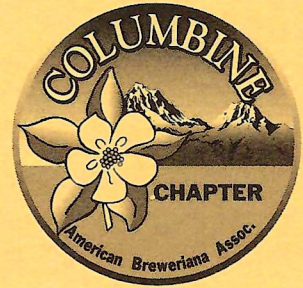


Brewgle



"THE BEST IN THE WEST"

VOL. 6, NO. 1

THE OFFICIAL PUBLICATION OF THE COLUMBINE CHAPTER
OF THE AMERICAN BREWERIANA ASSOCIATION

SPRING 1997

WHO IS YOUR FAVORITE?

Beauty pageants were all the rage in the 40's and 50's. They were used primarily to sell all sorts of products. Just like everyone else, the beer industry was quick to pick up another gimmick of using beautiful women to sell their product and the beauty pageant proved to be an effective advertising vehicle.

In 1941 Liebmann Breweries of New York City began their "Miss Rheingold" beauty contest concept to sell Rheingold Beer, their flagship brand. They quickly discovered that Miss Rheingold sold alot of beer, especially when the public was able to cast a vote for their favorite girl. It seemed to be fun for everyone and perhaps that's why Miss Rheingold became one of America's most succesful advertising campaigns.

In it's heydey, the Miss Rheingold contest was was second only to the Presidential Election as the most heavily voted election in America! When it became very apparent that the Miss Rheingold beauty contest was determining the sales volume of Rheingold Beer, other brewers were naturally interested in sponsoring their own beauty contests.

Tivoli Brewing Co. jumped on the bandwagon in 1952, by introducing the "Tivoli Girl for '52" beauty contest. The seven finalists to be in the Tivoli Girl beauty contest were selected from 27 entrants at a special ceremony in the Emerald Room of the world famous Brown Palace Hotel in downtown Denver. Marie Aber, Adine Fricke, Nadine Foster, Maxine Hose, Doris Miller, Barbara Weiss, and Doris May White were the "lucky" candidates chosen, who best represented the wholesome beauty of the American West. The lucky winner would be the Tivoli spokesperson for the coming year and be represented on billboard and newspaper advertisements. The public was invited to participate in choosing the girl who they most wanted to see time and again selling Tivoli Beer.

Who do you suppose won this contest? Just for fun, look at the candidates for yourself and choose your favorite candidate.

Turn to Page 8 for the answer!



Marie Aber



Adine Fricke



Nadine Foster

Here they are!

"The Lucky Seven"...lovely finalists in the "TIVOLI GIRL for '52" contest

Pictured here are the seven candidates, selected from scores of beautiful Western girls, who will vie for the title of TIVOLI GIRL FOR '52* early this year.



Maxine Hose



Doris Miller



Doris May White



Barbara Weiss

Wholesome beautiful girls, characteristic of the West, these candidates are representative of the finest womanhood in the Tivoli trade area...just as Tivoli, the beer "brewed for Western tastes" is representative of the finest beers sold in the mountain states. Plan now to vote for your choice, but for downright drinking pleasure...
always choose Tivoli...

Posi-TIVOLI the beer for YOU!

* Watch for announcement of voting dates



PRODUCT OF THE TIVOLI BREWING CO., DENVER, COLO.

BREWGLE

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The Columbine Chapter is a registered chapter of the American Breweriana Association, who operates under two fundamental philosophies, which are:

To educate the members and the public regarding America's brewing heritage and to maintain and preserve that history through the preservation and collecting of brewing artifacts including brewery antiques, bottles, cans, advertising, and other memorabilia..

To unite brewing industry workers, breweriana collectors, and historians in the bonds of freindship and for their mutual benefit in the furtherance of the industry, the hobby, and the association.

All material submitted for possible publication should be sent to:

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Leo Bunce & Shannon King



DO AMERICA

Yes, it is true, we have been selected by the Editor Selection Committee as your new editors of the BREWGLE! First, we would like to say thank you to the committee and we solemnly swear to undertake this task with as much enthusiasm and creativity as we can possibly muster. After all, we have some very big shoes to fill.

Bill Schlitter has set the precedent for what a newsletter should be. The Columbine Chapter can't thank Bill enough for all of the hard work he has given the newsletter the past five years. It is evident how much work has been attributed to the BREWGLE because, in our opinion, Bill has produced one of the best! The Brewgle has helped the Columbine Chapter, more than anything else, grow as big as it has today. Bill has won great praise from his readers for his insight and knowledge of brewing history and from our parent organization, the ABA, in awarding him with the Excellence in Literature Award. You will still see his columns appear in future editions; however he is taking a few months off to pursue some other interests. Good Luck Bill! And thanks again!

As you can see, the format has changed a little in the BREWGLE. So, why ruin a good thing and ruin everything? We won't! The usual features and columns you have always looked forward to in the BREWGLE will still appear in each new edition. Your favorites like Colorado Brewfacts, Label Corner, Stein Talk, Collector Spotlight, and everybody's favorite, NickNacks will still appear in every issue of the BREWGLE.

We have found some intriguing stories to tell you about in future editions. Hopefully they will be interesting and useful to you as they always have been. We would like to encourage anyone who has anything to contribute, whether it be a story they have written themselves, have read in a book or newspaper. Nick Clous needs to hear about your fabulous finds. If you find something interesting, chances are the club would find it interesting also. We will welcome all positive suggestions and creative criticism. Our only goal is to make the next issue even better!

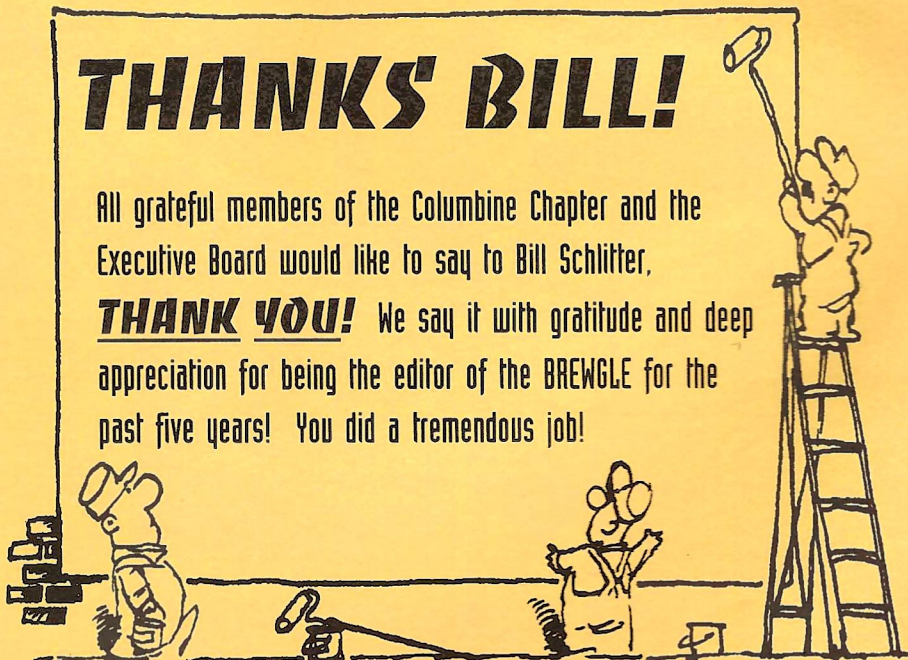
Until next time...

Be Your Own Dog!

THANKS BILL!

All grateful members of the Columbine Chapter and the Executive Board would like to say to Bill Schlitter,

THANK YOU! We say it with gratitude and deep appreciation for being the editor of the BREWGLE for the past five years! You did a tremendous job!





Q. Dear Walter:

Who is credited with producing the first aluminum can?

Nick - Aurora, CO.

A. Dear Nick:

Not only are beer can collectors and macho can crushers thankful for aluminum cans, but our environment is certainly the biggest winner of all. The aluminum recycling program has the greatest return rate against all other recycling programs in this country.

We can all thank the Coors Brewing Co. for producing the first aluminum beer can. In 1955, the Adolph Coors Co. of Golden, CO. and Beatrice Foods, owner of the Honolulu Brewing Co., formed a company called Aluminum International, Inc. Together they began the pioneering research in the development of a can that could have redeemable value and could be melted and recycled into new cans. The underlying factor, which is so uncharacteristic of today's big corporation philosophy, was environmental concerns. Tin cans were being thrown haphazardly everywhere, littering state parks, picnic areas, and the highways.

In January 1959, after four years of research, Coors test marketed their beer in aluminum cans in Denver. It's debut was made in the 7 oz. size and sold in 8-packs. Within the next week, Honolulu Brewing Co. marketed Primo Beer in 12 oz. paper label aluminum beer cans in six-packs. The strong selling point was beer cooled much quicker in aluminum and stayed colder longer! Consumers quickly discovered the aluminum can's convenient capabilities and gained immediate acceptance. The brewing industry found aluminum cans to be cheaper to produce and soon all can companies and breweries had followed suit. This is evident today, where beer and soft drinks are canned in nothing else but aluminum.

The overall rarity between the first aluminum cans vary greatly. The 7 oz. Coors can is easily obtainable and it resides in just about every Colorado collection, whereas the Primo can is a very prized and valued can and it resides in very few collections. With a paper label, labels fell off too frequently and were easily ruined.

What's Your Beer I.Q.?

1. What was the name given to the Hospitality Room at the Jos. Schlitz Brewing Co.-Milwaukee?
2. In the late '70's, "Billy Beer" was supposedly the best beer there ever was. Four different breweries were contracted to brew "Billy Beer". The only thing they proved was, how bad "Billy Beer" really was. Can you name those four breweries?
3. Prior to the micro-brewery boom, there was a long established brewery that carried the distinction of having the only female to ever have been the sole owner of a brewery. Can you name the brewery?
4. What animal is traditionally associated with "Lone Star Beer"?
5. What year did the Tivoli Brewing Co. introduce "Denver Beer"?
6. Who were the first collectors to ever be featured in the "Collector's Spotlight" column? (Hint: They can be found in the very first issue of the Brewgle.)
7. Ironically enough, the St. Louis Cardinals have been owned by Anheuser-Busch for as long as anyone can remember, yet in the 1950's listeners who tuned into the games on the radio had another St. Louis brewery to thank for sponsoring the broadcasts. Who was the other brewery?
8. What in the heck is a "ShandyGaff"?

The first response with all the correct answers will win a "prize surprise". Please send your winning entries to: Beer I.Q., 910 N. Douglas #B, Loveland, CO., 80537. The winner and the answers will be announced in the next issue of the Brewgle. Good Luck!

Q. Dear Walter:

I found this foil on paper sign recently at a garage sale. I don't know anything about "Sierra Beer".

Could you enlighten me in the next BREWGLE?

George Brown-Louisville, CO

A. Dear George:

Sierra Beer was produced in 1978 by the Pittsburg Brewing Co., Pittsburg, PA. Most of the brands this brewery cranked out in the late seventies were designed to accommodate the beer can collector, rather than the discriminate beer drinker.

With Sierra Beer, Pittsburg Brewing Co. tried to find their niche in both markets by putting their premium beer in beautifully designed cans. With the new finely detailed cans, it would attract the premium beer drinker because the beer would appear to be better tasting, if it was in such a fancy package. To the beer can collector, it was very appealing to have such a beautiful can on display!

The Beer Can Collectors of America were so impressed with the design, that the members of that organization voted it "Can of the Year" in 1978.

Unfortunately, there were only so many can collectors who needed the can for their collection and not enough premium beer drinkers who thought enough of this beer to keep buying it.

After a couple of years of unsuccessfully trying to capture the premium beer drinkers with a big advertising campaign, Pittsburg Brewing Co. discontinued Sierra Beer in the early eighties.

Your sign is beautiful and would look nice in anyone's collection. Unfortunately, it is not very old or very rare. In today's breweriana market, it was recently auctioned for \$12, in one of the mail order auction services.



Walter invites your questions about beer, beer collectibles, and beer history. Please submit your inquiries to: Walter, P.O. Box 519, Ault, CO 80610.



NICK NACKS

BY NICK "THE NICKSTER" CLOUS

It's been said, that "A picture is worth a thousand words!" Being I have acquired quite a backlog of photos of fantastic finds, I am going to start featuring as many photos as I can per issue.

Check out all of this wonderful breweriana our members have found! Please keep sending me pictures of your fantastic finds and we will get them in future issues.



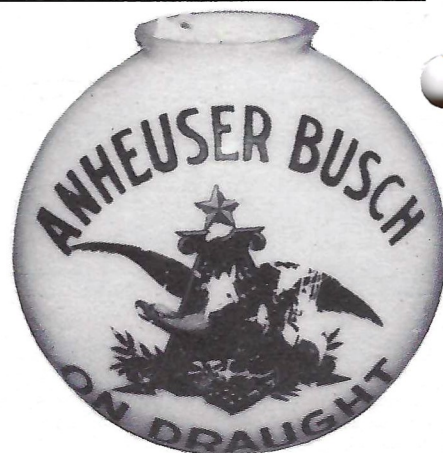
Pre-Pro Ropkins & Co. tray from Hartford, CT, picturing the interior of the brewery.

Dick Purvis-Manchester, CT



1890's tin sign from the Milwaukee Brewery of Denver, which was the forerunner of the Tivoli Brewing Co.

Bob Gammill-Littleton, CO



1930's Anheuser-Busch, "ON DRAUGHT" globe lamp for indoor advertising (front & back view)

Rich & Darlene Schneider-Sprague, NE



10 X 24 cardboard sign for "CONSUMER'S BEER", Consumer's Brewing Co., Mills Grove, RI. Late 1930's.

Bob Hufferd-Omaha, NE



1940's "SHERIDAN BEER" red and blue neon sign. Sheridan Brewing Co., Sheridan, WY

Jim McCoy-Denver, CO



Pre-Prohibition Springfield Breweries Co. tray from
Springfield, MA
Gary Cushman-Chelsea, VT



1880's Lithograph from Anheuser-Busch advertising "FAUST BEER".
Wow-wee Dude!
Brent Laswell-Kingwood, TX

Storz revolving carousel, 4' tall, mid 1950's. Storz Brewing
Omaha, NE
Paul Storz-Independence, MO



The "Silver State" cone-top can from Trinidad, CO (c. 1935), is impossible to find in any condition. Only a handful in good to 1+ are known to exist. However, December 11, 1996 saw two turn up in the Denver metro!

Keith Ajayan and Sherrie Delmonte both acquired a can from two different sources, who didn't even know each other. Both cans are very, very nice. Keith's can is probably a Gr. 1, while Sherrie's can is Gr. 1-1/2+.

Sherrie got the can for her boyfriend, Jim Stille for a Christmas present. "Way to go Girl!", sure beats a shirt and tie all to hell! Remember, if The Nickster knows your finds, everybody knows! Write me at 16510 E. 11 th Ave., Aurora, CO 80011. That's all!

The Nickster





COLLECTOR'S SPOTLIGHT

BILL BESFER

If someone were to ask you to name the first country that comes to mind when they say, "beer", "quality brewing", or "traditional beer drinkers", what would you say? Chances are, you said: Germany, Great Britain, and the United States, just to name a few. Believe it or not, Japan falls into the same category as those other countries with their own thriving beer industry and millions of Japanese beer drinkers all over the world. Bill Besfer certainly has the Japanese cans and breweriana to prove it!

Bill probably has amassed the finest Japanese breweriana collection in the U.S. Japan has produced many different beer cans that are very valuable and highly sought after today by collectors all over the world. Bill has just about all of them, he is only needing nine more of the highly prized Suntory and Asahi scene cans that are so famous! There are collectors in Japan that don't have some of the cans Bill has accumulated!

The collection was started by Bill's wife, Reiko, in 1970 while he was stationed in Japan. (How many of us can say that!) Reiko, who is a native of Japan, went to the store on a beer run (we'll say it again, how many of us can say that!) and came back with five cans of beer. Bill was truly amazed, because not only was it the first time he had seen Japanese beer in cans, but they were also very colorful and beautiful. The cans were commemorating the 1970 World's Fair that was being held in Tokyo. Today, these are very prized cans in any collection!

The beer was delicious and the cans were pretty enough to keep. They were packed in a box and forgotten after Bill was discharged from the Navy in 1971. There was a job waiting for him back in Oklahoma after serving his tour of duty. After six months, an opportunity came knocking at Bill's door for Syntex Chemicals in Boulder. Bill and family packed up and moved to "Colorful Colorado", where today, he works for Rapley Engineering in Golden as a Piping Designer, while currently residing in Longmont.

As a kid, Bill moved around a lot since his father's Air Force career took them around the world. Born in upstate New York, and educated everywhere imaginable, he graduated from high school in San Antonio, TX. While enrolled at Southwest Texas State University in



Bill proudly displays his "Girl Can" wall. What a beauty!

San Marcos, TX, our country was embroiled in the Vietnam War, and realizing that being drafted was eminent, Bill enlisted in the Navy.

Living and working in the Boulder area, after serving in the Navy was when Bill really started his collection. To satisfy his love for Japanese beer, Bill found sanctuary at Boulder's Liquor Mart. There in the aisles were those beautiful Japanese beer cans again! Every visit to Liquor Mart yielded new cans, and along with the cans he had brought back from Japan, Bill had become a "closet" beer can collector. It wasn't until he went to a garage sale in his neighborhood, where someone was selling beer cans, that he realized there was a can collecting organization.

Bill joined the BCCA and the Mile-Hi chapter in 1979 and he has been very active since then. Bill is currently serving on the Columbine Chapter's Executive Board and is very instrumental in our "Rush to the Rockies" breweriana convention each year. One great distinguishing achievement Bill holds is, Regional Director of the Mountain States region of the ABA. As a big supporter of the ABA Museum Fund, Bill's goal is to "collect"; bronze, silver, gold, and platinum pledge awards in the current fund drive.

Micro-brewery labels, phone cards, and "girl" breweriana also heads the list of Bill's favorite things to collect along with the "obtuse" Japanese breweriana. Girl advertising is displayed very nicely everywhere there is an ounce of available room!

The computer room is filled with shelves lined with commemorative soda pop cans, which belong to Bill's son, Eddie, also a member of the Columbine Chapter. Eddie is a recent graduate of UNLV, while Bill's daughter, Kelly, is currently attending Metro State in Denver.

The next time you run into a beer advertisement for Japanese beer, think of Bill, he may not have it! Besides, that could be your opportunity to get to see Bill's collection and get to know one of the truly nice guys that belongs to our organization!



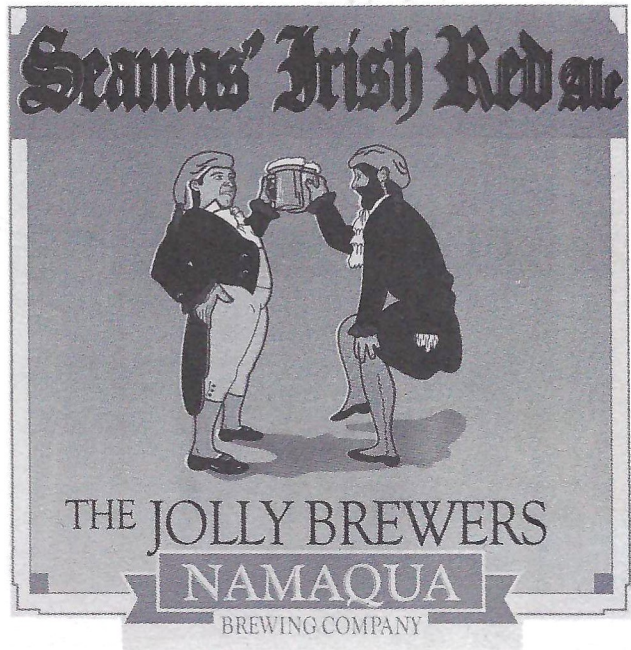
Bill seems to always be surrounded by beauty!

AS USUAL THERE IS A LOT OF NEWS IN THE MICRO BUSINESS, SO HERE IT IS. THERE ARE SEVERAL CLOSURES TO REPORT. THE **Tivoli Brewing Co.** in the old Tivoli building, is now closed in DENVER. THE **POWER'S Brewing Co.** has also shut its doors in BRIGHTON. THERE IS ALSO A UNCONFIRMED REPORT THAT THE **ELDORADO CANYON Brewing Co.** is closing. LETS HOPE THAT THIS IS JUST A RUMOR. ALSO THE NEWS ON THE HOP VINE IS THAT **DIMMER'S Brewpub** in FORT COLLINS HAS CLOSED THE DOORS OF THE PUB. THEY PLAN TO BOTTLE ONLY. THIS IS A REVERSE OF THE LATEST TREND IN WHICH BREWERIES ARE PUTTING IN PUBS AT THEIR BREWERY SITES. **IRONS Brewing Co.** is in the process of doing this in LAKEWOOD. AS FAR AS NEW OPENINGS, THERE ARE A FEW. THE **Redfish Brewpub** opened in BOULDER AT THE END OF NOVEMBER. THE NEW **C.B. Potts** pub is now open in FORT COLLINS. **Linden's Brewery** in the FORT will be open by the time you read this. Also **Avo's Bar** in FORT COLLINS is in the planning stages of putting in a small system towards the end of the year. THERE IS TALK OF **C.B. Potts** opening a pub in WESTMINSTER THIS YEAR ALSO. NEW IN THE MOUNTAINS THIS YEAR WILL BE A BREWERY/CASINO THAT WILL BE OPENING IN BLACKHAWK. SOMETIME THIS YEAR, THE **RIVER RUN Brewing Co.** will be opening at the KEystone Ski Resort AREA. THERE WILL ONCE AGAIN BE A BREWERY IN LEADVILLE. PLANS ARE BEING MADE TO PUT IN A PUB AT THE OLD HOSPITAL BUILDING. IN ROCK SPRINGS, WYOMING THE **BITTER Creek Brewing Co.** will be opening their pub in July. AND I JUST LEARNED OF THE MERGER OF TWO BREWERIES. THE **Twisted Pine brewery** and the **Peak To Peak Brewery** ARE JOINING FORCES. GOOD LUCK TO THEM BOTH IN THIS VENTURE.

NOW TO BLOW MY OWN HORN. I RECENTLY STARTED WORKING FOR **NAMAQUA Brewing Company** in LOVELAND WHO, BY THE WAY, ARE COLUMBINE MEMBERS. SO THE NEXT TIME YOU ARE IN LOVELAND, STOP BY OUR PUB AT 437 N. GARFIELD. COME IN AND HAVE A COUPLE OF COLD PINTS. OR ASK FOR US AT YOUR LOCAL LIQUOR STORE.

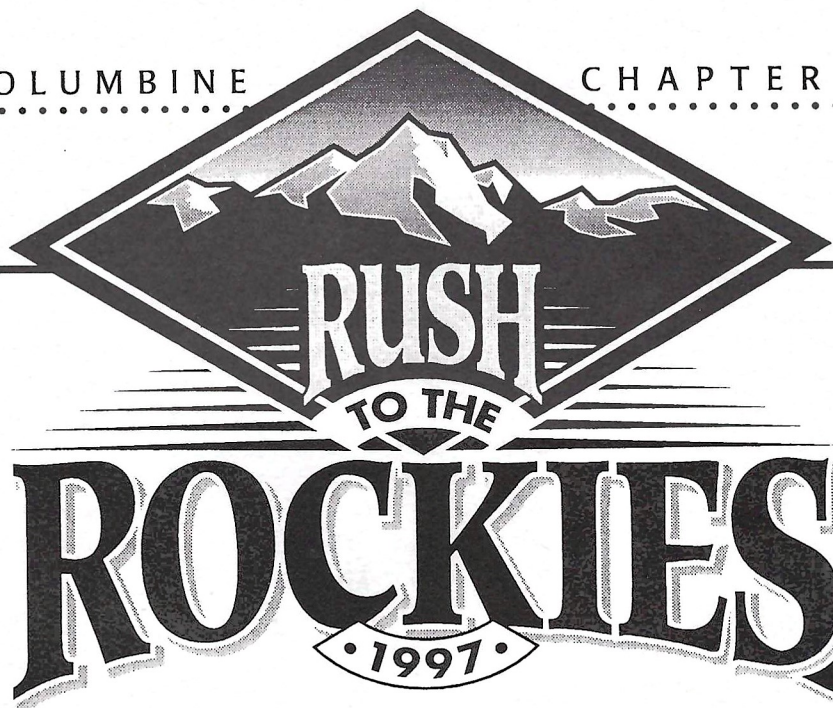
UNTIL NEXT TIME...Microfully yours,

LEO



COLUMBINE

CHAPTER'S



One of
the West's
largest
shows -
over 200
tables!!!

Grand
Raffle Prize:
Budweiser
Senor
Grande
Stein!!!

3RD ANNUAL BREWERIANA SHOW & CONVENTION

May 8th -10th, 1997 University Park Holiday Inn, Fort Collins, Colorado

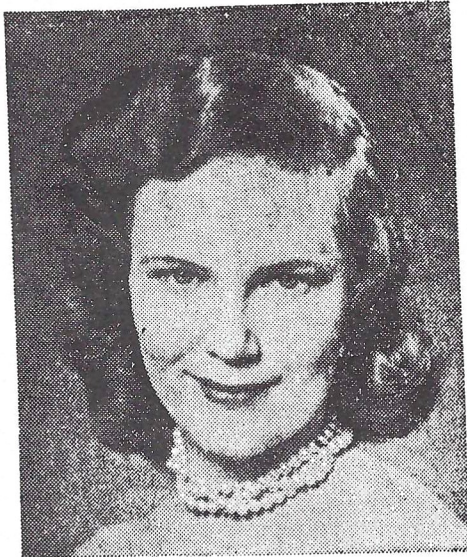
Enjoy all the excitement of a first-class breweriana show while discovering the majesty of the Colorado Rocky Mountains! This national event includes a huge public show with over 200 tables, hospitality room, banquet, auction, & room to room trading.

Call or write NOW for hotel and show registration forms:

Columbine Chapter • 16510 E 11th Ave • Aurora, CO 80011 • 303-344-8874

DORIS MAY WHITE!

TIVOLI GIRL for '52



ONLY 6 DAYS LEFT!

**Vote today
for the
Tivoli Girl
for '52**

It's your **LAST CHANCE** to choose your favorite... the candidate you consider loveliest... **Posi-Tivoli** prettiest in the West!

POLLS CLOSE MAY 1st

Choose your favorite

...but always choose



**BALLOT BOXES AT YOUR
PACKAGE STORE AND TAVERN**

Tivoli

"Posi-TIVOLI the beer for YOU!"



How did you do? Did you pick the girl everyone else did? Doris May White was the overwhelming winner of the "TIVOLI GIRL for '52" contest.

Mrs. White was a beautiful 21-year-old redhead from Cheyenne, Wyoming. At the time of the contest, she was employed as a secretary while her husband was a soldier at Ft. Warren.

About 702,000 ballots were cast in a two week period. Doris May received over 150,000 votes. Her nearest competitor was over 13,000 votes behind! Another surprising fact was that this election had more ballots cast than Colorado's General Election in 1948.

From the very outset, the beauty contest attracted much attention and was attended by "spirited" voting. Not only were people voting for their favorite girl, but Mickey Mouse and President Eisenhower were popular selections as well! It took five young women, employed by Tivoli to count all the votes. They could process only 50,000 ballots each day because only the seven Tivoli Girls could be counted. Fourteen days had passed before the winner could be determined.

On December 19th, 1951, the original seven candidates were selected from 27 entrants at a banquet held in the Emerald

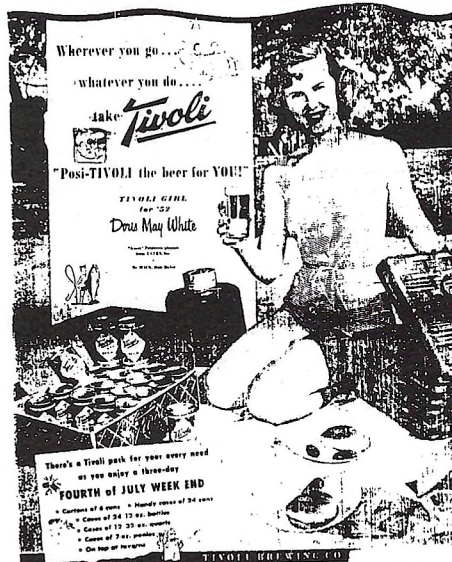
Room at the Brown Palace Hotel in downtown Denver. Each contestant was carefully scrutinized and chosen by very prominent Denver businessmen.

When the official polls opened on March 15th, Doris May and the other six candidates for the "Tivoli Girl for '52" contest were seen everywhere in Denver. They were seen in newspapers and on city billboards, hawking everything from TVs to lawnmowers, and of course, Tivoli Beer!

The winner was announced on May 16th, 1952. The official coronation ceremonies took place between games of a double-header Denver Bears baseball game at Bears Stadium. Doris May was presented a huge bouquet of carnations, a \$100 check from Tivoli, and a number of gifts from Denver merchants.

The advertising campaign proved to be very successful at first and generated a lot of beer sales just as it was designed to do, but as pretty as Doris May White was, her title and pretty face didn't sell as much beer the rest of the year. Tivoli never held hold another beauty pageant to sell beer.

The editors would like to thank Columbine member, Glen Preble, for his help with the story and pictures. Incidentally, Glen's mother-in-law has personal insight in the Tivoli Girl competition, she was one of the "Lucky Seven"! Adine Fricke!



Some Fun Facts About Bock Beer!

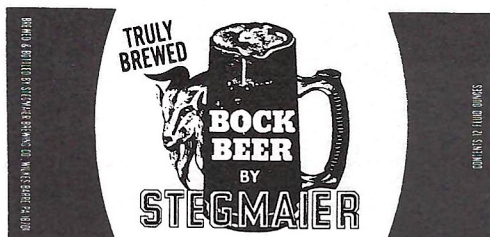
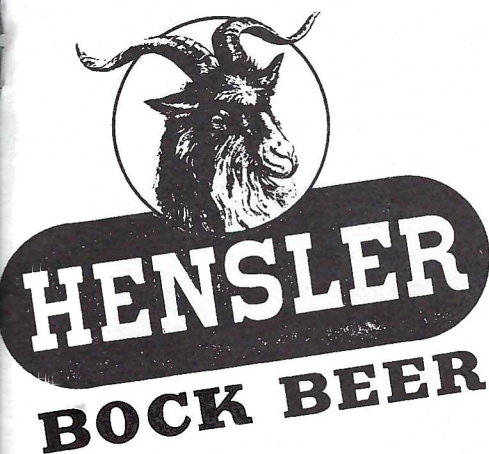
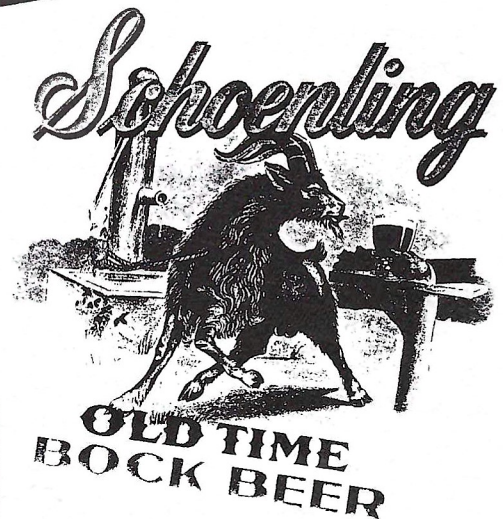
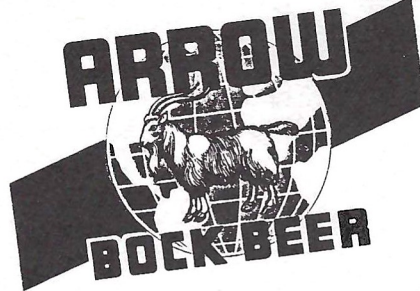
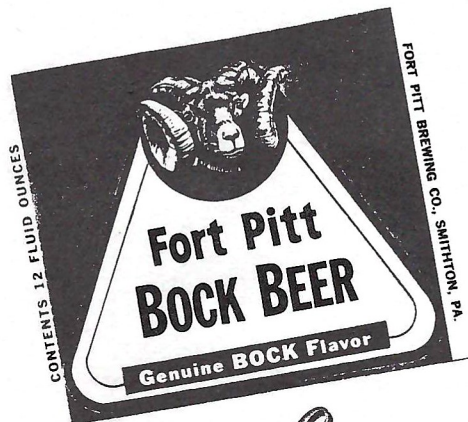
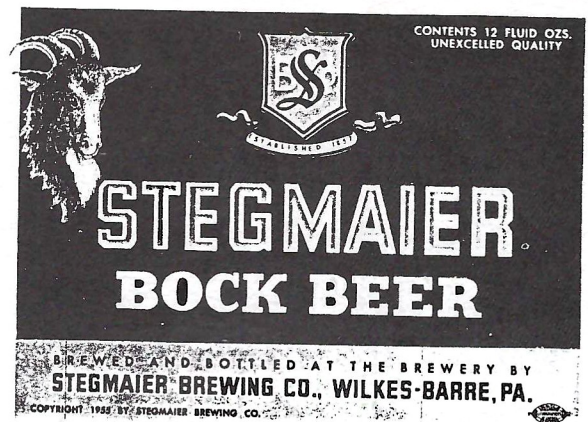
There are many of you collectors out there, that have at one time or another, wondered how the goat has come to represent Bock beer. Several versions of this story have surfaced, but the one that has been heard the most probably makes the most sense too.

The legend comes from the early days in Germany. In the town of Einbeck, at the local brewery, they brewed a special dark beer in the spring. This was naturally known as "Einbeck Beer". Over time people confused this with "Ein-bock". Bock translated in German means "goat". People started to ask for "Bock" beer.

Traditional Bock beer is quite different than all other beers. True Bock beer is a deep copper brown color. It has a faint malty aroma and a smooth dry malt flavor. Bock gets it's dark brown color from the heat treatment given to the barley in the malting process. They give it an extra kilning at a higher temperature. Bock beer generally contains a higher alcohol content than regular beer. It may have up to 10 percent alcohol by weight.

In 1944, World War II barley shortages forced some breweries to change their recipes. Many other breweries were forced to discontinue making Bock beer until the government rationing programs were lifted in 1949.

Today it is hard to find a traditional Bock beer. Most are made with coloring and flavoring, made from a prepared syrup containing caramelized sugar. From a collector's standpoint, there are some really beautiful Bock beer labels to collect from many breweries.



Stein Talk



BY Dick Cramer

THE COORS TEARDROP

The Coors "Tear Drop" mug seems to have been around forever. In fact, the collectors I have interviewed were not able to give me exact dates. The copy of the ad was taken from a 1949 salesman's book. The same mug has appeared as late as 1982 for Coors Brewing Co. and possibly later for some special events.

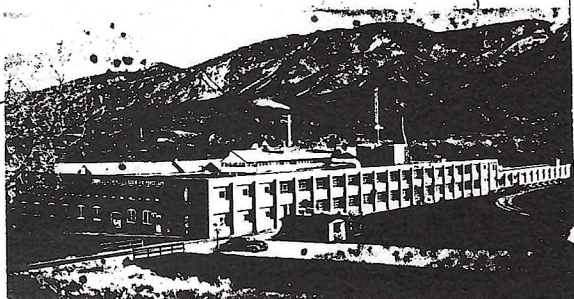
The mug comes in two sizes and nine colors. The small mug (8 oz.), is approximately one inch shorter than the common mug (14 oz.) and is proportional in all other areas. Coors Porcelain Co. is the designer and maker of these mugs and has in the past marketed these to other breweries. Among these are Pabst, Gluek, and Schmidt's. Pabst used the platinum and blue color on it's mug, while Gluek used the yellow and blue colors.


Coors THERMO-PORCELAIN PRODUCTS

Your Guarantee of Quality

The Coors Porcelain Company of Golden, Colorado—manufacturer of Thermo-Porcelain household ware—is America's largest supplier of Chemical and Scientific Porcelain—used in laboratories throughout the world. Also manufacturer of special industrial porcelains and insulators.

The Coors Porcelain Company's large, modern plant at Golden, Colorado





Actual Size
14 oz. capacity

Coors

ALL-PURPOSE MUGS

CHOICE OF FOLLOWING HARMONIZING COLORS

No. 100—Ivory	No. 104—Burgundy
No. 101—Yellow	No. 105—Brown
No. 102—Green	No. 110—Gold
No. 103—Dark Blue	No. 111—Platinum
No. 112—Turquoise	

MUGS AVAILABLE PLAIN OR WITH DESIGN SHOWN
(Shipped with crest decal unless otherwise specified)

WRITE FOR PRICES AND DETAILS ON SPECIAL CREST DESIGNS

These handsome beverage mugs of Coors Thermo-Porcelain are made from the finest porcelain clays—hand molded, dried, glazed and baked under extreme temperatures. Colors are baked into the finish and will not fade, nor will the glazing crack. They are guaranteed against breakage from heat, cold or quick temperature changes.

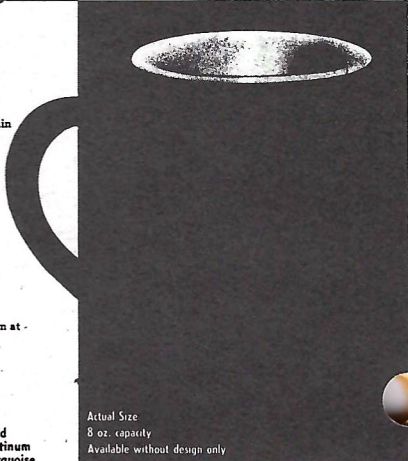
FEATURES

- May be used for both hot and cold beverages
- Distinctive for entertaining, yet practical for everyday home use
- Ideal for gifts—weddings, birthdays, Christmas, anniversaries, etc.
- Colors match those of Anheuser-Busch beer mugs—make ideal sets
- Sold individually or in matched gift sets

Like the larger mug above, the smaller 8-ounce mug, shown at right, is useful for serving all types of hot or cold beverages. It is suitable for children's milk, hot chocolate, soft drinks, etc., especially useful for "Rena and Jerries, eggnog, Moscow Mules and any other beverage for adults.

COLORS

No. 800—Ivory	No. 803—Dark Blue	No. 810—Gold
No. 801—Yellow	No. 804—Burgundy	No. 811—Platinum
No. 802—Green	No. 805—Brown	No. 812—Turquoise



Actual Size
8 oz. capacity
Available without design only

MCCARTHY SALES CORPORATION • Denver 2, Colorado, U. S. A.

Over the years, Coors has virtually used all the colors, both with and without the lion crest design. It has been used for many special events, like the Golden Oktoberfest, state fairs, and even college logos have appeared on these mugs without the lion crest. Coors even brought out an animal series featuring a fish, a dog, a deer, and a horse head.

Oh yes, for you Bud collectors, Coors did not make the Budweiser Boston Pops mug.

Many thanks to Bill Frederick and Brad Baker for the information in this article. Please send comments, inquiries, and **INFORMATION**, to me!

Dick

Colorado BREW FACTS!

Happy New Year to everyone! I hope Santa treated you nice and left you some great breweriana!

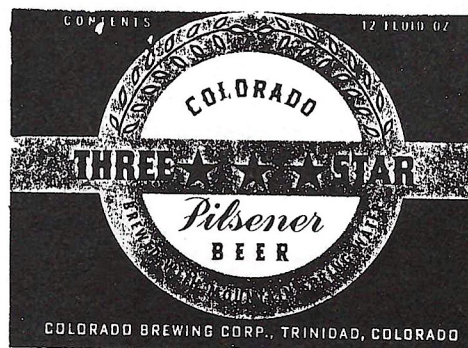


PHILIP ZANG

Philip Zang came to Denver in September 1869. He was born in Bavaria. Before he moved to Denver, he was engaged in the brewing industry in Louisville, Kentucky. Zang was employed by John Good to manage the Rocky Mountain Brewery. In 1871, Zang became the proprietor of this brewery.

★ Caribou, a town noted for its silver mining, had a brewery from 1875 to 1876. Hugh Goodfellow was the owner.

★ Tivoli Brewing Co. was devastated in 1965 by the "Great Denver Flood". Joseph and Carl Occhiato were the owners at the time of the flood. After they resumed production, the brewery was struck by the Local Union in 1966. The brewery never fully recovered from these two events and closed in 1969.



★ The Western Brewing Co. of Aspen, was started in 1895. Jake Saunders was the owner and he also was the agent for Neef Bros. Brewing Co. This brewery closed in 1896.

★ Harry Haynes, in 1951, purchased the old Ph. Schneider brewery in Trinidad and re-named it the Rocky Mountain Brewing Co. He brewed a beer called "Colorado Three Star". This was not a profitable venture for Haynes and the Walter Brewing Co. had to take over again.

★ Adolph Coors and a partner, started a glass manufacturing plant in 1877, called the Colorado Glass Works. Production was stopped in late 1888 due to a problem between the Golden workers and an Ohio glass worker's union. The factory sat idle for twenty years before it was opened up as the Coors Porcelain Co.

Good Luck to you all in 1997!
Coorsfully Yours,
Bill

CHAPTER CHATTER!

AND TO ALL A GOOD TRADE...

When Chiquita's closed their doors this past Fall, it was very disappointing to see one of Denver's biggest and most hospitable bars go out of business. The Columbine "adopted" Chiquita's as "headquarters" for fun and was one of our most popular meeting places.

Thank goodness the Grizzly Rose stepped in and picked up right where Chiquita's left off. Thank you goes to the Grizzly Rose and their generous hospitality! Maybe we have found another place to christen as our "headquarters"! What do you think? No one can ever complain that there isn't enough room!

In case you missed the last trade, our Winter Swap was held at the Grizzly Rose on December 7th, 1996. We had a tremendous crowd of collectors invade the place. Good friends and good times were had by all, as each of them shared the festivities of the season along with the good cheer that usually accompanies the Christmas Spirit. (Not to mention some of the breweriana that surfaced!)

The raffle prizes that were given away that day was as good of a reason as any to celebrate that day. Not only did the Columbine chapter's Executive Board provide our members with awesome breweriana, but they really outdid themselves by providing turkeys, hams, cheeses, and best of all, two cases of Coors Winterfest.

Congratulations to all the lucky raffle winners. Thank you to Nick and Ruby Clous for putting the Christmas Raffle together. Everyone really appreciated their efforts. Thank you also to Mike Barden, the Raffle Chairman, for setting up another superior raffle table!



Santa Claus brought breweriana to all the good boys and girls. From left: Kris King, Jeri Natter, Santa (Rick Natter), Nick Clous, Dave Schaaf, and Nancy Runge.



Our members who drove the farthest to the Grizzly Rose. David Yost(L), Dighton, KS, 300 miles. Pat McGee(R), Hesperus, CO-400 miles.



PREZ SEZ

It is already time to think about the election of officers.

Here is your chance to make a big difference. You are here by encouraged to either run for an office, or more importantly, VOTE for the most qualified candidate.

If you are interested in running for an office, you may choose to run for one of the following: President, Vice-President, Secretary, Treasurer, or Board of Director. The only qualification is that you have to be a member in good standing with the Columbine Chapter and the American Breweriana Association for at least one year. If you would like to be considered as a candidate, simply state your name and the office you wish to run for, and

drop it in the mail to: Columbine Chapter, 16510 E. 11th Ave., Aurora, CO 80011. You must announce your candidacy by March 15th, 1997. Decide soon, there isn't much time.

If you would like more information, or a job description entailing what each position holds, contact any Executive Board member and they will provide the details. Also, please inquire when the next board meeting will be held and plan to attend. That way you will see first hand how this organization is run and how important decisions are made. We strongly encourage everyone to attend, even if you are remotely interested. You are always welcome to attend!

A list of candidates will be announced in the next issue of the BREWGLE. Also included, will be the official ballot and it's due date. Or better yet, bring it to the Election booth at the Summer Trade, which will be held at the Lone Tree Brewing Company on August 16th, 1997.

See you at Wazoo's!!

SHANNON

If you are age 70 and haven't yet re-newed your dues, forget get about it! We have a special place just for you! It is our **Over 70 Hall of Fame**. If you are at least 70 years old and do not see your name listed below, notify us immediately. Here is a list of our **Over 70 Hall of Fame**.

Don Ayers-Denver, CO
Dallas Blomquist-Piedmont, SD
Jim & Ruth Cherry-Junction, TX
George Clausen-Grand Island, NE
Doyle Davidson-La Junta, CO
Herb Frick-Englewood, CO
Elden Krueger-Arvada, CO
Alois Puhr-Arvada, CO
Vic Olson-Heber Springs, AR
Paul & Corrine Rahne-Aurora, CO
Richard Schnieder-Sprague, NE
Glenn Smith-Omaha, NE
Col. David Snyder-Evergreen, CO
Herb White-Lake Havasu, AZ

Coming events

MARCH 1, 1997-COLUMBINE CHAPTER

WAZOO'S- Downtown Denver, 19th & Wazee

Annual Spring Buy/Sell/ Trade! Contact: Nick Clous
(303)344-8874.

MARCH 13-16, 1997

RENO, NEVADA- Nevada Breweriana Show &
Convention! Contact: "Turkey" Lardinios (702)786-1363

MARCH 24, 1997-CORNHUSKER CHAPTER

OMAHA, NE- BCCA Spring Show!

Contact: John Mlady (402)345-7909

APRIL 6, 1997

BLUE SPRINGS, MO- Beer Can & Breweriana
Show! Contact: Red Jones (913)596-1580

APRIL 13, 1997-ARK-CAN-SAS CHAPTER

LITTLE ROCK, AR- 11TH Annual "Little Red River
Show"! Contact: Vic Olson (501)362-7953

MAY 8-10, 1997-COLUMBINE CHAPTER

FT. COLLINS, CO- 3RD Annual "Rush To The
Rockies"! Contact: Jim Patterson (970)663-7328

JUNE 7, 1997-BIG SKY CHAPTER

BUTTE, MT- 7TH Annual Big Sky Summer B/S/T!

Contact: Dan Jeziorski (406)652-2532

JUNE 18-22, 1997-ABA XVI

RIVERSIDE, CA- 16TH Annual Meeting of ABA

AUGUST 16, 1997-COLUMBINE CHAPTER

DENVER, CO- Lone Tree Brewing Co. Annual
Summer B/S/T! Contact: Nick Clous (303)344-8874

OCTOBER 4-5, 1997-COLUMBINE CHAPTER

DENVER, CO- Holiday Inn-Denver Downtown. 2ND
Annual Breweriana Oktoberfest! Held in conjunction
w/ Great American Beer Festival!!!!

Contact: Shannon King (970)834-2509

With Deepest Sympathy

It is with deep sadness that we must report the passing of Tom Noyes of Roseville, MN. Tom was a very active and longtime member of the North Star Chapter. Tom and Jean are members of the Columbine Chapter and attended the "Rush To The Rockies" convention in 1996.

PAY YOUR DUES!

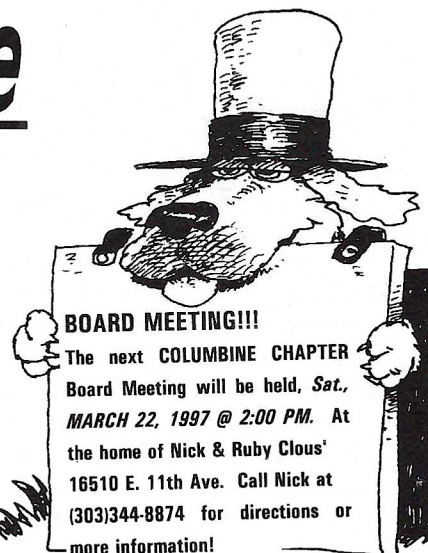
IF A RED DOT APPEARS ON YOUR LABEL, THIS IS
YOUR LAST ISSUE!

Thank You

The Columbine Chapter would like to thank Herb White of Lake Havasu, AZ, for his generous donations to the chapter operating fund. Your donations are greatly appreciated!

Bill McKenzie

Bill McKenzie of Littleton, CO, continues his long fight with leukemia. After being hospitalized, Bill is resting at home, awaiting a second bone-marrow transplant. Keep up the good fight Bill! You are in the thoughts and prayers of all your many friends in the Columbine Chapter, the ABA, and JFO.

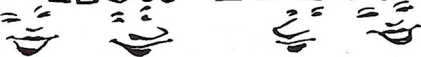


Congratulations

Gordon & Robin Bragg
Broomfield, CO
Proud new parents of **Joshua Paul**,
Born in November.



Meet some new faces!



Erik Amundsen- 265 Marble #301, Broomfield, CO 80020 (303)465-2092

Dennis Brown- 3418 Myers Ct., Cheyenne, WY 82001 (307)778-8498

Donald Derbin- 6880 Kidder Dr., Denver, CO 80221 (303)657-9724

Karl Johnson- 9886 Logan St., Thornton, CO 80229 (303)451-8098

Ken Rusch- 9911 Perry Ct., Westminster, CO 80030 (303)466-1491

Kirk Stamper- 1421 S. Sherman ST., Denver, CO 80210 (303)777-7138

Jim Stille- 7463 Augusta Dr., Boulder, CO 80301 (303)530-4596



RUSH TO THE ROCKIES UPDATE

Everybody is talking about this year's "Rush To The Rockies" to be held in Ft. Collins, CO., May 8-10, 1997.

The Columbine Board has planned some very entertaining activities!

NEW R.T.T.R CHAIRMAN

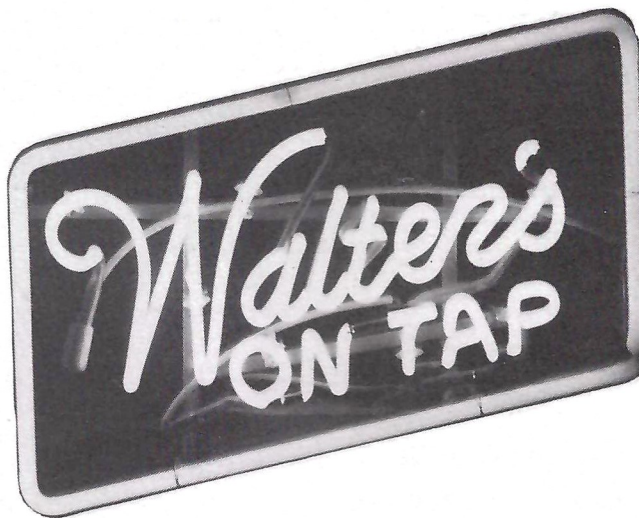
Jim Patterson has volunteered to be the new "Rush To The Rockies" Convention Chairman. Jim is already at work planning a great time for this year's guests. If you should experience any difficulties in registering for this year's show, Jim will gladly help you straighten out your problem. Jim also invites any suggestions or ideas you may have.

OOPS!
WE GOOFED!

Some of you have already discovered that the phone number printed on the back of the registration form for the Holiday Inn in Ft. Collins is wrong! We apologize for the mistake and have already made the correction. Thank you, to those of you who have pointed out our mistake! The correct number for the University Park-Holiday Inn in Ft. Collins is: (970)482-2626.

ROOM-TO-ROOM BREWBUCKS

Room-to-room trading is going to be more interesting this year at the hotel. The Columbine Board has come up with a clever way to encourage everyone to participate in room-to-room trading. On Thursday, May 8, from 5:00 p.m. to 11:00 p.m. prizes will be awarded to open rooms! All registered guests will drop their room number in a hat. Then a secret committee will draw a room number from the hat. They will then visit that room, and if it is open for business, they will win



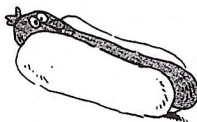
\$50 in Brewbucks to spend during the convention! In addition, the committee will also award a prize to the room with the nicest display. Further details will be provided as we get closer to R.T.T.R.

PIZZA PARTY!!!



Once again the hospitality room will provide to our guests another culinary delight. On Thursday night, May 8, from 4:00 p.m. to 6:00, there will be pizza provided to hungry guests just before heavy room-to-room gets under way. All you can eat, of course!

GASTRONOMICAL EXTRAVAGANZA



Don't worry, the world famous, "Nick Clous Special Select Hotdog Blast" will happen again this year just before the auction on Friday, May 9. We would like to encourage everyone to bring their favorite appetizer or dip for that evening.

The raffle is unbelievable again this year! The WALTER'S Neon is just a sampling of the raffle prizes offered this year. Also included is a beautifully framed GOETZ COUNTRY CLUB "Pony Express Rider" framed print, some moving lighted signs, pre-pro openers, cans, bottles, neons, and much, much, more!

RISE & SEE BREWERIANA SHINE!

Coors

Friday morning at 8:00 a.m., please plan to have "Breakfast With

Bill!" Bill Frederick will present a slide show of the history of Coors advertising and Colorado Breweriana. A continental breakfast will be provided.

We are still planning additional activities! Our main focus is designed to keep the rooms open for room to room trading, which means keeping our activities at the hotel.

We are offering all this at a very reasonable and affordable cost to you! Please the registration form, (included in this issue) for details. Plan to attend now!!!!

See You In FT. COLLINS!



D. (DEDICATION) A. (AMBITION) D. (DETERMINATION)

AWARD

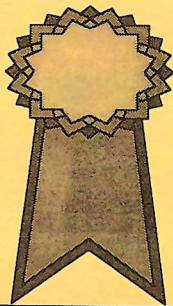
PREVIOUS D.A.D. AWARD WINNERS!

1992- **NICK CLOUS**

1993- **MARK KILBURN**

1994- **BILL SCHLITTER**

1995- **DICK CRAMER**



The person who receives the greatest number of nominations will be this year's winner!

This award will be presented during the banquet ceremonies at "*RUSH TO THE ROCKIES*", in Ft. Collins, on May 10th.

THIS YEAR'S MOST VALUABLE MEMBER WILL BE SELECTED BY THE *COLUMBINE* MEMBERS, RATHER THAN APPOINTED BY THE BOARD.

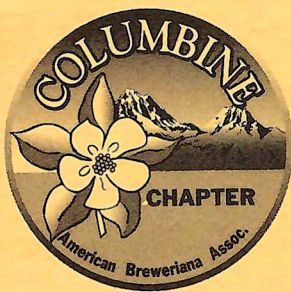
I WOULD LIKE TO NOMINATE _____

I THINK (HE, SHE) SHOULD BE **D.A.D.** BECAUSE _____

PLEASE SEND YOUR ENTRY TO : **DAD AWARD**

**16510 E. 18TH AVE.
DENVER, CO 80011**

Please submit your entry by March 31, 1997!



COLUMBINE CHAPTER

American Breweriana Association

16510 East 11th Avenue

Aurora, CO 80011



PLEASE MAIL TO:

MR JOE GEIST
1860 LARIMER ST. #370
DENVER, CO 80202

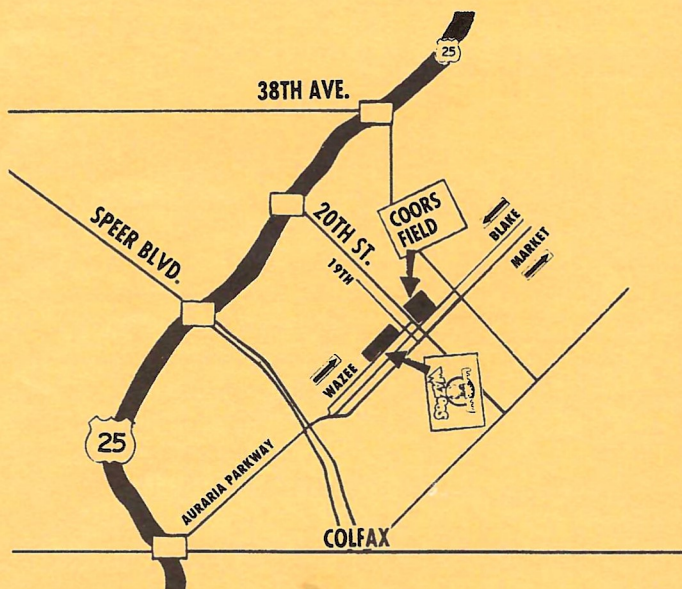


See you at WAZOO'S!

THE COLUMBINE CHAPTER INVITES YOU TO
OUR SPRING BUY/TRADE/SELL SHOW

Saturday, March 1st, 1996

11:00 AM to 3:00 PM



Downtown Denver at 19th & Wazee

Block and a half from Coors Field

