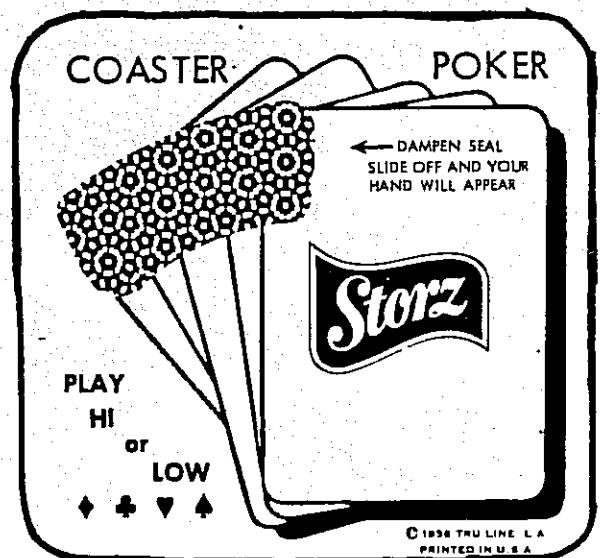
READER FEEDBACK

From Tom Muller #232: "Read your article on why coasters are not being used much today, and thought you would like to hear what 'The International Book of Beer Labels & Coasters' (1979) said; ' Certain states, such as California, Indiana, Kentucky, Michigan, Ohio, Oregon, Utah and Virginia have laws prohibiting the brewers from distributing advertising material that may have a secondary value such as coasters.'"

From Orville Sundermeyer #37: "I'm doing what I can to further the NABCC. I've written a couple of articles for magazines pertaining to collecting coasters, and have been informed that one article was accepted for publication."
(Orville's article appears elsewhere in this issue!)

From Paul Zagielski #26:

"Here's another one of the poker coasters"....(see Budweiser Poker coaster in the March/April issue)
"This is probably a harder brewery to get one from."



From Paul Trevaskis # 277: " The South Australian Coaster Club" is alive and well. For information on how to join write to:
Mike Ogden, F12 Inverarity St. Glenelg North, South Australia, 5045"

Just got notice of this show: BREWERIANA AT THE BREWERY!

The Little Dutch Coaster Club will hold its Annual Spring Fling and Trade Meet at one of the Lancaster Penna's most unique attractions -- Bube's Brewery & Catacombs. The meet will be held in the outdoor bier garden adjacent to the brewery, weather permitting, and inside the brewery if not. The meet will be on Sunday, August 4th from 10:00 A.M. to 5:00 P.M. and registration and setup will begin at 10:00. Here is your chance to display/sell your antique breweriana at an antique brewery! The brewery was active from the 1870's until 1917 and it's still nearly intact from when it was originally built by Alais Bube. Your day will include a tour of the brewery, and if you would like to stay afterward, a jazz band will be playing in the evening after 7:00. Parts of the brewery are now a restaurant and tavern and draft beer, great food and hardshell crabs will be available. Don't miss a great day at a unique place. Tables are \$6.00, guests are \$1.00. For information write to:
John Cooney, 901 Irwin Avenue, Lancaster, PA 17603.

APPLICATION FOR MEMBERSHIP - MONARCH CHAPTER

Fill out the below information and return with \$5.00 for one year's membership in the MONARCH COASTER CHAPTER. Membership effective now through December 31, 1985.

Send dues to PAUL ZAGIELSKI, 6523 S. Kolin Ave., Chicago, IL 60629 or present to an officer of this chapter.

NAME _____ NABCC # _____

ADDRESS _____ PIONE # _____

CITY _____ STATE _____ ZIP _____

SPECIALTY _____

A FEAST FOR THE EYES....




How many DELAWARE
coasters do YOU have?



100% PURE GRAIN
(Means NO-SYRUPS Used)
DIAMOND STATE BEER
*is brewed of the finest malt and
hops and aged to make it*
RICH • FULL BODIED • CREAMY

•

Brewed in the
ORIGINAL STOECKLE
DIAMOND STATE BREWERY
- WILMINGTON, DEL.
Since 1872



submitted by:

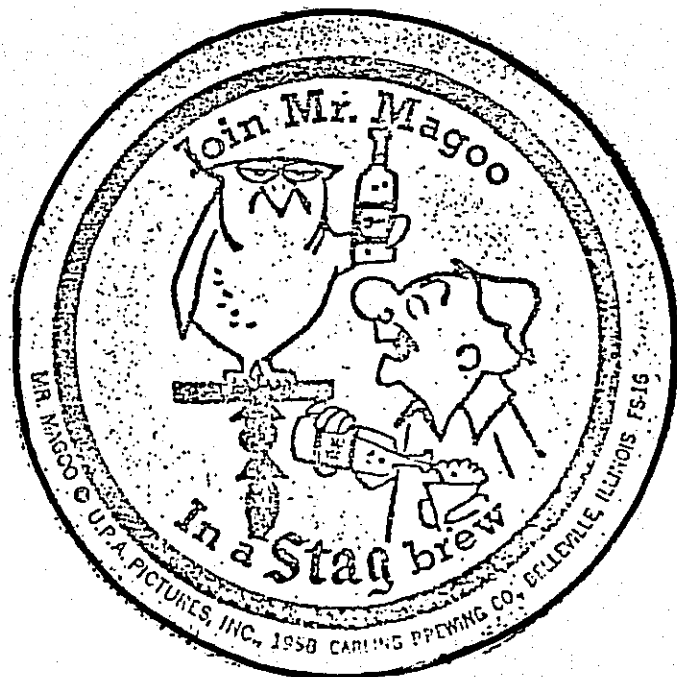
Hulett B. Kincaid Jr.
12 Gumwood Dr.
Wilmington, DE
19803

(BACK VIEW)

CALENDAR

- June 15, 1985 ECBA Summer Trade Meet Middlebury Conn. Flyer Enclosed
Contact Ken Ustrow, 56 Cedar St., Newton, Mass. 02159
- July 12-13-14, 1985 BCCA-ECBA invited-Trade Meet at Dayton, Ohio, Contact:
Bob Kates, 2474 Apricot Dr., Beavercreek, Ohio 45431
- July 18-19-20, 1985 ECBA 13th Annual Convention Schaefer (Stroh) Brewery
Fogelsville, Penna. Contact Convention Chairman
Larry Handy, R.D.#1 Box 175, Pipersville, Penna. 18947
- August 2-3-4, 1985 NABA Convention Cincinnati, Ohio Contact: Doc Black
or Matt Hughes, 1056 Delta Ave. Cincinnati, Ohio 45208
- Labor Day Weekend - E.C.B.A.'s 15th Birthday Party. Set the weekend
aside and join us in celebrating America's oldest brew-
eriana club on their anniversary. Place... Reading, Pa.
area. Final plans are being made as you read this. A
flyer with complete details will be in the next Newsletter.
Contact: Scott Parzanese at 215-670-0721 days or at
Home 215-678-4508, 140 Beacon Rd., Sinking Springs, Pa. 19608
- Sept. 5-6-7-8, 1985 BCCA National Convention Orlando, Fla. For more info
contact a BCCA member or join their membership yourself.
- Oct. 11-12, 1985 ECBA-NABA Joint Trade Meet, Pittsburgh, Pa. All information
will be finished and given at the Convention.
- Oct. 25-26, 1985 Monarch Coaster Chapter-ECBA invited Trade Meet, Chicago, Ill.
Contact: Paul Zaglinski, 6523 S. Kolin Ave., Chicago, Ill. 60629

There are now 9 different Mr. Magoo Stag Brew coasters known. Besides the seven different coasters shown in the BCG (#'s 1017-1023), here are two more as sent in by one of our members. Thanks for sending the photocopy! If anyone knows of any other Mr. Magoo coasters, please write in to NABCC, Madison, NJ.



A FEAST FOR THE EYES!

Two pre-prohibition coasters from the John Horn collection. These double sided, hard cardboard coasters are part of a set. The front scene is of a blob top beer bottle and a glass of Pilsener Beer. Very colorful and detailed. The backs of the coasters have different sayings on them. Here are two varieties. Does anyone have any other coasters from this set?



A Receipt for Happiness--

Smile--

and ask for

Extra Pilsener Beer.

Enjoy the Spring of Love and Youth,

Fill up your glasses tall.

With Extra Pilsener the Beer
that Builds

'Twill keep away the fall.

New Jersey Coaster Book Update

The following is a sample page from my upcoming booklet, "New Jersey Beer Coasters, An Illustrated Guide". This represents the section of the book from ELIZABETH, NJ. All known coasters from breweries in Elizabeth are pictured here. The code numbers are the same numbers used in Don Bull's book "American Breweries". A suffix of -1, -2, -3 etc. has been added to specifically identify each different coaster. I would like to hear from anyone who has an interest in this book.... I will be making it available for sale as early as the summer ECBA Convention. Price for book is still unknown. It depends on how the book is reproduced and the total number of pages. I am looking to keep costs down and still have a very good, easy to use guide for collectors. I am starting a mailing list of persons who want to know when the book is ready to order. If you are interested in being notified when the New Jersey book is ready, please write to me at once: Tom Byrne, New Jersey Coaster Guide, 1 Esti Ct. Madison, New Jersey, 07940. Thanks for your support. Also, I am most anxiously awaiting someone to write to me and let me know about some rare New Jersey coasters that they have! New finds are needed now! If you have a really rare NJ brewery coaster, send me a photocopy quick. I'd really appreciate it.

ELIZABETH, NJ

NJ 16e Elizabeth Brewing Corp. (1933-35)

- 1. 8-sided, 1/0, blue/orange, 4".



16e-1

NJ 16f Peter Breidt Brewing Co. (1935-51)

- 1. Rd. 1/0, red/black, 4".
- 2. Double coaster - for glass and bottle, 1/0, red/green/yellow. 5 1/2" X 6 3/4", BCG 130.
- 3. Sq. 1/0, red/green, 4", BCG 131.
- 4. Rd. 1/0, red/green, 4".
- 5. Rd. 1/0, red/green, 3", BCG 132.



16f-1



16f-2



16f-3



16f-4



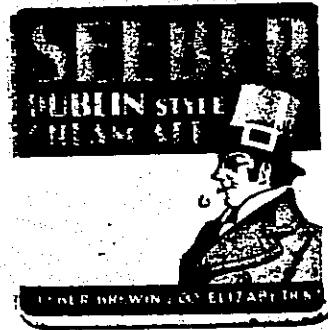
16f-5

ELIZABETH, NJ - Con't

- NJ 17e Seeber Brewing Co. (1933-37)
-1. Rd. 1/0, blue/red/yellow, 4".
-2. Sq. 1/0, green/yellow/red, 4".



17e-1



17e-2

NABA and ECBA CONVENTION NEWS

As of press date, the NABA has their annual convention scheduled for August 2, 3 & 4, 1985. The 1985 convention committee has prepared a spectacular event in Cincinnati. It's the 100th anniversary of the Hudepohl Brewing Co. Make plans to attend now. This is a once in a life time opportunity. Membership dues are \$15.00 per year. Send to Robert E. Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226.

The ECBA will have their 13th annual convention this July 18, 19 & 20, 1985. It will be sponsored by the Stroh Brewing Co and will be held at Fogelsville, PA. Contact Convention Chairman, Larry Handy, R.D.#1, Box 175, Pipersville, PA 18947.

NABCC MEMBERS! If you have not been to one of these conventions before, I urge you to do so!

Postcards And Beer Coasters

DOUBLE HOBBY, DOUBLE FUN

by Orville Sundermeyer

While most postcard collectors accumulate a few brewery cards from time to time, it is not a category for most collectors. This collector became interested in collecting beer cans, then went the inevitable step of collecting breweriana post cards to round out the collection. These two hobbies complimented each other very nicely, but still left a small blank in total hobby. The blank was filled by taking up collecting of beer coasters. The physical demands for space for a large beer can collection, and the high price of older items, forced this collector out of beer can collecting, leaving two hobbies that compliment each other, and are handled in much the same way.

The challenging part of breweriana postcard collecting is that most brewery postcards are of the advertising type, usually given out by the brewery to visitors on plant tours, and therefore are much more scarce than most postcards. The range of cards are the same as for any other type of card, from the black and white real photo, to current chrome cards. The cards from the small, long closed breweries demand the highest price, while the cards from the 'biggies' like Anheuser-Busch, Pabst, or Schlitz are quite common, and therefore are more reasonable in price. Some collectors want only the plant views, while others look for the beer wagons and early trucks. Some of the early plant views showing fancy iron work could almost be called art deco. The amount of hand labor shown in the early post cards of the bottling plants and shipping yards are almost unbelievable.

One gem published by Anheuser-Busch in the early 1900s consisted of a set of five, eleven by twenty inch lithographic prints of paintings by well known western artist. Each print showed a western scene, such as 'Attack on an Emigrant Train' or 'Father of the Waters' or other western views. Each print usually showed Indians or some other easily recognized view associated with the settling of the western part of this country. Also prominent in the picture were cases or barrels of Anheuser-Busch beer. A set of five postcards carrying the same view given out to brewery visitors, and the postcards carried the above information, plus the statement that the set of five prints could be had by sending 25¢ to Anheuser-Busch, St. Louis, Mo. and the prints would be mailed any place in the U.S. or Canada. The desire to complete both the set of prints and postcards sometimes overwhelms this collector, and causes bad judgment. It becomes a major triumph to match up the proper postcard with the proper print.

These four postcards shows the advertising effort of the companies more than they show the production of beer. The two-horse beer wagon is used by Pabst for parades now, but had once been used to deliver beer in Milwaukee. Anheuser-Busch has always kept a large number of Clydesdale horses on a farm near St. Louis, and sends out their six-horse hitch and wagon for special events such as fairs and parades. This view is from the 1920s. It, and other variations of the same view is produced as a double fold postcard. Melster Brau Brewery advertises it's brewery with this six-horse hitch of Westphalian stallions, each reputed to weigh over a ton, while the Genesee Brewery of Rochester, N.Y.

shows off it's 12 horse-hitch of Belgians. These horses also weigh close to a ton each, and are matched for color too.

Collecting beer coasters had been a minor sort of hobby until this collector saw an advertisement by Tom Byrne, 71 Wayne Ave., Paterson, NJ 07522, promoting a new club for beer coaster collectors. He publishes a guide to collecting coasters, showing over 1100 coasters, identified as to brewery and age, and an estimate as to price. He also publishes a sometime monthly news letter to keep the members up to date, as well as a membership roster. The cost is nominal, but is very useful to those who wish to trade coasters by mail. All coasters are numbered, and you do not have to go into details to describe the coaster you wish to obtain or to trade.

The collecting of coasters is much like the collecting of postcards, and draws on the same interest, art work, history, transportation, and so forth.

These pictures of coasters are some of the more colorful and distinctive coasters that are collected. Number one, Budweiser at 15¢ a bottle, will tell most men that it came from the 1940s. It is four inches in diameter, and is printed red and green on white. Iroquois Beer and Ale is a red on white coaster that was put out by the Iroquois Brewery, as well as later by the International Brewery. There are many variations of the Indian chief head, some such as this, some round. Number three shows a covered wagon such as the early pioneers used, it having been first built in Penn. This is an old brewery that still seems to be going strong. This coaster is from the 1940s, and is red and blue on white. Number four, Buckeye Beer, is a yellow, green, blue and red on white coaster of the

1940s. One of the few diamond shape coasters. Most are round or square. The last one, number five, is a four inch, orange, black red and white coaster of a basketball, produced by the Fuhrmann & Schmidt Brewing Co., Shamokin, Pa.

It is hoped that this brief description of coaster collecting will assist the readers in organizing an accumulation of coasters into an interesting hobby. Many collectors use the plastic pages produced for #126 film to display their three and one-half inch coasters in. Both sides can be viewed. A larger size plastic page is made for coasters that are one-fourth inch in diameter. One collector stuck his coasters to the ceiling of his

recreation room. They make nice dressing up of that ugly heat run that goes thru the recreation room. That is where lots of this collectors coasters are parked.

As with postcards, everyone has their own likes. Many people search out the breweries from their own state. Those people in New York, Penn., N.J., Ohio and Wis. have a big job, as there were many breweries in those states. While residents of the mid-west, and the south, have a much smaller job, being as these states have had very few breweries. Only a few present day breweries give out coasters, most preferring to use napkins. The consolidation of breweries leaves few breweries to collect. Coasters stand little chance of being reproduced, so they should be a safe collecting item.



1. Budweiser, Anheuser-Busch, 4 1/4 inch diameter.



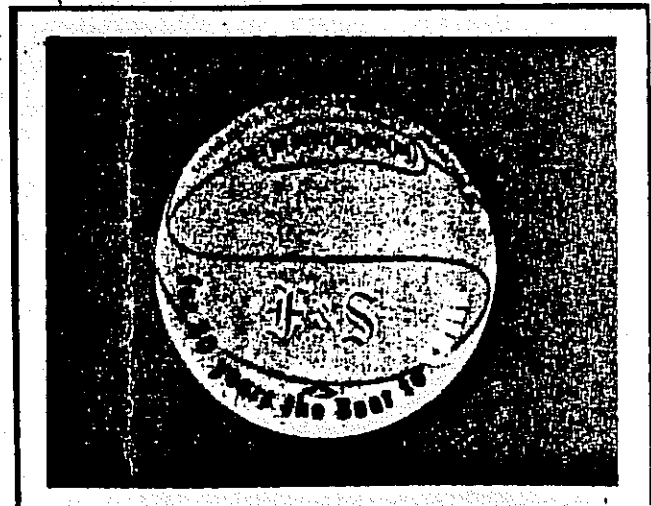
2. Iroquois Brewery 4 1/4 inch diameter.



3. Old Reading Brewery, 4 inch by 4 inch.



4. Buckeye Beer, Buckeye Brewing Co. 4 1/4 by 5 1/4.



5. Fuhrmann & Schmidt, Shamokin, Pa. 3 3/4 inches diameter.

Let's Go To Connecticut

Sat. June 15, 1985

ECBA Summer Trade Meet

Place: Lake Quassapaug Park
[Picnic Grove Area]
Middlebury, Conn.

Rt. 64 off I-84
from West exit 16
from East exit 17

Bring the whole family. This is an amusement park so there are rides, beach and other things to do. Shelters are in the grove, in case of rain. Pack your cooler with food and refreshments. Food available on the grounds.

***** Park charges \$ 2.00 per car parking fee *****

Send \$ 5.00 per member to Ken Ostrow

Cut and send in

MEMBER _____	(5.00 each)	_____
_____		_____
	Total	_____

Make payment to
and
send to

Ken Ostrow
56 Cedar St.
Newton, Mass 02159

For information call 617-527-4705

BREWERY ADVERTISING COLLECTORS

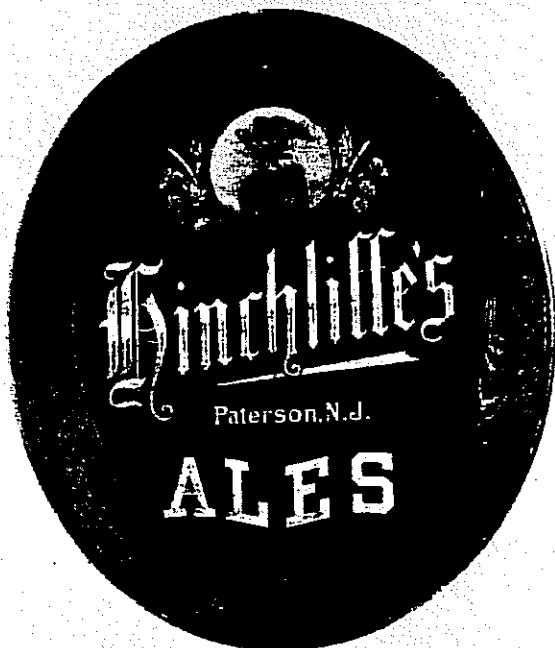
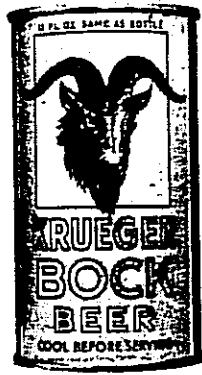
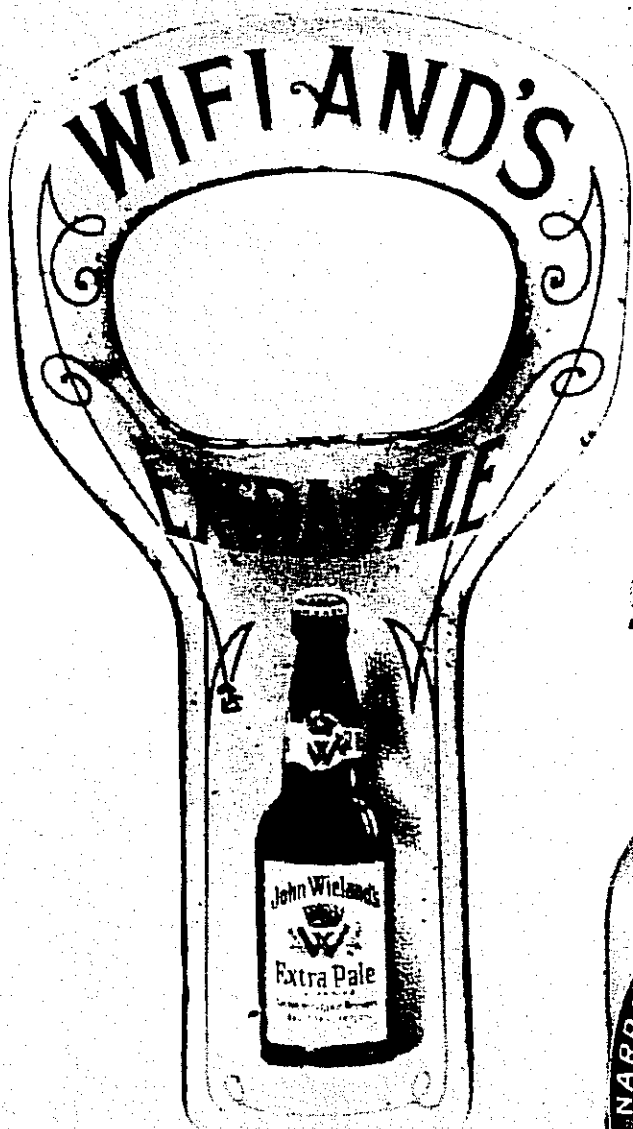
You Demand The Very Best,
And
You Deserve The Very Best.
So Here It Is!

THE 6TH ANNUAL NATIONAL BREWERY COLLECTIBLES CONVENTION

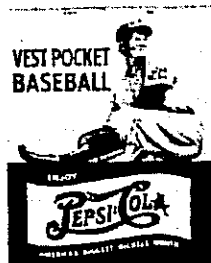
June 27/29, 1985

AT THE HILTON HOTEL,
VALLEY FORGE, PA.

- Over 150 exhibitors from around the country will be on hand.
- A large attendance is expected, putting you in contact with over 1000 fellow collectors and dealers.
 - All types of brewery advertising including trays, lithos & paper items, glasses, bottles, neons, tins, cans, coasters, etc.; plus some general advertising including soda & whiskey.
 - Major auction Thursday evening.
- Same weekend as TCCA Kanvansion in Allentown, only 30 minutes away. TCCA members' attendance welcome.
- Only 20 miles from Philadelphia. Easy access, approx. 2 miles from PA Turnpike.



MAKE YOUR PLANS NOW TO
ATTEND THE COUNTRY'S PREMIER
BREWERIANA CONVENTION!!



A CLASSIC SHOWS PROMOTION
See reverse side for details

PUBLIC SCHEDULE

Thursday: Auction. Preview 5:30 p.m. to 7 p.m.
Starts promptly at 7 p.m.

Friday: Show hours from 11 a.m. to 9 p.m.
(Early entry by registration only)

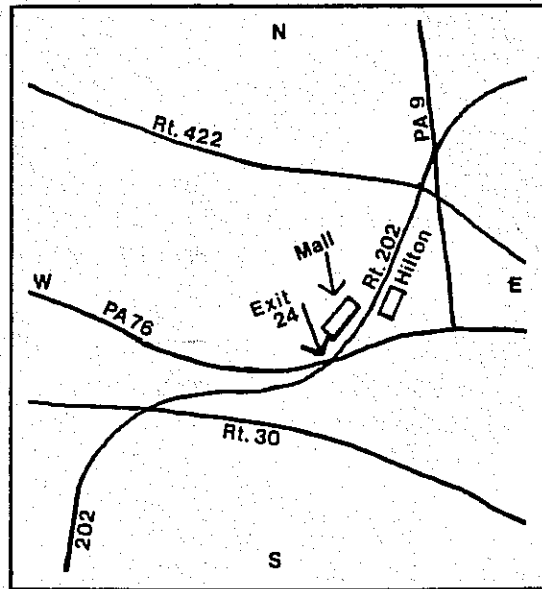
Saturday: Show hours from 9 a.m. to 3 p.m.

ADMISSION

Auction: \$1.00

Show Each Day: Adults \$1.50; 15 & Under \$1.00

DEALERS: Space still available. For details write to CLASSIC SHOWS, P.O. Box 354, West Point, PA 19486 or call Jeff Cameron at (215) 699-3014.



DIRECTIONS

From PA Turnpike (76) exit 24 (Valley Forge, Route 202). Follow signs for 202 north King of Prussia. Hilton is approximately 1 mile from exit on the right hand side.



CLASSIC SHOWS
P.O. Box 354
West Point, PA 19486

ADS & OFFERS

ESTATE LIQUIDATION: many coasters at 75% of 1984 Beer Coaster Price Guide. Send SASE for list. Joseph Martyniak, 51 Temple St., Reading, Mass. 01867

The perfect album page for your four inch coasters! Fits any standard three ring binder. Clear plastic sheet holds four 4" coasters visible both sides in individual pockets. 35¢ each plus \$1.00 postage on orders under \$17.50. Sample page \$1.00. Also available: Pages that hold six three inch coasters per page. Send to Bob Taylor # 200, 312 Hamilton Blvd. Piscataway, NJ 08854.

WANTED: Ohio, Kentucky and Indiana coasters. John Horn, 2828 Chestnut, New Richmond, Ohio 45157.

RENEWAL TO N.A.B.C.C. Only \$7.00 for three issues (includes the 84-85 Membership Directory. Only \$6.00 without the directory. Payable to Tom Byrne, 1 Esti Court, Madison, nj

ADVERTISING RATES: 10¢ per word, no minimum.... only beer coaster collectors receive this newsletter.... so, if you want to sell, trade, buy certain coasters, why not get an ad together and mail it off? Issues of this newsletter will be mailed on ~~May 1st, July 1st~~ May 1st, July 1st and so on. Hope to receive your ad soon! Payable to:

Tom Byrne, 1 Esti Court, Madison, New Jersey, 07940.

SORRY - No more orders for "The U.S. BEER COASTER GUIDE" can be accepted. The book (Vol. 1) is completely sold out. No more orders for the book are being solicited as I will have to return your check. Thank you for all of your support on this book. I have some ideas in mind for a book on "New Jersey Coastlers" ^{see sample in this issue.} -- more of a "booklet" perhaps than a book, but nevertheless, it is something that I'm working on!

* * * * *

Dated Newsletter
PLEASE RUSH!

To:

N.A.B.C.C.
Tom Byrne
1 Estl Court
Madison, NJ 07940

MARK YOUR CALENDAR NOW!

Plan to attend the conventions this summer.

FULL DETAILS INSIDE